

# Department of Technology Savitribai Phule Pune University

## Syllabus For BFA [Bachelor of Fine arts – Applied Arts (Technical)] I, II, III, & IV Year

(Under Faculty of Science and Technology)  
Board- Electronics and Electrical Technology  
From Academic Year 2022-2023



**DoT**  
DEPARTMENT OF  
TECHNOLOGY

**TAKSHA**  
Animation & Arts School

## **Savitribai Phule Pune University, Pune**

### **Bachelor of Applied Arts (Under Science and Technology Faculty)**

(To be implemented from Academic year 2022-2023)

**1. Title of Program: BFA (Bachelor of Applied Arts)**

**2. Preamble: The systematic and planned curriculum from 1<sup>st</sup> year to 4<sup>th</sup> year shall motivate and encourage the students pursuing the highest education in the field of Applied Arts.**

**3. Introduction:**

**At first year of under-graduation:**

The history of arts is the backbone of any successful artist to make him/her liberated about the great history of arts so far in the world from the time of prehistoric art period. It will not only give them the right inspiration but also a sense of understanding their own style of art and how to approach for it. The subjects like painting, design and art project is the base of any form of art. As in the first year of BFA the students will get their hands on the techniques of painting and principles of design. This will help them greatly in their upcoming career to not only get strong in painting and designing their art. As design and art history is the major backbone of art industry having detailed knowledge about it will only make our students better and stronger artists in the market. For any artist it is most essential to draw well, unless the skills of drawing is acquired by any artist it will be a big struggle to portray, paint without it.

**At second year under-graduation:**

In second year students will dive deeper in geometrical drawing and perspective drawing. Touching the depth of perspective drawing will make them enable to draw any indoor or outdoor scene or object.

Understanding of History of Art in more detail, artists and their styles who have been so far worldwide in each corner of the world, will give them a large pool of legendary artists to

understand their approach and methods. Subjects like advertising art, computer graphics and aesthetics is introduced in this year. Advertising holds a different set of principles and sense of design in terms of making it more attractive and salable art in today's 21<sup>st</sup> century. Getting a deeper sense of today's advertising art before entering in the industry it is essential they know the aesthetics of arts and advertising art in second year of their course itself, it will surely build a pathway for them to guide and follow thrive in this industry when they pass out.

#### **At third year under-graduation:**

In their third year we are making students more advance in the most important subjects where their mastery is required. Computer graphics (making advertisements for various different platforms) is taken to advance level. Making students understand the need of Indian and international market in advertisement sector in terms of software expertise required by various companies. Aesthetics is taken to the next advance and detailed stage in this year. Making students not only understand but implement their art practice to a higher and more professional level. Design and communication is introduced in this year so their art will not only appeal but communicate with the viewer/audience/client. Which is the essentials of advertising industry to make the art with such a perfect designing sense that it appeals to all classes of age group, or a certain age group, consumers from rural, urban, educated or not, Which class of the society is the target consumer for certain products? And many more specifications has to be taken into consideration and work towards it, create an art that will represent in the best interest of the client and the product.

#### **At Fourth year under-graduation:**

In this year students will create intensive illustrations for communication for various types of products, businesses, clients or needs of market for that particular product. Their aesthetics studies will take more intense and in depth of each and every principle. As aesthetics study is the only key to a promised successful and constant growing of the artist's career life. Since there are n number of platforms for digital world where it is just getting started, more demand of creative digital artists is growing and making career paths in more and more industries. Along with computer graphics students will work intensively on market research, subject research and building their project profile to start working on bigger size projects. Market and subject

research is there to teach them about the current market and how it is behaving with current advertisements and the trend of digital art how its changing in today's fastest changing world of digital platforms. How they can benefit not only as a full time employee but to be entrepreneurs and give them the freedom of working for themselves.

**Need for Launching BFA Degree Course:**

- a) To give the right skilled artists to the current immensely growing market need of traditional and digital artists right now.
  
- b) Creative the right structure for students who wants to pursue BFA (or Arts) as their choice of career which will lead into preparing them and making them skilled in the various number of digital platform services required. We will create a perfect bridge between art in 21<sup>st</sup> century, artists required in today's time worldwide and smooth supply artists to the most repeated leading brands of not only India but Asia.

In this time that we are living right now, the employment has drastically changed from field to field, from industries to industries, creating the whole new world of digital platform, from AR, VR, Social media has become the main stream for so many businesses and putting it in literal words it has become the biggest part of everybody's life on this earth right now. Creating content has never been in need so much as before from manufacturing, medicine, education to entertainment and advertisement, representation of every brand depends of social media digital content creation. Whereas this course will be the best and perfect option for students who wants to pursue art, wants to do freelancing and earn and work according to his/her capacity, there are too many number of choices that students will get to choose and switch and earn outstanding amount of money while enjoying their work to the fullest. The regular choice of industries of career has been set for a long time in India. By launching this course we are promoting art, artistic need for every business and the talent of India to keeping them and top most of the chain of artists or digital marketing artists in the world.

It is, therefore, the degree course will give the exact needed guidance to make tremendously successful career in the advertising world. Not only India but worldwide, Creating these kind of

artists will be a contribution to India for making better, more and most efficient earning businesses not only in India but globally.

#### **4. Objectives:**

The objectives of BFA (Applied arts) is to promote art and deliver rightly prepared rather created skilled artists for the constant and ever growing need of digital artists required in the current market. Students who wants to pursue Arts should be taught with different objects and more open mind set for the eye of art really necessary for today's mindset of various cultural and choice of life people leading their lives in today's time. Especially since so many businesses are online, the power of internet where your ability to connect to any person sitting any corner of the world in seconds. This power has boosted small scale businesses and large scale businesses has gone larger. The digital artists are in need more than EVER before. Training and preparing in versatile business in nature containing a powerful trail in almost each and every business in the world, small or large. Guiding and constant updating of changing industries rather changing need of advertising content is the key in the successful choice of leading career. Giving our students just that will make them bright enough to thrive in the advertising industry of not only India, Asia but Globally.

#### **Program Objectives:**

- The program will produce graduates who will be competent ideators in advertisement industry.
- The graduates will be able to adapt to the fast changing entertainment, education, advertising or any other digital platforms.
- The graduates will become effective collaborators and through innovative methodologies in advertising, they will be able to address the social, technical, artistic and business challenges and turn it into opportunities to make best of it for the client as well as the consumers.
- Graduates will be a good team players and in a certain course of time will be able to lead the team to find solutions and improvements in their field of expertise which includes design, technology and storytelling, communication and creating a brand.
- The graduates will be able to present ideas efficiently, effectively and with adequate confidence.
- The graduates will be able to function in multiple disciplinary teams
- Graduates will be able to understand the need for lifelong learning and technology up gradation, through taking up refresher programs.
- Graduates will be able to understand professional and ethical responsibilities.

## 5. B.F.A. (Bachelor in Applied Arts) Program Structure:

- The Program is a Four Years (Eight semesters) Full Time Degree Program.
- Each week 4 lectures theory and practical together of 3 hours will be held.
- The program shall be based on **credit system** comprising of **196** credits.
- Semester I, II, V, VI, VII, VIII shall have four Courses and 24 credits each semester, and semester III and IV will have 25 credits each respective semesters.
- Theory Courses offered shall be of 4 credits and practical courses credits is of 6 credits each subject in each semester are given as per the requirement of the particular course.
- For Theory Course, one credit is equivalent to one clock hour direct teaching in a week and for Practical Course, one credit each is equivalent to one and half hours of laboratory work in a week.

## 6. Eligibility for Admission:

### First year B.F.A. Applied Arts

- Higher Secondary School Certificate (10+2) Arts, Commerce and Science stream students from all over India State Board of Secondary and Higher Secondary Education.
- GD Arts Diploma holder
- Any diploma in Art, students from all over India any of State Board

**Note:** Admissions will be given on the basis of the entrance exam score that students will score once applied for the course.

## 7. Medium of Instruction: English / Hindi

## 8. Award of Credits:

- Each course having 4 credits shall be evaluated out of 100 marks and student should secure at least 40 marks to earn full credits of that course.

- One credit is evaluated for 25 marks. This will be divided into 50 % internal assessment and 50 % end semester examination. The candidate appearing for the subject needs to pass in the internal assessment to be eligible to appear for end semester examination.
- The passing criteria for internal assessment is 30%, for end semester is 30%, but the combined passing (for internal plus end semester) is 40%.

**9. Evaluation Pattern:**

- As per SPPU CBCS norms

**10. Completion of Degree Program:**

A student, who earns 180 credits, shall be considered to have completed the requirements of the B.F.A. Degree program and CGPA will be calculated for such student as per the norms of Savitribai Phule Pune University.

**Course Structure of B.F.A.- Applied Arts**

**SEM-I** (Stream: Applied Art)

Course	Title of Course	Credits		Lectures/Week			Evaluation		
		Th	Pr.	Th	Tu	Pr.	CA	ES	Total
101	History & Appreciation of Art I	4		4	-	-	50	50	100

102	Design	4		4	-	-	50	50	100
103	Painting I		4	-	-	8	50	50	100
104	Art Project I		4	-	-	8	50	50	100
105	Geometrical & Perspective Drawing	-	4	-	-	8	50	50	100
	Total	8	12	8		24	250	250	500

**SEM-II** (Stream: Applied Art)

Course	Title of Course	Credits		Lectures/Week			Evaluation		
		Th	Pr.	Th	Tu	Pr.	CA	ES	Total
201	Geometrical & Perspective Drawing –II	-	4	-	-	8	50	50	100
202	Painting II	-	4	-	-	8	50	50	100
203	Art Project II	4	-	3	-	2	50	50	100
204	History Appreciation of Art II	4		4	-	-	50	50	100
205	Design & Communication Practices	-	4	-	-	8	50	50	100
	Total	8	12	7		26	250	250	500

**SEM-III** (Stream: Applied Art)

Course	Title of Course	Credits		Lectures/Week			Evaluation		
		Th	Pr.	Th	Tu	Pr.	CA	ES	Total
301	Geometrical & Perspective Drawing –II	-	4	-	-	8	50	50	100



302	World Art History -I	4	-	4	-	-	50	50	100
303	Advertising Art-I	-	4	-	-	8	50	50	100
304	Design & Communication – I	4	-	4	-	-	50	50	100
305	Painting III	-	4	-	-	8	50	50	100
	Total	8	12	8		24	250	250	500

**SEM-IV** (Stream: Applied Art)

Course	Title of Course	Credits		Lectures/Week			Evaluation		
		Th	Pr.	Th	Tu	Pr.	CA	ES	Total
401	World Art History –II	4	-	4	-	-	50	50	100
402	Aesthetics-I	4	-	4	-	-	50	50	100
403	Advertising Art-II	-	4	-	-	8	50	50	100
404	Computer Graphics-I	-	4	-	-	8	50	50	100
405	Clay modeling	-	4	-	-	8	50	50	100
	Total	8	12	8	-	24	250	250	500

**SEM-V** (Stream: Applied Art)

Course	Title of Course	Credits		Lectures/Week			Evaluation		
		Th	Pr.	Th	Tu	Pr.	CA	ES	Total
501	Art Research	4	-	4	-	-	50	50	100

502	Aesthetics-II	4	-	-	-	8	50	50	100
503	Design & Communication -II	-	4	-	-	8	50	50	100
504	Computer Graphics- II	-	4	-	-	8	50	50	100
505	Visual Art Process & Practices I	4	-	3	1	-	50	50	100
	Total	12	8	7	2	24	250	250	500

**SEM-VI** (Stream: Applied Art)

Course	Title of Course	Credits		Lectures/Week			Evaluation		
		Th	Pr	Th	Tu	Pr.	CA	ES	Total
601	Computer Graphics-III	-	4	-	-	8	50	50	100
602	Aesthetics-III		4	-	-	8	50	50	100
603	Advertising Art-III	4	-	4	-	-	50	50	100
604	Market Research I	4	-	2	2	-	50	50	100
605	Composition I	-	4	-	-	8	50	50	100
	Total	8	12	6	2	24	250	250	500

**SEM-VII** (Stream: Applied Art)

Course	Title of Course	Credits		Lectures/Week			Evaluation		
		Th	Pr.	Th	Tu	Pr.	CA	ES	Total
701	Market Research II	4	-	4	-	-	50	50	100
702	Advertising Art-IV	4	-	3	-	2	50	50	100

703	Communication Illustration –I	-	4	-	-	8	50	50	100
704	Lab I (3D product modeling)	-	4	-	-	8	50	50	100
705	Composition II	-	4	-	-	8	50	50	100
	Total	8	12	7		26	250	250	500

**SEM-VIII** (Stream: Applied Art)

Course	Title of Course	Credits		Lectures/Week			Evaluation		
		Th	Pr	Th	Tu	Pr.	CA	ES	Total
801	Communication Illustration – II	-	4	-	-	8	50	50	100
802	Print Making		4	-	-	8	50	50	100
803	Aesthetics-IV	4	-	4	-	-	50	50	100
804	Subject Research	4	-	4	-	-	50	50	100
805	Composition III	-	4	-	-	8	50	50	100
	Total	8	12	8		24	250	250	500

**Note: Compulsory**

Students must produce their own paintings, drawings and art pieces during the time period of their course. Their choice of portrait or landscape for painting stream will not affect the number of assignments neither the subjects in respective semesters. Considering all the major factors required to have successful career in this industry in lined up in perfect order. Students will be encouraged to create and update their artist profile on all the top trending platforms in digital world right now.

Seminars and workshops Any one activity per course from the following

**B.F.A. Applied Arts Syllabus**

Sr. No.	Subjects of Study
1	Calligraphy
2	Clay Modelling
3	Collage Painting & Print Media
4	Colour Theory & Colour Composition
5	Drawing
6	Geometrical Drawing & Perspective Drawing
7	History of Art in India
8	Indoor & Outdoor Drawing & Sketching
9	Language: English/Hindi
11	Still Life
12	2D & 3D Animation
13	Advertising Theory
14	Campaign
15	Computer Applications
16	Computer Graphics
17	Drawing and Illustration (outdoor and indoor study)
19	History of Modern Western Art
20	History of Modern Indian Art
21	History of Western Art
22	Aesthetics
23	Letter Calligraphy/Typography
24	Photography Black & White
26	Portfolio Development & Digital Manipulation
27	Poster Design
28	Press Layout
29	Project Work - Industry Interface

### **B.F.A. Drawing & Painting Syllabus**

Sr. No.	Subjects of Study
1	Calligraphy
2	Clay modeling
3	Collage Painting & Print Media
4	Colour Theory & Colour Composition
5	Drawing
6	Geometrical Drawing & Perspective Drawing
7	History of Art in India
8	Indoor & Outdoor Drawing & Sketching
9	Language: English/Hindi
11	Still Life

**First Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-I**

**Course Code: 101 (Theory sub)**

**Course Title: History & Appreciation of Art I**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Objectives:** This module is designed to weave the concept of Art in the mind of a student. It is very important to understand the nature of art and its scope in the factual world. Art as an expression of thoughts, ideas and communication needs to be understood to make a solid foundation for the course.

Desired outcome of the course: From this module, student shall be able to understand the immensity and role of art in their daily life. It shall establish the concept of Art in their consciousness. Students shall be acquainted with art from an expansive viewpoint. They shall be able to comprehend the elements and principles of art.

**Syllabus**

Unit 1: What is Art

1. What is art?
2. What is the relationship between Art and the Artist?
3. The basic concept of beauty that is involved in the creation of Art.
4. Art as an essential part of the real world.
5. Art as a powerful medium of self-expression

Unit 2: Art concepts Role of forms in art.

1. Content and style as the essence of art.
2. Meaning and definition of Iconography.

Unit 3: Theme and purpose of art

1. Role of art in the society
2. Relationship between art and nature as a complement to each other
3. Role of Imagination and fantasy as an important phenomenon for the creation of art

Unit 4: The Visual Elements

1. Lines
2. Types of lines and their functions in art
3. Formation of shapes and their role in art
4. Importance of Light and colour
5. Usage of tones and textures to create an effective body of art work
6. Importance of space, time and motion in understanding art

Unit 5: Principles of Design in Art

1. Definition and principles of design-o Balance, Proportion, Harmon, Emphasis, Rhythm
2. Role of elements of design in creating an effective design
3. Evaluation Methodology
4. Written test Assignments

## **First Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-I**

**Course Code: 102 (Theory sub)**

**Course Title: Design**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

### **Objectives**

Design is an arrangement of various forms and shapes for a specific purpose in a given space. It establishes the coordination of different forms with the available space in a harmonious way. Different articles, objects and shapes are used to create an arrangement and establish a relationship, which is pleasant to the eye of a viewer. During this module, student will be able to understand the concept of design, its elements and the principals involved in making a good design. This subject develops a sense of arrangement and movement in the mind of an artist.

### **Desired outcome of the course**

From this module, students will be able to understand the concept of design. They will be able to design, taking ideas from natural objects and their surroundings. They will learn different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms and their behaviour when they are in proximity to each other. It will help students to create a sense of intuitive

balance and rhythm with the help of designs. Students will be trained to use their eyes to see a good design. Their hand and eye will be synchronized and work in tandem to create any piece of art.

### **List of Practicals**

#### Unit-1. Line

1. Creation of different effects and moods using different types of lines
2. Exercises of different kinds of line in a square format

#### Unit 2. Forms

1. Forms and their types, role of forms in design
2. Exercises on creating a design in square format using basic geometrical forms

#### Unit 3. Design embedding within a form

1. Creation of a design with animal images
2. Implanting the above design into basic forms such as triangles, squares and circles.
- 3.

#### Unit 4. Design based on study of form objects

1. Using and overlapping of designs for creating interesting forms
2. Exercises to design using the different object available in the environment

#### Unit 5. Design based on study of nature

1. Use of elements from nature to create a good design
2. Exercises on arrangement of elements in a square format

### **First Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-I**

**Course Code: 103 (practical sub)**

**Course Title: Painting I**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**15 hours/week**

#### **Objectives**

Painting is the ability of applying color and tone to any given space. The knowledge of painting and accurate handling of colors is the fundamental need for the development of an artist. The core learning of the course is to see colors in different lights and study the change that results according to the intensity of light. This course aims at developing a sense of harmony and the concepts of opposite and complimentary colors and use them appropriately.

#### **Desired outcome of the course**

In this module the students will be able to understand the concept of colors. They will be able to paint and handle different kinds of colors and mediums. Students will be able to see the colors in natural as well as artificial light. They will be able to draw a conclusive opinion about the behavior of colors in different environments.

### **List of Practicals**

#### Unit 1. Exercise with Basic colours

1. Colours and their behavior
2. Basic colours and different colour models

#### Unit 2. Exercise with Secondary colours

1. Secondary colours and their preparation using basic colours
2. Number of secondary colours that can be made from basic colours
3. Colour wheel, colour scheme

#### Unit 3. Exercise with Colours and tones

1. Importance of colours and tones
2. using tones in creating an art object

#### Unit 4. Exercise with Colour wheel

1. Types of Colour wheel
2. Importance of colour wheel in understanding the nature and harmony among colours

#### Unit 5. Exercise with colours expression

1. Usage of colours to create an expression in art
2. Effect of colours on moods

#### **Evaluation Methodology**

1. Individual's daily performance
2. Project Review: Mid Semester
3. Project Submission: End of the Semester

### **First Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-I**

**Course Code: 104 (practical sub)**

**Course Title: Art Project I**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

#### **Objectives:**

Art Project will give an in depth idea and principles used to make an art. From the style, intentions of the artist, who paid for the art is equally important too? Art project will give them the sense of execution when it comes to following the correct pipeline. It will build a sense of building an art project and how to go about it. How previously it was attempted by other various artists from everywhere.

#### Unit 1. Creating 3d form with paper or cloth

1. Using paper and cloth to make different objects
2. Creation of forms from simple to complex
3. Behavior and usage of materials
4. Choosing appropriate material based on the object

#### Unit 2. Creating 3d form with cardboard



1. Cardboard and its types
2. Use of cardboard to create a 3D object
3. Tools used in cardboard cutting
4. Creating a 2D or 3D object with the help of cardboard

### Unit 3. Creating 3D form using Everyday Objects

1. Choose everyday object.
2. Create utility or decorative object using everyday object

### **Evaluation Methodology**

1. Individual's daily performance
2. Project Review: Mid Semester
3. Project Submission: End of the Semester

## **First Year B.F.A. Applied (Under Science & Technology Faculty) Semester-I**

**Course Code: 105 (practical sub)      Course Title: Geometrical & Perspective Drawing I**

**Total Contact Hours: 60 hrs.              Total Credits: 04              Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objectives**

As systematic geometrical drawings are useful especially when a design has been developed to a stage where it is almost ready to manufacture. In this module student will be able to learn different types of geometrical planes and their usage. During this module student will be able to understand the concept of orthographic projections, their types, elements and principals involved. The course trains a student to present 3D visuals on 2D surfaces

### **Desired outcome of the course**

Drawing any object with the complete understanding of the form and shape. They will be able to draw orthographic projections of the objects available. They will learn the different types of planes and their purpose in professional and daily life. They will be able to understand the focal length, optics, projections, and their relationship with 2D objects.

### **List of Practical's**

#### **Unit 1. Introduction to plane Geometry**

1. Plane, its types and purposes.
2. Historical background of geometrical planes.
3. Make a simple geometrical plane of an object
4. Make Multi view orthographic projection

## **Unit 2. Orthographic projection**

1. Meaning of orthographic projection
2. Multi view orthographic projection and their need
3. Role of focal point and focal length
4. Relationship between optics and orthographic projection
5. Making an orthographic projection of an object.

## **First Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-II**

**Course Code: 201 (practical sub) Course Title: Geometrical & Perspective Drawing - II**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objectives**

Orthographic Projection is a way of drawing a 3D object from different perspectives. Usually a front, side and plane view are drawn so that a person looking at the drawing can perceive it from all the angles. Orthographic drawings are useful especially when a design has been developed to a stage where it is almost ready to manufacture. In this module student will be able to learn different types of geometrical planes and their usage. During this module student will be able to understand the concept of orthographic projections, their types, elements and principals involved. The course trains a student to present 3D visuals on 2D surfaces

### **Desired outcome of the course**

From this module student will be able to understand the 2D and 3D projection. They will be able to draw orthographic projections of the objects available. They will learn the different types of planes and their purpose in professional and daily life. They will be able to understand the focal length, optics, projections, and their relationship with 2D objects.

### **List of Practical's**

#### **Unit 1. Introduction to basic 5 shapes**

1. Understanding the form of a sphere and being able to draw it
2. Understanding the form of a Cone and being able to objects related to cone
3. Understanding the form of a cylinder and being able to objects related to cone
4. Understanding the form of a cube and being able to objects related to cone
5. Understanding the form of a triangle and being able to objects related to cone

## **Unit 2. Orthographic projection**

1. With sphere the kind of objects you can draw organic and hard surface
2. With cone the kind of objects you can draw organic and hard surface
3. With cylinder the kind of objects you can draw organic and hard surface
4. With cube the kind of objects you can draw organic and hard surface
5. With triangle the kind of objects you can draw organic and hard surface
6. Experimenting with various modifiers to achieve the desired object output

## **First Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-II**

**Course Code: 202 (practical sub)**

**Course Title: Painting II**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

### **Teaching Scheme: Practical -01 Practical's/Week**

#### **Objective**

Painting is the ability of applying colour and tone to any given space. The knowledge of painting is very fundamental and accurate handling of colour is needed to develop in the student. Their eye should be trained to see colours in different lights and study their change of behavior according to the intensity of light. This is the core learning of the course. During this module student should be able to understand the concept of colour and tone. It should develop the sense of harmony, concept of opposite and complimentary colours in the mind of the artist.

#### **Desired outcome of the course**

From this module student will be able to understand the concept of colour. They will be able to paint and handle different kind of colours and mediums. It will help student see the colour in natural as well as artificial light. They will be able to draw a conclusive opinion upon the behaviour of colour in different environment.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Painting from Object**

Draw and paint an object. Apply the understanding of the 3rd semester regarding colour and its behaviour. Introduction to the medium of oil & acrylic.

- *Medium: Acrylic colour, Oil Pastels & watercolour*

## **UNIT-II**

### **Painting from Life**

Draw and paint life drawing. Apply the understanding of the 3rd semester regarding colour and its behaviour. How light changes the properties of colours. Introduction to the medium of oil & acrylic.

- *Medium: Acrylic colour, Oil Pastels & watercolour*

## **UNIT-III**

### **Handling of colours**

Introduction to the medium of oil & acrylic. How colour behaves in different opacity? How these of colours are used to create expression in the art? How colour changes the mood? How to use transparency and opacity of the colour?

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **First Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-II**

**Course Code: 203 (Theory Sub)**

**Course Title: Art Project II**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **List of Practical's**

#### **Unit 1. Creating 3d form with paper or cloth**

1. Using paper and cloth to make different objects
2. Creation of forms from simple to complex
3. Behavior and usage of materials
4. Choosing appropriate material based on the object

#### **Unit 2. Creating 3d form with cardboard**

1. Cardboard and its types
2. Use of cardboard to create a 3D object
3. Tools used in cardboard cutting
4. Creating a 2D or 3D object with the help of cardboard

#### **Unit 3. Creating 3D form using Everyday Objects**

1. Choose everyday object.
2. Create utility or decorative object using everyday object

#### **Unit 4. Composition using different materials**

1. Creating a 2D or 3 D composition using different materials

### **Evaluation Methodology**

Individual's daily performance

Project Review: Mid Semester

Project Submission: End of the Semester

### **First Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-II**

**Course Code: 204 (Theory Sub)**

**Course Title: History Appreciation of Art II**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

This module is designed to weave the concept of Art in the mind of a student. It is very important to understand the nature of art and its scope in the factual world. Art as an expression of thoughts, ideas and communication needs to be understood to make a solid foundation for the course.

### **Desired outcome of the course**

From this module, student shall be able to understand the immensity and role of art in their daily life. It shall establish the concept of Art in their consciousness. Students shall be acquainted with art from an expansive viewpoint. They shall be able to comprehend the elements and principles of art.

### **Syllabus**

#### Unit 1: Art concepts

1. Role of forms in art.
2. Content and style as the essence of art.
3. Meaning and definition of Iconography.

#### Unit 2: Theme and purpose of art

1. Role of art in the society
2. Relationship between art and nature as a complement to each other
3. Role of Imagination and fantasy as an important phenomenon for the creation of art

#### Unit 3: The Visual Elements

1. Lines
2. Types of lines and their functions in art
3. Formation of shapes and their role in art
4. Importance of Light and colour

5. Usage of tones and textures to create an effective body of art work
6. Importance of space, time and motion in understanding art

#### Unit 4: Principles of Design in Art

1. Definition and principles of design-o Balance
2. Proportion, Harmony, Emphasis, Rhythm
3. Role of elements of design in creating an effective design

### **First Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-II**

**Course Code: 205 (Theory Sub)**

**Course Title: Design & Communication practices**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

#### **Objective**

Advertising is a form of communication used to encourage or persuade an audience to continue or take some new action. This module is designed to introduce the concept of communication. It is very important to understand the advertising as tool for communication. Advertising Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

#### **Desired outcome of the course**

This module will prepare students for industry-oriented environment. It shall establish the concept of Advertising Art and its role in communication, and the way it affect our daily life. Student shall be acquainted with advertising art from liberal viewpoint. They shall be able to comprehend the process and principle of advertising.

#### **SYLLABUS**

##### **UNIT 1: Introduction to Advertising**

What is advertising? Understanding Advertising: Historical Survey. Origin and development of advertising.

##### **UNIT 2: Advertising as tool of Communication**

Tool of communication. Advertising Communication theory. Relationship between advertising and marketing. Advertising media and approaches.

##### **UNIT 3: Understanding Advertising Art**

What is advertising art? Devolvement in human history. Forms of advertising art. Relationship between advertising art and Visual art.

##### **UNIT 4: Study of behavior of color and usages**

Understanding Color as visual perception. Physics behind Color. Understanding spectral Color. Monochrome Colors, Duo chrome. Color and light. Colors in shadow. Nature of Color, and their psychological perception. Usage of Color in advertising design.

### **UNIT 5: Typography**

The origin and development of typography. Types of typography. Text typography. Display typography. Kinetic typography. Graffiti, and calligraphy. Type design.

### **Evaluation Methodology**

- Written test
- Assignments

## **2<sup>nd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-III**

**Course Code: 301 (practical sub) Course Title: Geometrical & Perspective Drawing –II**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objectives**

Orthographic Projection is a way of drawing a 3D object from different perspectives. Usually a front, side and plane view are drawn so that a person looking at the drawing can perceive it from all the angles. Orthographic drawings are useful especially when a design has been developed to a stage where it is almost ready to manufacture. In this module student will be able to learn different types of geometrical planes and their usage. During this module student will be able to understand the concept of orthographic projections, their types, elements and principles involved. The course trains a student to present 3D visuals on 2D surfaces.

### **Desired outcome of the course**

From this module student will be able to understand the 2D and 3D projection. They will be able to draw orthographic projections of the objects available. They will learn the different types of planes and their purpose in professional and daily life. They will be able to understand the focal length, optics, projections, and their relationship with 2D objects.

### **List of Practical's**

#### **Unit 1. Draw Plan and elevation**

1. Draw a simple geometrical plan of an object
2. Draw elevation drawing
3. Draw isometric projection of an object

Make a project file from following units

## **Unit 2. Isometric projection**

1. Isometric projection and its need
2. Role of focal point and focal length
3. Relationship to orthographic projection

## **Unit 3. Parallel and Angular Perspective**

1. Parallel and Angular perspective and its need
2. Role of perspective in drawing
3. Relationship between different types of projections

## **2<sup>nd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-III**

**Course Code: 302 (Theory Sub)**

**Course Title: World Art History -I**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Moughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

### **Desired outcome of the course**

From this module student shall be able to examine and analyse the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and affect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

## **SYLLABUS**

### **UNIT-I Mauryan Period**

1. Understanding of Mauryan art.
2. Understanding social, political and economical scenario.
3. Mauryan Architecture.
4. Mauryan sculptures.
5. Mauryan popular art forms.

### **UNIT-II Sunga period**

1. Understanding of Sunga art.
2. Understanding social, political and economic scenario.
3. Role of Buddhism.
4. Sunga Architecture.
5. Sunga Sculptures.



### UNIT-III Kushan Period

1. Understanding of Kushan art.
2. Understand social, political and economical scenario.
3. Role of Buddhism. Kushan Architecture.
4. Kushan Sculptures.

### UNIT-IV Gandhara Period

1. Understanding of Gandhara art.
2. Understand social, political and economical scenario.
3. Role of Buddhism.
4. Gandhara Architecture.
5. Gandhara Sculptures.

### UNIT-V Gupta Period Understanding of Gupta art.

1. Understand social, political and economical scenario.
2. Role of Buddhism.
3. Gupta Architecture.
4. Gupta Sculptures.

### Evaluation Methodology

- Written test
- Assignments

**2<sup>nd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-III**

**Course Code: 303 (practical sub)**

**Course Title: Advertising Art-I**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Objective**

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

**Desired outcome of the course**

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are applied in different scenarios. It will help student understand typography as a medium of artistic expression.

**LIST OF PRACTICALS**

UNIT-I Typography Prepare a Guide book.

1. Understanding Lettering and Typography.
2. Historical perspective.
3. Definition & Characteristics.
4. Typography and communication.

UNIT-II Typography as Forms

1. Prepare a design in black and white.
2. Use of typography as forms.
3. Character of types.
4. Study of types as expression of emotion.

UNIT-III Typography as complex Forms

1. Prepare a design using any animal figure or human face.

2. Use of typography as complex forms.
3. Character of types.
4. Study of types as object.

#### UNIT-IV Typography application-

1. Simple Display typography
2. Design Prepare a design using typography and geometrical forms.
3. Use of typography as display typography.
4. Character of types

#### UNIT-V Typography application-

1. Complex Display typography
2. Design Prepare a design using typography.
3. Use of typography as display typography.
4. Character of types.
5. Space with typography.

#### Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

**2<sup>nd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-III**

**Course Code: 304 (Theory Sub)**

**Course Title: Design & Communication –I**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

**Objective**

Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective. In this course student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

**Desired outcome of the course**

From this module student will be able to understand the concept of design. They will be able to design from the object available in the nature and their surroundings. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behavior when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

**LIST OF PRACTICALS**

**UNIT-I Design- Historical**

Perspective Prepare guidebook.

Design from Historical perspective.

Origin, social and economic usage of design.

Understanding design as process.

**UNIT-II Design Approach Prepare a Design.**

Different approaches of design.

Principles & Characteristics of design.

Objectives of Design

**UNIT-III Design – Elements of design**

Prepare a design as art.

Element of design and their relationships.

Nature and behavior of design elements.

Exercise using elements of design.

**UNIT-IV Design – Understanding Principle of Design**

Exercise using Principle of design.

Understanding of Unity, Balance, Rhythm.

Relationships and behaviors in design environment.

Understanding contrast.

UNIT-V Design – Understanding use of colour and space in design

Design using flat colours in different tones and hues.

Understanding colour theories.

Understanding of space.

Understanding of light.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

**Course Code: 304 (Practical Sub)**

**Course Title: Painting III**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

**Objective:**

Painting is the ability of applying Color and tone to any given space. The knowledge of painting is very fundamental and accurate handling of Color is needed to develop in the student. Their eye should be trained to see Colors in different lights and study their change of behaviour according to the intensity of light. This is the core learning of the course. During this module student should be able to understand the concept of Color and tone. It should develop the sense of harmony, concept of opposite and complimentary Colors in the mind of the artist.

**Desired Learning Outcome**

From this module student will be able to understand the concept of Color. They will be able to paint and handle different kind of Colors and mediums. It will help student see the Color in natural as well as artificial light. They will be able to draw a conclusive opinion upon the behaviour of Color in different environment.

**List of Practical's:**

**Unit 1. Painting from Object**

1. Draw and paint an object
2. Apply the understanding of the 2nd year regarding Color and its behavior
3. Planning foreground and Background Space
4. Technique of handling near and distant object
5. Medium: Poster Color, Oil Pastels & watercolor

**Unit 2. Painting from Life-I**

1. Draw and paint life drawing
2. Apply the understanding of the 2nd year regarding Color and behavior
3. Planning foreground and Background Space
4. Technique of handling near and distant object
5. Medium: Poster Color, Oil Pastels & watercolor

**Unit 3. Painting from Life-II**

1. Draw and paint from Life around you
2. Advance understanding of importance of Color and tone
3. Application of Color hue and intensity
4. How tones are used in creating and art object
5. Planning foreground and Background Space with Color
6. Technique of handling near and distant object with Color
7. Medium: Poster Color, Oil Pastels & watercolor

**Unit 4. Painting from Life-III**

1. Draw and paint from Life around you
2. Advance understanding of handing transparencies
3. Application of Color

4. Technique of handling near and distant object with using transparency

**Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

**2<sup>nd</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-IV**

**Course Code: 401 (Theory Sub)**

**Course Title: World Art History -II**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

## Teaching Scheme: Practical -01 Practical's/Week

### Objective

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Moughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

### Desired outcome of the course

From this module student shall be able to examine and analyse the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and affect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

### SYLLABUS

UNIT-I Early Christian Art Understanding of Christian art.

1. Understand social, political and economical scenario.
2. Stylistic approach. Architecture, churches, palaces.
3. Sculptures. Popular art forms. Paintings.

UNIT-II Byzantine Art Understanding of Byzantine Art.

1. Christian art influence.
2. Understand social, political and economical scenario.
3. Stylistic approach.
4. Architecture, churches, palaces. Sculptures.
5. Popular art forms. Iconoclasm, Macedonian Art, Mosaics Art.

UNIT-III Romanesque Period

1. Understanding of Romanesque Art.
2. Christian art influence.
3. Understand social, political and economical scenario.
4. Stylistic approach.
5. Architecture, churches, palaces.
6. Sculptures.
7. Popular art forms.
8. Enamel Work.

UNIT-IV Art of Ceylon, Cambodia and java

1. Understanding of south eastern art.
2. Role of Buddhism in stylistic approach.
3. Understand social, political and economical scenario.
4. Stylistic approach.
5. Architecture, palaces. Sculptures.

Evaluation Methodology



- Written test
- Assignments

## **2<sup>nd</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-IV**

**Course Code: 402 (Theory Sub)**

**Course Title: Aesthetics-I**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

### **Desired outcome of the course**

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

### **SYLLABUS**

#### **UNIT-I Aestheticism in Art**

1. What is aesthetics?
2. Art and Aesthetics.
3. Relationship of Art and Aesthetics.
4. Relationship of Artist, Art and Aesthetics.

#### **UNIT-II Indian Aesthetics – Introduction and Historical Perspective**

1. Understanding Indian aesthetics.
2. Indian historical perspective.
3. Origin and development.

#### **UNIT-III Indian Aesthetics- Philosophy Five Schools of Indian Aesthetics.**

1. Study of their emergence.
2. Role in development of art.
3. Theory of Rasa and Bhava.
4. Rasa in different form of artistic expressions.
5. Understanding of viewer experience.

#### **Evaluation Methodology**

- Written test
- Assignments

**Course Code: 403 (practical sub)**

**Course Title: Advertising Art-II**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

### **Desired outcome of the course**

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are applied in different scenario. It will help student understand typography as a medium of artistic expression.

### **LIST OF PRACTICALS**

UNIT-I Typography as communication & Brand Use of typography as communication.

1. Typography and brand association.
2. Use of typography as display typography.
3. Use of typography for brand image.
4. Character of types; prepare a design using typography in colour.

UNIT-II Typography Design Understanding Lettering and Typography design.

1. Historical perspective.
2. Typography and communication.
3. Types of typographic design.

UNIT-III Typography as Forms- Fusion techniques

1. Use of typography as forms. Character of types,
2. Study of types as expression of emotion.
3. Prepare a design in colour, Fusion of different forms in typography.

UNIT-IV Typography application- Calligraphy Use of typography as calligraphy.

1. Historical perspective.
2. Techniques of calligraphy.
3. Use of calligraphy in design, prepare a design using calligraphy in colour.

UNIT-V Typography application- Visual art Use of typography as Visual art.

1. Usage of space with typography.
2. Fusion of different types.

3. Prepare a visual art design using typography in colour.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

**2<sup>nd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-IV**

**Course Code: 404(practical sub)**

**Course Title: Computer Graphics-I**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objectives**

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

### **Desired outcome of the course**

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

### **LIST OF PRACTICALS**

#### **UNIT-I Computer technology: Graphic Software Digital Technology.**

1. Introduction to different OS and platforms used in graphic.
2. Introduction to graphic software.
3. Understanding, simple Vector and bitmaps software.

#### **UNIT-II Bitmap Graphics Introduction to Photoshop.**

1. Preference settings.
2. Default Plug-in. Default Presets.
3. Colour settings.
4. Working with Simple Image.
5. Create Bitmap Graphic in Photoshop.

#### **UNIT-III Vector Graphics Introduction to illustrator.**

1. Preference Settings.
2. Working with Simple Objects.
3. Create Vector Graphics in illustrator.
4. Evaluation

### **Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

**2<sup>nd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-IV**

**Course Code: 405(practical sub)**

**Course Title: Clay Modeling**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objectives**

Art is to see an object in 2D as well as 3D perspective. Clay modelling will help the students to develop a three-dimensional vision. Students will be able to feel the objects and materials. This exercise is designed to develop a sense of proportion and volume in students.

### **Desired outcome of the course**

In this module, students will be able to understand the concept of modelling and volume in the given time and space. They will be able to make 2D and 3D miniatures of objects available in the nature and their surroundings. They will learn the different types of clays modelling and materials that are used for the same. They will develop skills to use the tools available, the quality of material, their behavior, maintenance and durability. Their hand and eye will be synchronized with the proportion and volume of the object.

### **List of Practical's:**

#### **Unit 1. Creating 3d form with clay**

Creation of simple 3D objects in clay☐

Usage and preparation of clay for modelling☐

Types of clay and usages☐

#### **Unit 2. Creating 3d form with Plaster of**

Creation of simple 2D and 3D objects using Plaster of Paris.☐

Plaster of Paris and its behavior☐

Maintenance and durability of plaster of Paris (POP)☐

### **Evaluation Methodology**

Individual's daily performance☐

Project Review: Mid Semester☐

Project Submission: End of the Semester☐

## **3<sup>rd</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-V**

**Course Code: 501 (Theory Sub)**

**Course Title: Art Research**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Mughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

### **Learning Outcome**

From this module student shall be able to examine and analysis the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and effect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

### **Syllabus**

Unit 1: Mannerism:16th C

1. Rosso, Parmagianino, Correggio, Tintoretto, El Greco, Bologna, Cellini, Jean Goujon.

Unit 2: Baroque :17th C

2. Carracci, Caravaggio, Frans Hal, Rembrandt, Vermeer, Rubens, Velazquez, Poussin, Claude Lorian, Bernini

Unit 3: Rococo :18th C

3. Watteau, Boucher, Gainsborough, Hogarth, Reynolds

Unit 4: Classicism :19th C

1. David, Ingres, Roman – Goya, Delacroix, Constable Turne.
2. Realism– Courbet, Millet, Corot.
3. Impression– Manet, Renoir, Degas. Post–Impression, Expressionism, symbolism, cubism, fauvism, surrealism, Abstractionism
4. Eminent Sculptors of the Modern Period.

Evaluation Methodology

- Written test
- Assignments

**3<sup>rd</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-V**

**Course Code: 502 (Theory Sub)**

**Course Title: Aesthetics-II**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the

artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

### **Desired outcome of the course**

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

### **SYLLABUS**

#### **UNIT-I Theory of Rasa What is Rasa.**

1. Understanding of Navrasa.
2. Nātyasāstra. Relationship of Art and Aesthetics with Rasa.
3. Anubhava.

#### **UNIT-II Elements of Aesthetics Understanding Dhvani.**

1. Bhāva. Alankār. Auchitya. Riti. Guna-Dosh.
2. Vyanjana.

#### **UNIT-III Nātyasāstra theory Study of relationship of visual and performing Arts.**

1. Theories of Abhinav Gupta and Bhartmuni.

Evaluation Methodology

- Written test
- Assignments

**3<sup>rd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-V**

**Course Code: 503(practical sub) Course Title: Design & Communication -II**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

Design defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving any objective. In this course student shall learn the wide spectrum of design process. During this module



student should be able to understand the concept of design, its element and principle involved in making a good design.

### **Desired outcome of the course**

From this module student will be able to understand the concept of design. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

### **SYLLABUS**

#### UNIT-I Principles of Design:

1. What is design?
2. Understanding design from historical point of view.
3. Origin and development of design.
4. Understanding principle of design.
5. Understanding of Unity, Balance, Rhythm.
6. Relationships and behaviours in design environment.
7. Understanding contrast.

#### UNIT-II Elements of design:

1. Understanding of design as art.
2. Element of design and their relationships.
3. Understanding Line, forms, shapes, colours.
4. Understanding their nature and behaviour in design environment.

#### UNIT-III Design in Advertising:

1. What is advertising art?
2. Devolvement of advertising in human history.
3. Forms of advertising art.
4. Relationship between advertising art and visual art.
5. Understanding different approaches of design.

#### UNIT-IV Design as communication :

1. Communication principles & Process. Research,
2. Methodology in brief, Marketing approach.

#### UNIT-V Communication Media:

1. Media of communication.
2. Mass media.
3. Print media, Outdoor Media.
4. Web media, Online advertising.
5. Point of Purchase, Point of sale, Display media.
6. Electronic Media.

#### UNIT-VI Digital Printing:

1. Graphic Scalability, Image Resolution.

2. Colour models in computer graphics.
3. Types of Digital Printers.
4. Digital Printing techniques.

#### Evaluation Methodology

- Written test
- Assignments

### **3<sup>rd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-V**

**Course Code: 504(practical sub)**

**Course Title: Computer Graphics- II**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

#### **Objectives**

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

#### **Desired outcome of the course**

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

#### **LIST OF PRACTICALS**

### **UNIT-I Introduction to Productivity tools**

1. Time saving tool

### **UNIT-II Working with Vector**

2. Vector graphic software.
3. Illustration techniques.
4. Printing techniques for vector graphics.
5. Scalability, printing resolution.
6. Colour models.

### **UNIT-III Working with Bitmap**

1. Bitmap graphic software.
2. Rendering techniques.
3. Printing techniques for bitmap graphics.
4. Scalability, printing resolution.
5. Colour model.
6. Vector Illustration.
7. Bitmap graphics- handling scalability.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **3<sup>rd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-V**

**Course Code: 505(practical sub) Course Title: Visual arts process & practices I**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

It is very essential to understand the nature and behavior of material in visual art. Every material reacts differently on different surfaces. It is key to experimentation and development of self-stylization in art. Usage and application of material is unique to every artist. It is important to learn the different material and their handling for creative rendering of the art subject imagery. This module is focusing on different type of material, their nature and application.

### **Desired outcome of the course:**

From this module student shall be able to understand the role of methods and material in art. It shall establish the concept of material application in the style of artist. Student shall be acquainted with different material from expansive viewpoint. They shall be able to comprehend their nature and usages aesthetically.

## **SYLLABUS**

## **UNIT-I**

### **Importance of methods & materials**

Permanence – Beautiful meatier. Deterioration of paint. Nature & characteristics of drawing & painting media such as pencil, crayon, Charcoal, Pen & ink, waterColor, gouache, pastel & oil paint.

## **UNIT-II**

### **Introduction to Mural & print making media, Material Study**

Fresco-Buono, Fresco-secco, Mosaic. Silk-screen, Etching, Lithography. Weaving. Folk Art: Madhubani, Kalamkar i& Pat-citra, Miniature Painting. Gums & Glues, Resin & Varnishes. Drying Oils, Thinners & Siccatives.

### **Evaluation Methodology**

- Written test
- Assignments

## **3<sup>rd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-VI**

**Course Code: 601(practical sub)**

**Course Title: Computer Graphics- III**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objectives**

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

### **Desired outcome of the course**

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

### **List of Practical**

#### **Unit 1: Digital Posters**

1. Poster for print production
2. Poster for digital printing
3. Create Poster in Vector Graphics in illustrator

4. Create Poster in Bitmap Graphic in Photoshop

### **Unit 2: Packaging**

1. Create Packaging in Vector Graphics/bitmap in illustrator

### **Unit 3: Brochure Design**

2. Print production of Brochure
3. Binding process
4. Special colours
5. Design Consideration
6. Create Brochure design in Adobe In-design

### **Unit 4: Signage Design**

1. Signage technology
2. Print production of signage design,
3. Fabrication & Design consideration
4. Create a signage in Illustrator/Photoshop Evaluation Methodology

### **Individual's daily performance**

- Project Review: Mid Semester
- Project Submission: End of the Semester

## **3<sup>rd</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-VI**

**Course Code: 602(practical sub)**

**Course Title: Aesthetics-III**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

### **Desired outcome of the course**

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

### **Syllabus**

#### **Unit 1: Fundamentals of Indian art**

1. In reference to Hindu Shilpa texts
2. Vishnudharmotara-puran
3. Samaranana,

4. Sutrarachana,
5. Sukranitisara
6. Silparatham.
7. Indian Art and Aesthetics
8. Relationship of Artist, Art and Aesthetics

### **Unit 2: Indian Aesthetics – Theory of Rasa**

1. Advance Understanding Rasa theory
2. Origin and development
3. Nishpathi

### **Unit 3: Indian Aesthetics- Six limbs**

1. Origin and development of Sadanga
2. Role in Sadanga in development of art
3. Applications of Six limbs in Indian Aesthetics

### **Evaluation Methodology**

- Written test
- Assignments

## **3<sup>rd</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-VI**

**Course Code: 603 (Theory Sub)**

**Course Title: Advertising Art-III**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

### **Desired outcome of the course**

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are applied in different scenario. It will help student understand typography as a medium of artistic expression.

### **List of Practical's**

Unit 1: Press Advertising- Typographical

1. Create Press Ad
2. Understanding of creative brief

3. Copy-writing techniques Press
4. Technicalities of Typographical Press Advertising
5. Reproducing techniques for Press Advertising

#### **Unit 2: Magazine Advertising- Typographical**

1. Create Magazine ad
2. Understanding of creative brief
3. Copy-writing techniques for Magazine
4. Technicalities of Typographical Magazine Advertising
5. Reproducing techniques for Magazine Advertising

#### **Unit 3: Press Advertising- Illustrative Approach**

1. Create press ad
2. Understanding of creative brief
3. Illustrative Approach techniques Press
4. Technicalities of Illustrative Press Advertising
5. Reproducing Illustration for Press Advertising

#### **Unit 4: Magazine Advertising- Illustrative Approach**

1. Create magazine ad
2. Understanding of creative brief
3. Illustrative Approach techniques Magazine
4. Technicalities of Illustrative Magazine Advertising
5. Reproducing Illustration for Magazine Advertising

#### **Unit 5: Outdoor Media Design**

1. Create outdoor media design
2. Understanding of creative brief
3. Outdoor media Approach
4. Technicalities of Outdoor Media Design
5. Reproducing Outdoor Media Design Evaluation Methodology

#### **Individual's daily performance**

- Project Review: Mid Semester
- Project Submission: End of the Semester

**3<sup>rd</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-VI**

**Course Code: 604 (Theory Sub)**

**Course Title: Market Research I**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

**Scope of Market Research**

The objective of this exercise is to expose student to the theoretical and analytical framework of market research. This will elaborate on the components that links the consumers, customers, and public to the marketer through information. This information is further used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

**Exercise**

In this module student are expected to take a Research case study and make a project report on “The marketing research process” comprised of following

1. Problem definition
  2. Research approach to the problem,
  3. Research design
  4. Data collection
  5. Data analysis and
  6. Report preparation and presentation
- Evaluation Methodology
  - Individual's daily performance
  - Project Review: Mid Semester
  - Project Submission& Viva: End of the Semester



### **3<sup>rd</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-VI**

**Course Code: 605 (Practical Sub)**

**Course Title: Composition I**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

#### **Objective**

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behavior will be studied in great detail.

#### **Desired outcome of the course**

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skillfully and apply Colors in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition

#### **LIST OF PRACTICALS**

**UNIT-I Understanding & handling of the 2-D surface:**

1. Different kind of surfaces.
2. Preparation of surfaces and their handling.
3. Study of examples of great masters.

**UNIT-II Understanding forms and Structural possibilities:**

1. Learning division of space.
2. Different types of forms, their behaviour and nature, structural possibilities.
3. Theory of odds, Rules of third, foreground and background.
4. Negative and positive space, study of examples of great masters

**UNIT-III Simple compositions:**

1. Arranging of element from sketches of daily life.

2. Still life objects, study of examples of great masters.
3. Medium: Poster Color, oil pastels & waterColor, pen & Ink on Paper

**UNIT-IV Nature studies: Detail nature studies.**

1. Study of trees, leaves, houses.
2. Study of nature of natural light, nature of reflection, study of shadows.
3. Study of relationship of light and Color.
4. Medium: Poster Color, oil pastels & waterColor, pen & Ink on Paper

**UNIT-V Human figures & animal's figures:**

1. Detail of human figure and animals.
2. Faces, expressions, street animals.
3. Nature of natural light, nature of studio light.
4. Nature of reflection on human body, study of shadows.
5. Study of relationship of light and Color.
6. Medium: Poster Color, oil pastels & waterColor, pen & Ink on Paper

**Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

**4<sup>th</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-VII**

**Course Code: 701 (Theory Sub)**

**Course Title: Market Research -II**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

**Objective**

Researching in advertising is a form of communication used to encourage or persuade an audience to continue or take same approach or different. This module is designed to introduce the concept of market product research. It is very important to understand the advertising as tool for communication. Advertising Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

**Desired outcome of the course**

This module will prepare students for industry-oriented environment. It shall establish the concept of Advertising Art and its role in communication, and the way it affect our daily life. Student shall be acquainted with advertising art from liberal viewpoint. They shall be able to comprehend the process and principle of advertising.

**Syllabus**

**Unit 1: Research in Advertising**

1. What is advertising research?
2. Types of research method
3. Role of research in creative strategy

**Unit 2: Advertising Copy-Writing**

1. What is copy-writing
2. Role of copy-writer in effective communication
3. Relationship between Advertising Art and Copy
4. How copy-writers work on creative strategy

**Unit 3: Advertising Art-Directors**

1. What is Art Direction
2. Role of Art Director in effective communication

3. How Art Director work on creative strategy

#### Unit 4: Packaging technology

1. Print production of Packaging design,
- Essential symbols Evaluation Methodology
2. Written test
  3. Assignments

### **4<sup>th</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-VII**

**Course Code: 702 (Theory Sub)**

**Course Title: Advertising Art-IV**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

#### **Objective**

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

#### **Desired outcome of the course**

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are in applied in different scenario. It will help student understand typography as a medium of artistic expression.

#### **List of Practical's:**

##### Unit 1: Press Advertising- Photographic Approach

1. Create a Press ad
2. Understanding of creative brief
3. Minimal Approach
4. Technicalities of Photography in Advertising
5. Reproducing techniques for Photographic based Advertising

##### Unit 2: Magazine Advertising- Photographic Approach

1. Create a Magazine ad
2. Understanding of creative brief

3. Minimal Approach
4. Technicalities of Photography in Magazine Advertising
5. Reproducing techniques for Photographic based Magazine Advertising

#### Unit 3: Social Advertising

1. Create a Social Ad
2. Understanding of creative brief
3. Social Advertising Approach
4. Copy-writing for Social advertising
5. Scope and limitations of Social Advertising
6. Effectiveness of Social Advertising

#### Unit 4: Advertising- Innovative Approach

1. Create a media innovation
2. Understanding of creative brief
3. Crafting Innovative idea
4. Scope and limitations of innovation in Advertising
5. Reproducing techniques for innovation in Advertising

#### Unit 5: Outdoor Media Design innovation

1. Create a Outdoor media innovation
2. Understanding of creative brief
3. Outdoor media innovation Approach
4. Technicalities of Outdoor Media innovation Design
5. Reproducing Outdoor Media innovation Design

#### Evaluation Methodology

1. Individual's daily performance
2. Project Review: Mid Semester
3. Project Submission: End of the Semester

## **4<sup>th</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-VII**

**Course Code: 703(practical sub) Course Title: Communication Illustration –I**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

### **Desired outcome of the course**

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

### **LIST OF PRACTICALS**

#### **UNIT-I Rapid Sketching**

1. Rapid sketches.
2. Understanding of proportion.
3. Draw intuitively.

#### **UNIT-II Line Drawing from Human**

1. Anatomy Life model Drawing.
2. Rapid Sketches.
3. Understanding of proportion.
4. Understanding volume and structure with human torso.
5. Understanding drawing of the great masters.

#### **UNIT-III Imitation of Great Masters**

1. Copying illustration or drawing.
2. Historical perspective of drawing and Illustration.
3. Focal points of drawing in great details.
4. Understanding drawing of the great masters.

#### UNIT-IV Illustration Techniques: Black and White

1. Different techniques of drawing and illustration.
2. Usage of Black and white.
3. Converting a photograph into flat black and white line illustration.
4. Application of line drawings.

#### UNIT-V Illustration Techniques: Flat colour

1. Different techniques of drawing and illustration.
2. Usage of Colours in illustration.
3. Converting a photograph colour illustration.
4. Application of flat colours.

#### Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **4<sup>th</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-VII**

**Course Code: 704(practical sub) Course Title: Lab I (3D product modeling)**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 1004**

**Teaching Scheme: Practical -01 Practical's/Week**

In this subject Introduction to 3Ds Max will be given, from how to create, design, develop, animate the 3d product they created. This course teaches students 3D modeling, key frame animation, effects, lighting and camera, texturing with max, rendering with V-ray, sound processing, audio compression, audio editing, video compression, digital video production, etc. in 3Ds max software which one of the leading choice in product modeling for industrial, IT and manufacturing companies and may more. Students will be able to take 3D model textured and rendered output for various work frames. After completing the course, students can serve in many companies as 3d Max designer, architectural walkthrough 3d max, 3d max designer, 3d artist, 3d visualizer, graphic designer,

### **Syllabus**

#### Unit 1: Introduction to 3Ds Max

1. Introduction to 3Ds Max interface
2. Creating all type of Standard, Extended, Primitive objects
3. Creating Doors, Windows and Stairs

#### Unit 2: In depth 3Ds Max

1. Creating Doors, Windows frame, Panel, Glasses using Editor Spline
2. Convert Spline Options Working with masks.
3. Spline Editor: Weld, Break, Trim, Boolean, Divided etc.

#### Unit 3: Modifies

1. Introducing Modifier
2. Introducing Editable Poly
3. Create Basic Modeling

#### Unit 4: Materials, lighting and rendering

1. Applying Camera, Lights and Materials in 3D Model view
2. Rendering Model View using Default Scan line Renderer
3. Rendering 3D models with Mental Ray



**Course Code: 705(practical sub)**

**Course Title: Composition II**

**Total Contact Hours: 60 hrs.**

**Total Credits: 04**

**Total Marks: 1004**

**Teaching Scheme: Practical -01 Practical's/Week**

**Objective:**

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behavior will be studied in great detail.

**Learning Outcome:**

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skillfully and apply Colors in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition

**List of Practical's:**

**Unit 1: Composition-I: Handling of the Pictorial Space**

1. Create a Composition from Elements
2. Interrelation of elements with in space
3. Study Learning division of space
4. Examples of great masters
5. Methods of creating relationship between elements
6. Method of creating relationship of objects with background space

**Unit 2: Composition-III: Forms and figures**

1. Create a Composition from Figures
2. Different types of forms
3. Behavior and nature of forms
4. Figurative approach in painting
5. Relationship between figures and forms
6. Arranging of element from sketches of daily life,
7. Human life subject in relation with still life
8. Composition of human figure and animals
9. Faces, expressions, depiction of moods
10. Expression and role of light
11. Medium: Poster Color, oil pastels & waterColor, pen & Ink on Paper

**Unit 3: Composition-III: Nature**

1. Create a Composition from Nature
2. Detail landscape studies
3. Study of water, river, gardens, mountains
4. Study of nature of natural light, nature of reflection, study of shadows
5. Study of relationship of light and Color
6. Medium: Poster Color, oil pastels & waterColor, pen & Ink on Paper

**Unit 4: Composition-IV: Individual temperament**

1. Create a composition from own imagination
2. Nature and reflection of your temperament
3. Subjects of your art
4. Unique thought process of your painting
5. Application of your thought
6. Medium: Poster Color, oil pastels & waterColor, pen & Ink on Paper

**Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

**4<sup>th</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-VIII**

**Course Code: 801(practical sub) Course Title: Communication Illustration –II**

**Total Contact Hours: 60 hrs.**

**Total Credits: 4**

**Total Marks: 100**

## **Teaching Scheme: Practical -01 Practical's/Week**

### **Objective**

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through stylization. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very detailed study. Student shall learn various types of illustration techniques. They shall also learn to draw outdoors to understand focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

### **Desired outcome of the course**

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. After this they shall be able draw to create expressive stylized illustration and apply different techniques accordingly.

### **LIST OF PRACTICALS**

#### **UNIT-I Life study – Pencil and shades**

1. Detailed life drawing form life model.
2. Develop a sense of proportion in their mind.
3. Learn to draw anatomical structure.
4. Study with pencil and shade, emphasis on volumes.

#### **UNIT-II Life study – Colour and shades**

1. Drawing a human figure with rapid speed.
2. Create a sense of proportion of the human body.
3. Learn ideal proportions, volume, and structure with Human torso.
4. Study with colour and shade, emphasis on volumes.

#### **UNIT-III Outdoor study – Colour and tones**

1. Draw Illustration or drawing from nature outdoors study.
2. Historical site or monument study.
3. Focal points of drawing in great details.
4. Understanding of ideal proportions, volume, and structure.
5. Emphasis will be on colour and tones.

#### **UNIT-IV Illustration Techniques: Concept of stylized illustration**

1. Different techniques of drawing and illustration.
2. Developing a illustration style.
3. Convert a photograph into stylized colour illustration.
4. Stylization methods and application.

#### **UNIT-V Illustration Techniques:**

1. Figurative Illustration
2. Different techniques of drawing and illustration.
3. Emphasis on figurative drawing.

4. Draw a stylized figurative colour illustration.
5. Stylization methods and application.

**Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

**4<sup>th</sup> Year B.F.A. Applied arts (Under Science & Technology Faculty) Semester-VIII**

**Course Code: 802(practical sub)**

**Course Title: Print Making**

**Total Contact Hours: 60 hrs.**

**Total Credits: 4**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

**Objective**

Screen-printing (occasionally known as "silkscreen", or "serigraphy") creates prints by using a fabric stencil technique; ink is simply pushed through the stencil against the surface of the paper, most often with the aid of a squeegee. The print is the medium of expression used for communication for masses. Student in this module will learn silk-screen printmaking technique. They will also learn how silk-screen prints are being created for the purpose of art and beauty. During this module student should be able to understand the concept of print, its element and principle involved in making a good print. It should develop the sense of materials, methods, and their usages in the student.

### **Desired outcome of the course**

From this module student will be able to understand the concept of Screen-printing. They will be able to make Screen-printing and learn the different types of printing techniques and their purpose in art and visual media. They will be able to understand the quality of prints, inks, papers, and their behavior when they are in applied on different surfaces. It will help student understand Screen-printing as a medium of artistic expression.

### **LIST OF PRACTICALS**

#### **Unit 1: Introduction to process**

1. What is screen-printing?
2. Historical perspective,
3. Process of printing,
4. Stencil making.

#### **Unit 2: Materials and Equipment**

1. Type of Cloths,
2. Types of emulsion,
3. Types of inks,
4. Exposing technique,
5. Paper.

#### **Unit 3: Converting design for printing**

1. Stenciling method, converting design for printing, braking different coloures, accuracy,
2. registration techniques, overlapping methods.

#### **Unit4: Printing Exercise: Monochrome**

1. Making of a Screen-printing design in monochrome using learning from previous units.

#### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

### **4<sup>th</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-VIII**

**Course Code: 803 (Theory Sub)**

**Course Title: Aesthetics-IV**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

**Objective**

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to intertwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

### **Desired outcome of the course**

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

### **Syllabus**

#### **Unit 1: Visual Art**

1. What is Visual Art?
2. Relationship of Visual Art and Literature
3. Relationship of Visual Art and Performing Art

#### **Unit 2: Visual Art Theories**

1. Theories of creating visual art
2. Expression in Art
3. Release of Emotion
4. Communication

#### **Unit 3: Aesthetics Philosophy**

1. Influence of western Art Aesthetics
2. Influence of oriental Art Aesthetics

### **Evaluation Methodology**

- Written test
- Assignments

## **4<sup>th</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-VIII**

**Course Code: 804 (Theory Sub)**

**Course Title: Subject Research**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

### **Scope of Subject Research**

The objective of this exercise is to expose student to the theoretical and analytical framework of about researching a product, service or any predefined area. This will elaborate on the components that links the effectiveness of the creative content in the consumer mind space. This information is further used to identify and define communication strategies, opportunities and threats; generate,

refine, and evaluate actions areas; monitor effectiveness of communication; and improve understanding of communication as a process.

### **Exercise**

In this module student are expected to take a Research case study about any area of advertising communication or product or services and make a project report on any chosen subject.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission + viva-voce: End of the Semester

## **4<sup>th</sup> Year B.F.A. Applied Arts (Under Science & Technology Faculty) Semester-VIII**

**Course Code: 804 (Theory Sub)**

**Course Title: Composition III**

**Total Contact Hours: 60**

**Total Credits: 04**

**Total Marks: 100**

**Teaching Scheme: Practical -01 Practical's/Week**

### **Objective:**

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behavior will be studied in great detail.

**Desired outcome of the course:**

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skillfully and apply Colors in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition.

**LIST OF PRACTICALS****UNIT-I Simple compositions**

1. Introduction to the medium of oil & acrylic.
2. Arranging of element from sketches of daily life.
3. Still life objects, study of examples of great masters.
4. Medium: Acrylic Color, oil pastels & waterColor, pen & Ink on Paper

**UNIT-II Nature studies**

1. Introduction to the medium of oil & acrylic.
2. Detail nature studies, trees, leaves, houses.
3. Nature of natural light, nature of reflection, study of shadows.
4. Study of relationship of light and Color.
5. Medium: Acrylic Color, oil pastels & waterColor, pen & Ink on Paper

**UNIT-III Human figures & animal's figures**

1. Introduction to the medium of oil & acrylic.
2. Detail of human figure and animals, faces, expressions, street animals.
3. Nature of natural light, nature of studio light.
4. Nature of reflection on human body, study of shadows.
5. Study of relationship of light and Color.
6. Medium: Acrylic Color, oil pastels & waterColor, pen & Ink on Paper

**Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester