



RIMT

UNIVERSITY

SYLLABUS FILE
BACHELORS OF FINE ART
(Applied Art)

Batch- 2022

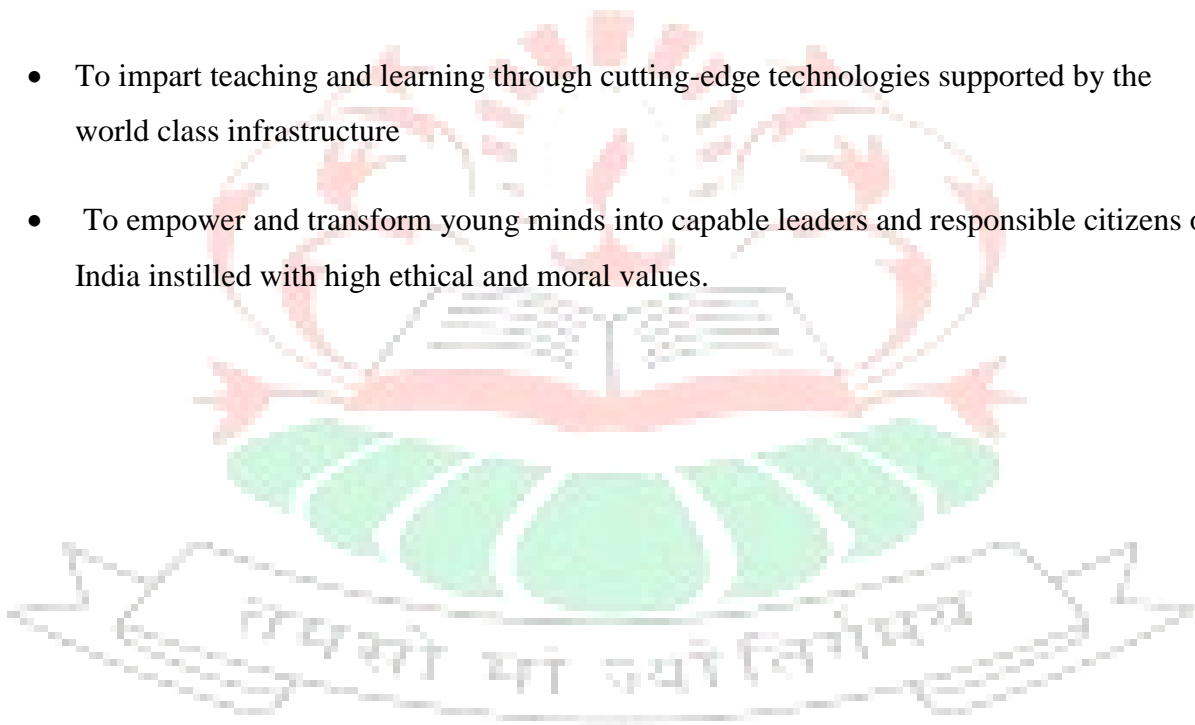
RIMT UNIVERSITY MANDI GOBINDGARH, PUNJAB

VISION

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

MISSION

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



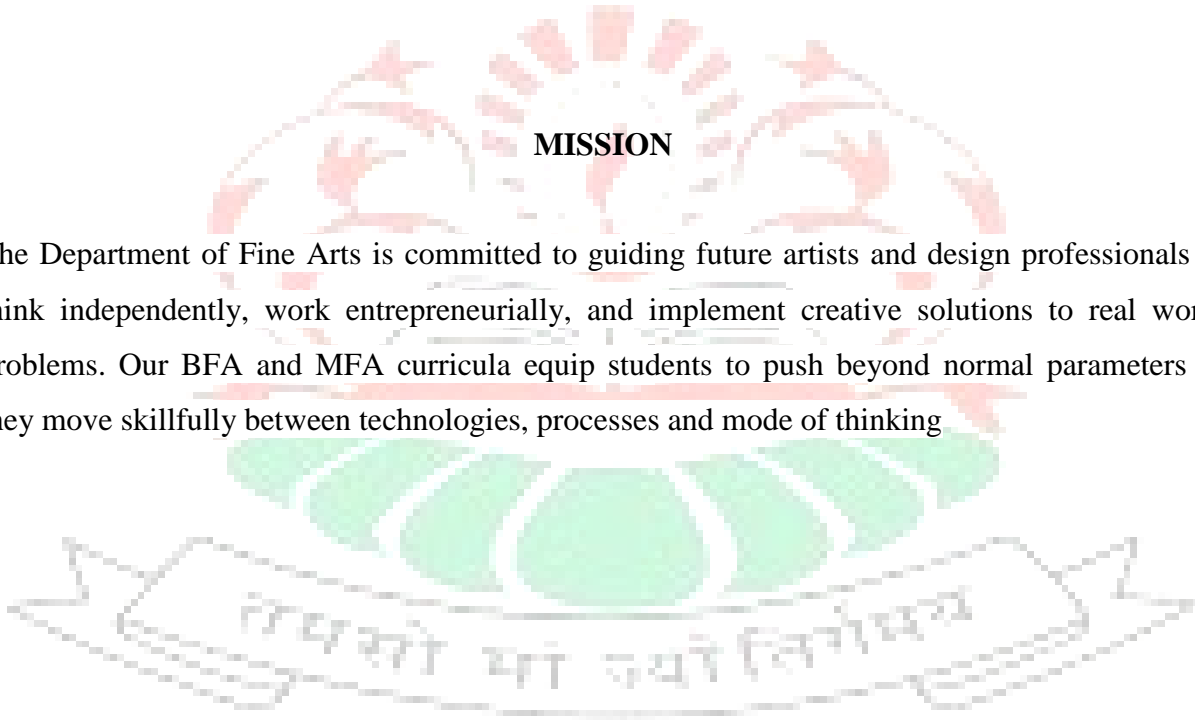
DEPARTMENT OF BACHELOR OF FINE ARTS

VISION

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

MISSION

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



ABOUT THE PROGRAM

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

OBJECTIVES

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

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

PEO1 Ability to demonstrate familiarity with established knowledge in the field of Applied Arts and awareness of the current development therein.

PEO2 Specialization Applied Art covers Print Production, Advertising, Calligraphy, Clay Modelling, Animation, video editing Graphic Designing, etc.

PEO3 Graduates will be highly skilled in art field like Painting's in different medium Mural, Metal and Non-Metallic sculpture, Commercial Art, Digital Screen printing, Engraving and etching and Installation Art.

PEO4 Assist to learners to use artistic and aesthetic sensibility in day –to-day life situation enable learns to achieve a balanced growth as a social being in tune with our culture through project work

PEO4 The programme BFA Applied Art empowers the students and enable 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.

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:

PSO1 This course emphasizes on a student's imaginative engagement with the world to understand visual elements and various principles of art. The primary focus in foundation course is on creating awareness in the students about the use of art materials and technical processes which are used in creating visual art and ideas.

PSO2 Applied Art is basically a subject for communication, which assumes various forms and an Applied Artist must know how to communicate through various Medias and technologies in modern era.

PSO3 This programme are dedicated to an inter- disciplinary and multimedia approach to art making that embraces painting, drawing and illustration, video and computer generated image making, as well as web based art.

PSO4 Student will understanding the basic and advance visual forms, the media and its reach to the public, various tools for execution like Visualization, Photography, Animation, Films, and wide range of computer application. Advertising is now a ever fast growing industry.\

PSO5 The programme of training in Applied Art is designed to emphasise upon professional aspects, it will not only develop professional skill in students but will also shape the personality of the students where in creative freedom will co-exist with practical requirements.

PSO6 The main concern of this training course is to understand the problem solving of communication as well as to transfer graphically the information which are received and analyzed.

PSO7 Perform critical and creative thinking skills, generating innovative ideas.

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:

PO1 The students during their bachelors programme, they endeavour to understand nuances of art at a deeper level.

PO2 Student is able to demonstrated expertise as visual communicators.

PO3 Demonstrates, through their presentations and writing, that they are aware of contemporary art and relevant historical precedents.

PO4 Student would gain the theoretical knowledge of studio, printing, Perspective Drawing, outdoor scene, landscapes.

PO5 Students will learn the ability to work co-operatively in group-based activities.

PO6 Demonstrate the intention, motivation and skills required to pursue and sustain a career as an artist.

PO7 Applied Arts candidate will be placed as a Graphic Designer, Animator, web Designer, film maker and many other roles.

PO8 To develop and understanding of global Environment and its Protection

PO9 Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO10 Produce and exhibit a comprehensive body of artwork that demonstrates conceptual rigor and appropriate technical skill

PO11 Applied Art aim at making the students to achieve Commercial and market oriented Art which will beneficial for them in future.

PO12 Understand the necessary skills needed to setup a professional practice in art making, including how to organize their studio, look for opportunities to exhibit their work and exhibit their own work.

PO13 Ability to communicate effectively in diverse group and Exhibit leadership skills



Program : B.F.A (Foundation Course)
Department : Department of Fine Arts
Year : 1 (Semester 1)

Teaching Scheme				Contact Hours/Week				Exam Duration (Hrs.)		Relative Weights (%)						
S. No	Subject Code	Course Title	Subject Area	Credits	L	T	P	S	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	Total
1	BEVS-1001	Environmental Science	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
2	BFAA-1101	Indian Culture and Arts- I	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
3	BFAA-1171	Clay Modeling-I	Practical	4	-	-	-	4	-	6	-	30	20	-	50	100
4	BFAA-1172	Visual Representation-I	Practical	4	-	-	-	4	-	6	-	30	20	-	50	100
5	BFAA-1173	Still Life	Practical	4	-	-	-	4	-	3	-	30	20	-	50	100
6	BFAA-1174	Print Making-I	Practical	4	-	-	-	4	-	6	-	30	20	-	50	100
7	BENG-1175	Communicative English in Practice	Practical	1	-	-	2	-	-	3	-	30	20	-	50	100
8	BCSE-1172	Computer Application -I	Practical	1	-	-	2	-	-	6	-	30	20	-	50	100
9	BFAA-1175	Integrated Project- I (Art Exhibition)	Generic subject	2	-	-	-	2	-	2	-	30	20	-	50	100
Total				24	4	-	4	18	-	-	20	210	170	120	350	900

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)																
Teaching Scheme				Contact Hours/Week					Exam Duration (Hrs.)		Relative Weights (%)					
S. No	Subject Code	Course Title	Subject Area	Credits	L	T	P	S	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	Total
1	BELE-1001	Energy Management	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
2	BENG-1001	Soft Skill	Practical	1	-	-	2	-	-	-	-	30	20	-	50	100
3	BFAA-1201	Indian Culture and Arts- II	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
4	BFAA-1271	Clay Modeling-II	Practical	4	-	-	-	4	-	6	-	30	20	-	50	100
5	BFAA-1272	Visual Representation -II	Practical	4	-	-	-	4	-	6	-	30	20	-	50	100
6	BFAA-1273	Drawing and Painting	Practical	4	-	-	-	4	-	6	-	30	20	-	50	100
7	BCSE-1272	Computer Application- II	Practical	2	-	-	4	-	-	3	-	30	20	-	50	100
8	BFAA-1274	Print Making-II	Practical	4	-	-	-	4	-	6	-	30	20	-	50	100
9	BFAA-1275	Integrated Project-II (Art Exhibition)	Generic subject	2	-	-	-	2	-	2	-	30	20	-	50	100
Total				25	4	-	6	18	-	-	32	210	170	120	350	900
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- 3)

Teaching Scheme				Contact Hours/Week				Exam Duration (Hrs.)		Relative Weights (%)						
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	S	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	TOTAL
1	BFAA-2301	Ancient Indian Art	Theory	2	2	-	-		3	-	10	-	15	60	-	100
2	BFAA-2302	Aesthetics-I	Theory	2	2	-	-		3	-	10	-	15	60	-	100
3		Marketing management	Theory	4	4	-	-		3	-	10	-	15	60	-	100
4	BFAA-2371	Drawing Illustration- I	Practical	4	-	-	-	4	-	3	-	30	20	-	50	100
5	BANM-2373	Software Lab – (Concept of Graphics and Illustration)	Practical	3	-	-	6	4	-	6	-	30	20	-	50	100
6	BFAA-2372	Print Production-I	Practical	4	-	-	-	4	-	6	-	30	20	-	50	100
7	BFAA-2373	Integrated Project-III(Art Exhibition)	Generic subject	2	-	-	-	2	-	2	-	30	20	-	50	100
Total				21	8	-	6	14	9	-	30	120	125	180	200	700

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	S	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	Total
1	BENG-2001	Soft skill	Practical	1		-	2	-		3	-	30	20		50	100
2	BFAA-2401	European art	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
3	BFAA-2402	Aesthetics-II	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
4		Advertising Profession & Practice I	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
5	BFAA-2471	Drawing illustration- II	Practical	4	-	-	-	4	-	2	-	30	20	-	50	100
6	BFAA-2472	Print Production -II	Practical	4	-	-	-	4	-	6	-	30	20	-	50	100
7	BANM-2474	Software Lab – (Print & Advertising Design)	Practical	4	-	-	8	-	-	6	-	30	20	-	50	100
8	BFAA-2473	Integrated Project- IV (Art Exhibition)	Generic subject	2	-	-	-	2	-	6	-	30	20	-	50	100
Total				21	6	-	10	10	-	2	30	150	145	180	250	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 (Applied Art) Department : Department of Fine Arts Year : 3 (Semester- 5)																
Teaching Scheme				Contact Hours/Week				Exam Duration (Hr)		Relative Weights (%)						
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	S	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	TOTAL
1	BFAA-3501	History & Appreciation of Art-I	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
2	BFAA-3502	Aesthetics-III	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
3		Advertising & Sales Management	Theory	4	4	-	-	-	3	-	10	-	15	60	-	100
4	BMJM-3575	Photography-I	Practical	2	-	-	4	-	-	3	-	30	20	-	50	100
5	BFAA-3571	Poster & Magazine layout - I	Practical	6	-	-	-	6	-	6	-	30	20	-	50	100
6	BANM-3574	Software Lab – (Advanced Motion Graphics)	Practical	4	-	-	8	-	-	6	-	30	20	-	50	100
7	BFAA-3572	Integrated Project- V (Art Exhibition)	Generic subject	2	-	-	-	2	-	6	-	30	20	-	50	100
Total				22	8	-	12	8	-	-	30	120	125	180	200	700
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 : 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	S	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	TOTAL
1	BENG-3001	Soft skill	Practical	1	-	-	2	-	-	3	-	-	20	-	50	100
2	BFAA-3601	History & Appreciation of Art-II	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
3	BFAA-3602	Aesthetics-IV	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
4		Advertising Profession & Practice-II	Theory	4	4	-	-	-	3	-	10	-	15	60	-	100
5	BFAA-3671	Poster & Magazine layout - II	Practical	6	-	-	-	6	-	6	-	30	20	-	50	100
6	BANM-3672	Branding & Advertising Design	Practical	4	-	-	8	-	-	6	-	30	20	-	50	100
7	BMJM-3675	Photography-II	Practical	2	-	-	4	-	-	6	-	30	20	-	50	100
8	BFAA-3672	Integrated Project- VI (Art Exhibition)	Generic subject	2	-	-	-	2	-	2	-	30	20	-	50	100
Total				23	8	-	12	6	-	-	30	120	145	180	250	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 (Applied Art)
Department : Department of Fine Arts
Year : 4 (Semester- 7)

Teaching Scheme				Contact Hours/Week				Exam Duration (Hrs.)		Relative Weights (%)						
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	S	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	TOTAL
1	BFAA-4701	History & Appreciation of Art	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
2	BFAA-4702	Aesthetics-V	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
3	BMJM-4775	Video Editing	Practical	3	-	-	6	-	-	3	-	30	20	-	50	100
4	BFAA-4771	Drawing Illustration-III	Practical	4	-	-	-	4	-	2	-	30	20	-	50	100
5		Digital Media (Motion Graphics)	Practical	3	-	-	6	-	-	3	-	30	20	-	50	100
6	BFAA-4772	Typography & Poster Making	Practical	4	-	-	-	4	-	3	-	30	20	-	50	100
7	BFAA-4773	Integrated Project- VII (Art Exhibition)	Generic subject	2	-	-	-	2	-	3	-	30	20	-	50	100
Total				20	4	-	12	10	-	-	20	150	130	120	250	700

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)

Teaching Scheme					Contact Hours/Week				Exam Duration (Hrs.)		Relative Weights (%)					
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	S	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	Total
1	BFAA-4801	History & Appreciation of Art- IV	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
2	BFAA-4802	Aesthetics- VI	Theory	2	2	-	-	-	3	-	10	-	15	60	-	100
3		Digital Poster	Theory	3	-	-	6	-	-	2	10	-	20	-	50	100
4	BFAA-4871	Drawing Illustration IV	Practical	6	-	-	-	6	-	6	-	30	20	-	50	100
5	BFAA-4872	Print Production- III	Practical	6	-	-	-	6	-	6	-	30	20	-	50	100
6	BFAA-4873	Integrated Project- VIII (Art Exhibition)	Generic subject	2	-	-	-	2	-	6	-	30	20	-	50	100
Total				21	4	-	6	14	-	-	30	90	110	120	200	600

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

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

SUBJECT CODE: BFAA-1101

SEMESTER: I

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Pre-Historic Art, Cave paintings at Bhimbetka Medium and subjects' matter of cave paintings.	6
UNIT-II	Proto-Historic Art- Indus Valley Civilization, Mohenjo-Daro, Harappa Priest head, Dancing girl, Seals etc.,	6
UNIT-III	Ajanta Caves (Discovery Of the Ajanta caves , Phases of Development , Technique)	5
UNIT-IV	Bagh Caves , Badami Caves, Sittanvasal cave	5

Recommended Books:

- Maurayan and Post Maurayan Art: Nihar Ranjan Rai
- Pre- historic Art in India: H.D. Sankali
- Ajanta : Its place in Buddhist art: Sheila L Weiner
- Bagh caves: Sir John Marshall
- A Concise history of Indian Art Roy C. Craven
- .Indian Art – A History of Indian Art from Vasudeva S. Agrawala From the earliest times up to the 3rd Century A.D.
- Ajanta – Its place in the Buddhist Art Sheila L.Weiner
- The Early history of India from 600 B.C. Vincent A. Smith
- To Muhammeden Conquest
- The Art of Indian Asia – Its Mythology Vol 1 &2
- And Transformations
- Bhartiya Chitrakala Gopal Madhukar Chaturvedy

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 eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$





SUBJECT TITLE: Clay Modeling – I (Practical)

SUBJECT CODE: BFAA-1171

SEMESTER: I

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Elementary introduction to various type of clay used in pottery.	8
UNIT-II	To develop the sense of structure. Operational problems in building up structures.	8
UNIT-III	Simple assignments to work with clay to develop three dimensional shapes/structures.	8
UNIT-IV	Develop skills to conceive simple figures, group-figures and objects of common use in clay.	8

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 Chekov**

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 Session work





SUBJECT TITLE: Visual Representation – I (Practical)

SUBJECT CODE: BFAA-1172

SEMESTER: I

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Drawing as an extension of seeing: (a) Enhancing eye- hand coordination (b) Blind drawing- focus on object while drawing on paper. (c) Gesture Drawing- focus on movement of wrist and upper arm. (d) Image making through recall, observation and imagination.	10
UNIT-II	To Develop Still Life Paintings To Develop Landscapes	10
UNIT-III	Introduction to Principles of Perspective drawing Detail Study of One point & Two Point Perspective Aerial & Atmospheric Perspectives	10
UNIT-IV	Introduction to Isometric drawings.	10

Recommended Books:

- Design Representation- [Gabriela Goldschmidt](#) , [William L. Porter](#), 15 Jan 2004
- The Design of Everyday Things- [Don Norman](#), 5 Nov 2013
- Design Basics- [David A Lauer](#), [Stephen Pentak](#), 1 Nov 2007

- Unflattening- [Nick Sousanis](#), 28 Apr 2015
- Design Basics (Mindtap Course List)-[Stephen Pentak](#), [David Lauer](#), 1 Oct 2014

Instruction of Question Paper setter

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





SUBJECT TITLE: Still life (Practical)

SUBJECT CODE: BFAA-1173

SEMESTER: I

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Study of various types of forms, textures and light effects in different nonliving objects using line drawing with light and shade effects according to fundamentals and principles.	10
UNIT-II	Arrangement of different objects (Geometrical and organic objects) from composition point of view.	10
UNIT-III	Study of basic geometrical objects. Drawing from cubes, cones, cylindrical objects, casts, drapery etc. observed and studied in various rendering media (such as pencils, crayons, pastels, charcoal).	10
UNIT-IV	Observed and studied in various rendering media (such as pencils, crayons, pastels and charcoal).	10

Recommended Books:

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

- Smart Sketch Book 3: Oogie Art's Step-By-Step Guide to Drawing Still Life Objects with Charcoal and Soft Pastels- [Wook Choi](#) 1 Dec 2015
- Smart Sketch Book 4: Oogie Art's Step-By-Step- Guide to Painting Still Life Objects in Acrylic- [Wook Choi](#) 1 Dec 2015

Instruction of Question Paper setter

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





SUBJECT TITLE: Print Making - I (Practical)

SUBJECT CODE: BFAA-1174

SEMESTER: I

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction of materials and its use for making a design based on gathering impressions from various surfaces.	7
UNIT-II	Drawings of simple sketches containing single or double object like flower and leave, fruit single or double for wood block printing and lino cut.	15
UNIT-III	Engraving with tools and wood block cutting with reference of sketches. Different types of composition with experiments	10
UNIT-IV	Complete Process of taking out black and white relief print from carved plane wood block and lino. Using daily routines topics as well as observation.	8

Recommended Books:

- Wood Engraving and Linocut by [Ann Hayward](#), 11 Dec 2018
- The Wood Cut Artist Handbook: Technique and tools for Relief Printmaking by – [George A Walker](#), 26 Mar 2004
- German Expressionist Woodcuts by - [Shane Weller](#), 1 Dec 2015.

Instruction of Question Paper setter

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



SUBJECT TITLE: Computer Application - I (Practical)

SUBJECT CODE: BCSE-1172

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio(S)	Credit (C)
-	-	2	-	1

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

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

Recommended Books:

- . Microsoft Office 2000 Complete: BPB Publication.

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

Instruction of Question Paper setter:

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





SUBJECT TITLE: Integrated Project-I (Art Exhibition)

SUBJECT CODE: BFAA-1175

SEMESTER: I

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

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

Recommended Books:

Instruction of Question Paper setter

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



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

SUBJECT CODE: BFAA-1201

SEMESTER: II

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Mauryan Art, Stupa Sculptures- Bahrut, Sanchi, Amaravati,	6
UNIT-II	Ellora Cave , Elephanta Caves	6
UNIT-III	Central Indian Art, Khajuraho	6
UNIT-IV	Central Indian Art, Pala and Sen Sculptures.	6

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 eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



SUBJECT TITLE: Clay Modeling- II (Practical)

SUBJECT CODE: BFAA-1271

SEMESTER: II

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Body parts of human (male, female and child) individually like nose, ear, lips, hands, feet etc	10
UNIT-II	Complete face of male, female and child arranging those individual parts.	10
UNIT-III	Composition in relief and round using subtraction method in Clay based on natural and geometrical objects.	7
UNIT-IV	Composition in relief and round using subtraction method in Plaster of Paris based on natural and geometrical objects.	9

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 Session work.



SUBJECT TITLE: Visual Representation - II (Practical)

SUBJECT CODE: BFAA-1272

SEMESTER: II

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	To understand basic principles of free hand drawing and Rendering in color media:- (a) Introduction to color application based on 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.	10
UNIT-II	To understand the advantages of each medium:- (a) Focusing on color mixing and achieving different nuances of color. To understand how colors react and combine to give an intended effect/experience.	10
UNIT-III	Introduction to principles of composition as an extension of basics from ‘elements of design’ :- (a) Real objects as visual elements and its relationship (Composition) / proportion / scale / ratio. (b) Exploration of visual elements – line, shape, form, space, light and shade, texture and tones in real arrangements. (c) Visual composition as interpreting non tangible feel or emotion.	10
UNIT-IV	Introduction to basics of representation of human body:- (a) Understanding and effective representation of body proportions. (b) Understanding (in terms of representation of body parts in their cohesive relationship) of the human anatomy, form and movement.	10

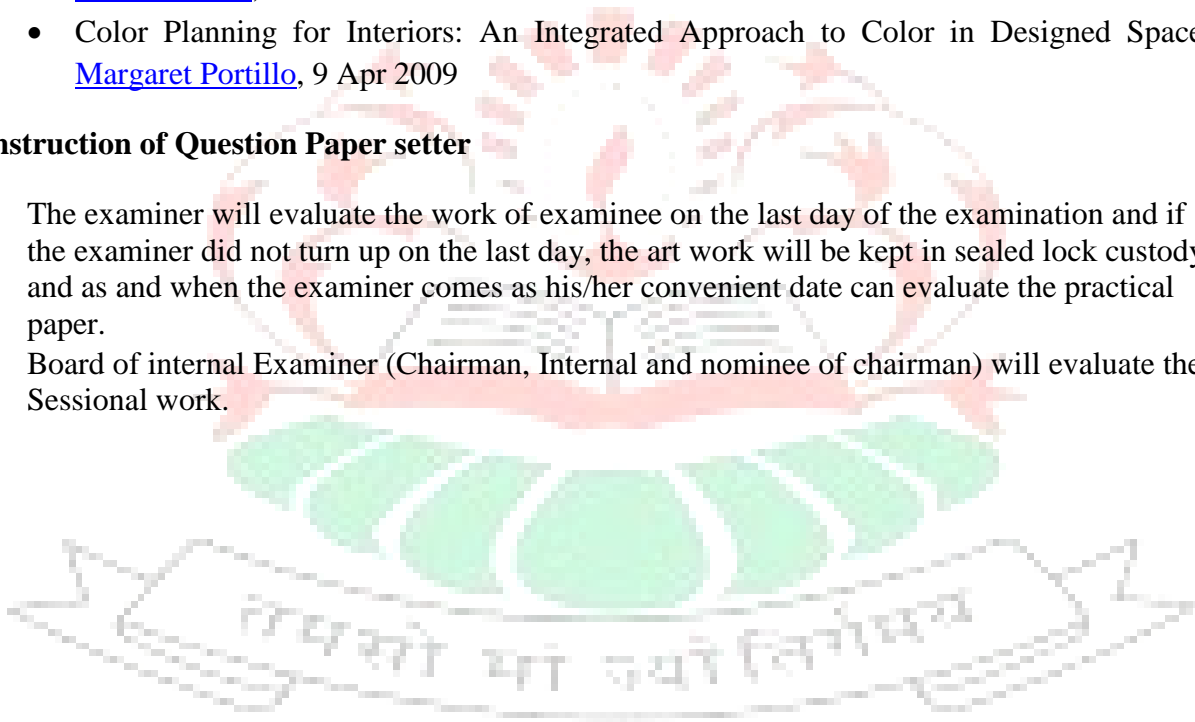
	(c) Representation of physical characteristics of Male and Female figure in comparison. (d) Representation of human figure in drape/ clothes in dry media.	
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Recommended Books:

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

Instruction of Question Paper setter

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

SUBJECT CODE: BFAA- 1273

SEMESTER: II

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Study of basic geometric objects. Study from day to day life objects	8
UNIT-II	Drawing cubes, cones , cylindrical objects ,casts , drapery etc	8
UNIT-III	Use different methods of rendering the still life. Detailed study of different rendering styles	8
UNIT-IV	Painting of objects using different perspectives and multiple objects	8

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:

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SUBJECT TITLE: Computer Application – II (Practical)

SUBJECT CODE: BCSE-1272

SEMESTER: II

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

CO1. Discover the area of specialization inside designing where they can perform their best.

CO2. Demonstrate an understanding of graphic design principles (raster aspect) in applied practice.

CO3. Develop a vocabulary and visual language for design using various raster design techniques.

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Features and application of Photo editing software: Raster Software (Photoshop), Setting of workspace, Own workspace, Creating new document, Image sizes and resolutions, Color Modes, Meaning of Pixel, bits, PPI and DPI, Placing Canvas, Menu bar, Tool bar, Layer panel, Channels, Swatches, File Formats, Color theory, basic of color, fill type	8
UNIT-II	Tools and Palettes: (a) Selections and Channels (b) Saving, Importing and Exporting and (c) Image Editing	8
UNIT-III	Using Layers, Transforming Images, Using Type, Painting and Coloring, Paths and Vector shapes	8
UNIT-IV	Applying Filters, Color Tone Adjustments & Management, Automation, Preparing Graphic for the Web Printing from Photoshop	8

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:

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





SUBJECT TITLE: Print Making-II (Practical)

SUBJECT CODE: BFAA-1274

SEMESTER: II

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

CO1: During this module, students will be able to understand the concept of print, its elements and principles involved in making a good print.

CO2: They will be able to understand the quality of prints, inks, papers, and their behavior when they are applied on different surfaces.

CO3: It will help students to understand print as a medium of artistic expression. They will also be able to create blocks and print them accordingly.

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Understand the history of printmaking as a distinctive form of art production. Understanding different aspects of print making	10
UNIT-II	Learn and apply different printmaking techniques and processes with proficiency. - Knowledge of content in prerequisite or transfer courses, as well as preparation for a career.	10
UNIT-III	The basic principles of plate making and ink transfer. The basic techniques of color registration.	8
UNIT-IV	The traditions and terminology of original print production and how these may be applied to the development of personal work. Preparation of monoprints.	8

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.
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SUBJECT TITLE: Integrated Project-II (Art Exhibition)

SUBJECT CODE: BFAA-1275

SEMESTER: II

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

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

Recommended Books:

Instruction of Question Paper setter

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

SUBJECT TITLE: Ancient Indian Art (Theory)

SUBJECT CODE: BFAA-2301

SEMESTER: III

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Sculpture (Buddhism as an Exponent of the art activity during this era.) Kushana Art :Mathura Art, Gandhara Art	6
UNIT-II	Gupta Art (Mathura and Sarnath) Buddhism as an Exponent of the art activity during this era	4
UNIT-III	Mahabalipuram- study of the Rathas, Caves and Rock Reliefs	4
UNIT-IV	Detailed study of Chola Bronze from south Indian	6

Recommended Books:

- Temples of South India K.R. Srinivasan
- The wonders of Elora John B. Seely
- The Dharamraja Ratha and - K.R. Srinivasan
- It's Sculptures- Mahabalipuram
- Bhartiya Chitrakal avem Murtikala ka Itihas - Rita Pratap
- Masterpieces of Indian Bronzes and Metal - Rustam J. Mehta
- A survey of Indian Sculpture - S.K. Saraswati
- Indian Metal Sculpture - Chintamani Kar
- Pallava rock Architecture and Sculpture - Elisabeth Beck
- Indian Sculpture - Grace Morley

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 eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



SUBJECT TITLE: Aesthetics –I (Theory)

SUBJECT CODE: BFAA-2302

SEMESTER: III

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	An introduction to Indian Aesthetic and brief historic background. Element of Art: - Line, form, tone, colour, texture, space, perspective and composition.	7
UNIT-II	Form & Content Principles of art Appreciation.	7
UNIT-III	Indian concept of Beauty. Indian view of Life and Art.	6
UNIT-IV	Basic Religion System- Hindu. Introduction to Iconography- Hindu.	6

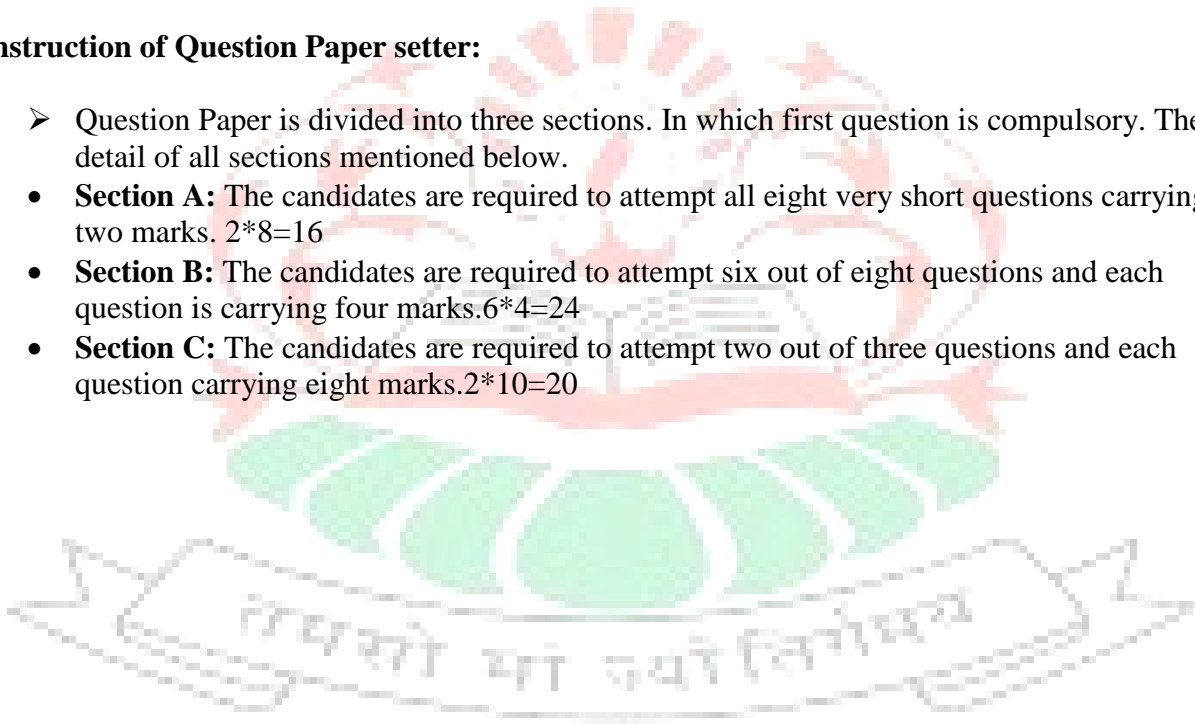
Recommended Books:

- Saundrya Sastra KeTatva (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 Tirath Shukal
- Bhartya Kala Aayam (Hindi) – Nihar Ranjan Rai
- The dances of Shiva – Anand Coomarswamy
- An approach for Indian – Sheh Pandit theory of Art and Aesthetes
- Marxist Aesthetes - A Zis

- Aesthetes - S.K. Saxena
- Anand Mulk Raj: Hindu View of Art, Arnold –Heinlmann, New Delhi 1987
- Bullough E.: Aesthetics, edited by E Wilkinson, London, 1957
- Coomaraswamy Anand K. : The Dance of Siva – Fourteen Indian Essays; Munshi Ram Manohar Lal, 1997
- Coomaraswamy Anand K. : The Transformation of Nature in Art; Dover Publications, New York, 1934
- Croce Benedetto : Aesthetics, London, Mac Millan ltd. 1934
- Hariyanna: Art Experience, Published by Kavyalya,1954, Mysore
- Kapila Vatsayana,: Indian Aesthetics and Art Activity Institute of Advance study Shimla, 1968

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 eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



SUBJECT TITLE: Marketing Management (Theory)

SUBJECT CODE:

SEMESTER: III

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

CO3: To understand the nature and scope of Markets, Market Research and Marketing.

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

Contents of Syllabus:

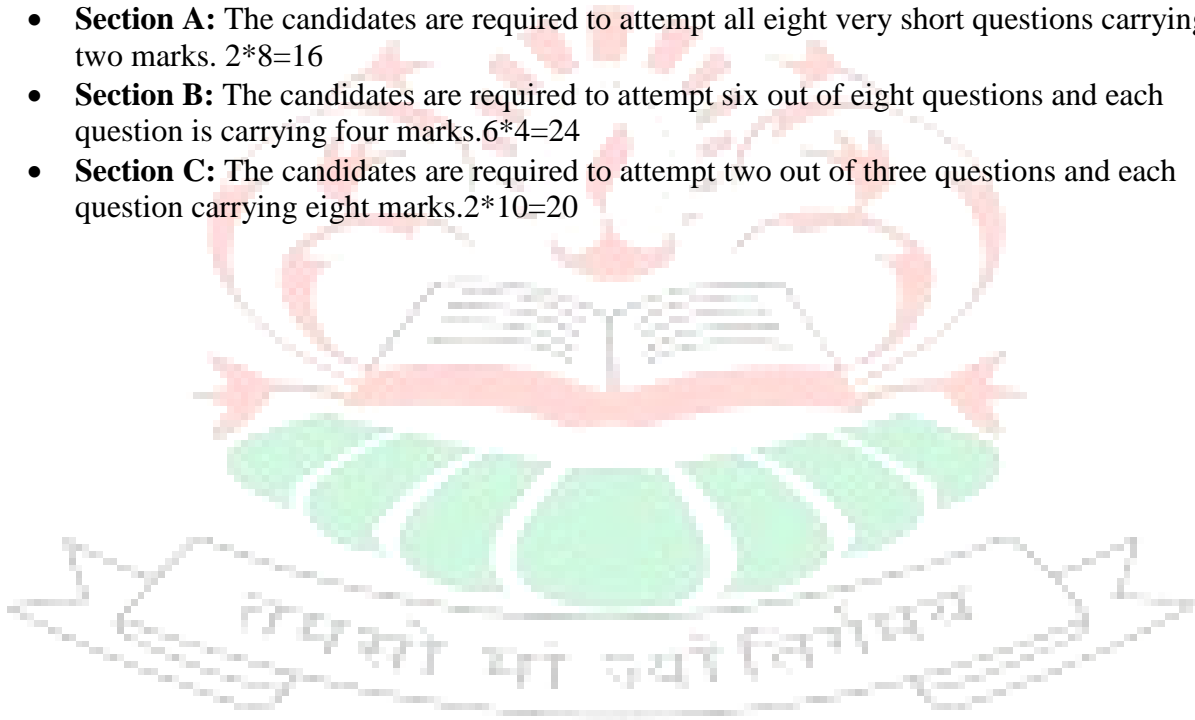
Sr. No	Contents	Contact Hours
UNIT-I	Advertising:- Definition, role and its importance. Advertising as a means of Communication, Setting advertising objectives, kinds of advertising, advertising appeals, advertising copy Creative copy strategies, message structures, Advertising art & layout. Media planning & scheduling, Advertising Budget, Advertising agencies: Role, Types and Functions. Measuring advertising effectiveness: pre and post testing, Social, Ethical and Legal Aspect of Advertising,	9
UNIT-II	Sales Management:- Definition, Nature, Scope and Importance of Sales Management, difference Between selling and marketing and sales management and marketing, Evolution of Sales	5
UNIT-III	Management, Emerging Trends in Sales Management. Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Sales Objectives, Sales Strategies. Personal Selling Process.	5
UNIT-IV	Sales Force:- Recruitment and Selection Process, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of information, Technology in Sales Management.	6

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.
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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 two out of three questions and each question carrying eight marks. $2*10=20$



SUBJECT TITLE: Drawing Illustration - I (Practical)

SUBJECT CODE: BFAA-2371

SEMESTER: III

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

CO4 Observing the world around us and interpreting it visually.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Drawing exercises are to learn accurate observation and skills of graphic presentation. Introduction to various aspects and techniques of drawing Time bound exercises.	10
UNIT-II	Head Study: Construction of the skull: planes and masses of the head from Different angles and eye levels; adding of details and finishing.	10
UNIT-III	Figure & Outdoor: Study of Human anatomy, proportion, planes and masses, Poster and rhythmic unity of body parts; foreshortening, quick time Sketches and finished drawings.	10
UNIT-IV	Selection of spot, picture frame observation and study of Variations in nature, addition and eliminations, simplification, eye levels and perspective, balance and rhythms for use in composition. (Medium: Pencil, Ink, Charcoal and Crayons, Poster/Water Color, Photo Color, Pastel (Oil/Dry))	10

Recommended Books

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

Instruction of Question Paper setter

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



SUBJECT TITLE: Software Lab – (Concept of Graphics and Illustration)

SUBJECT CODE: BANM-2373

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	6	-	3

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

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

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

Contents of Syllabus:

UNIT	TOPICS	HOURS
I	<p>Introduction: What is Vector? Technical Differences of Vector& Raster Imaging, About Path, Adobe illustrator, work area, Workspace, Own Workspace, Document Profile, Artboards, File Size, Page Orientation, Units, Bleed, Color Mode, Tool bar, Menu bar, Property bar, Customs tool bar, Layer Panel, New layer, Layer lock</p> <p>Tools- Selection tools:- Selection, Direct Selection, Group Selection, Magic Selection, lasso tool. Shape tool:- line Segment, Arc, Spiral, Rectangular Grid, Polar Grid, Rectangle, Rounded Rectangular, Ellipse, Polygon, Star, flare tool</p> <p>Drawing tool:- Drawing Modes, Draw Normal, Draw Behind, Draw inside, About Path, Pen tool, Curvature tool, Paint Brush, Blob Brush, Shaper tool, Pencil, Smooth, Path eraser, Join tool, Eraser, scissor tool, Knife tool</p>	<u>5</u>
II	<p>Type Tool:-Type, Area type, Type as a path, Vertical path, Vertical area type, Vertical type on a path, Touch type, Text character properties, Paragraph Styles. Glyphs</p> <p>Navigation and Reshape tool :- Hand, Zoom, Blend, Puppet wrap, Reshape, Shape builder, Wrap, Twirl, Pucker, Bloat tool, Scallop tool, Crystallize tool, Width tool</p>	<u>8</u>

	Fill, Stroke and other tools:- Fill Button, Stroke button, Swap fill and stroke, Default fill and stroke, Apply color, Apply Gradient, Apply Noise, Eye Dropper, Gradient tool, live paint, live paint selection, Measure, mesh, Perspective Grid tool, Perspective Grid Selection tool, Transform tool:- Rotate, Reflect, Scale, Shear, Free Transform, Transform options, Rulers, Grids, Guides	
III	Isometric vector, Creating 3D object, Typography , special effects, filters, shadows, glow, Clipping mask , Export illustrator Files in Other Formats	<u>4</u>
IV	Tracing:- Manual and Automatic(live Tracing), Design Exercises: New Logo Designs or corporate identity design Designs based on typography, Re-Create logo, Icons Designs, Own Avatar Design, Face Tracing, Vector Movie poster	<u>6</u>

Recommended Books:

1. Adobe Illustrator Classroom in a Book: Adobe Creative Team
2. The Visual Display of Quantitative Information: Edward R. Tufte

Instruction of Question Paper setter

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

SUBJECT TITLE: Print Production-I (Practical)

SUBJECT CODE: BFAA-2372

SEMESTER: III

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	This subject will help students to have general printing production knowledge in rapidly changing printing industry.	10
UNIT-II	The applied art students must have knowledge and Understanding of basic printing process. Like Offset (Sheet & Web), Letter Press, Roto-Gravure, Flex, Screen Printing,	10
UNIT-III	Introduction to 2 basic printing methods - relief, intaglio.	10
UNIT-IV	Introduction to 2 basic printing methods-litho and stencil/serigraphy.	10

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 (Art Exhibition)

SUBJECT CODE: BFAA-2373

SEMESTER: III

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

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

Recommended Books:

Instruction of Question Paper setter

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

SUBJECT TITLE: European Art (Theory)

SUBJECT CODE: BFAA-2401

SEMESTER: IV

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

CO3: This course will help the student to understand the value of Art and Style of different civilizations which have occurred around the world.

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Egyptian Art-Sculptures (Relief and 3-D) Greek Art (Geometric and Archaic)	6
UNIT-II	Greek Art (Three Phases sculptures)	6
UNIT-III	Roman Art (Paintings & Sculptures) Early Christian Art	7
UNIT-IV	Byzantine Art (Late 19 th and Early 20 th century Art):-Gothic Art	6

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 eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



SUBJECT TITLE: Aesthetics-II (Theory)

SUBJECT CODE: BFAA-2402

SEMESTER: IV

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Theory of Rasa & Bhava Inter relation between Art & Craft.	5
UNIT-II	Stylistic analysis of important works of Art. Art & Nature.	6
UNIT-III	Six limbs of Indian art Mention of paintings in different Indian Ancient literature.	6
UNIT-IV	Basic Religious System –Jain Introduction to Jain Iconography.	6

Recommended Books:

- Saundrya Sastra Ke Tatva (Hindi) - Kumar Vikal
- Art Beauty and Creativity - Shyamala Gupta
- Companti 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 eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



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

SUBJECT CODE:

SEMESTER: IV

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	History of Advertising: Early Printed Advertising, The Industrial Revolution, Development in the 20 th Century, Development of the Concept and Practice of Advertising, Emergence of the Factory System, Role of the Trade mark in early periods, Trade mark in modern Business, Consumer Psychology of Brand Preference, Manufacture's Desire for Brand Control.	7
UNIT-II	History of Writing: The historical development of writing calligraphy - Indian & European script, Gothic & Roman writing, introduction of movable type and birth of typography, Basic principles of typography -Study of type families, design suitability, legibility and readability, typographic measurement and specifications	7
UNIT-III	Printing Technique: Layout, sequence in creativity, the printing processes, the letterpress, offset Lithography, gravure, line reproduction, Halftone reproduction, setting the types, production and designing Paper, varieties of Paper, ream, basic size, basic weight, gram-age, thickness, making art work, Processing, Planning, Plate making, Printing, Post Print .process Cutting, Creasing, Folding, lamination, varnishing, gumming, dye cutting, embossing Costing/Estimation	8
UNIT-IV	Media for advertising: Types of media, Broadcast media, non-broadcast media, print media, outdoor media, Transit or vehicular media, specialty media, point of purchase or in-shop media, Internet (world wide web), Exhibition, trade show, Demonstration and local	5

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 A:** The candidates are required to attempt all eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$

SUBJECT TITLE: Drawing Illustration-II (Practical)

SUBJECT CODE: BFAA-2471

SEMESTER: IV

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

CO2: It is designed for both experienced art students who want to develop portfolios for transfer and for non-art majors who have little or no previous experience in art and want to develop aesthetic understanding and drawing skills.

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. (Medium: Pen & Ink)	10
UNIT-II	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. (Medium: Pencil Color)	10
UNIT-III	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. (Medium: Poster Color)	10
UNIT-IV	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. (Medium: Water color)	10

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: Print Production- II (Practical)

SUBJECT CODE: BFAA-2472

SEMESTER: IV

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

CO1:- Knowledge artistic and commercial of applications of digital photography and print making in respect of methods and techniques necessary to make successful digital photographs.

CO2: Learn how to put together an aesthetically pleasing body of work using a basic digital camera, a computer and ink jet printer.

CO3: Applying suitable and innovative digital skills.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	This subject will help students to have general printing production knowledge in rapidly changing printing industry.	10
UNIT-II	The applied art students must have knowledge and Understanding of basic printing process. Like Offset (Sheet & Web), Letter Press, Roto-Gravure, Flex, Screen Printing,	10
UNIT-III	Introduction to 2 basic printing methods – relief and intaglio.	10
UNIT-IV	Introduction to 2 basic printing methods-litho and stencil/serigraphy.	10

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: Software Lab – (Print & Advertising Design)

SUBJECT CODE: BANM-2474

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	8	-	4

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

Course Outcome:- Upon successful completion of the course, student will be able to

CO1. Create designs according to the content to be communicated.

CO2. Practice and understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.

CO3. Understanding of proportion and its application in layout design

CO4. Create publication design using different layouts for different mediums according to their function

Contents of Syllabus:

UNIT	TOPICS	HOURS
I	<p>Important terms in design: Measurements, Absolute and Relative, Standard Sizes, Paper Sizes-Book and Poster Sizes, Screen Sizes Etc.</p> <p>Page Layout: Layout, Working of a Grid System, Column, Margin, Gutter Spaces, Bleed, Registration and Trim. Paper, Paper Qualities, Paper Types and Print Quality, Binding/Folding,</p> <p>Corporate Identity: Logo type, Creation of corporate, Production house, Hospital, Education Logo, Selection of colors, typefaces, element placement, stationary designs: Letter head, business card, envelopes, Pen cover design, Cap and Cup design, T-shirt design, Banner Design, Bill Board, Calendar, Semiotic designs, Symbols and Signage for various environments, icon design.</p>	<u>6</u>
II	<p>Posters and promotional designs: Concept creation, Campaign posters - event posters. Advertising technique, Advertisement, Minimal, Creative strategy, message appeals, target market, creative use of images or illustrations.</p> <p>Advertisement for newspaper- magazine - online promotion, Pamphlets and brochures, What is a Brochure?, Content management, Design Concepts, Selection of typefaces, Page Size, different methods of folding.</p>	<u>6</u>

III	Package Design: 3D Forms and Surface Graphics, Create Cartons, Containers and Wrappers for Verity of products. Mockup Design	<u>4</u>
IV	Design Exercises: Office Stationery: Visiting Card, Letter Head, envelopes ,Pen cover design, Cap and Cup design, T-shirt design, Banner Design, Bill Board Calendar for an Animation Studio/Office. Magazine Advertisement : Full Page Ad, Teaser Ad for an Animation Artist , Poster Design: Poster for an Animation Movie. Brochure: 3- Panel Brochure for Animation Institution/Studio.	<u>8</u>

REFERENCE BOOKS:

1. Adobe Illustrator Classroom in a Book: Adobe Creative Team
2. Advertising by Design: Creating Visual Communications with Graphic Impact by Robin Landa, Publisher- Wiley.
3. Creative Advertising by Mario Pricken, Publisher-Thames and Hudson.

Instruction of Question Paper setter

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SUBJECT TITLE: Integrated Project-IV (Art Exhibition)

SUBJECT CODE: BFAA-2473

SEMESTER: IV

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

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

Recommended Books:

Instruction of Question Paper setter

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

(ii) Review about art exhibitions.



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

SUBJECT CODE: BFAA-3501

SEMESTER: V

CONTACT HOURS/WEEK:

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

Internal Assessment: 60

End Term Exam: 40

Duration of Exam: 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Pal and jain Miniature painting (History & themes Painting techniques)	5
UNIT-II	Mughal period Miniature Paintings, History, Themes, Techniques of Mughal Paintings, Material used in Mughal miniature painting- Akbar & Jahangir period miniature painting	8
UNIT-III	Rajasthani miniature painting: Study of miniature painting and technique, Major schools Art:- Kishangarh, Bundi.	7
UNIT-IV	Kangra miniature painting : technique pahari miniature painting and main text related to ragas and ragini , Art pahari schools :- Basholi, Chamba, Guler . Company School Miniature Painting.	8

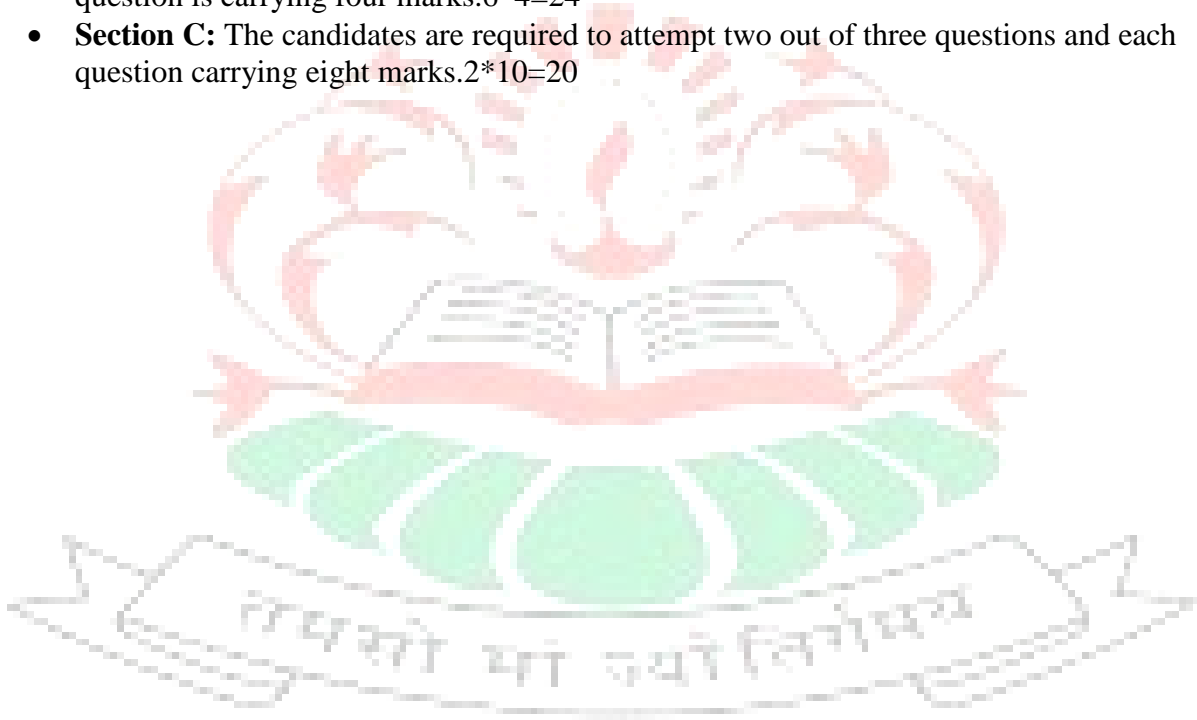
Recommended Books:

- 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 - Hauntington
- Indian Sculpture - SteHakramriscch
- A History of far Eastern Art - Thames and Hudson

Instruction of Question Paper setter

- Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.
- **Section A:** The candidates are required to attempt all eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$





SUBJECT TITLE: Aesthetics-III (Theory)

SUBJECT CODE: BFAA-3502

SEMESTER: V

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

CO2: This will further help the student in understanding the judgments of sentiments.

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Understanding of terms and terminologies related to art:- Mudras, Asana ,Posture, Chiaroscuro, Continuous Narration , Drishti	8
UNIT-II	Chitrasutra of Vishnu Dharmotram purana. Art & Symbolism.	7
UNIT-III	Creative Process. Art & Illusion.	6
UNIT-IV	Basic Religious system :- Buddhism Introduction to Iconography:- Buddhism	7

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 Tirath Shukal
- Bhartya Kala Aayam (Hindi) – Nihar Ranjan Rai
- The dances of Shiva – Anand Coomarswamy
- An approach for Indian – Sheh Pandit
- Theory of Art and Aesthetes- Marxist Aesthetes
- Aesthetes - S.K. Saxena

Instruction of Question Paper setter

- Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.
- **Section A:** The candidates are required to attempt all eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



SUBJECT TITLE: Advertising & Sales Management (Theory)

SUBJECT CODE:

SEMESTER: V

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

CO3: Understanding organizational functions and roles in Advertising industry.

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Advertising, truth and fundamentals of Advertising, ethics in advertising. Media of Advertising. Technical terms of Advertising.	6
UNIT-II	Principles of Design. Elements of design, its role and effect in Advertising layouts and its elements.	7
UNIT-III	Printing: introduction of main printing processes such as Letterpress, Lithography, Gravure, Offset, Silk-screen, its history and development, latest techniques of printings.	8
UNIT-IV	Typography and its basic rules. Importance of typography, different types of typography. Technical Terms of advertising (USP, Burning, Dodging, Imposition, Registration Mark, CMYK, RGB etc.)	8

Recommended Books:

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

- Sign Design : Graphics, Materials & Techniques – Mitzi Sims

Instruction of Question Paper setter

- Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.
- **Section A:** The candidates are required to attempt all eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



SUBJECT TITLE: Photography -I (Practical)

SUBJECT CODE: BMJM-3575

SEMESTER: V

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Advance work for advertising in Photography Subject: Photography for advertising Photography for modeling /Fashion photography	10
UNIT-II	Advance work for advertising in Photography Subject: Product Photography Digital Manipulation	10
UNIT-III	Advance work for advertising in Photography Subject: Travel Photography Photography for Journalism Black & White photography	10
UNIT-IV	Advance work for advertising in Photography Subject: Photo series / Photo essay (based on a particular theme) Photography for illustration /Story Board.	10

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: Poster and Magazine Layout –I (Practical)

SUBJECT CODE: BFAA-3571

SEMESTER: V

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	-	6	6

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

CO3: To develop clear messages with good communication.

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Comparative study of different types and sizes of layouts; designing of simple illustrative and typographical layouts for magazines and posters	10
UNIT-II	Study and selection of typefaces for different layouts; use of letters and words as a visual element/form; calculation of copy according to given space.	10
UNIT-III	Exercises of illustration with the different media on stories, poems & myths for designing of books for kids and posters for social problems.	10
UNIT-IV	Exercises of illustration with the different media on stories, poems & myths for designing of books for kids and posters for food games etc.	10

Recommended Books:

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

- [Designing with Type: The Essential Guide to Typography](#) (James Craig)
- 25 of the Best Design Books of 2015 by: [Zachary Petit](#)
- Art Chantry Speaks by: Art Chantry, edited by Monica Rene Rochester
- The Art of Typewriting by: Marvin and Ruth Sackner
- [The Best American Infographics 2015](#) Edited by: Gareth Cook

Instruction of Question Paper setter

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SUBJECT TITLE: Software Lab – (Advanced Motion Graphics)

SUBJECT CODE: BANM-3574

SEMESTER: V

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	8	-	4

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

Course Outcome: - Upon successful completion of the course, student will be able to

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

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

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

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

Contents of Syllabus:

UNIT	TOPICS	HOURS
I	<p>Introduction to Adobe After Effects CC: UI Introduction of After effects, Workflow & Interface, Composition, Viewport and Timeline, Animation & Transform Properties Tools,</p> <p>Titling: Objectives, Introduction to Titling, Texture and 3D Look, Adding Edge Details and Damage effects, 3D Lighting Effect, Final Presentation</p> <p>Logo Animation for Movies & Games: Objectives, Revealing the Logo, Adding Glitch Effect, Glow and Edge Enhancement, Logo Floor Reflection, Final Logo Presentation</p> <p>Pack Shot for Product Presentation in Advertisements: Objectives, What is a Pack Shot, Segregating All the Elements, Animating the Elements, Final Presentation of the Pack Shot</p>	6
II	<p>Explainer Videos for Digital Marketing: Objectives, Introduction to Motion Graphics</p> <p>Force, Appearance - Pop Up, Appearance – Slide, Vehicle Wheel Rotation, Ferris Wheel Rotation, Creating an Animated Explainer video</p> <p>Info graphics Animation for Corporate Presentation: Objectives, Pie Chart Animation</p> <p>Progress Animations - Bar and Circles, Graphs Animation, Network Animation</p>	6
III	<p>Broadcast Graphics & News Packaging for Television: Objectives, Sports Graphics, Elements Creation, Creating Sports Motion Graphics Presentation, Weather Report Graphics, News Opening Graphics, Sports Graphics etc.</p>	6
IV	<p>Motion Posters for Movies: Objectives, understanding concepts of Parallax in 2D & 3D space, Arranging content in 3D space, Animating the content, Puppet tool for Flexible movements, Adding Dynamic elements</p> <p>HUD (Heads Up Display) for Games & Movies: Objectives, 2D & 3D Circles, Compass Creation, List & Tables, Warning Sign Animation</p>	6

Practicals/Submissions

Logo Motion Graphics

Pack Shot Motion Graphics

Explainer Videos Motion Graphics

Infographics Motion Graphics

Broadcast Motion Graphics

Motion Posters for Movies

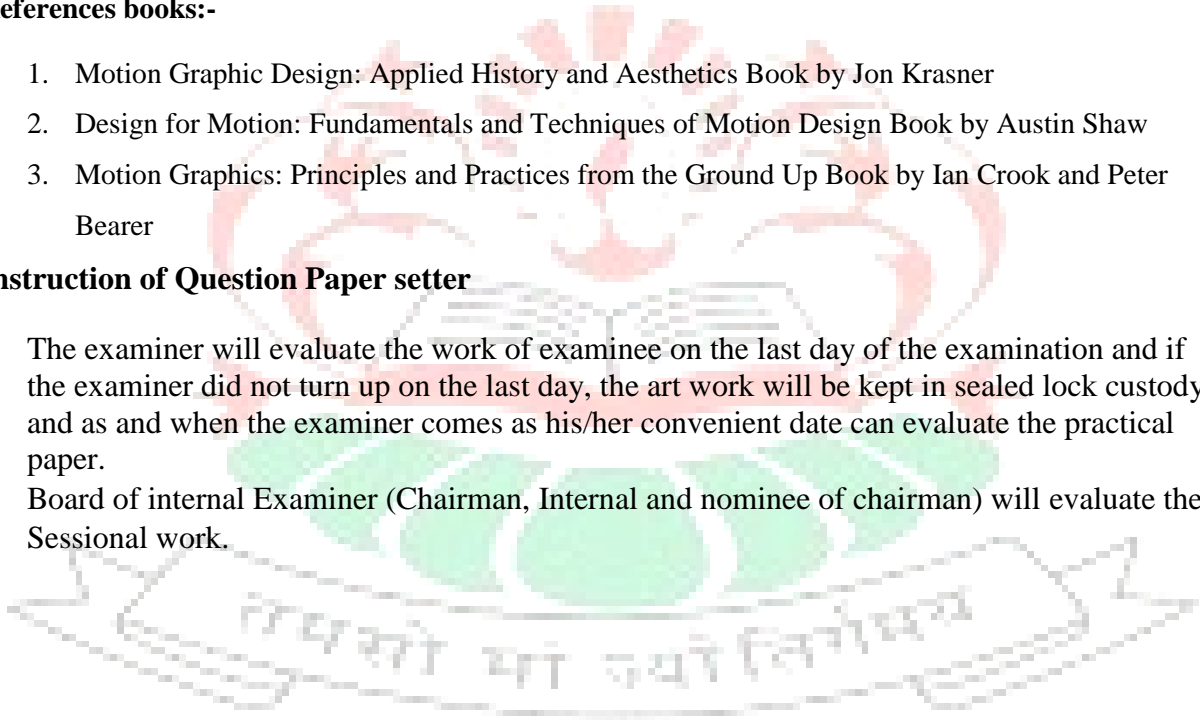
HUD Motion Graphics

References books:-

1. Motion Graphic Design: Applied History and Aesthetics Book by Jon Krasner
2. Design for Motion: Fundamentals and Techniques of Motion Design Book by Austin Shaw
3. Motion Graphics: Principles and Practices from the Ground Up Book by Ian Crook and Peter Bearer

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- Sessional work.





SUBJECT TITLE: Integrated Project-V (Art Exhibition)

SUBJECT CODE: BFAA-3572

SEMESTER: V

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

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

Recommended Books:

Instruction of Question Paper setter

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



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

SUBJECT CODE: BFAA-3601

SEMESTER: VI

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	High Renaissance:- Leonardo, Michelangelo, Raphael, Titian Durer.	9
UNIT-II	Mannerism: (16th C): Painters: Tintoretto, El Greco.	6
UNIT-III	Baroque: (17th C): Caravaggio, Velasquez, , Rubens, Rembrandt	8
UNIT-IV	Landscape Painters:- Claude Lorrain, Constable, Turner	8

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 eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



SUBJECT TITLE: Aesthetics-IV (Theory)

SUBJECT CODE: BFAA-3602

SEMESTER: VI

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

CO2: This will further help the student in understanding the judgments of sentiments.

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Main Schools of Indian Aesthetics Concept of Folk Art.	4
UNIT-II	Natyashastra theory:- Study of relationship of Visual and Performing art. Art & Emotion.	6
UNIT-III	Art & society. Art & Religion.	5
UNIT-IV	The Organic Structure in Art. Expressiveness	4

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 eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



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

SUBJECT CODE:

SEMESTER: VI

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Trends and developments of Modern Advertising, Types of Advertising, Justification of Advertising for expenditure and growth.	8
UNIT-II	Advertising for Nation-Building and Social welfare. Concept Planning and Creative Research.	6
UNIT-III	Advertising Agency, its structure and different departments. Function of different departments. Role of art studio in the Agency.	6
UNIT-IV	Different Media of Advertising – Indoor, outdoor, Direct mail etc. Knowledge about camera, its function and process. Technical terms of photography.	8

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 eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



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

SUBJECT CODE: BFAA-3671

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	-	6	6

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

CO1: Understand of graphical composition of Poster Design.

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Comparative study of different types and sizes of layouts; designing of simple illustrative and typographical layouts for magazines.	10
UNIT-II	Study and selection of typefaces for different layouts; use of letters and words as a visual element/ form; calculation of copy according to given space. Study of different schools of posters and their application to the project; making of posters, show cards, multi-sheet posters etc.	10
UNIT-III	Exercises of illustration with the different media on stories, poems & myths for designing of books for kids.	10
UNIT-IV	Study of different schools of posters and their application to the project; making of posters, show cards, multi-sheet posters etc.	10

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: Branding & Advertising Design

SUBJECT CODE: BANM-3672

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	8	-	4

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

Course Outcome:- Upon successful completion of the course, student will be able to

CO1. In-depth understanding of print and branding communication with know-how basics,

Techniques and technology.

CO2. Create design for various events and campaigns using various strategies.

CO3. Create backgrounds and compositions with the help of color theory and color harmony.

CO4. Knowledge in tools and technology in the creation, reproduction, and distribution of visual Messages.

CO5. Update the latest design trends in Print and branding

Contents of Syllabus:

UNIT	TOPICS	HOURS
I	<p>Brand indentation (Logo Design):- logo design theory, logo design style, The characteristics of strong Logo Designs, Color psychology and theory,</p> <p>Logo Design Process:- Sketching Out Our Ideas, Using Image Trace, Working with Typography, Finalizing Our Concept, Creating Icons, Creating different ideas, Negative Space Logo, Client Presentation, Adding Grit and Texture, Finding Our Colors - Mood boards.</p> <p>Logo Design Process with Golden Ration:- Creating the Golden Ratio, Golden Ratio Practice, The Wave Logo mark - Using the Golden Ratio, Working with Typography, Using Grids, Adding color, Setting up our Logo Presentation.</p>	8
II	<p>Visualization of various layouts- magazine, newspaper, books, screen media etc. Creating a Suitable Grid, Title and Cover Policies. Selecting and Using Type family, White Space, Color, Headlines, The Masthead and office stationery design, online promotion, Content management, Design Concepts, Selection of typefaces, Page Size, different methods of folding.</p>	6

III	Package Design: 3D Forms and Surface Graphics, Create Cartons, Containers and Wrappers for Verity of products.	6
IV	Vector Art:- Anatomy of vector graphics,Customshapes,Managing stroke width,Artbrush,Patternbrush,Other brushes, Expanding appearance,Line artwork strategy,The hierarchy of appearance,Blendingmodes,Compoundshape,Effects,Gradient, Mesh tool,Methods of creating 3D,Isometric,Perspectivegrid,Extrude and Blend,Tracing and layering,Localshading,Globalshading,Highlights,Textures and details,Color correction and visual effects	4

References books:-

1. Adobe Illustrator Classroom in a Book: Adobe Creative Team
2. Advertising by Design: Creating Visual Communications with Graphic Impact by Robin Landa, Publisher- Wiley .
3. Creative Advertising by Mario Pricken, Publisher-Thames and Hudson.
4. The Visual Display of Quantitative Information: Edward R. Tufte

Recommended Books:

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

Instruction of Question Paper setter

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SUBJECT TITLE: Photography -II (Practical)

SUBJECT CODE: BMJM-3675

SEMESTER: VI

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Study of various picture taking models and features available in SLR/DSLR cameras, information about digital cameras and their applications in various fields.	8
UNIT-II	Outdoor photography subject to be decided by subject teacher in consultation with the students and outdoor group discussion/depth of field effects and other camera features/ demonstration etc	8
UNIT-III	Practical demonstration and assignment/studio practice, outdoor portrait using available nature light.	8
UNIT-IV	Practical demonstration and assignment/studio practice indoor portrait using studio lights, soft box/diffused light and reflectors.	8

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: Integrated Project-VI (Art Exhibition)

SUBJECT CODE: BFAA-3672

SEMESTER: VI

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

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

Recommended Books:

Instruction of Question Paper setter

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

(ii) Review about art exhibitions.

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

SUBJECT CODE: BFAA-4701

SEMESTER: VII

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Impressionism:- Manet, Monet Degas Neo-Impressionism :-George Seurat Post-Impressionism:-Cezanne, Van Gogh,	12
UNIT-II	Cubism:-Picasso Fauvism:-Matisse	5
UNIT-III	Expressionism :- Edvard Munch, Emil Nolde Dada :-Duchamp Surrealism:-Dali	8
UNIT-IV	Abstract Art:- Wassily Kandinsky Abstract Expressionism - Jackson Pollock Pop Art: Andy Warhol	10

Recommended Books:

- Ritchie – German 20th Century Art – Museum of Modern Art.
- Barr – Fantastio Art; Dada and Surrealism.
- Scuphor – Dictionary of Abstract Art.
- Motherwell Dada Poets and Painters (Anthology of Dada Writings).
- Marcel Jean – A History of Surrealist Painting (Comprehensive Study)
- Herber Read – Surrealism (Mainly documents)
- Rubin – Dada & Surrealism.

- F.Pepper – Kinetic Art.
- L. Lippart – Pop Art.
- Poggioli – Theory of the Avant Garde (Concepts of modernity)
- MC Muller – Art, Affluence and Alienation (Contemporary developments in various Arts).
- A.M. Haftman – 20th Century Painting.
- Cold water : Primitivism in Modern Art.
- Hamilton – Painting & Sculpture in Europe – 1880-1940.
- Pevsnor – Pioneers of Modern Design, 1965.
- Zigrosser – Expressionism – A Survey of their Graphic Work, 1957.
- Seitz – The Responsive Eye, 1965.
- Myers – Medicant 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 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 two out of three questions and each question carrying eight marks. $2*10=20$

SUBJECT TITLE: Aesthetics-V (Theory)

SUBJECT CODE: BFAA-4702

SEMESTER: VII

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Expression in Art Role of Intuition in Art.	6
UNIT-II	Beauty is a state of Mind. Act & Play.	6
UNIT-III	Idea and Image in Indian art Taste & tradition Art & Symbolism	8
UNIT-IV	Role of Sub-conscious and conscious mind in artistic creation.	5

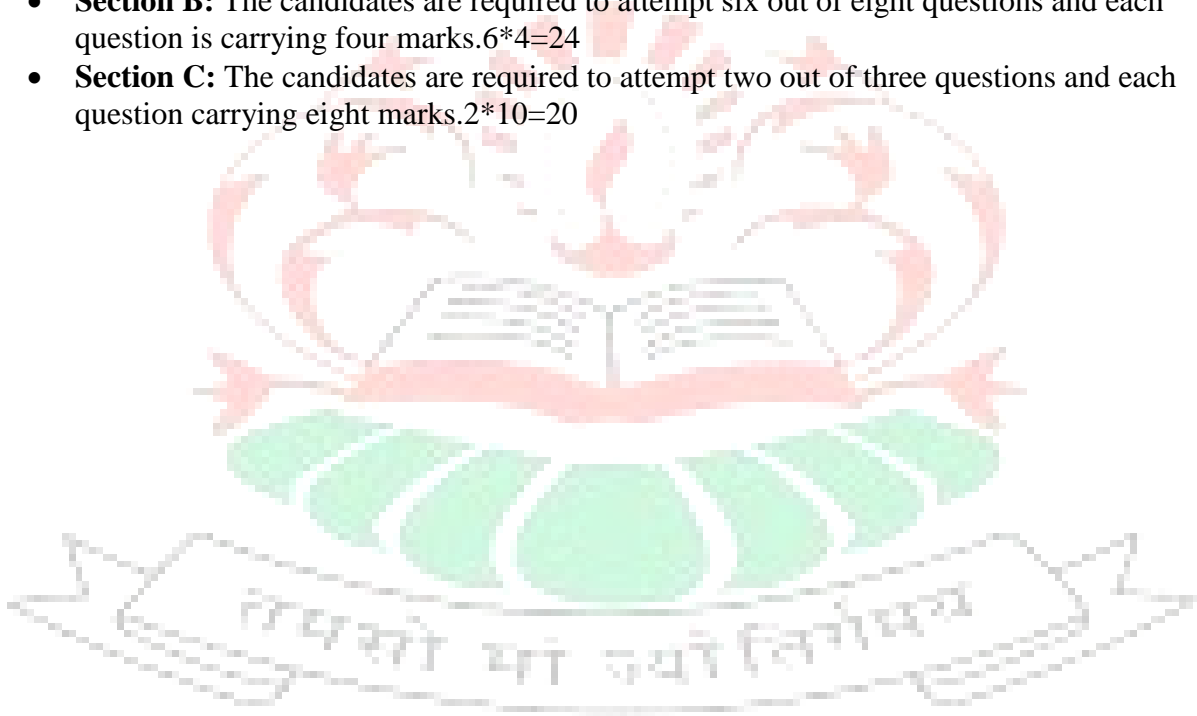
Recommended Books:

- 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 eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$





SUBJECT TITLE: Video Editing (Practical)

SUBJECT CODE: BMJM-4775

SEMESTER: VII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	6	-	3

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to overview and History of Video Editing, Basic Concepts in Video Editing, Different Techniques in Video Editing, Importance of Video Editing	10
UNIT-II	Introduction to Different Types of Editing including Linear and Non Linear, Film and Television editing, Understanding the Cables, Tapes & Video Tape Recorder, Understanding the Monitors and Timeline.	10
UNIT-III	Introduction to Sound Editing, Transitions and Filters, Understanding Titles and Graphics, Composition and Key Framing	10
UNIT-IV	Introduction to Color Correction , Finishing ,Basic Effects, Hands on Practice on Premier Pro	10

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: BFAA-4771

SEMESTER: VII

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Analyze formal principles of drawing and explore how they relate to illustration	8
UNIT-II	Create conceptual solutions in a variety of the following media, including but not limited to: pencil, ink, water media, acrylics, oils, markers, pastels, charcoal, paper, or collage	8
UNIT-III	Create illustration for story books	8
UNIT-IV	Create illustration for 2d advertisements.	8

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

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

SUBJECT CODE:

SEMESTER: VII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	6	-	3

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

CO1: Knowledge artistic and commercial of applications of digital photography and print making in respect of methods and techniques necessary to make successful digital media.

CO2: Knowledge of motion graphics. Motion Graphics is a basic motion design subject aimed at Motion Graphics majors.

CO3: This subject teaches several different approaches to animation with the goal of refined movement to tell stories and deliver messaging while maintaining a highly designed approach. Students can apply skills learned in this class to other design and animation classes.

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Create motion graphics from a variety of static sources. Recognize and define common animation techniques	10
UNIT-II	Apply common animation techniques to simulate realistic movement	10
UNIT-III	Create a short visual story from a script	10
UNIT-IV	Use audio, typography and design to make a visual production	10

Recommended Books:

Instruction of Question Paper setter

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

SUBJECT TITLE: Typography & Poster Making (Practical)

SUBJECT CODE: BFAA-4772

SEMESTER: IV

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	The historic development or writing calligraphy (Indian & European script Gothic, humanistic, round hand and rush point). Principles of letter forms, basic principles of typography, study of Type families, design suitability, legibility and readability of printed matter, study of typography measurements and specifications.	10
UNIT-II	Free hand lettering and calligraphy practice, Logotype, signature writing, Creation of Font Design, Instrumental lettering practice in Gothic, Sans serif & serif type. Italic & script type. Stationary design (Letter head , Logo type, Visiting Card, envelop) Symbol, Pictogram, Monogram, Emblem, Icon, Mascot	10
UNIT-III	History of poster/hoarding/campaign (Introduction, Mass Production, Developing Art Form, Golden Age of Posters Different influences on poster design (Commercial uses)	10
UNIT-IV	Exercises to make different kinds of poster (Movie Posters, Travel Posters, Railway Posters, Event Posters - Boxing Posters, Concert Posters)	10

Recommended Books:

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

Instruction of Question Paper setter

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



SUBJECT TITLE: Integrated Project-VII (Art Exhibition)

SUBJECT CODE: BFAA-4773

SEMESTER: VII

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

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

Recommended Books:

Instruction of Question Paper setter

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

(ii) Review about art exhibitions.

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

SUBJECT CODE: BFAA-4801

SEMESTER: VIII

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

CO1: To make students aware about History of Modern Indian art with special reference of painting theme and technique etc.

CO2: Basic introduction to Modern Indian art from Pre Independence era, focusing on Bengal School, Madras and south group ,Delhi shilpi chakra ,Baroda group, Narrative group etc.

CO3: Understanding the language of Modern Indian Art in sociological, political and other contexts and using it accordingly.

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Bengal School of Art:- Abinder Nath Tagore, Gagnider Nath Tagore, Nand lal Bose Post Independence Art:-Amrita Shergill ,Rabindranath Tagore	9
UNIT-II	Progressive Artist Group:- M. F. Hussain, S.H. Raza Calcutta Group:- Paritosh Sen, Bikash Bhattacharya, Prodosh Das	9
UNIT-III	Indian Oil paintings:-Raja Ravi Verma	4
UNIT-IV	Punjab Artist:-S.G Thakur, Sobha Singh	5

Recommended Books:

- Bhartiya Chitra Kala Ka Itihas- Vachaspati Gairola.
- Bartiya Chitrakala Ka Itihas- Avinash Bahadur verma.
- Rupa prada Kala Ke Muladhar- R. A. agrawal and S. K. Sharma
- Bhartiya Murtikala_ Ramanath Mishra.
- Bhartiya Kala- A. L. Srivastava.
- Bhartiya Chitrakan- R. K. Vishwakarma.
- Arts and Architecture of India - Benjamin Rowland
- 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 A:** The candidates are required to attempt all eight very short questions carrying two marks. $2*8=16$
- **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 two out of three questions and each question carrying eight marks. $2*10=20$



SUBJECT TITLE: Aesthetics-VI (Theory)

SUBJECT CODE: BFAA-4802

SEMESTER: VIII

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Nature of Beauty as discussed in the theories of :-Plato, Aristotle	6
UNIT-II	Concept of time and space in Indian and Western approaches to Art.	6
UNIT-III	Comparative Approach to Art with special reference to:- • Landscape - Claude Lorraine, Ruisdael, Turner, Monet;	8
UNIT-IV	Comparative Approach to Art with special reference to India - Mughal and Pahari Schools.	7

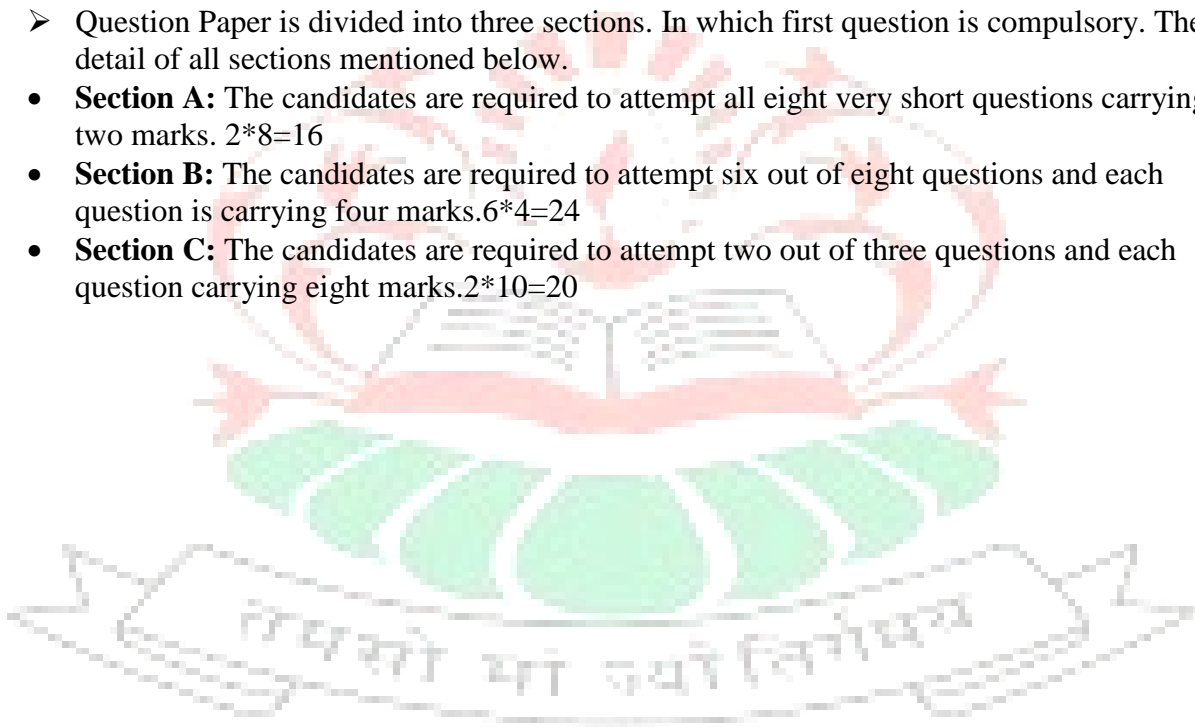
Recommended Books:

- 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

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- **Section C:** The candidates are required to attempt two out of three questions and each question carrying eight marks. $2*10=20$





SUBJECT TITLE: Digital Poster (Practical)

SUBJECT CODE: BFAA-4803

SEMESTER: VII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	6	-	3

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

CO1: Students will be able to explore poster design with Image and text, and have to understand uses of typography with headline (tagline) to attract target audience. Students should understand the objective of Poster Design and how to approach target audience on behalf of client.

CO2: Work with computer using different software to create attractive and useful poster to communicate their idea to the target audience.

CO3: Understand of graphical composition of Poster Designative of Poster Design and how to approach target audience on behalf of client.

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Knowledge Using software for making digital posters.	10
UNIT-II	Study of different kinds of digital posters	10
UNIT-III	To study the contemporary poster making in the film industry	10
UNIT-IV	To study the contemporary poster making in different industries like food, health clothing etc	10

Recommended Books:

- Draplin Design Co: Pretty Much Everything by Aaron Draplin

Instruction of Question Paper setter

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SUBJECT TITLE: Drawing Illustration-IV (Practical)

SUBJECT CODE: BFAA-4871

SEMESTER: VIII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	-	6	6

Internal Assessment: 50

End Term Exam: 50

Duration of Exam; 6 Hrs

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

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

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

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Analyze formal principles of drawing and explore how they relate to illustration Construct conceptual solutions for various applications, sizes, and formats	10
UNIT-II	Create conceptual solutions in a variety of the following media, including but not limited to: pencil, ink, water media, acrylics, oils, markers, pastels, charcoal, paper, or collage	10
UNIT-III	Appraise and defend choice of media and technique appropriate for intended concept	10
UNIT-IV	Question conceptual appropriateness of solutions based on intent, audience, and use.	10

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: BFAA-4872

SEMESTER: VIII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
-	-	-	6	6

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 6 Hrs

CO1: Knowledge artistic and commercial of applications of digital photography in respect of methods and techniques necessary to make successful digital photographs.

CO2: Learn how to put together an aesthetically pleasing body of work using a basic digital camera, a computer and ink jet printer.

CO3: Applying suitable and innovative digital skills.

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Advance work for advertising in Photography Subject:- Photography for advertising Photography for modeling /Fashion photography	10
UNIT-II	Advance work for advertising in Photography Subject:- Product Photography Digital Manipulation	10
UNIT-III	Advance work for advertising in Photography Subject:- Travel Photography Photography for Journalism Black & White photography	10
UNIT-IV	Advance work for advertising in Photography Subject:- Photo series / Photo essay (based on a particular theme) Photography for illustration /Story Board.	10

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-VIII (Generic Subject)

SUBJECT CODE: BF AA-4873

SEMESTER: VIII

CONTACT HOURS/WEEK:

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

Internal Assessment: 50

End Term Exam: 50

Duration of Exam: 3 Hrs

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

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

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

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

Contents of Syllabus:

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

Recommended Books:

Instruction of Question Paper setter

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

(ii) Review about art exhibitions.