

Savitribai Phule Pune University

Proposed Revised Syllabus

To be implemented from the Academic Year 2016-17 onwards

COURSE - BACHELOR OF FINE ARTS (APPLIED ARTS)
(Final Year BFA-Applied Arts)

Fourth Year BFA Applied Art

Theory Subjects:

Sr. No	Subject	No. of hrs (Annual)	No of Assignments	Examination Duration (Hours)	Class work (out of)	Annual Examination (Marks)
1	Theory of Advertising	60	6	3	40	60
2	Dissertation	60	1	Jury	-	100
3	Internship/ Apprenticeship / Freelancing - under a guide.	12 weeks during summer vacation after 3 rd year		Jury	-	100
4	Communication Design I – Advertising Campaign Part One - Promotion Part Two - CSR	280	1 project = Part I = Min 3 Part II = min 3. Total Min 6 minimum assignment	Jury	60	90
5	Communication Design II – Communication for Brands	280	1 project = min 6 assignments	Jury	60	90
6	Elective of Specialization - (Any one project) Illustration, Photography, User Interface, Typography Visualization Retail Design	280	1 project = min 6 assignments	Jury	80	120
		960			240 + 560 = 800	

Subject Category	Subject Name	Details	Justification
Theory	Theory of Advertising	- Qualitative and Quantitative Research Methodologies. -Campaign planning, Research	The students are a step away either to entering into industry or going for PG; hence a

		for Brands, Study of New & emerging Media.	detailed study is essential to strengthen a base knowledge.
	Dissertation	-Research based thesis on any relevant design subject selected in consultation with faculty. -Approximately 3000 words. -Follow APA (American Psychological Association) format	It is an essence of the experience and knowledge gained during their graduation course. It also should help them for future up gradation of knowledge base.
	Internship / Apprenticeship / Freelancing- Under an able mentor or a guide. (1st May to 31 July)	-A project handled during the internship under the guidance of an industry mentor. -Two Reports & attendance record sheets must be submitted One mid internship attendance at the time of admission for Fourth Year & Second after the completion of entire internship.	As it is the need of the graduation to learn beyond the academics which will help them to build broader perspective needed for design industry under the supervision of an industry mentor/s. -This is an Internship Program equivalent to summer project that can be done with an industry, a professional design firm, an institution or an organization like an NGO. The objective of this project is to be part of the process where design is being implemented, contribute towards the process & learn from the situations. The project is meant to expose the student to design practices in his / her chosen area of interest. This project is expected to influence the candidate of degree course to explore the opportunities in his / her chosen career.
Practical	Communication Design I – Advertising Campaign	Advertising Campaign for a product or a service to be executed in two parts. Part One – Advertising for the brand promotion. Part Two –Advertising campaign for social impact through CSR for the same brand.	Main aim of the graduation program is to help design industry need to promote any challenging mission to establish a brand, which is done through a part one. Similarly the students form this fraternity should have awareness of Corporate Social

		The campaign should be planned after due attention to research, analysis of findings and strategy decisions, and media planning	Responsibilities (CSR). Part two shall address this need.
	Communication Design II – Brand Communication Design	<p>Non advertising communication, like Information Design, Web sites, Environment Designs, Way finding Systems, E-learning, literature design and collateral designs etc.</p> <p>-The project should be executed after due considerations to identification of communication needs of the brand, and other relevant factors.</p> <p>-Process to be followed:</p> <ol style="list-style-type: none"> 1) Define the task 2) Research - Survey & analysis of related ideas 3) Brain Storming 4) Sketching & Scribbling 5) Design Direction 6) Comprehensive Design 7) Art Work (Digitization) 8) Final Execution. 	Communication media needs careful handling. The emerging media are plenty and total freedom to choose an appropriate one is offered through this Communication Design II (CD - II) part. This will build the confidence amongst the candidates beyond acquiring a mere artistic skill and thus they will be ready to take greater challenges to build their career in Advertising & Publicity industry. Right from conceptualization up to final production and re-evaluation of the same is expected to be handled by the students under the able guidance of the faculty.
	Elective of Specialization -Elective selected to specialize in third year should be continued in Final Year. Elective cannot be changed in Final Year.	Note- The student is expected to an accomplish a project with a special emphasis given on visualization. In this process they should visualize the concept with a detailed scribbles, conceptualization & presentation with proper rendering using their visualization skills. And then render it as a final artwork using any one of the elective skill / s mentioned subjects below.	
		<p>Visualization (Non advertising project)</p> <p>-Projects exploring both direct & indirect visualization</p> <p>-Adapting ideas for contextual designing for specific target audience</p>	-To establish proficiency of conceptualization and visual anticipation through development process (i.e. scribbles, rendering, stylization, themes and final artwork from it). This process shall be treated as

			experimentation for a conceived project.
		<p>Interface Design</p> <ul style="list-style-type: none"> - A User Interface design project for digital interfaces – website/ phone apps/ Kiosk etc - with attention to details like: Interface design models, GUI Design principles, GUI characteristics, User Guidance, User Flow and Usability Testing etc 	<ul style="list-style-type: none"> -To establish proficiency of digital interactive design system through a relevant project showcasing ability to identify usability problems and their relevant solutions as a designer. -Awareness of programming is a must.
		<p>Photography (Non advertising project)</p> <ul style="list-style-type: none"> -Theme/ Person based portfolio -Series on a particular subject 	To establish proficiency in the technique & thematic interpretation of photographic development process (i.e. scribbles, rendering, stylization, themes and final artwork from it). This process shall be treated as experimentation for a conceived project.
		<p>Illustration (Non advertising project)</p> <ul style="list-style-type: none"> -Story books/Series of illustration -event/space graphics -Graphic novels 	To establish proficiency through explorations, thematic interpretation of their sentimental expression through illustrative development process (i.e. scribbles, rendering, stylization, themes and final artwork from it). This process shall be treated as experimentation for a conceived project.
		<p>Typography (Non advertising project)</p> <ul style="list-style-type: none"> -Type design -Masthead/titles -Way finding system -Info-graphics 	To establish proficiency in typographic communication through development process (i.e. scribbles, rendering, stylization, themes and final artwork from it). This process shall be treated as experimentation for a conceived project.

Notes:

Norms to appoint Jury Panel for Practical Examination.

The final assessment of the student is to be done through a Panel of jury which is appointed by the University. The panel is consisting of minimum Three Members in which one external expert should be from design & publicity industry or academicians of the same stream and two internal approved faculty members.

The examination center should make an arrangement to assess minimum two students in each half of the working day. Sufficient number of display boards, LCD projector may be provided to the jury panel for better presentation of work and assessment.

Majority of the subjects for the final years of this graduation program are project based. Hence for the subjects, a presentation plays a key role. Students shall and should take freedom to explain their ideas, process, experience gained and aims achieved through such presentation. It will build a confidence amongst the students to confront with the subject experts.

Jury may check the skills and genuineness of students by giving them on spot quick tests. This process will ensure confident designers with communication skills, who can elaborate their concepts and ideas and then skillfully execute them efficiently.

The process of jury is proudly proclaimed of being adopted by all major prestigious design institutions of our country and abroad.

While giving the jury presentation, student should be asked to keep their portfolio of final year work and a dissertation ready for inspection by the panel member and at the same time they shall give their presentation with soft copies of the work.

Format of Evaluation by Jury Panel for Practical Examination

Evaluation Report

Exam No.:..... Subject of Specialization:.....

Year:..... Subject:..... Date:.....

Duration of the subject:..... Attendance of student:..... (%)

Subject In-charge :.....

Jury	Understanding of Subject	Process	Execution	Presentation	Total
1					
2					
3					
Total					

Jury 1.....

Signature:.....

Jury 2

Signature:.....

Internal Examiner:.....

Signature:.....

- Suggested List of the Equipments required for PHOTOGRAPHY STUDIO set-up
 1. Professional Digital SLR Camera having not less than 20 Megapixels.
 2. Digital Lenses for DSLR. (Any One from below categories)
 - a) Normal Angle Block Lens – e.g. 50mm.
 - b) Wide Angle Lens- e.g. 17-40 mm / 16-35 mm etc.
 - c) Zoom Lens – e.g. 70-200 mm / 24-105 mm/ 24-135 mm etc.
 - d) Macro Block Lens – 85 mm / 100 mm etc.
 3. Studio Flash Lights
 - a) 400 power – Min. Four Nos.
 - b) 600 power – Min. Two Nos.
 4. Professional Flash Gun
 5. Flash Meter
 6. Studio Setup
 - a) Special attachments for Flash Units. E.g. burn doors, snoots, grids, colour papers, reflectors etc.
 - b) Professional Tripod for Camera.
 - c) Professional 3d Head for Tripod.
 - d) Backgrounds – Cloth, Paper & other material.
 - e) Background stand.
 - f) Special tables for indoor photography.
 - g) Various sizes of special Studio Light Tent Shooting Soft boxes.
 - h) Soft boxes – Various sizes for special purpose. (Octagon, Strip, Rectangular, Square)
 - i) Boom Stand
 7. Still life material – e.g. Glass crockery, earthen pots, bamboo pots, artificial flowers, Stationery Material, Glass bottles having various shape & colours, replicas of antique items, old age lamps & brass, copper pots etc.
- Relevant software's required along with allied equipments like Printers, Scanners, Pen-tabs required for all students.