

**SYLLABUS
FOR THE
DEGREE COURSE IN
BACHELOR OF
FINE ARTS
(Applied Art / Painting)**

Gondwana University, Gadchiroli

**Bachelor of Fine Art Examination
First Year , Second Year
Third Year
And
Fourth Year**

**SYLLABUS FOR THE
12 + 4 COURSE
IN THE DEGREE OF
BACHELOR OF FINE ARTS(Applied Art / Painting)**

OBJECTIVES

Four year Degree Course of Bachelor of Fine Art (Applied Art / Painting) is planned after H.S.C. Examination, to provide the student with the means to become a Communication Designer, Visualize, Freelance Artist, and Art Director etc. Moreover they would be qualified for the employment in Advertising Agencies, Government Departments, Corporate Offices, Private Institutions and Establishment at a suitable position and to earn good and handsome living.

The RTM Nagpur University has made an Amendment to Ordinance No. 28 of 1984 relating to the Degree of Bachelor of Fine Art (12 + 4 pattern as per Act 52 of AICTE) i.e. Admission Criteria, Eligibility for Admission and the Nature of Entrance Aptitude Test.

As per the RTM Nagpur University Ordinance No. 29 dated September 1998, the word “Drawing” is deleted from the “Drawing & Painting” and hence the same should be read as “Painting” only.

EXAMINATION LEADING TO THE DEGREE OF BACHELOR OF FINE ART

1. (1) There shall be four examinations leading to the Degree of Bachelor of Fine Art, Namely :
 - (i) Bachelor of Fine Art, First year (Applied Art / Painting)
 - (ii) Bachelor of Fine Art, Second year (Applied Art / Painting)
 - (iii) Bachelor of Fine Art, Third year (Applied Art / Painting)
 - (iv) Bachelor of Fine Art, Fourth Year (Applied Art / Painting)
- (2) The duration of the course shall be four academic years with the Bachelor of Fine Art, First Year (Applied Art / Painting) Examination at the end of the first Academic year, Bachelor of Fine Art Second Year (Applied Art / Painting) Examination at the end of the second academic year Bachelor of Fine Art Third Year (Applied Art / Painting) Examination at the end of the third academic year and Bachelor of Fine Art Fourth Year (Applied Art / Painting) Examination at the end of the fourth academic year.

NATURE OF COURSE

Medium of Instruction : ENGLISH / MARATHI

The study pattern for the 1st year B.F.A. (Applied Art/Painting) is divided into TWO groups.

- | | |
|----------|-----------|
| Group I | Theory |
| Group II | Practical |

The study pattern for the 2nd year B.F.A. (Applied Art/Painting) is divided into THREE groups.

- | | |
|-----------|---|
| Group I | Theory |
| Group II | Practical |
| Group III | Elective (Theory) (for Applied Art Only) |

The study pattern for the 3rd and Fourth Year B.F.A.(Applied Art/Painting) is divided into THREE groups.

- | | |
|-----------|-----------------------|
| Group I | Theory |
| Group II | Practical |
| Group III | Elective / Subsidiary |

* Elective subject is for Applied Art whereas Subsidiary subject is for Painting.

EXAMINATION SCHEME

Applied Art :-

1 st Year	University Examination	700 Marks	Group I & Group II
2 nd Year	University Examination	700 Marks	Group I & Group II (Group III – Not for Examination)
3 rd Year	University Examination	600 Marks	Group I, II & III
4 th Year	University Examination	500 Marks	Group I, II & III

Painting :-

1 st Year	University Examination	700 Marks	Group I & Group II.
2 nd Year	University Examination	700 Marks	Group I & Group II
3 rd Year	University Examination	700Marks	Group I, II & III
4 th Year	University Examination	700 Marks	Group I, II & III

2. The examination specified in Paragraph 1, in the subjects Applied Art and Painting shall be held twice a year at such places and on such dates as may be fixed by the Academic Council Provided the number of candidates appearing at the Winter Examination shall not be less than Ten for each examination.
3. (a) Subject to compliance with the provision of this Ordinance and of other Ordinances in force from time to time, it is notified for general information that the Management Council dated 20.07.1998, vide Item No. 74 has approved the following amendment to ordinance No. 28 of 1984 relating to Bachelor of Fine Arts. The eligibility criteria for admission to Bachelor of Fine Arts First Year (Applied Art / Painting) Examination thus stands on the following basis :
- (i) Must have passed the Higher Secondary Certificate Examination with English being one of the subjects, held at the end of XII standard, conducted by Maharashtra Board of Secondary and Higher Secondary Education OR an Examination of another University or Body recognized as equivalent thereto, with not less than 45% marks in the aggregate (40% marks in case of Backward Class candidates from Maharashtra State only as per Government of Maharashtra, Higher & Technical Education Department G.R. No. ADR-2011/(145/11)TE-6, dt. 12/12/2011)
- (ii) Should appear for the entrance aptitude test
- i) Applied Art and
ii) Painting

As per the norms at the University and conducted by the College / Institution concerned. The structure of Entrance Aptitude Test and distribution of marks for both (i) Applied Art, (ii) Painting will be as follows :-

	SUBJECT MAX.MARKS	DURATION	
i)	Object Drawing	1 Hour	50
	Memory Drawing	1.30 Hours	50
	Design	1.30 Hours	50
	General Knowledge	0.45 Hours	40
ii)	The students who secure “A” grade in Intermediate Drawing Grade Examination		10

The students who secure “B” grade in Intermediate Drawing Grade Examination	06
The students who secure “C” grade in Intermediate Drawing Grade Examination	04

(b) Bachelor of Fine Arts Second Year (Applied Art/Painting)

Examination shall have :

- (i) Passed the Bachelor of Fine Art First Year Examination (Applied Art / Painting), and
- (ii) Prosecuted a regular course of study in the subject offered in an affiliated colleges for a period of not less than one academic year, after passing the Bachelor of Fine Art, First Year Examination. (Applied Art / Painting)
- (iii) of having submitted the required number of tutorials and studio practical's.

A student who has passed in all the subjects for First Year Examination (Applied Art/Painting) leading to the Degree of Bachelor of Fine Arts in the respective branch in accordance with the Rule expecting in the subjects of History of Visual Communication and Advertising Art & Ideas for Applied Art & History of Art for Painting under Group – I (Theory) will be allowed to keep terms and appear for the Second Year Examination for the Degree of Bachelor of Fine Arts in the Applied Art/Painting. After keeping two terms provided that he has obtained 35% or more marks in the aggregate of the subjects of Group – II (Practical) in which he has passed, but will not be declared to have passed Second Year Examination for the Degree of Bachelor of Fine Arts in the respective branch, unless he has passed in the remaining subjects of the First Year Examination in accordance with the Rule.

For the purpose of deciding whether a candidate has passed the examination in the manner aforesaid, the marks obtained in Group – II (Practical) at the First Year Examination (Applied Art/ Painting) shall be carried over.

(c) Bachelor of Fine Arts Third Year (Applied Art/Painting)

Examination shall have :

- (i) Passed the Bachelor of Fine Art Second Year (Applied Art / Painting) and
- (ii) Prosecuted a regular course of study in the subject offered in an affiliated colleges for a period of not less than one academic year, after passing the Bachelor of Fine Art, Second Year Examination.
- (iii) Of having submitted the required number of tutorials and studio practice

A candidate who has passed in all the subjects of Second Year Examination leading to the Degree of Bachelor of Fine Art in the branch of (Applied Art/Painting) respectively in accordance with Rule expecting in the subjects of History of Visual Communication and Advertising Art & Ideas for Applied Art & History of Art and Aesthetic for Painting respectively

under Group – I (Theory) will be allowed to keep terms and appear for the Second Year Examination for the Degree of Bachelor of Fine Arts (Applied Art/Painting) branch. After keeping two terms provided that he has obtained 35% or more marks in the aggregate of the subjects of Group – II (Practical) in which he has passed, but will not be declared to have passed Third Year Examination (Applied Art/Painting) for the Degree of Bachelor of Fine Arts in the respective branch, unless he has passed in the remaining subjects of the Second Year Examination (Applied Art/Painting) in accordance with the Rule. For the purpose of deciding whether a candidate has passed the examination in the manner aforesaid, the marks obtained by Group – II (Practical) at the Second Year Examination shall be carried over.

(d) Bachelor of Fine Arts Fourth Year (Applied Art/Painting)

Examination shall have :

- (i) Passed the Bachelor of Fine Art Third Year (Applied Art / Painting) and

(ii) Prosecuted a regular course of study in the subject offered in an affiliated colleges for a period of not less than one academic year, after passing the Bachelor of Fine Art, Third Year Examination.

(iii) Of having submitted the required number of tutorials and studio practice.

A candidate who have passed in all the subjects of Third Year (Applied Art / Painting) Examination leading to the Degree of Bachelor of Fine Arts in the respective branch in accordance with Rule expecting in the subjects of History of Visual Communication and Advertising Art & Ideas under for Applied Art and History of Art and Aesthetic for Painting Group – I (Theory) will be allowed to keep terms and appear for the Fourth Year Examination (Applied Art / Painting) for the Degree of Bachelor of Fine Arts in the respective branch. After keeping two terms provided that he has obtained 35% or more marks in the aggregate of the subjects of Group – II (Practical) in which he has passed, but will not be declared to have passed Fourth Year Examination (Applied Art/Painting) for the Degree of Bachelor of Fine Arts in the respective branch, unless he has passed in the remaining subjects of the Third Year examination in accordance with the Rule.

For the purpose of deciding whether a candidate has passed the examination in the manner aforesaid, the marks obtained by the Group – II (Practical) at the Third Year Examination (Applied Art / Painting) shall be carried over.

4. With prejudice to the other provisions of Ordinance No.6 relating to the Examination in General the provisions of paragraphs 5, 7, 8, 10, 27 and 32 of the said Ordinance shall apply to every collegiate candidate.
5. Every examinee for the examination shall be examined in any one of the following subjects, viz
 1. Applied Art
 2. Painting
6. The fee for the Examination shall be as per the University regulations published time to time.
7. The Details of the subjects, the marks allotted to each subject and the marks which an examinee must obtain in or order to pass the Examination shall be as indicated in Appendices A, B, C and D respectively.
8. The scope of the subject shall be as indicated in the syllabi.
9. In order to pass either Bachelor of Fine Art, First Year, Bachelor of Fine Art Second Year, Bachelor of Fine Art Third Year, Bachelor of Fine Art Fourth Year Examination (Applied Art / Painting) an examinee must obtain in each subject and in the aggregate not less than number of marks specified in Appendices A, B, C and D as the case may be. To pass the examination a candidate must obtain at least 35% of the max. marks in each individual subject of examination.

Candidate who obtains 60% and above marks in one and the same attempt will be placed in **First Division**. Candidate who obtains 50% and above marks in one and the same attempt will be placed in **Second Division**. Candidate who obtains 35% and above marks in one and the same attempt will be placed in **Pass Division**.

Bachelor of Fine Art, First Year, Bachelor of Fine Art Second Year, Bachelor of Fine Art Third Year, Bachelor of Fine Art Fourth Year Examination (Applied Art / Painting) will be conducted by the Nagpur University and no candidate will be admitted to this examination unless he / she produces a certificate :-

- i) Of having completed the minimum amount of units in Theory and Practical's as prescribed in the syllabus. The required number of tutorials and studio practical's in Group I and Group II respectively as prescribed.

ii) Of having attended in each term, at least 3/4th of the total number of lectures in Theory and at least 3/4th of the total periods devoted to studio practice / practical subjects as prescribed in the syllabus.

10. No distinction shall be awarded at Bachelor of Fine Art, First Year, Bachelor of Fine Art Second Year, Bachelor of Fine Art Third Year Examination (Applied Art / Painting).

Examinees who are successful at Bachelor of Fine Art Fourth Year Examination (Applied Art / Painting) appearing in all the subjects at one and the same time and obtaining not less than 75% of the marks prescribed in a subject shall be declared to have passed the examination with distinction in that subject. No distinction will be awarded in sectionals.

11. An unsuccessful examinee may, subject to the other provision of this Ordinance, be readmitted to the examination in a subsequent year without necessarily prosecuting a further course of study except a course of class work for a period of three months in that subject for which class work is prescribed, if he does not prosecute a further course, he shall pay an additional fee for re-admission to the examination.

12. Provisions of Direction No. 9th of 2002 relating to the Condonation of Deficiency of Marks of passing an examination and of Ordinance No. 10 relating to Exemptions and Compartments shall apply to the examination under this Ordinance.

13. As soon as possible after the examination, but not later than the 30th June next following, the Executive Council shall publish a list of successful examinees arranged in three divisions. The names of examinees passing the examinations in the minimum period prescribed and obtaining the prescribed number of places in the First or Second Division shall be arranged in Order of Merit as prescribed in the Examinations in General Ordinance No. 6.

14. Notwithstanding anything to the contrary in this Ordinance, no person shall be admitted to this examination, if he has already passed this examination or an equivalent examination of any other Statutory University.

15. An examinee passing Bachelor of Fine Art, First Year, Bachelor of Fine Art Second Year, Bachelor of Fine Art Third Year Examination (Applied Art / Painting). shall be entitled to receive a Certificate signed by the Registrar and an examinee successful at Bachelor of Fine Art Fourth Year Examination (Applied Art/Painting) shall, on payment of the prescribed fees; receive a Degree in the prescribed form, signed by the Vice-Chancellor.

Appendix – A
Examination for the Degree of Bachelor of Fine Art First year

APPLIED ART – First Year

Sr. No.	Subject	No. of Hours	Non of Min. Assignments / Tutorials
	GROUP – I (Theory)		
1	Advertising Art & Ideas	090	04
	GROUP – II (Practical's)		
2	Drawing (Studio Work)	120	08
3	Product Drawing	120	08
4	Graphic Design	120	04
5	Design 2 – D	120	08
6	Color	090	06
7	Lettering, Typo. & Calligraphy	120	08
8	* Perspective	030	02
9	* Design 3 – D	030	02
10	* Press Layout	030	02
11	* Poster Design / Hoarding	030	02
	<i>* Not for examination</i>		
	TOTAL	900	04 Tutorials 50 Assignments

Appendix – A
Examination for the Degree of Bachelor of Fine Art First year

PAINTING – First Year

Sr. No.	Subject	No. of Hours	Non of Min. Assignments / Tutorials
	GROUP – I (Theory)		
1	History of Art	060	04
	GROUP – II (Practical's)		
2	Drawing (Man Made/Nature)	120	08
3	Head Study	120	08
4	Drawing from Life	120	04
5	Painting – I (Design 2 – D)	120	08
6	Colour	120	06
7	Print Making	120	06
8	❖ Perspective	040	02
9	❖ Design 3 – D	040	02
10	❖ Memory Drawing	040	02
	* Not for examination		
	TOTAL	900	04 Tutorials 50 Assignments

Appendix – B
Examination for the Degree of Bachelor of Fine Art Second Year

APPLIED ART -Second Year

Sr. No.	Subject	No. of Hours	Non of Min. Assignments / Tutorials
	GROUP – I (Theory)		
1	Advertising Art & Ideas	060	06
2*	Copy Writing	030	02
3*	Computer Graphics	030	04
	<i>* Not for examination.</i>		
	GROUP – II (Practical's)		
4	Study from Life	141	08
5	Lettering – Typography / Calligraphy	141	04
6	Corporate Identity	116	03
7	Packaging	116	03
8	Press Layout	126	03
9	Poster / Hoarding	140	04
	<i>* Not for examination.</i>		
	TOTAL	900	37

Appendix – B
Examination for the Degree of Bachelor of Fine Art Second Year

PAINTING -Second Year

Sr. No.	Subject	No. of Hours	Non of Min. Assignments / Tutorials
	GROUP – I (Theory)		
1	History of Art	060	04
2	Aesthetic	060	04
	GROUP – II (Practical's)		
3	Still Life	130	05
4	Head Study from Model	130	05
5	Drawing from Life	130	08
6	Painting – II	130	05
7	Print Making	130	05
8	Sketching (200 pages)	130	20
	TOTAL	900	60

Appendix – C
Examination for the Degree of Bachelor of Fine Art Third Year

APPLIED ART - Third Year

Sr. No.	Subject	No. of Hours	Non of Min. Assignments / Tutorials
	GROUP – I (Theory)		
1	Advertising Art & Ideas	060	06
2*	Copy Writing	030	02
	<i>* Not for examination.</i>		
	GROUP – II (Practical's)		
3	Study from Life	120	10
4	Press / Magazine	120	04
5	Poster / Hoarding	120	04
6	Direct Mail / P.O.P.	120	04
7*	Corporate Identity	070	02
8*	Story Board	040	02
9*	Computer Graphics	040	02
	<i>* Not for examination.</i>		
	GROUP III ELECTIVE (PRACTICAL) ANY ONE		
i.	Lettering Typography	060	06
ii	Illustration	060	06
iii	Photography	060	06
	TOTAL	900	40

Appendix – C
Examination for the Degree of Bachelor of Fine Art Third Year

PAINTING - Third Year

Sr. No.	Subject	No. of Hours	Non of Min. Assignments / Tutorials
GROUP – I (Theory)			
1	History of Art	050	05
2	Aesthetic	050	05
GROUP – II (Practical's)			
3	Drawing from Life	140	06
4	Painting from Life	140	05
5	Portrait Painting	140	06
6	Painting – III	140	05
7	Print Making	140	05
GROUP III (PRACTICAL) SUBSIDIARY			
8*	Computer Graphics & Advance Drawing	050	04
9*	Mural	050	02
* Not for examination.			
TOTAL		900	43

Appendix – D
Final Examination for the Degree of Bachelor of Fine Art

APPLIED ART- Fourth Year

Sr. No.	Subject	No. of Hours	Non of Min. Assignments / Tutorials
	GROUP – I (Theory)		
1	Advertising Art & Ideas	060	02
2*	Copy Writing	030	02
3	Project	080	01
	<i>* Not for examination.</i>		
	GROUP – II (Practical's)		
4	Communication Design - I	120	05
5	Communication Design - II	120	05
6	Project Work / Advertising Campaign	160	12
8	Computer Graphics	060	02
	<i>* Not for Examination</i>		
	GROUP III ELECTIVE PRACTICALS (Any one)		
i	Lettering / Typography	090	04
ii	Illustration	090	04
iii	Photography	090	04
	TOTAL	900	41

Appendix – D
Final Examination for the Degree of Bachelor of Fine Art
PAINTING – Forth Year

Sr. No.	Subject	No. of Hours	Non of Min. Assignments / Tutorials
GROUP – I (Theory)			
1	History of Art	060	05
2	Aesthetic	060	05
3	Project	050	01
GROUP – II (Practical's)			
4	Portrait Painting (3/4 th Life)	190	04
5	Painting – IV	190	04
6	Print Making	190	04
GROUP III (PRACTICAL) SUBSIDIARY			
7*	Computer Graphics & Advance Drawing	80	04
8*	Mural	80	02
	<i>* Not for examination.</i>		
TOTAL		900	29

APPENDIX 'A'

SCHEME OF EXAMINATION AND WEEKLY TEACHING SCHEME IN B.F.A. FIRST YEAR (Applied Art)

Subject	EXAMINATION SCHEME				WEEKLY TEACHING SCHEME				
	Paper/ Practical Class Assign	Max. Mark s	Min. Marks for passing	Duration of exam.	Lecture r	Tutori al	Practic al	Demo- nstration	Total Hrs. allotted per subject
1	2	3	4	5	6	7	8	9	10
GROUP – I (THEORY)									
i) Advertising Art & Ideas	Paper	80	28	03 Hrs.	--	--	--	--	--
	Class	20	07	--	1	1	--	--	1 Hr
	Assign								
GROUP – II (PRACTICAL)									
ii) Drawing (Studio)		80	28	05 Hrs	--	--	--	--	--
	Paper	20	07	--	1	--	4 Hrs	1 Hr	6 Hrs
	Class								
	Assign								
iii) Product Drawing		80	28	05 Hrs	--	--	--	--	--
	Paper	20	07	--	1	--	4 Hrs	1 Hr	6 Hrs
	Class								
	Assign								
iv) Graphic Design		80	28	05 Hrs	--	--	--	--	--
	Paper	20	07	--	1	--	4 Hrs	1Hr	6 Hrs
	Class								
	Assign								
v) Design 2-D		80	28	05 Hrs	--	--	--	--	--
	Paper	20	07	--	1	--	4 Hrs	1Hr	6 Hrs
	Class								
	Assign								
vi) Colour		80	28	05 Hrs	--	--	--	--	--
	Paper	20	07	--	1	--	4 Hrs	1Hr	6 Hrs
	Class								
	Assign								
vii) Lettering, Typo. & Calligraphy		80	28	05 Hrs	--	--	--	--	--
	Paper	20	07	--	1	--	4 Hrs	1Hr	6 Hrs
	Class								
	Assign								
	Paper								
	Class								
	Assign								
	Paper								
	Class								
	Assign								
	TOTAL	700	245	33 Hrs	7	1	24 Hrs	6 Hrs	37 Hrs

APPENDIX 'B'

**SCHEME OF EXAMINATION AND WEEKLY TEACHING SCHEME IN B.F.A.
SECOND YEAR (Applied Art)**

Subject	EXAMINATION SCHEME				WEEKLY TEACHING SCHEME				
	Paper/ Practical Class Assign	Max. Mark s	Min. Marks for passing	Duratio n of exam.	Lecture r	Tutori al	Practic al	Demo- nstration	Total Hrs. allotted per subject
1	2	3	4	5	6	7	8	9	10
GROUP – I (THEORY)									
i) Advertising Art & Ideas	Paper	80	28	03 Hrs.	--	--	--	--	--
	Class	20	07	--	1	1	--	--	1 Hr
GROUP – II (PRACTICAL)									
ii) Study from Life		80	28	10Hrs	--	--	--	--	--
	Paper	20	07	--	1	--	4 Hrs	1 Hr	6 Hrs
	Class								
iii) Lettering, Typo. & Calligraphy	Assign	80	28	05 Hrs	--	--	--	--	--
		20	07	--	1	--	4 Hrs	1 Hr	6 Hrs
	Paper								
	Class	80	28	05 Hrs	--	--	--	--	--
iv) Corporate Identity	Assign	20	07	--	1	--	4 Hrs	1Hr	6 Hrs
	Paper	80	28	10Hrs	--	--	--	--	--
v) Packaging Design	Class	20	07	--	1	--	4 Hrs	1Hr	6 Hrs
	Assign								
	Paper	80	28	10Hrs	--	--	--	--	--
vi) Press Layout	Class	20	07	--	1	--	4 Hrs	1Hr	6 Hrs
	Assign								
	Paper	80	28	10Hrs	--	--	--	--	--
vii) Poster / Hording	Class	20	07	--	1	--	4 Hrs	1Hr	6 Hrs
	Assign								
	Paper								
	Class								
	Assign								
	Paper								
	Class								
	Assign								
	TOTAL	700	245	53 Hrs	7	1	24 Hrs	6 Hrs	37 Hrs

APPENDIX 'C'

**SCHEME OF EXAMINATION AND WEEKLY TEACHING SCHEME IN B.F.A.
THIRD YEAR (Applied Art)**

Subject	EXAMINATION SCHEME				WEEKLY TEACHING SCHEME				
	Paper/ Practical Class Assign	Max. Mark s	Min. Marks for passing	Duratio n of exam.	Lecture r	Tutori al	Practic al	Demo- nstration	Total Hrs. allotted per subject
1	2	3	4	5	6	7	8	9	10
GROUP – I (THEORY)									
i) Advertising Art & Ideas	Paper Class	80 20	28 07	03 Hrs. --	-- 1	-- 1	-- --	-- --	1 Hr
GROUP – II (PRACTICAL)	Assign								
ii) Study from Life	Paper Class	80 20	28 07	10Hrs --	-- 1	-- --	-- 4 Hrs	-- 1 Hr	-- 6 Hrs
iii) Press Layout/ Magazine Layout	Assign	80 20	28 07	10Hrs --	-- 1	-- --	-- 4 Hrs	-- 1 Hr	-- 6 Hrs
iv) Poster / Hording	Paper Class Assign	80 20	28 07	10Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
v) Direct Mail / P.O.P.	Paper Class Assign	80 20	28 07	10Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
GROUP – III (ELECTIVE) ANY ONE	Paper Class Assign								
i) Lettering / Typography		80	28		--				
ii) Illustration		20	07		1				
iii) Photography				10Hrs --		-- --	4 Hrs	1Hr	6 Hrs
	Paper Class Assign								
TOTAL		600	210	53Hrs	6	1	20Hrs	5Hrs	31Hrs

APPENDIX 'D'

**SCHEME OF EXAMINATION AND WEEKLY TEACHING SCHEME IN B.F.A.
FOURTH YEAR (Applied Art)**

Subject	EXAMINATION SCHEME				WEEKLY TEACHING SCHEME				
	Paper/ Practical Class Assign	Max. Mark s	Min. Marks for passin g	Duratio n of exam.	Lecture r	Tutori al	Practic al	Demo- nstration	Total Hrs. allotted per subject
1	2	3	4	5	6	7	8	9	10
GROUP – I (THEORY)									
i) Advertising Art & Ideas	Paper Class Assign	80	28	03 Hrs.	--	--	--	--	--
		20	07	--	1	1	--	--	1 Hr
ii) Project– Viva Voce		100	35	30 Hrs	1	--	--	--	1 Hr
GROUP – II (PRACTICAL)									
iii) Communication Design – I	Paper Class Assign	80	28	25Hrs	--	--	--	--	--
		20	07	--	2	--	8Hrs	2Hrs	12Hrs
iv) Communication Design – II		80	28	25Hrs	--	--	--	--	--
		20	07	--	2	--	8Hrs	2Hrs	12Hrs
GROUP – III (ELECTIVE) ANY ONE									
i) Lettering / Typography	Paper Class Assign	80	28	20Hrs	--	--	--	--	--
ii) Illustration		20	07	--	2	--	8Hrs	2 Hrs	12Hrs
iii) Photography									
TOTAL		500	175	103 Hrs	8	1	24 Hrs	6 Hrs	38Hrs

* Project, Viva Voce – The candidate should submit a Project (Thesis) along with the class work (Practical) for examination.

APPENDIX 'A'

SCHEME OF EXAMINATION AND WEEKLY TEACHING SCHEME IN B.F.A. FIRST YEAR (Painting)

Subject	EXAMINATION SCHEME				WEEKLY TEACHING SCHEME				
	Paper/ Practical Class Assign	Max. Mark s	Min. Marks for passin g	Duratio n of exam.	Lecture r	Tutori al	Practic al	Demo- nstration	Total Hrs. allotted per subject
1	2	3	4	5	6	7	8	9	10
GROUP – I (THEORY)									
i) History of Art	Paper Class Assign	80 20	28 07	03 Hrs. --	-- 1	-- 1	-- --	-- --	-- 1 Hr
GROUP – II (PRACTICAL)									
ii) Drawing (Manmade / Nature)	Paper Class Assign	80 20	28 07	05 Hrs --	-- 1	-- --	-- 4 Hrs	-- 1 Hr	-- 6 Hrs
iii) Head Study	Paper Class Assign	80 20	28 07	7.5 Hrs --	-- 1	-- --	-- 4 Hrs	-- 1 Hr	-- 6 Hrs
iv) Drawing from Life	Paper Class Assign	80 20	28 07	05 Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
v) Painting – I (Design 2-D)	Paper Class Assign	80 20	28 07	7.5 Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
vi) Color	Paper Class Assign	80 20	28 07	05 Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
vii) Print Making	Paper Class Assign	80 20	28 07	10Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
	TOTAL	700	245	43 Hrs	7	1	24 Hrs	6 Hrs	37 Hrs

APPENDIX 'B'

**SCHEME OF EXAMINATION AND WEEKLY TEACHING SCHEME IN B.F.A.
SECOND YEAR (Painting)**

Subject	EXAMINATION SCHEME				WEEKLY TEACHING SCHEME				
	Paper/ Practical Class Assign	Max. Mark s	Min. Marks for passin g	Duratio n of exam.	Lecture r	Tutori al	Practic al	Demo- nstration	Total Hrs. allotted per subject
1	2	3	4	5	6	7	8	9	10
GROUP – I (THEORY)									
i) History of Art	Paper Class Assign	80 20	28 07	03 Hrs. --	-- 1	-- 1	-- --	-- --	-- 2Hrs
ii) Aesthetic	Paper Class Assign	80 20	28 07	03Hrs --	-- 1	-- --	-- 4 Hrs	-- --	-- 2Hrs
GROUP – II (PRACTICAL)									
iii) Still Life	Paper Class Assign	80 20	28 07	10Hrs --	-- 1	-- --	-- 4 Hrs	-- 1 Hr	-- 6 Hrs
iv) Head Study from Model	Paper Class Assign	80 20	28 07	10Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
v) Drawing from Life	Paper Class Assign	80 20	28 07	05 Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
vi) Painting – II	Paper Class Assign	80 20	28 07	15 Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
vii) Print Making	Paper Class Assign	80 20	28 07	15Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
	TOTAL	700	245	61 Hrs	7	1	24 Hrs	5 Hrs	34 Hrs

APPENDIX 'C'

**SCHEME OF EXAMINATION AND WEEKLY TEACHING SCHEME IN B.F.A.
THIRD YEAR (Painting)**

Subject	EXAMINATION SCHEME				WEEKLY TEACHING SCHEME				
	Paper/ Practical Class Assign	Max. Mark s	Min. Marks for passing	Duratio n of exam.	Lecture r	Tutori al	Practic al	Demo- nstration	Total Hrs. allotted per subject
1	2	3	4	5	6	7	8	9	10
GROUP – I (THEORY)									
i) History of Art	Paper Class Assign	80 20	28 07	03 Hrs. --	-- 1	-- 1	-- --	-- --	-- 1Hrs
ii) Aesthetic	Paper Class Assign	80 20	28 07	03Hrs --	-- 1	-- 1	-- --	-- --	-- 1Hrs
GROUP – II (PRACTICAL)									
iii) Drawing form Life	Paper Class Assign	80 20	28 07	05Hrs --	-- 1	-- --	-- 4 Hrs	-- 1 Hr	-- 6 Hrs
iv) Painting from Life	Paper Class Assign	80 20	28 07	15Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
v) Portrait Painting	Paper Class Assign	80 20	28 07	10Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
vi) Painting – III	Paper Class Assign	80 20	28 07	15 Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
vii) Print Making	Paper Class Assign	80 20	28 07	15Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
GROUP – III (Practical) SUBSIDIARY									
viii)* Computer Graphics/ Ad. Drawing	Paper Class Assign	50 50	} 35	-- --	1 1	-- --	1 Hr 1 Hr	-- --	3 Hrs 3 Hrs
ix)* Mural	College Asg.								
	College Asg.								
	TOTAL	700	280	66 Hrs	9	2	22 Hrs	5 Hrs	38 Hrs

APPENDIX 'D'

**SCHEME OF EXAMINATION AND WEEKLY TEACHING SCHEME IN B.F.A.
FOURTH YEAR (Painting)**

Subject	EXAMINATION SCHEME				WEEKLY TEACHING SCHEME				
	Paper/ Practical Class Assign	Max. Mark s	Min. Marks for passing	Duratio n of exam.	Lecture r	Tutori al	Practic al	Demo- nstration	Total Hrs. allotted per subject
1	2	3	4	5	6	7	8	9	10
GROUP – I (THEORY)									
i) History of Art	Paper Class Assign	80 20	28 07	03 Hrs. --	-- 2	-- 1	-- --	-- --	-- 2Hrs
ii) Aesthetic	Paper Class Assign	80 20	28 07	03Hrs --	-- 2	-- 1	-- --	-- --	-- 2Hrs
iii) Project- Viva Voce	Assign	100	35	30 Hrs	2	--	--	--	2 Hrs
GROUP – II (PRACTICAL)									
iv) Portrait Painting		80 20	28 07	20Hrs --	-- 1	-- --	-- 4 Hrs	-- 1 Hr	-- 6 Hrs
v) Painting – IV	Paper Class Assign	80 20	28 07	25Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
vi) Print Making	Paper Class Assign	80 20	28 07	25Hrs --	-- 1	-- --	-- 4 Hrs	-- 1Hr	-- 6 Hrs
GROUP – III (Practical) SUBSIDIARY									
vii)* Computer Graphics/ Ad. Drawing	Paper Class Assign	50 50	} 35	-- --	2 2	-- --	3 Hrs 3 Hrs	1 Hr 1 Hr	6 Hrs 6 Hrs
viii)* Mural	College Asg. College Asg.								
	TOTAL	700	245	106 Hrs	13	2	18 Hrs	5 Hrs	36 Hrs

* Seasonal Marks of Group III will be included in the Grand Total of Fourth Year Examination.

* Project Work, Viva Voce – The candidate should submit a Project Work along with the class work (Practical) for examination.

**SYLLABUS FOR
FIRST YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF FINE ART
APPLIED ART- FIRST YEAR**

GROUP – I

1. ADVERTISING ART AND IDEAS

Introduction, Advertising in everyday life. History of advertising in general, Social and economic aspects of advertising, Different advertising medias.

GROUP – II (Practical's)

2. DRAWING : (STUDIO)

Head Study – planes/masses in shade and light. Structural drawing from the cast, Human figure in action. Birds, Animals study. Rendering in different medium.

3. DESIGN 2 D :

Study of Visual Elements, Point, Line, Planes and Shapes. Study of Design Principles, 2-D designs, Organization in space (positive and negative). Basic and free shapes- Line, Colour, Tone, Texture, Form and Space.

4. COLOUR :

Perception of colour, Light and Pigment theory. Understanding of Primary and Secondary colours. Colour Wheel and various Colour Schemes derived from it. Complementary Scheme .Analogous Colour. Split and Double Split Complementary Colour Scheme. Gray Scale, Keys and Contrast.

5. PRODUCT DRAWING :

Manmade Object :- Drawing (Line and Tonal), Use of various techniques. Observation and Understanding the quality of Objects. Rendering the product.

6. LETTERING – TYPOGRAPHY AND CALLIGRAPHY

History of Writing. Development of alphabets. Different calligraphic schools. Script styles. Roman lettering .Classification of types .Study of one family of serif and san-serif type face and rendering the same .Hot metal types .Types in digital form .Leading and word spacing.

7. GRAPHIC DESIGN :

Basics of graphic design .Definition, need, elements, colour, design of logo & symbol with proper understanding of print and production process. Designing simple stationary items e.g. Letterheads, Visiting Cards, Envelops.

8. PERSPECTIVE (Not for examination)

Structural Design – Projection Plan, Elevation, Section, Perspective – Parallel – Angular.

9. DESIGN 3-D(Not for examination)

Study of basic 3-D shapes and forms such as cubes, spheres and cylinders, constructed or molded in different medias like paper, card, soft clay, plaster, wire etc. Positive and Negative spaces.

10. PRESS LAYOUT(Not for examination)

Principles of press layout. Elements of press advertisement and its aspects Single column layout.

11. POSTER / HOARDING(Not for examination)

History of poster design. Principles. Elements of poster / hoarding.

PAINTING FIRST YEAR

GROUP – I (Theory)

1. HISTORY OF ART

- A) *Indian Art* : Indus civilization, Mauryan Art, Shunga Art, Andhra Art, Kushan Art, Gupta Art.
- B) *Western Art* : Prehistoric Art, Egyptian Art, Mesopotamian Art, Minoan & Mycenaean Art, Greek Art, Roman Art.
- C) *Far Eastern Art* : Art of China and Japan.

GROUP – II (Practical's)

2. DRAWING (MANMADE & NATURE) :

Study from manmade objects and nature with emphasis on construction. Perspective and rendering in linear and massive drawing. Experience with material quality for feel .Values in grey, texture and colour in rendering .Use of media – pencil, charcoal, pen & ink, crayon etc.

3. HEAD STUDY

Rendering of Head from cast for construction and proportion of human head .Anatomy of human face with lines, masses & effect of light and shades.

4. DRAWING FROM LIFE

Mainly based on general form and gesture. Observed and studied in pencil, charcoal and pastels medias in various light conditions.

5. PAINTING (2-D DESIGN)

Study of Visual Elements, Point, Line, Planes and Shapes. Study of Design Principles, 2-D designs, Organization in space (positive and negative).Basic and free shapes- Line, Colour, Tone, Texture, Form and Space.

6. COLOUR

Perception of colour, Light and Pigment theory, Understanding of Primary and Secondary colours. Colour Wheel and various Colour Schemes derived from it. Complementary Scheme .Analogous Colour. Split and Double Split Complementary Colour Scheme. Gray Scale, Keys and Contrast.

Practical application of Colour Theory in Practice Assignments.

7. PRINT MAKING

Fundamentals of various methods of taking prints. Rubbing, Potato Print. Mono-print in single or two colours with various types of materials and their combinations, viz. paper, card board, cloth etc.

8. DESIGN 3-D (*Not for examination*)

To develop the sense of structure, operational problems in building up structure, such as cube, cone ,sphere, cylinder, slab sect. Organization of forms for 3-D design. Use of paper, board, soap, plastic, wire etc .Use of elements and principles of 3-D design.

9. MEMORY DRAWING (*Not for examination*)

To develop the sense of observation and the capacity to retain and recall images and their co-ordination.

10. PERSPECTIVE (*Not for examination*)

Study of basic solids .Plan & Elevation .Main aspects of Parallel and Angular perspective. Aerial perspective.

**SYLLABUS
FOR
SECOND YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF FINE ART**

APPLIED ART-Second Year

GROUP I (Theory)

1. ADVERTISING ART & IDEAS.

Selection of Advertising Media – Marketing and Market research – Advertising in operation, Advertising Agency function – Position, Reproduction, Printing methods, Artworks.

2. COMPUTER GRAPHICS :

Introduction to Computers graphics, Basic fundamentals of computer, Common terminologies, types of commands, types of booting, What is Unix ? Features of Unix, computer virus.

GROUP II (PRACTICALS)

3. STUDY FROM LIFE

Structure of Human figure in full and parts. Drawing from life. Rendering in pencil, ink and colours. Understanding of different rendering techniques. Outdoor study of nature/man-made objects. Rendering in pencil and colour.

4. CALLIGRAPHY / LETTERING & TYPOGRAPHY

Application of calligraphic styles for simple professional work. Typography Applications for simple communicative design. Expressive types, Characters of type, Grid system – type calculation.

5. CORPORATE IDENTITY

Application of Symbol – Logos for stationery and other media of 2-D and 3-D designs.

6. PACKAGING DESIGN

Principles of packaging. Knowledge of various materials-Paper, Board. Methods of Packaging, Label and Carton Designing, Costing and estimating.

7. PRESS LAYOUT

Assignment based on principals of Design. Daily Consumer Durables Products / Public Services.

8. POSTER / HOARDING

Daily Consumer / Durable Products. Importance of Colours on Poster / Hoarding

GROUP – III (ELECTIVE) (NOT FOR EXAMINATION)

9. (i) LETTERING – TYPOGRAPHY

Importance of writing words in the world of Communication. Typography and Calligraphy – the difference – definition. Nature and scope. Type and its characters – type faces – family the technical aspects of typography.

(ii) ILLUSTRATION

The importance of Illustration for Communication from pro-historic period to modern period. Definition of illustration. The different areas of Communication where illustration is applicable. How illustration plays its role in communication media.

(iii) **PHOTOGRAPHY**

Importance of Photography in communication media. History of photography, Camera and its Accessories. Lights and Lightings, Digital Photography, Introduction Photo editing software.

PAINTING- Second Year

GROUP I (Theory)

1. HISTORY OF ART

a) Indian Art – Medieval temple architecture – Chalukyan period, Rashtrakuta period, Pallava period, Chandella period, Eastern Ganga period.

a) b) Western Art - Early Christian Art, Byzantine Art, Romanesque Art, Gothic Art, Renaissance.

2. AESTHETIC

Section – A. introduction to Art & Aesthetics

- 1) What is Art : Art as a social phenomenon's, Art as object of perception.
- 2) Aesthetics Activity : The diversity of its forms, The Aesthetics & Artistic design
- 3) Ideas of life and art according to Indian philosophy.
- 4) Early references to Art and Beauty.
- 5) Indian Aesthetics and it's relations to philosophy and relation.
- 6) The theory of RASA and it's applications to various Arts.
- 7) Plato's views on Art and Aesthetics.
- 8) Aristotle's theory of imitation and the concepts of catharsis.
- 9) Beauty and ugly : Views of Plotinus, St. Augustine and David Hume.
- 10) Sublime : Views of Longinus Burke and A.C. Bradley.
- 11) Bosanqite : Three lectures on Aesthetics.

Books Recommended

- 1) BharatiyaChitrakala by B.M. Dabhade
- 2) Philosophics of India by Heinrich Zimme
- 3) Indian Sculpture and Painting by E.B. Barell, Chap III
- 4) Rasa BhavaVichar by R.P. Kangale.
- 5) The republic by Plato – Chap X
- 6) Aristotles Theory of Pretry and Fine Arts by S.H. Butcher
- 7) Aristotle the kayasastra by G.V. Karandikar
- 8) Studies in Iconology by Erwin Panofsky Chap. VI
- 9) Aesthetics by Yuri Borev.

GROUP II (PRACTICAL)

4. STILL LIFE

Study of various objects (Natural and manmade and groups with background) rendering to be done in pencil, charcoal, water and oil. Study of light fallen on various objects arranged on still life platform with the relative proportion between each other.

5. HEAD STUDY FROM LIFE

Study of the head through different directions and angles. Anatomical structure of the head, it's plain, depth, raised portion and the parts of the head. Rendering to be done in pencil, charcoal, water, oil, acrylic and oil pastels.

6. **DRAWING FROM LIFE**
Drawing from life and nature in pencil, crayon or inks, Observation and rendering of proportion of human body and various forms of nature indoor and outdoor sketching from life and nature, Visits to Zoo and Museum.
7. **PAINTING II**
In water colour, coloured pencils or coloured inks. Extension of Painting II Arrangements of figures and forms in pictorial space, expression of specific mood and emotions. Assignments should be based on realistic forms.
8. **PRINT MAKING**
Theory – General information regarding various categories of print making into the surface of a printing block viz. Plano-graph, relief process, intaglio and stencil. The method and materials used in various processes of print making viz. Lino cut, Wood cut, knowledge of terminology and mounting a print.

**SYLLABUS
FOR
THIRD YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF FINE ART
APPLIED ART- THIRD YEAR**

GROUP – I (Theory)

1. **ADVERTISING ART AND IDEAS**
Types of Advertising Agencies, Art Work, Campaign Planning, Marketing and Research, Research Product, Consumer, Purpose of Advertising. Function and Legal Aspects of Advertising.
2. **COPY WRITING** *(Not for Examination)*
Types of headlines Declarative, Interrogative, Testimonial, Humorous etc. Types of Copy, Use of Product Service – Information – Its report – special target audience for making copy effective.

GROUP II - (Practical)

3. **STUDY FROM LIFE**
Drawing from life, Rendering of Human figure in action & Expression. Creating atmosphere. Application of Illustration for different types of Communication.
4. **PRESS / MAGAZINE**
Planning of Campaign for Press/ Magazine based on data collected, Treasure – Hardsell – Softsell – Institutional – Editorial – Testimonial – Prestige etc.
5. **POSTER / HOARDING**
Different types of Poster, Sale – Service – Social Information – Propaganda – Educational etc. Different appeal.
6. **DIRECT MAIL / P. O. S.**
Importance of P.O.S. To sell the Product, Delivers message at the location. Different forms of P.O.S. Show card – Crowner – Banner – Mobile – Bunting – Floor Display – dispenser – Direct Mail as a Media. Its function – Conventional Printing Processes – Colour Limitations – Types of Paper.

7. **CORPORATE IDENTITY** *(Not for Examination)*
Corporate Identity program to be planned for company / Organization – Preparing Design Manual – Logo / symbol Design for Stationery – Transport – signage – Environmental Design.
8. **STORY BOARD** *(Not for Examination)*
Audio-visual Communication – Shot Films – T.V. Commercials – Information of Film making Developing Concept – Script Writing – Preparing Visuals – Presentation Live / Animated,
9. **COMPUTER GRAPHICS** *(Not for Examination)*
Introduction to graphic software's, Photoshop, CorelDraw, PageMaker, Illustrator, Quark X'press etc. It's use and working knowledge. Different tools of various application software's Preparing text for layouts, Preparing logo & symbols with the help of Computer.

GROUP III ELECTIVE (Any one)

10. **LETTERING & TYPOGRAPHY**
Calligraphy – formal and informal – experimenting with Calligraphic tools, Surface and Styles – Application of typography – Type construction – e=Expressive words – Logos, Typographic Design, application for magazine, Packaging, Calendar, Book Jackets, Broachers etc. Use of Computer as a tool for Typography.

ILLUSTRATION

Drawing from Life and anatomy study – action – expression. Study of different are groups – Male – Female. Outdoor sketching – Animal – Birds – Buildings etc. Introduction of various mediums. Exploration of reproduction techniques – materials – tools. Introduction of Advertising medias where illustration is mainly applied. Knowledge of printing processes – Animation / Basic technique – Manual / Computer methodology – Designing Character / Story Board / Backgrounds. Assignments for print media – Knowledge of Computer graphics.

PHOTOGRAPHY

Revision of photography – Study of different types of Digital Cameras and lenses. Types of lightings of various purposes – Portrait – Still Life – Table top. Equipments for Digital Photography, Different formats of Digital Images such as psd, jpeg, tiff. Use of computer for digital photography, editing digital photos with software like Photoshop– Creative Photography. Use of exposes meter. Advanced lighting – Flash photography – umbrella and Soft lighting.

PAINTING -THIRD YEAR

GROUP - I (THEORY)

1. **HISTORY OF ART - Indian Art**
Study of Indian Miniatures Painting, Jain, Rajasthani, Pahari and Mughal Schools. Western Art – Mannerism, Baroque Art, Rococo, New classism, Realism, Impressionism.
2. **AESTHETICS**
Total number of question to be solved is five.
 1. The work of Art : Its inner structure The topical and eternal work of art
 2. Psychology of Artistic creation and Artistic perception.
 3. Social and psychological aspects of Aesthetics according to Vatsayan.
 4. Shadanga Six limbs of Indian Painting
 5. Aesthetics of Shuknaniti
 6. Paroksha and Abhasa
 7. Baumgartner or Aesthetic Experience, Beauty and Truth, Art and Intellect.
 8. Winckellmann on Definition of Beauty, God and Beauty.
 9. Lessing on Painting and Poetry, Painter and Poet, Painter and Prerogative moment us explained in his easy “Lao-coon”

10. Kant on Aesthetic Judgment, Aesthetic Experience, Beauty sublime, Beauty pleasure, Imagination, Existence of Material world.
11. Croce on Aesthetic and Intellectual knowledge, Aesthetic Perception, symbols and Metaphors, Art and Morality Art and Nature, object and its forms.

Books Recommended

1. Kamasutra of Vatsyana First Year
2. Indian Painting by Percy Brown
3. Six Limbs of Painting by A. Tagore.
4. Bharatiya Chitrakala by B.H. Dabhade Chap. III
5. Aesthetics of Shukraniti by A. Coomarswamy.
6. Transformation of nature in Art by Dover.
7. Parokha Ibid chap V
8. Abhasa Ibid chap VI
9. The renaissance by Walter Pater
10. Selections from lectures on Aesthetics in the philosophy of Hegel Modern Library Edition
11. Aesthetics by Yuri Boren

GROUP II - (Practical)

3. DRAWING FROM LIFE

Drawing from life (Human forms) Basic proportions, grace of the figure, structure and Construction, Plains of the body and drapery, shade and light, Making of finished drawings from different scribbling possibilities. Study of the anatomy of the entire human figure with the construction of muscles and bones.

4. PAINTING FROM LIFE

Painting of full human figure in various colours media (water, Pastel, Oil), Human figure in background and in various pose, understanding of the composition of figure in the space. Study of light fallen on figure & background.

5. PORTRAIT PAINTING

Half length studies of human figure, Bust of male and female in different age groups. Study of head and drapery and the plan of light and shade on it with water and oil media. Lectures and demonstrations on portrait painting.

6. PICTORIAL DESIGN

Study of composition (Principals), Placement of the elements on the surface, Identification of compositional problems of each type of painting Developing personal expression through any style (Indian / Western).

7. PRINT MAKING

Introduction of materials and tools it's use for making a design for relief print. Making relief print from wooden blocks. Knowledge of registration, designing prints with more than two colours, Use of overlapping of colours, Possibilities of the textural values of various types of materials like wood, linoleum, zinc plate etc.

GROUP III (Practical) SUBSIDIARY SUBJECTS

8. * COMPUTER GRAPHICS / ADVANCE DRAWING

Computer Graphics – Windows, Working with paint brush, tools, Basic design (Geometrical and Freehand)

Advance Drawing – Study of human figure, study of Animals, Study of figures in action and studies from the total scene. Creative & design aspects of drawing with special emphasis on Nature of drawing mediums.

9 . * MURAL

Methods of plastering & making grounds, Transfer of Drawing & Painting on wet and dry background. Different mediums like plaster, Terra-cotta, Ceramics, Stain Glass, Metal etc.

* Study of the subjects depend upon the expert and infrastructure available in the Institute.

**SYLLABUS
FOR
FOURTH EXAMINATION FOR THE DEGREE OF
BACHELOR OF FINE ART**

APPLIED ART- FOURTH YEAR

GROUP I - (THEORY)

1. ADVERTISING ART AND IDEAS

Creative advertising – Planning & Execution – U.S.P. Types of Headline, Copy, Illustration, Photography, Typography Symbol-Colour Design Principles Type of ‘advertisements’.

2. PROJECT

The subject for PROJECT should be related to the project which has been selected and the elective selected by the student. The PROJECT would be approximately of 3,000 words in Marathi, Hindi OR English, which will be assessed by the panel of examiners appointed by University. Though reference and illustrations from elsewhere may be used the student must make his original contribution in terms of thought and hypothesis. The PROJECT would be illustrated fully with good bad references from actual existing printed and published material, whenever necessary. Bad examples and its criticism would illustrate the negative aspect of hypothesis. The subject matter can be divided as follows

- (a) Introduction
- (b) The hypothesis
- (c) Examples to illustrate the hypothesis
- (d) References to support the hypothesis
- (e) Discussion
- (f) Conclusion

3. * COPY WRITING(Not for Examination)

What is copy writing platform? Copy writing as a keying on copy. Testing methods such as ‘Mail order Ads’ The code of Advertising practice – to ensure the truthfulness and honesty. (to avoid misleading claims)

- (A) Standard of public decency
- (B) Code of Conduct for Promotional Advertising
- (C) Drugs Control Act
- (D) Copyright Act
- (E) General rules of conduct in Advertising

(F) Advertising Council of India

Discussion on case study. Question needing answers in the forms of tutorials, Writing copy (text) on given brief of product. Writing of headline on given copy.

This advertising campaign should consist of minimum six medias and total ten assignments during the academic year.

GROUP II - (Practical)

4. COMMUNICATION DESIGN – I

Advertising Campaign / Project Work for the indoor advertising medias.

The students have to select one existing clients from the following categories

- (a) *Product* : Consumer / Consumer Durable
- (b) *Service* : Commercial / Non Commercial
- (c) *Public Welfare* : National / International

After selecting the client, a student should make the market study, find out the USP's, decide the advertising objectives and prepare the copy platform on the basis of this study, planning and execution of campaign either for advertising or any promotional client.

5. COMMUNICATION DESIGN II

Advertising Campaign / Project Work for the indoor advertising medias.

The students have to select one existing clients from the following categories

- (a) *Product* : Consumer / Consumer Durable
- (b) *Service* : Commercial / Non Commercial
- (c) *Public Welfare* : National / International

After selecting the client, a student should make the market study, find out the USP's, decide the advertising objectives and prepare the copy platform on the basis of this study, planning and execution of campaign either for advertising or any promotional client.

6. COMPUTER GRAPHICS(*Not for Examination*)

Working with Photoshop, finishing the photograph, changing backgrounds, mixing, simple typographic layouts on Corel-draw, creative typographic layouts, layouts with the use of photographs, Page making with the help of Page-maker.

GROUP III ELECTIVE (Any one)

7. LETTERING & TYPOGRAPHY

Expressing different thoughts and texts in calligraphic way. Experimentation with Calligraphy for application in communication design. A communication design project Exploring various media and communication design areas. Type designing for specific Purpose.

ILLUSTRATION

Selection of specific 'Area' for illustration like Advertising Editorial Publishing. Fashion, Animation (from script to story board) comic strips etc.

PHOTOGRAPHY

Study of big format Camera and its use. Advanced lighting for table top and model Photography. Product photography. Advance creative photography (Multi exposing) optical and digital special effects. Feature articles on theme in colour / B.W. with minimum 12 pictures. Visit to modern photographic studios. Outdoor studies.

PAINTING–FOURTHYEAR

GROUP I (THEORY)

1. HISTORY OF ART – INDIAN ART

Modern Indian Art : company School, Bangal Revivalism, Painting of early decades – Ravi Varma, Amruta Shergil Callacutta Group, Mumbai School – Progressive Artists Group, Madras School, Delhi School, Baroda School, Tantra & its influence on Modern Indian Art, Tantras in Print Making.

MODERN WESTERN ART : Post Impressionism, Neo-Impressionism, Fauvism, Cubism, Dadaism, Surrealism, Expressionism, Abstract Expressionism, Pop, Op and Kinetic Art, Minimal Art.

2. AESTHETICS

Note : Total Number of periods 25

Section A – Introduction on Art and Aesthetics

- I (A) Branches of Art and their interrelation Applied Art, Architecture, Decorative Art, Drawing and Painting, Sculpture, Dance, Theatre, Music.

Section B – Indian Aesthetics

- (A) Symbolism in modern Indian painting.
(B) Revival of Tantrik symbols : Biron Dey, G.R. Santosh, K.C.S. Pannikar, S.D. Palsikar
(C) The Folk Inspiration of modern Indian painting.
(D) The modern school of Indian painting : Essay by A. Coomarswamy in Arts and Swadeshi.

Section C – Western Aesthetics

- (A) Sigmund Freud on Aesthetics and psychology of wish fulfillment, Theory of Dreams, It's influence on surrealist movement.
(B) Jung on analytical psychology and poetry, and symbols in modern painting.
(C) Clive Bell on Aesthetics Hypothesis and post impressionism.
(D) Roger Fry on vision and design.
(E) Susanne Langer on the concept of symbols, form and feeling.

Books Recommended

- 1 Lalit Kala Contemporary Vol. 12
- 2 Ibid – Vol. V chap. VIII
- 3 Arts and Swadeshi – by Coomarswamy
- 4 Man and His Symbols by Carl G. Jung
- 5 Aesthetics and Post Impressionism by Clive Bell.
- 6 Aesthetics by Yuri Boren.

3. PROJECT

The meaning of PROJECT should be flexible. A student may present his hypothesis related to a particular aspect of graphic design pertaining to his chosen area or related to a particular aspect of specialization, subject in elective, pertaining to chosen area. It should be based on some hypothesis and not a mere documentation of the references, it should be of about 2000 words. It is to be submitted at the end of the year for evaluation purposes a bibliography of book referred to the studies should be given at the end.

GROUP II - (Practical)

4. PORTRAIT PAINTING

Study of Portraiture (3/4th size), Compositional analysis, Analyses of Painting in general Characteristics of planes, Study of light & shades, Study of 3/4th length portrait from models with drapery.

5. CREATIVE PAINTING

Original Painting based on preparatory studies. Compositional analysis of painting. Compositional exercises showing creativity & originality.

6. PRINT MAKING

Relief & Intaglio process, Cutting of selected materials. Preparation of composition on plate
Preparation of surface, different textures with line and tone. Understanding the chemicals
process. Different techniques of Painting like dry-paint, aquatint, and mezzo tint etc.

GROUP III (PRACTICAL) SUBSIDIARY SUBJECTS

7.* COMPUTER GRAPHICS / ADVANCE DRAWING

Computer Graphics – Introduction to Multimedia

Advanced Drawing – Developing Drawing as a medium of personal creative expression.

8.* MURAL

Preparing a miniature sketch showing full details, colour scheme, size & proportion. Different techniques (Indian & Western), Lectures on methods and possibilities of materials like, plaster, wood, stone, ceramics, mosaic, fiber glass, brass, iron, bronze, aluminum and other mixed medias. Mural design for a specific building alternative visualization model making, execution of Mural.

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