

Savitribai Phule Pune University, Pune.

**Rules, Structure and Content of
Syllabus**

For

**BACHELOR OF FINE ARTS – APPLIED ARTS
B.F.A. (AA)
CBCS COURSE**

**Detailing of Semester I & II
Structure of Eight Semesters**

To be implemented from 2021-22

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Preamble of the syllabus:

The proposed curriculum is with the view to enhance the existing syllabus and make it more contextual, industry affable and suitable to cater the needs of society and nation in present day context. The committee examined the drawbacks of the existing syllabus and after analyzing other curricula of existing universities in respective subjects in terms of content, relevance, quality and pattern of teaching and examination has synthesized the present proposal. After guidance from industry professionals and senior academicians, feedbacks from the core faculty and intensive discussions the syllabus was suitably finalized.

Globalization has reduced distances. Many of our students aspire to seek admissions and jobs overseas, or even in India in multinational corporations. Thus there is an urgent need to elevate the syllabus to International levels, to facilitate easier transitions for Post Graduate Courses and Job prospects, overseas.

The syllabus needs revision in terms of preparing the student for the professional scenario with relevance to practical needs and requirements. The number of assignments also requires re-consideration with reference to learning objects for every subject and the time available. Technical advancement is the key to a substantial teaching system in today's world and thus a great responsibility lies on the art curriculum to prepare students to uplift to meet global standards and align seamlessly to changing trends.

The modern world seems to be growing exponentially in the digital domain, and yet the print is also evolving like never before. Thus the syllabus needs to be structured with balance in learning skills in both the domains of design. The syllabus needs to be made to promote flexibility and freedom of approach in teaching, within the structure of learning objectives.

A holistic approach includes providing industry training via internships, handling live projects, visits to advertising and design houses and also print and production units. Regular expertise interaction will help to build a bridge between students and their future mentors from industry.

Program Objectives: The first year will prepare the foundation in Applied Arts.

- This will be a skill base course.
- To develop hand skill and understanding of basics.
- To create an understanding about base of drawing, 2D, 3D, Calligraphy, Typography, Layouts, Colour and to understand their relevance in visual communication design.
- To create understanding about history and evolution of visual art and advertising and to explore various aspects of the same.
- To create a base for creative thinking and learning the ways to utilize the primary tools for the same.
- To put into practice of detail observation and implementation through visual aids.

Course Objectives (Per Subject):

- To introduce the learners to history of visual communication and its basic concepts.
- To introduce the students to history, social and economic aspects of advertising
- To develop the skill and understanding of sketching and drawing from natural and manmade objects and structures in various medium like pencil, pen, ink, crayon, chalk, colour etc.
- To develop the sense of observation and capacity to retain and recall images and their co-ordination.
- To understand and develop the skill of sketching and drawing from cast in various medium like pencil, pen, ink, crayon, chalk, colour etc.
- To introduce the basic visual elements of 2D design with emphasis on basic fundamentals of 2 dimensional designs.
- Study of 2 dimensional spaces and its organization.
- To introduce the basic visual elements of 3D design with emphasis on basic fundamentals of 3 dimensional designs.
- To develop the sense of structure, gravitational and mechanical principals.
- To introduce the student the history of writing, development of alphabets, various calligraphic schools and scripts.
- To develop beautiful handwriting, sense of letter form-simultaneous judgment of the composition of the letters spacing organization etc.
- To develop the capacity to use the traditional as well as modern tools.
- To impart to learners the knowledge of various typefaces and their utilization in various designs.
- To introduce the learners the meaning of graphic design, basics and its need in communication design.
- To acquaint the learners with various perspective drawing methods.
- To acquaint the learners with colour theory, its importance, relevance and its use in practical as well as communication design.
- To develop the skill and understanding for designing for a primary layout.
- To develop the skill and understanding for designing of layout in context with communication design.

Pattern: Semester Pattern Credit System

Structure & Examination Pattern of First Year B.F.A.(AA)

BFA – AA First Year

Semester – I

- History of Advertising -I
- Visual Communication - I
- Experiential learning - I
- English - I
- Drawing - I
- 2D Design - I
- 3D Design - I
- Calligraphy & Typography - I
- Signs and Symbols - I
- Fundamental of Layout - I

Semester – II

- History of Advertising -II
- Visual Communication - II
- Experiential learning - II
- Visual Aesthetics
- Drawing - II
- 2D Design - II
- 3D Design - II
- Calligraphy & Typography - II
- Signs and Symbols - II
- Fundamental of Layout - II

Rule No.1: Eligibility and Admission

First Year (Semester I) Bachelor of Fine Arts (Applied Art)

F.Y.B.F.A – Semester I (Applied Art): Pass H.S.C. Examination or Equivalent Examination from any stream (Arts/Science/Commerce) with minimum 45% aggregate marks (40% for reserved category) and clear MH-AAC-CET Entrance Exam conducted State of Maharashtra. The admissions shall be carried out by merit list prepared on the basis of marks obtained in the Common Entrance Test by Maharashtra Government.

Note : *Eligibility Criteria:* Students seeking admission to First year (Semester I) of Bachelors Degree Course in Fine Art must fulfill the eligibility criteria laid down by Academic Council of SPPU as applicable from time to time.

Rule No.2: Duration and stages of the course (as per UGC)

- The Fine Art course shall be of minimum duration of 4 academic years (8 semesters) of approximately 15 working weeks or 90 days in each semester.
- The course contains practical training and Internship of 2 months between the vacation of VI and VII semesters.

Rule No.3: Scheme of Assessment

A candidate to be eligible for the degree of Bachelor of Fine Art (AA) will be required to appear for and pass all examinations as under:

- Semester I Examination in Fine Arts (First Year Sem I)
- Semester II Examination in Fine Arts (First Year Sem II)
- Semester III Examination in Fine Arts (Second Year Sem III)
- Semester IV Examination in Fine Arts (Second Year Sem IV)
- Semester V Examination in Fine Arts (Third Year Sem V)
- Semester VI Examination in Fine Arts (Third Year Sem VI)
- Semester VII Examination in Fine Arts (Fourth Year Sem VII)
- Semester VIII Examination in Fine Arts (Fourth Year Sem VIII)

Rule No. 4: Granting of Academic Term

Each semester shall comprise of 15 weeks (Minimum 90 working days).

The candidate will be permitted to appear for semester examination only if he/she has,

- 75% attendance in each course that constitute a head of passing, prescribed by the university.
- Satisfactory completion of the 100% term work prescribed for each course.
- Satisfactory conduct as a bonafide student

The Principal/ Director of the institution shall have the right to withhold the student from appearing for examination of a specific course if the above requirements are not fulfilled.

Rule No. 5: Rules of ATKT

- A student shall be allowed to get admitted to Second Year B.F.A. (AA) course if he/she has a backlog of not more than **Four Subjects** of passing at First year B.F.A. (AA) (semester I and II considered together) which may include theory/practical or both subject's.

- A student shall be allowed to get admitted to Third Year B.F.A. (AA) course if he/she has a backlog of not more than **Three Subjects** of passing at Second year B.F.A. (AA) (semester III and IV considered together).which may include theory/practical or both subject's & cleared all subjects of First year B.F.A
- A student shall be allowed to get admitted to Fourth Year B.F.A. (AA) course if he/she has a backlog of not more than **Two Subjects** of passing at Third year B.F.A. (AA)(semester V and VI considered together) which may include theory/practical or both subject's & cleared all subjects of First & Second year B.F.A. (AA)
- **Class Improvement** – Make-up exam jury within 2 months (Only for Final Year-VII & VIII Semesters)

Rule No 6: Examinations

6.1. Conduct of Examinations

The university examinations for all the 8 semesters shall be conducted at the end of each semester by the University.

6.2. Pattern of Examination: The evaluation scheme for B.F.A. (AA) comprises of;

University Examination (UE)

Internal Assessment (IA)

6.2.1: University Examination

UE will be conducted by the University and will be based on the entire syllabus. UE will be based on two parts 'Academic Class work & Presentation of the same in front of Jury'. Assessment would be undertaken by the panel of internal and external examiner (Jury) jointly in equal weightage. Jury may call for on the spot Studio Test if required.

The nature of assessment will vary depending upon the subject and its delivery and whether it is practical-based studio work or theory based. Refer to detailed syllabus on the format of UE for individual subjects.

50% of total marks are reserved for University examination

50% of total marks are reserved for Internal Assessment

To pass the candidate must obtain at least 40% in individual subjects, in University examination each in all theory and practical subjects.

6.2.2: *Structure of Examination*

A. Compulsory Paper

All papers are compulsory.

B. Optional papers

V, VI, VII, VIII terms have a choice / option in elective subjects as well as in Skill Based Subjects.

C. Question paper

Theory subject: Written Exam

Total five question having equal marks (5 marks each question)

(5 Question X 5 = 25*)

Question 1 – Objectives (Fill in the Blanks/Answer in One sentence/Match the following)

Question 2 – Short Notes (Word Limit: 200-300)

Question 3

Question 4

Question 5

} **Descriptive Questions (Word Limit: 500-700)**

Practical: Jury Pattern

6.2.3: *Internal Assessment*

IA will be conducted by the Institution imparting B.F.A. (AA) course. IA will be done by the teacher teaching the course through a continuous assessment system that is spread through the duration of course.

50% marks reserved for internal assessment.

To pass the candidate must obtain at least 40% in individual subjects, in internal assessment each in all theory and practical subjects.

In

Abided by all ATKT rules mentioned in rule no. 5, if a student fails in IE at least **two** and a maximum **four** of the below mentioned components of continuous assessment can be used for re-assessment.

Individual faculty member shall have the flexibility to design the continuous assessment in a manner so as to evaluate students' capabilities across knowledge, skills and attitudes. IA may be undertaken through any or combination of the methods stated below:

- Written Test /Open Book
- Essays / Tutorials
- Short answer questions
- Multiple choice questions/Quiz
- Dissertation/Research Project
- Report writings
- Practical Projects/ Group projects
- Reflective Practical assignments / Industry work / Field work
- Drawing Portfolios
- Learning logs/diaries
- Seminar / Workshop / Exhibition
- Reviews / presentation
- Study of best practices

The faculty shall announce in advance the units based on which continuous assessment shall be conducted. This progressive assessment for the IA must be communicated by the Institute to the university as per the schedule declared by the university. Detailed records of final assessment shall be maintained by the Institute. The student does not have facility of grade improvement, if he/she does not pass at IA in a course. (Applicable only for VII and VIII Semester)

6.2.4: Verification / Revaluation

- Verification will be done by panel appointed by University.
Revaluation will be done only for theory papers by panel appointed by University. Revaluation system is not applicable to practical subjects.

6.3: Assessment of Term work

- In respect of term work, "due date" shall be fixed for the completion of each assignment and the same shall be collected on the mentioned date.
- At the end of the semester term work shall be assessed by the internal and external examiners from amongst the panel approved by the University.
- Performance of a candidate in jury shall be assessed on basis of the depth of understanding of the principles involved.
- Students can be allowed to use computer from 4th semester onwards.

- An examiner for any of the subjects of examinations shall have a minimum of 3 years teaching/ professional experience in his/her field of study.

Rule No. 7: Credits

- The credits are defined in terms of the student-time spent in hours which are divided into two parts such as face to face instruction and Notional (lectures and studio).
- The total credits to be earned by the student to achieve B.F.A.(AA)degree will be 240 credits.

Semester	I	II	III	IV	V	VI	VII	VIII
Credits	30	30	30	30	30	30	30	30

- Where, one credit is equal to 15 hour of Lectures or Studio (Practical)

Rule No.8: Criteria for Passing

To pass in every semester examination and earn the assigned credits, a candidate must obtain minimum 40% marks in each head of passing.

- a) For all courses, both UE and IA constitute separate heads of passing. In order to pass in such courses and earn the assigned credits.

The student must obtain minimum grade point of 5.0 (40% marks) at UE and also minimum grade point of 5.0 (40%) marks at IA.

Or

If he/she fails in IA, the student passes in the course provided he/she obtains a minimum of 25% in IA and grade point average (GPA) for course is at least 6.0 (50%in aggregate) the GPA for a course will be calculated only if student passes at UE.

- b) A student who fails at UE in a course has to reappear at UE as a backlog candidate and clear the head of passing. Similarly, a student who fails in a course at IA has to reappear only at IA as a backlog and clear head of passing.
- c) Students with backlog in IA will have to present themselves and their work for progressive marking throughout the semester for which they intend to appear.

Rule No.9: Grading system

9.1: Conversion of Marks to Grade points and Grades.

The marks shall be converted to grade points and grades as given in table below.

Range of marks (out of 100)	Grade Point	Grade
$80 \leq \text{Marks} \leq 100$	10	O
$70 \leq \text{Marks} < 80$	9	A+
$60 \leq \text{Marks} < 70$	8	A
$55 \leq \text{Marks} < 60$	7	B+
$50 \leq \text{Marks} < 55$	6	B
$40 \leq \text{Marks} < 50$	5	C
Marks < 40	0	D

9.2: *Performance*

The performance of a student will be evaluated in terms of two indices, viz

- Semester Grade Point average (SGPA) which is grade point average for all the semester
- Cumulative Grade point average (CGPA) which is the grade point average for all the completed semesters at any point.

9.3: *Semester Grade point average (SGPA)*

SGPA measures the cumulative performance of a learner in all courses in a particular semester. SGPA is calculated by the formula

$$SGPA = \frac{\sum C_k \times GP_K}{\sum C_k}$$

Where C_k is the credit-value assigned to a course and GP_K is a GPA obtained by the learner in the course.

The SGPA shall be calculated up to two decimal place accuracy.

9.4: *Cumulative Grade point average (CGPA)*

CGPA measures the cumulative performance of a learner in all courses since his/her enrolment. CGPA is calculated by the formula

$$CGPA = \frac{\sum C_k \times GP_K}{\sum C_k}$$

Where C_k is the credit-value assigned to a course and GP_K is a GPA obtained by the learner in the course.

The CGPA shall be calculated up to two decimal place accuracy.

The CGPA calculated after the minimum credits specified for the program are earned will be the final result.

9.5: Award of Honours

A student who has completed the minimum credits specified for the program shall be declared to have passed in the program. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are as given in table below

Range of CGPA	Final Grade	Letter Grade
$9.50 \leq \text{CGPA} \leq 10.00$	O	Outstanding
$9.00 \leq \text{CGPA} \leq 9.49$	A+	Excellent
$8.00 \leq \text{CGPA} \leq 8.99$	A	Very Good
$7.00 \leq \text{CGPA} \leq 7.99$	B+	Good
$6.00 \leq \text{CGPA} \leq 6.99$	B	Average
$5.00 \leq \text{CGPA} \leq 5.99$	C	Satisfactory
CGPA Below 5.00	F	Fail

Rule No.10: Introduction of this Curriculum

The new curriculum for the degree course in Fine Arts B.F.A. (Applied Art) will be introduced from Academic Session 2021 -2022

- First year B.F.A.(AA) Course from June 2021
- Second year B.F.A. (AA) Course from June 2022
- Third year B.F.A. (AA) Course from June 2023
- Fourth year B.F.A. (AA) Course from June 2024

Rule No 11: Completion

Degree of Bachelors in Fine Arts shall be awarded only after successful completion of 4 years/8 semesters.

Earned credits: A candidate who has successfully completed all the Core courses and elective courses, not less than minimum number of credits prescribed shall be eligible to receive the degree.

Rule No.12: Medium of Instruction & Examination

- Medium of Instruction for the course will be English/Hindi/Marathi
- Medium of Examination for the course will be English/Hindi/Marathi

Structure and Contents

For

Bachelor of Fine Arts – Applied Arts

CBCS COURSE

(Structure of 8 semesters)

Detailing of

B.F.A (AA)- I & B.F.A (AA)- II

Structure & Examination Pattern of First Year, Semester-I
Bachelor Fine Art (Applied Art)

Semester-1			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
Subject Type	Subject code	Subject						36hrs / week			
			L	S	Total	No. of Assignments	Examination Scheme (marks)				
IA	U.E (Jury)	Total									
Core Theory	FA-AA-T101	History of Advertising - I	2		2	2	30	4	25	25	50
	FA-AA-T102	Visual Communication - I	2		2	2	30	4	25	25	50
Skill Development	FA-AA-T103	Experiential Learning - I	2		2	2	30	6	25	25	50
Ability Enhancement	FA-AA-T104	English	2		2	2	30	4	25	25	50
Core Practical	FA-AA-P101	Drawing - I		6	6	6	90	12	75	75	150
	FA-AA-P102	2D Design - I		3	3	3	45	6	37.5	37.5	75
	FA-AA-P103	3D Design - I		3	3	3	45	6	37.5	37.5	75
	FA-AA-P104	Calligraphy & Typography - I		3	3	3	45	6	37.5	37.5	75
	FA-AA-P105	Signs and Symbols - I		4	4	4	60	6	50	50	100
	FA-AA-P106	Fundamentals of Layout - I		3	3	3	45	6	37.5	37.5	75
	Total		8	22	30	30	450	60	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work

IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of **First Year, Semester -II** Bachelor Fine Art (Applied Art)

Semester-II			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
Subject Type	Subject code	Subject						36hrs / week			
			Total Credits - 30				I.A	U.E (Jury)	Total		
			L	S	Total						
Core Theory	FA-AA-T201	History of Advertising - II	2		2	2	30	4	25	25	50
	FA-AA-T202	Visual Communication - II	2		2	2	30	4	25	25	50
Skill Development	FA-AA-T203	Experiential Learning -II	2		2	2	30	4	25	25	50
Ability Enhancement	FA-AA-T204	Visual Aesthetics	2		2	2	30	4	25	25	50
Core Practical	FA-AA-P201	Drawing - II		3	3	3	45	8	37.5	37.5	75
	FA-AA-P202	2D Design - II		3	3	3	45	6	37.5	37.5	75
	FA-AA-P203	3D Design - II		3	3	3	45	6	37.5	37.5	75
	FA-AA-P204	Calligraphy & Typography - II		3	3	3	45	6	37.5	37.5	75
	FA-AA-P205	Signs and Symbols - II		6	6	6	90	6	75	75	150
	FA-AA-P206	Fundamentals of Layout - II		4	4	4	60	6	50	50	100
Total			8	22	30	30	450	54	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work

IA: Internal Assessment; UE: University Examination

**Structure & Examination Pattern of Second Year, Semester -III
Bachelor of Fine Art (Applied Art)**

Semester-III			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
								36hrs / week			
Subject Type	Subject code	Subject						No. of Assignments	Examination Scheme (marks)		
			L	S	Total				IA	U.E (Jury)	Total
Core Theory	FA-AA-T301	Theory of Communication	2		2	2	30	5	25	25	50
	FA-AA-T302	History of Art & Design - I	2		2	2	30	5	25	25	50
Skill Development (Choice Based)	FA-AA-T303	Printing Technology / Print Making / Clay Modeling	2		2	2	30	4	25	25	50
Ability Enhancement	FA-AA-T304	Environment Science	1		1	1	15	1	7.5	7.5	15
	FA-AA-T305	Cyber Security	1		1	1	15	1	7.5	7.5	15
Core Practical	FA-AA-P301	Drawing - III		4	4	4	60	7	50	50	100
	FA-AA-P302	Typography		4	4	4	60	7	50	50	100
	FA-AA-P303	Visualisation		4	4	4	60	7	50	50	100
	FA-AA-P304	Identity Design		5	5	5	75	7	62.5	62.5	125
	FA-AA-P305	Media Basics & Design - I		5	5	5	75	3	62.5	62.5	125
	Total		8	22	30	30	450	50	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students’ understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
IA: Internal Assessment; UE: University Examination

**Structure & Examination Pattern of Second Year, Semester -IV
Bachelor of Fine Art (Applied Art)**

Semester-IV			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
								36hrs / week			
Subject Type	Subject code	Subject						No. of Assignments	Examination Scheme (marks)		
			L	S	Total				IA	U.E (Jury)	Total
Core Theory	FA-AA-T401	Theory of Communication	2		2	2	30	5	25	25	50
	FA-AA-T402	History of Art & Design - II	2		2	2	30	5	25	25	50
Skill Development (Choice Based)	FA-AA-T403	Copy Writing/ Creative Writing/ Formal & Applied writing	2		2	2	30	4	25	25	50
Ability Enhancement	FA-AA-T404	User Experience Study - I	2		2	2	30	5	25	25	50
Core Practical	FA-AA-P401	Illustration		4	4	4	60	7	50	50	100
	FA-AA-P402	UX/UI		4	4	4	60	7	50	50	100
	FA-AA-P403	Photography		4	4	4	60	7	50	50	100
	FA-AA-P404	Display Design		4	4	4	60	7	50	50	100
	FA-AA-P405	Media Basics & Design - II		6	6	6	90	3	75	75	150
	Total		8	22	30	30	450	50	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of Third Year, Semester -V
Bachelor of Fine Art (Applied Art)

Semester-V			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
Subject Type	Subject code	Subject						36hrs / week			
			Total Credits - 30				No. of Assignments	Examination Scheme (marks)			
			L	S	Total				IA	U.E (Jury)	Total
Core Theory	FA-AA-T501	Theory of Communication	2		2	2	30	5	25	25	50
Skill Development (Choice Based)	FA-AA-T502	User Experience Study - II	2		2	2	30	3	25	25	50
	FA-AA-T503	Presentation Skills /Resume Writing/E-Portfolio Making	2		2	2	30	5	25	25	50
Ability Enhancement	FA-AA-T504	Experiential learning - Community Work	1		1	1	15	1	7.5	7.5	15
	FA-AA-T505	Human Rights	1		1	1	15	1	7.5	7.5	15
Core Practical	FA-AA-P501	Design for Brands		6	6	6	90	6	75	75	150
	FA-AA-P502	Campaign for Advertising		6	6	6	90	6	75	75	150
	FA-AA-P503	Design for Publication		4	4	4	60	5	50	50	100
Elective Practical	FA-AA-P504	Elective (Illustration, Photography, Typography, Visualisation, User interface, Display Design)		6	6	6	90	5	75	75	150
Total			8	22	30	30	450	40	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of Third Year, Semester -VI
Bachelor of Fine Art (Applied Art)

Semester-VI			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
Subject Type	Subject code	Subject						36hrs / week			No. of Assignments
			L	S	Total	I.A	U.E (Jury)	Total			
Core Theory	FA-AA-T601	Theory of Communication	2		2	2	30	5	25	25	50
	FA-AA-T602	Research Methodology	2		2	2	30	2	25	25	50
Skill Development (Choice Based)	FA-AA-T603	Workshop/Seminar/Exhibition	2		2	2	30	5	25	25	50
Ability Enhancement	FA-AA-T604	Experiential learning – Outdoor Study	1		1	1	15	1	7.5	7.5	15
	FA-AA-T605	Physical Education	1		1	1	15	1	7.5	7.5	15
Core Practical	FA-AA-P601	Design for Social awareness		4	4	4	60	5	50	50	100
	FA-AA-P602	Graphic for retail & Merchandising		6	6	6	90	6	75	75	150
	FA-AA-P603	Story Boarding & Visual Scripting		6	6	6	90	6	75	75	150
Elective Practical	FA-AA-P604	Elective (Illustration, Photography, Typography, Visualisation, User interface, Display Design)		6	6	6	90	5	75	75	150
	Total		8	22	30	30	450	32	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of Fourth Year, Semester -VII
Bachelor of Fine Art (Applied Art)

Semester-VII			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
Subject Type	Subject code	Subject						36hrs / week			
			L	S	Total	No. of Assignments	Total Credits - 30				
Examination Scheme (marks)											
			IA	U.E (Jury)	Total						
Core Theory	FA-AA-T701	Theory of Communication	2		2	2	30	5	25	25	50
	FA-AA-T702	Dissertation	2		2	2	30	1	25	25	50
	FA-AA-T703	Research for Campaign for Advertising	2		2	2	30	2	25	25	50
Elective Practical	FA-AA-T704	Research for Elective	2		2	2	30	2	25	25	50
Core Practical	FA-AA-P701	Live Project / Internship		4	4	4	60	-	50	50	100
	FA-AA-P702	Campaign for Advertising		8	8	8	120	6	100	100	200
	FA-AA-P703	Design for Social awareness		10	10	10	150	3	125	125	250
	Total		8	22	30	30	450	19	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of Fourth Year, Semester -VIII
Bachelor of Fine Art (Applied Art)

Semester-VIII			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
								36hrs / week			
Subject Type	Subject code	Subject						No. of Assignments	Examination Scheme (marks)		
			L	S	Total				IA	U.E (Jury)	Total
Core Theory	FA-AA-T801	Theory of Communication	2		2	2	30	5	25	25	50
	FA-AA-T802	Dissertation	2		2	2	30	1	25	25	50
	FA-AA-T803	User Experience Study - III	2		2	2	30	2	25	25	50
	FA-AA-T704	Research for Brand	2		2	2	30	2	25	25	50
Core Practical	FA-AA-P802	Elective (Illustration, Photography, Typography, Visualisation, User interface, Display Design)		12	12	12	180	3	150	150	300
Elective Practical	FA-AA-P804	Design for Brands		10	10	10	150	6	125	125	250
	Total		8	22	30	30	450	19	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students’ understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
IA: Internal Assessment; UE: University Examination

**First year Bachelor of Fine Arts – Applied Arts
Semester - I**

Subject Name	Content & Details	Objectives
History of Advertising - I	<p>A history of communication media and its Development through the ages</p> <ul style="list-style-type: none"> • Village Economy • Post-Industrial Revolution Economy • Advent of machines • Print and production • Transportation systems and network, establishment of markets • Development of medias as a communication tool, • Print and audio visual media of communication • History of Advertising • Pre-printing Period • Early printing Period • Period of Expansion • Period of Consolidation • Period of Scientific Development • Period of Business and Social Integration 	<ul style="list-style-type: none"> • To introduce students to beginning of advertising • To introduce the students to history, social and economic aspects of advertising • To form an understanding base for overall progress of advertising developmental stages
Visual Communication - I	<ul style="list-style-type: none"> • Brief history of Communication In Prehistoric (Era) • Evolution of communication: <ul style="list-style-type: none"> • What is communication • Petroglyphs • Pictograms, Hieroglyphs, Ideograms, • Sign language, Gestures, Pictures, Objects • Symbols 	<ul style="list-style-type: none"> • To introduce the learners to history of visual communication and its basic concepts.
AECC Skill Development Experiential Learning - I	<ul style="list-style-type: none"> • Material experimentation and handling through variety of materials like handmade paper, clay, paper pulp, POP, flex, PVC etc. through visit, observation and presentation of the understanding. This whole experience can be craft oriented 	<ul style="list-style-type: none"> • Exploring various kind of materials and for creating a platform for further Communication design subjects. • This subject is expected to be explored outside the classroom for maximum understanding

<p>AECC Ability Enhancement</p> <p>English</p>	<p>Technical Writing</p> <ul style="list-style-type: none"> • Common errors in sentences especially regarding number, gender, pronoun, preposition, article, degree, etc. • Kinds of sentences • Transformation of sentences • Writing Personal emails • Writing Academic emails • Descriptive writing • Report Writing • Paragraph Writing (50 words) • Summary Writing <p>Creative Writing</p> <ul style="list-style-type: none"> • Writing on a hypothetical situation • Writing on a photograph • Essence writing 	<p>Technical Writing</p> <ul style="list-style-type: none"> • To develop the skill and understanding of language for creating a platform for creative writing. <p>Creative Writing</p> <ul style="list-style-type: none"> • To explore the feel of language and exploring word power to create a base for copy writing.
<p>Drawing - I</p>	<p>From your environment</p> <ul style="list-style-type: none"> • Nature Drawing Object • Manmade Object Drawing (Sketching- contour drawing, shading, rendering) • Perspective – One point, two point and three point etc (Technical & Optical understanding) • Ellipse • Outdoor (Sketching projects) 	<ul style="list-style-type: none"> • To develop the skill and understanding of sketching and drawing from natural and manmade objects and structures in various medium like pencil, pen, ink, crayon, chalk, colour etc. • To understand and develop the skill of sketching and drawing from cast in various medium like pencil, pen, ink, crayon, chalk, colour etc. • To acquaint the learners with various perspective drawing methods.
<p>2D Design - I</p>	<p>Colour Theory, Colour Systems (RGB)</p> <ul style="list-style-type: none"> • Study of light and understanding of Prism • Colour terminologies • Key, tone, hue, value, contrast • Light colour theory (RGB) • Colour Wheel with reference with pigment colour theory • Printing colour theory (CMYK) • Pantone Colour System • Colour perceptions in the cultural context • Colour symbology in the global context <p>Basic 2D Design</p> <ul style="list-style-type: none"> • Fundamentals of Art • Elements of Design • Principles of Design (12 Principals) • Compositions and explorations for implementation of all above (basic forms) • Compositions and explorations for implementation of all above (subjective forms) 	<ul style="list-style-type: none"> • To explain the learners with colour theory and its use in practical. This should create a base for understanding of context of colours in visual communication for further years. • To introduce the basic visual elements of 2D design with emphasis on basic fundamentals of 2 dimensional designs. • Study of 2 dimensional spaces and its organization. • Study of 2 dimensional spaces and its organization with context

3D Design - I	Elements of design: Form, shape, colour in composition and space <ul style="list-style-type: none"> • Understanding of Principals of 3D Design • Material handling –Types of paper, Card board, Sticks, Clay, Straw, Soap, Mount board, Tinted Paper, Wood etc • Basic Forms from paper and Cardboard • All possible materials and crafting/constructing structures from the same with communication approach 	<ul style="list-style-type: none"> • To introduce the basic structure of visual elements of 3D design with emphasis on basic fundamentals of 3 dimensional designs. • To develop the sense of structure, gravitational and mechanical principals. • To develop the sense of structure, and understand how forms achieve their structural unity through adherence to principals of physical nature of the material being observed and studied. • This should create a base for understanding of context of 3D structures and its usability in various forms for visual communication for further years.
Calligraphy & Typography - I	Typography <ul style="list-style-type: none"> • History Typography • Fundamentals of Typography • Construction of letter forms (Basics of Calligraphy and typography Understanding the structure and proportion of type (serif and san-serif)) • Different spacing • Typefaces and type variations Readability, Legibility Calligraphy <ul style="list-style-type: none"> • History calligraphy • Introduction of Writing tools • Basic strokes • Alphabets (Devnagari and Roman) • Creative expressive calligraphy 	Typography <ul style="list-style-type: none"> • To introduce the student the history of writing, development of alphabets, scripts and its formations. • Understanding and practical of Technical structuring of alphabets • To develop sense of creative typography, sense of letter form-simultaneous judgment of the composition of the letters spacing organization etc. • To learn to utilise type fonts for creative formations. • To develop the capacity to use the traditional as well as modern tools of writing. • To impart to learners the knowledge of various typefaces and their utilization in various designs. Calligraphy <ul style="list-style-type: none"> • To introduce the student the history of writing, development of alphabets, various calligraphic schools and scripts and its formations. • To develop artistic handwriting, sense of letter form-simultaneous judgment of the composition of the letters spacing organization etc. • To develop the capacity to use the traditional as well as modern tools of writing.

Signs and symbols - I	<ul style="list-style-type: none"> • Semiotics, semantics (study of how signs and symbols (visual and linguistic) create meaning) and Visual Language • Context of Symbology (the study or use of symbols) • Universal, Cultural, Contextual, • Types of Symbols • Designing for contextual purpose 	<ul style="list-style-type: none"> • To introduce the learners the meaning of graphic design, basics and its need in communication design. • To develop the sense of observation and capacity to retain and recall images and their co-ordination. • To understand the process of simplification of forms and tones for purpose of communication • Development of visual language for communication(simplification of forms) • Identifying and Designing for contextual purpose
Fundamental of Layout – I	<ul style="list-style-type: none"> • Developing overall sense of space division and composition • Possibilities of exercises <ul style="list-style-type: none"> ○ Play with basic shapes in a given space for exploring compositions ○ Visual Aesthetics, compositions, basic elements only 	<ul style="list-style-type: none"> • To understand the concept of layout • To make students understand layout in reference to medias of advertising communication • To analyse the change in layout when it applies as per information hierarchy

Recommended Books

- Advertising Art and Ideas, Rege G.M., Himalaya Art Book
- The World of Visual Communication, Rege G.M., Himalaya Art Book
- Kleppners Advertising Procedure, J.T. Russel, W.R. Lane, Prentice Hall Inter
- Fundamentals of Advertising, John Wilmshuxt, Adrin Mackay, ISBA
- Advertising Principles and Practice, Prentice Hall Inter
- Encyclopedia of Calligraphy Techniques, D.H. Wilson, Headline Book
- Aksharanubhav, Achyut Palav, Callographic Expressions
- Colour- A Workshop for artists and designers, David Harnung, Laurence King Publishing
- Druk Kala, Shantinath Arwade
- Perspective Drawing, Milind Mulik, Jyotsna Prakashan
- Designers Poster, Rockport
- Calligraphy Today, Ajit Mukherjee, Over Publication
- Anatomy and Drawing, Victor Perard, Grace Prakashan
- Designer's Guide to Colour, James Stockton, Chronicle Books
- Type and Colour, Richard Emery, Batsford, London
- Communication Arts, International Periodical
- Archive, Walter Lurzer, Germany, International Periodical
- Introduction of the History of Fine Art in India and the West by Edith Tomory
- Basic Principal of UX, Don Norman
- Design of everyday things, Don Norman
- Milton Glaser Graphic Design, Milton Glaser
- Inspiration & Process in Design, Milton Glaser
- Art is Work, Milton Glaser
- Emotional Design: Why We Love (or Hate) Everyday Things

**First year Bachelor of Fine Arts – Applied Arts
Semester - II**

Subject Name	Content & Details	Objectives
History of Advertising - II	<p>History of communication media and its Development through the ages</p> <p><u>Advertising/Marketing theory</u></p> <ul style="list-style-type: none"> • Advertising, Mass-production and Transportation • Advertising Affects Everybody • Advertising-a part of marketing • Direct and Indirect Advertising • Description of Advertising • Qualities of Modern Advertising Man • Advertising and Publicity • Definition of Advertising • Advertising an Art, a science, a Business and a Profession • Advertising- to cell ideas to a Nation • Significance and development of Advertising as marketing tool • Development of advertising media (early and new age media) • Print media: Posters, newspapers, magazines ,books • Audio Visual Media : Radio, films, television • Exhibitions, Retail space • Direct marketing • Advertising in the digital era • New age media: Interactive media, digital media 	<ul style="list-style-type: none"> • To introduce students to evolution stages of advertising • To introduce the students to how development of advertising lead to emerging media and their importance in communication • To introduce students to various medias and their characteristics, scope, benefits and place in communication • To form an understanding base for overall medias of advertising and communication
Visual Communication - II	<ul style="list-style-type: none"> • Language and scripts <ul style="list-style-type: none"> • Cuneiforms Writing • Transitional • Phonetic • Alphabetic • Colour Systems Theory (CMYK, RGB, Pantone) • Elements and attributes colour • Colour perceptions in the cultural context • Colour symbology in the global context 	<ul style="list-style-type: none"> • To introduce the learners to different elements of visual communication and its basic concepts. • To make students aware of relation between Communication, Marketing and Advertising • To introduce the learners to different, established colour systems and its implementations • To introduce the learners to different contexts related to colour systems in communication process
AECC Skill Development Experiential Learning -II	<ul style="list-style-type: none"> • Collection of specimen of various material implementations to understand its communication purposes. 	<ul style="list-style-type: none"> • This should be application oriented course focusing on report writing, observations, analysis of given contextual content. • Finding various kind of materials and its use through different specimen (Eg. Bags, boxes, cards, posters

		etc) to understand and justify its use for communication purpose.
AECC Ability Enhancement	<ul style="list-style-type: none"> • Basic concept of Rasashastra (Practical oriented in context with communication design) • Art Appreciation (Application oriented implementation based) 	<ul style="list-style-type: none"> • To understand significance of Rasashastra , its basic concept and to be able to relate it to communication design. • To understand art appreciation and to be able to relate art to communication design.
Visual Aesthetics		
Drawing- II	<ul style="list-style-type: none"> • Cast drawing (Eye, Ear, Nose, Plain Head) etc- • Perspective studies from our environment in indoor and outdoor (objects and spaces) • Basic solid geometry • Outdoor (Sketching projects) 	<ul style="list-style-type: none"> • To introduce the learners to basic human anatomy through drawing and observation • To introduce the learners to different perspective study aspects to be implemented in further studies • To study and understand various angles for compositions • To introduce the learners to Basic solid geometry to understand structures
2D Design - II	<ul style="list-style-type: none"> • Principles of Art (6) • Gestalt Theory Introduction (Assignment should be plan to cover all the aspects related to application of Elements & Principals of Art to layout & Design) 	<ul style="list-style-type: none"> • To introduce the learners to Basic Principles of Art (6) and its implementations • To introduce the learners to Gestalt Theory Introduction and its implementations • To introduce the learners to effective arrangements of shape forms, colour, textures to formulate a composition and relate it to contextuality and usability in later stage.
3D Design - II	<ul style="list-style-type: none"> • Elements of design: Form, shape, colour in composition and space • 3D Construction with the help of basic forms & other elements [Exercises in the same as 2D and half tone using basic shapes, contextual forms, abstract forms, pictorial and typographical elements (utilising principles of design)] • Study of Different packaging 	<ul style="list-style-type: none"> • To introduce the learners to Basic Elements of Design and its implementations • To introduce the learners to constructions of 3D forms and its compositions • To introduce the learners to effective arrangements of shape forms, colour, textures to formulate a composition in 3D forms and relate it to contextuality and usability in later stage in form of packaging. • To introduce the learners to various materials.
Calligraphy & Typography - II	<ul style="list-style-type: none"> • Construction of letter forms • Exercise with words, Sentences (communication value of typeface and words) • Expressive typography • Calligraphy Paragraphs • Compositions 	<ul style="list-style-type: none"> • To introduce the learners to basic constructions of letter forms • To introduce the learners to varied use of typefaces and its effect • To introduce the learners to be able to design compositions using types and calligraphy and understanding it's effective use for communication
Signs and symbols - II	<ul style="list-style-type: none"> • Semiotics and Visual Language • Symbology in reference to Universal, cultural, contextual • Types of Symbols • Designing for contextual purpose • Designing an arbitrary symbol • Designing a set of contextual symbols 	<ul style="list-style-type: none"> • To introduce the learners to Semiotics and Visual Language • To introduce the learners to concept of Symbology and its different aspects on different strata • To introduce the learners to process of creating a symbol by understanding its contexts (realistic to graphic) • To introduce the learners to types of symbols and its effect • To introduce the learners to process of creating a

		symbol by understanding its communication purpose and context
Fundamental of Layout - II	<ul style="list-style-type: none"> • Introduction to <ul style="list-style-type: none"> • Content Hierarchy • Types of posters, indoor, outdoor • Designing of Instructional, Social, Persuasive posters • Types of press advertisements for promotion of product / services • Hoarding Design - Shape & size (2D & relief) location • Understanding in reference to basic elements of each media and Layout • Possibilities of exercises <ul style="list-style-type: none"> ○ Identify any one advertisements from each media like press, poster, hoarding, broacher, magazine etc. and compare between the composition process and see if you can relate the same process in the advertisements ○ Select any one advertisements from each media and label the elements of that ad ○ Select any one advertisements from each media and make multiple colour copies of the same. Cut different elements apart and compose to form different possible layouts out of same elements. ○ Compare between any basic shape composition process and a layout of an ad to locate the same principles of designing. ○ Design a media each for layout and content hierarchy. 	<ul style="list-style-type: none"> • To introduce the learners to all Advertising Media and its basic elements • To introduce the learners to Layout Exercises according to each media as per Content Hierarchy • To introduce to information hierarchy and establishing the same through layout.

Recommended Books

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- The World of Visual Communication, Rege G.M., Himalaya Art Book
- Kleppners Advertising Procedure, J.T. Russel, W.R. Lane, Prentice Hall Inter
- Fundamentals of Advertising, John Wilmshuxt, Adrin Mackay, ISBA
- Advertising Principles and Practice, Prentice Hall Inter

- Encyclopedia of Calligraphy Techniques, D.H. Wilson, Headline Book
- Aksharanubhav, Achyut Palav, Callographic Expressions
- Colour- A Workshop for artists and designers, David Harnung, Laurence King Publishing
- Druk Kala, Shantinath Arwade
- Perspective Drawing, Milind Mulik, Jyotsna Prakashan
- Designers Poster, Rockport
- Calligraphy Today, Ajit Mukherjee, Over Publication
- Anatomy and Drawing, Victor Perard, Grace Prakashan
- Designer's Guide to Colour, James Stockton, Chronicle Books
- Type and Colour, Richard Emery, Batsford, London
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- Archive, Walter Lurzer, Germany, International Periodical
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