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SYLLABUS FOR BVA FOUNDATION
SECOND, THIRD & FINAL YEAR DEGREE APPLIED ART
(2023-2024)

THE OBJECTIVES AND OUTCOMES ARE ESSENTIAL FOR STUDENTS TO BUILD A STRONG FOUNDATION IN VISUAL ARTS.

Learning Objectives:

- Develop observational skills by studying objects from life.
- Understand perspective, proportion, and spatial relationships.
- Practice rendering objects realistically.

Outcomes:

- Improved drawing accuracy and representation of three-dimensional forms.
- Ability to depict objects with depth and volume.
- Appreciation for the nuances of light and shadow.

1. COLOUR & DESIGN:

A) Foundational Colour Concepts:

- Identify basic colour theory, including how primary colours (red, blue, and yellow) blend to form secondary colours.
- Develop observational skills by mixing primary colours to create new hues.
- Understand colour properties such as hue, value, and chroma.

B) Design Principles with Colour:

- Study design principles related to colour, including repetition, alternation, gradation, harmony, contrast, unity, and balance.
- Apply these principles to create visually appealing compositions.

C) Colour Schemes and Harmony:

- Explore different colour schemes (e.g., monochromatic, analogous, complementary).
- Understand how colour combinations evoke emotions and convey meaning.

D) Three-Dimensional Colour:

- Investigate how colour interacts with three-dimensional forms and surfaces.
- Explore spatial effects of colour (advancing vs. receding).

E) Cultural and Historical Context:

- Learn about colour symbolism, cultural associations, and historical significance.
- Analyse how colour choices impact visual communication.

2. APPLIED ART:

Learning Objectives:

- Explore various applied art forms (such as typography, advertising, and packaging design).
- Understand the role of applied art in commercial and social contexts.
- Develop technical skills related to applied art production.

Outcomes:

- Proficiency in creating visually impactful designs for practical applications.
- Knowledge of design principles specific to applied art.
- Ability to communicate effectively through visual media.

a) Understand the Fundamentals of Visual Communication

- Recognize the role of various **media of communication** in conveying messages effectively.
- Analyze the **merit and impact** of visual communication in different contexts.

b) Explore Methods of Visual Communication

- Develop a **comprehensive understanding** of Posters, Press Advertisements, and Hoardings.
- Learn the technical and aesthetic aspects of creating engaging visual content.

c) Master Essential Components of Applied Art

- Identify the significance and application of **Illustration, Slogan, Copy Matter, Monogram, and Insignia** in advertising and branding.
- Enhance creative problem-solving through hands-on exercises in designing visual identities.

d) Analyze the Role of Advertising in Modern Society

- Examine how advertising influences **consumer behavior, branding, and cultural trends**.
- Study various **types of advertising**, with a special focus on Press Advertising.

e) Investigate the Impact of Electronic Media

- Understand the function and evolution of **TV, Radio, and Cinema** as advertising platforms.
- Compare traditional and digital advertising strategies in contemporary markets.

f) Assess the Characteristics of Effective Advertising

- Define the **key principles of successful advertising** and its ethical considerations.
- Critically evaluate ad campaigns in terms of **creativity, communication strategy, and market relevance**.

Learning Outcomes:

After completing this course, students will:

- **Demonstrate proficiency** in designing **visually compelling communication tools** for advertising.
- **Apply knowledge** of typography, illustration, and branding in creating effective visual content.
- **Critically analyze** advertising campaigns and assess their impact on society.
- **Utilize electronic media** efficiently in conceptualizing and executing advertising projects.
- **Showcase creativity** through practical assignments that reflect industry standards in visual communication.
- **Develop a professional approach** towards conceptualizing, structuring, and presenting advertising solutions.

3. CLAY MODELLING:

Learning Objectives:

- Learn techniques for working with clay, including modeling, shaping, and texturing.
- Understand the expressive potential of clay as a medium.
- Explore both functional and sculptural aspects of clay modeling.

Outcomes:

- Proficiency in creating clay sculptures or functional objects.
- Appreciation for the tactile qualities of clay.
- Ability to translate ideas into three-dimensional forms.

4. GRAPHICS (PRINTMAKING)

Learning Objectives:

- Understand the techniques and processes involved in printmaking.
- Explore various printmaking methods, such as etching, lithography, screen printing, and woodcut.
- Develop skills in creating visually appealing prints.
- Learn about the historical context and evolution of printmaking.

Outcomes:

- Proficiency in executing different printmaking techniques.
- Ability to create expressive and well-composed prints.
- Understanding of the impact of printmaking in visual communication.
- Appreciation for the versatility of printmaking as an art form.

FUNDAMENTALS OF ART:

Learning Objectives:

- Explore the basics of various art forms (drawing, painting, sculpture).
- Understand art history and its influence on contemporary art.

- Develop foundational skills applicable to other art courses.

Outcomes:

- Improved artistic skills and techniques.
- Appreciation for art history and cultural context.
- Readiness for more specialized art studies.

STORY OF ART:

Learning Objectives:

- Study the evolution of art across different periods and cultures.
- Analyse artworks in terms of style, context, and meaning.
- Develop critical thinking skills related to art history.

Outcomes:

- Broad knowledge of art history and major artistic movements.
- Ability to discuss and interpret artworks.
- Enhanced cultural awareness through art.

First Year Degree Foundation Course Fine Arts

*Credit Points and Marks

1. Each course will be assigned as specific number of credit points.
2. Credit hours imply the number of studio hours assigned for studio courses per week and number of lectures prescribed for theory courses per week.
3. The value in terms of marks of one credit point would be 100.
4. In determining the credit point in terms of marks obtained by a student, the quality of assignments/projects & performances in the class tests by him/her will be considered.

Theory

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
Story of Art	I	2	200	120	80
Fundamental of Art	II	2	200	120	80

Theory Paper I

Subject: Story of Art, Paper: I

Examination

Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Part -1: Indian Art:

- A) Proto-Historic, Early Historic,
- B) Early Classical and Classical.
- C) Medieval,

- D) Indo-Islamic Miniature Paintings: Mughal, Rajasthani & Pahari.
- E) British Period to Indian Renaissance.
- F) Modern Indian Art.
- G) Contemporary Art.
- H) Eminent Artists.

Project work/tests on any four of the above topics in consultation with concerned faculty

Part 2: Western art

- a) Beginning of Art-Old and New Stone Age
- b) Art of Primitive Societies, Tribal and Folk Art.
- c) Art of Ancient Civilizations (Egypt, Mesopotamia, China, Japan, Incas, Aztec)
- d) Greek and Roman Periods
- e) Early Christian & Byzantine, Romanesque,
- f) Gothic Renaissance, Baroque
- g) Modern Art.

Project work/tests on any four of the above topics in consultation with concerned faculty

Books Recommended

Indian Art

- Art of Indian Asia by Zimmer. H.
- History of Indian and Indonesian Art by A.K. Coomaraswamy.
- Art & Architecture of Indian by B. Rowland.
- Introduction to Indian Art by A.K. Coomaraswamy.
- Studies in Early Indian Painting by Moti Chander
- Indian Paintings in the Panjab Hills by W.G. Archer
- Three Tagores by Prof Rattan Parimoo
- Lalit Kala Akademi, New Delhi, Publications o Indian Modern

Western Art

- History of art by H.W. Janson
- Art and Civilization by Mayers
- Art by Fredrick Hartt
- Story of art by Gombreich
- History of Modern Art by Aranson

Theory Paper II

Subject: Fundamentals of Art, Paper: II

Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus

Painting

Part-A

Line: Definition, various kinds of line and their significance in Visual Art, Proportional Lines such as Curved, Zigzag, Wavy, Broken and their significances vis-à-vis expression through Visual Arts

Space as a General Term: Space division and its application. Understanding of Pictorial,

Positive and Negative space and its significance in practice.

Colour: Fundamental knowledge of Colour, Classification of Colour, The Colour wheel, General expression of colour.

Texture: Its definition, knowing various textures, Significance of Texture in Visual Arts.

Perspective: Its definition, main types and their significances vis-à-vis painting along with some particular references.

Part – B

- Survey of various painting media.
- Compositional Analysis of Painting
- Identification of Visual resource
- Transformation and its importance.
- Further study into various aspects of color along with the understanding of Colour vis-à-vis. Chemistry, Physics, Physiology, and Psychology.

Sculpture

Part –A

- Its importance in the environment and society.
- It's difference from Painting and Architecture.
- Elements of Sculpture viz: Space, Volume, Mass, Texture, Balance, and Colour.
- An introduction to Contemporary forms such as: Installation, Performance and sight-specific works.

Part –B

- Further study into various aspects of Space viz-a-viz its significance in relation to Sculpture.
- Sculpture as a medium of expression in reference to particular examples. Compositional analysis of Sculpture, with reference to some master works of post-impressionistic and 20th Century works.

Material Values:

Study of the significance of material such as Clay, Stone, Metal, Wood, P.O.P, Cement, Paper, and Modern Synthetic materials.

Applied Art

Part A

- Media of Communication with special emphasis on understanding the merit of Visual Communication.
- Various methods of Visual Communication such as Posters, Press advertisements, and Hoarding.
- Understanding illustration, Slogan, Copy matter, Monogram, and Insignia.

Part B

- Advertising and its importance in present-day society. Various ways of advertising with the elaborate study of Press Advertising.
- Introduction to the role of Electronic Media in Advertising.
- TV Radio and Cinema as the means for Advertising.
- Understanding of good Advertising.

Print Making

Part A

- The purpose of Print Making.
- Historical background of Print Making

Part B

- Characteristics of Fine Prints.
- A survey of various media applied in Print Making.
- Survey of Graphics Prints of Old Masters and Contemporary Artists.

Books Recommended

1. Advertising Hand Book by D. V. Gandhi.
2. Modern Advertising by Hepner.
3. Advertising made simple by Frank Jefitine.
4. Advertising theory and Practices by Verman Fryberger and Kim Rotzoll.
5. The creative Connection, Advertising Copywriting and Idea Visualization by Arthur A. Winters Shirley F. Milton.

Practical Papers III to VII

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
Colour Practical & Design	III	5	500	300	200
Clay Modeling	IV	5	500	300	200
Object drawing	V	5	500	300	200
Applied Arts	VI	5	500	300	200
Print Making	VII	4	400	240	160

Subject: Colour Practice & Design, Paper: III

Examination Duration	12 Hours (4 hours daily)	Credit hours*
Total Marks	500	
Annual Examination	300	
Internal Assessment	200	

5

SYLLABUS

Colour Practical and Composition

Paper-III:

- a) Study of Colour (Primary, Secondary, Tertiary, Quaternary Colours, Grey Colour and Tone)
- b) Study of three-dimensionality of colour (Hue, Value and Chrome)
- c) Study of Principles of introducing color (Repetition, Alternation, Gradation, Harmony, Contrast unity and balance)
- d) Study of methods of obtaining color scheme (Achromatic, Mono-Chromatic, High or Low-key color schemes, Analogous or Related Harmony Complimentary and Double Complimentary)
- e) Study of advancing and receding Colours and emotional effects of colour, psychologically.
- f) Study of elements of Designs Basic Principle of Design and Division of Design.
- g) Study of two-dimensional and three-dimensional surfaces visually with related materials, tools, and techniques.

Subject: Clay Modeling, Paper: IV

Examination Duration	12 Hours (4 hours daily)	Credit hours*	5
Total Marks	500		
Annual Examination	300		
Internal Assessment	200		

SYLLABUS

Clay Modelling**Paper-IV :****Part I Clay Modeling**

- Preparation, Conservation and handling of Clay and Clay modeling Tools.
- Study of basic objects and their combinations in clay.
- Study of natural and manmade objects in the round and their modeling in clay
- Study of human figures and their arrangements in relief and round.
- Moulding and casting in P.O.P.
- Introduction to other possible materials such as Paper, Papier-mâché, Cardboard, wire etc.

Part II Pottery

- Introduction and preparation of clay bodies
- Wheel work- Throwing a pot, turning and surfacing
- Coil and pinch work,
- Mould making, Slab and Slip Casting

Subject: Object Drawing, Paper:V

Examination Duration	12 Hours (4 hours daily)	Credit hours*	5
Total Marks	500		
Annual Examination	300		
Internal Assessment	200		

SYLLABUS**Object Drawing****Paper-V**

- Study of Geometrical shapes and construction.
- Study of forms in nature in line, tone and texture.
- Study of perspective in detail (Linear perspective & Aerial perspective)
- Free hand drawing from human figure (Male / Female and Child), animal forms to study proportion, volume and visual perspective; suggestion of solidity by line as well light and shade, realization of rhythmic relationship between line, mass, volume and texture; emphasis on variety of visual experiences.

Medium: - Pencil, Charcoal, Crayon, Pastel, Poster colour, Water Colour and Pen and ink.

Subject: Applied Arts Paper:VI

Examination Duration	12 Hours (4 hours daily)	Credit hours*	5
Total Marks	500		
Annual Examination	300		
Internal Assessment	200		

SYLLABUS**Applied Art****Paper-VI**

- Drawing:** Sketching, Nature and Structural drawing in different medium (Pencil, Pen and Ink, Crayon, Poster & Colour etc.)
- Lettering:** Typography/Calligraphy, Roman, Gothic and Devnagri etc.

Graphic Design:

Designing of Logo, Trademark, Insignia, Crest and Sign, Symbol of various services with proper understanding of Print and Production.

Design 2D

Study of visual elements for products and services. Study of basic and free shapes of letter line, colour, Tone, Texture etc.

Subject: Print Making, Paper: VII

Examination Duration	12 Hours (4 hours daily)	Credit hours*	4
Total Marks	400		
Annual Examination	240		
Internal Assessment	160		

SYLLABUS

Paper-VII: Print Making

- Study the technique of printmaking by woodcut and lino-cut in achromatic and chromatic
- Exploring the meaning of materials and instruments (knife, 'V' tool and the curved gouge) and the evolution of printmaking (as language of forms, lines, textures and relief)
- Survey of different graphic prints of old masters and contemporary artists.

Languages Subject for the 1st Year Degree B.V.A **(Foundation)**

Subject	Credit hours	Total Marks	Annual Examination	Internal Assessment
General English	2	200	120	80
Hindi/Urdu	2	200	120	80

Subject: General English

Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus: As prescribed by the University of Kashmir for first year Degree of other affiliated colleges

Subject: Hindi/Urdu

Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus: As prescribed by the University of Kashmir for first year Degree of other affiliated colleges

LEARNING OBJECTIVES AND OUTCOMES FOR BVA-APPLIED ART DEGREE IS CRUCIAL FOR ENSURING THAT STUDENTS ACHIEVE THE DESIRED LEARNING OUTCOMES.

1. Learning Outcomes-Based Curriculum Framework (LOCF):

- The LOCF for Bachelor of Visual Arts (Applied Art) emphasizes helping students understand the objectives of Visual Arts courses at the undergraduate level.

- Learning outcomes should align with contemporary artistic and social needs.
- Students should master the grammar and techniques of their chosen art form, develop artistic skills, enhance expression and communication abilities, and explore creative and critical thinking.

2. General Guidelines:

- **Avoid vague terms:** Be specific in your outcomes. Instead of saying “Students will be familiar with,” specify what they need to demonstrate.
- **Relate to aims and assessment:** Outcomes should directly relate to the aims of the unit and the assessment tasks.
- **Emphasize practice:** Visual Art programs should stress practical skills.
- **Include interdisciplinary exposure:** Consider exposing students to domains like literature, cinema, and digital arts.
- **Encourage exploration:** Students can work on art forms on the verge of extinction and learn from experts outside formal institutions.

Objectives and Outcomes for each of the subjects we teach in Applied Art.

Paper III Subject: THEORY OF APPLIED ART:

Objective: To understand the historical context and practical aspects of Applied Art.

Learning Outcomes:

- Students will be able to explain the history of advertising, including various means of advertising, advantages, and disadvantages.
- Students will understand the different periods of printing development (early printing, expansion, consolidation, scientific development, business integration).
- Students will recognize and describe reproductive methods such as relief, planographic, and intaglio (gravure).
- Students will demonstrate knowledge of the production process, including print planning, typography, and type selection.

Paper IV Subject: ILLUSTRATION:

Objective: To develop practical illustration skills and creative expression.

Learning Outcomes:

- Students will create a minimum of eight illustrations using different techniques and media.
- Students will practice sketching, nature and structural drawing, using various mediums (e.g., pencil, pen, ink, crayon, colour).
- Students will explore perspective (parallel/angular, exploded view).
- Students will demonstrate an understanding of colour theory, including colour perception, light, and pigment.

- Students will apply colour techniques to cover surfaces (blocks, patches, strokes).

Paper V Subject: PRESS LAYOUT AND POSTER DESIGN:

Objective: To develop layout and design skills for Press and Poster work.

Learning Outcomes:

- Students will create a minimum of eight illustrations for press layouts, applying principles of design and elements of press advertising.
- Students will design posters, considering historical context, principles, and design elements.
- Students will work with different media and create at least two designs related to cinema slides, folders, or book jackets.
- Typography skills will be emphasized in practical applications.

Paper VI Subject Optional: PHOTOGRAPHY

Objective: To introduce students to photography techniques.

Learning Outcomes:

- Students will demonstrate proficiency in using still cameras, including negative processing, printing, and enlarging.
- Students will explore lighting techniques for photography.
- Students will apply photographic techniques in designing visual compositions.

(OR)

Paper VI Subject Optional: BASIC COMPUTER LEARNING

Objective: To introduce students to fundamental computer concepts and practical skills.

Learning Outcomes:

- Students will understand the basic components of a computer system (CPU, memory, storage, input/output devices).
- Students will learn about operating systems, file management, and software installation.
- Students will demonstrate proficiency in using common software applications (word processing, spread sheets, graphics software).
- Students will practice safe and ethical use of computers (e.g., data privacy, cyber security).

These Outcomes should align with assessment methods used in the unit & should be adapted & refined based on our specific context and program.

SECOND YEAR DEGREE COURSE APPLIED ART

1. Each course will be assigned as specific number of credit points.
2. Credit hours imply the number of studio hours assigned for studio courses per week and number of lectures prescribed for theory courses per week.
3. The value in terms of marks of one credit point would be 100.
4. In determining the credit point in terms of marks obtained by a student, the quality of assignments/projects & performances in the class tests by him/her will be considered.

Theory

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
History of Indian Art	I	2	200	120	80
History of Western Art	II	2	200	120	80
Theory of Applied Art	III	2	200	120	80

Theory Paper I

Subject: History of Indian Art

Paper: I

Examination Duration 3 Hours

Credit hours* 2

Total Marks 200

Annual Examination 120

Internal Assessment 80

Syllabus (History of Indian Art)

Art of Ancient India up to Gupta Period.

- 1) Sculpture and Architecture of Indus valley civilization, Relationship with Sumerian Art
- 2) Mauryan Period, Sculpture, Architecture, Contacts with Achaemenian Art
- 3) Development of Buddhist Stupa, Architecture, and Sculpture.
- 4) Shunga, Andhra & later periods at Bharut, Sanchi, Bodh Gaya, Amravati, Nagarjuna etc.
- 5) Mathura Sculptures- Kushana Period
- 6) Gandhara Sculptures-Kushana & later periods.
- 7) Rock Cut Architecture & Sculpture (Buddhist, Jain, Brahmanical) at Bhaja, Karle, Bedsa, Nasik, Udaygiri.
- 8) Gupta\ Vakataka period- Mathura, Sarnath & other centers in Western, Central and Eastern India.
- 9) Painting, Sculpture & Architecture at Ajanta.

Note for Paper Setters:-

1. Paper I (History of Indian art) carries 120 Marks.
2. The question paper to be set in a manner which covers all sections of the syllabus.
3. The question paper should have ten questions, out of which the examinee is to attempt at least five questions.
4. All questions carry equal marks.

Books Recommended

Indian Art

Art of Indian Asia by Zimmer. H.

History of Indian and Indonesian Art by A.K.Coomaraswamy.
 Art & Architecture of Indian by B. Rowland.
 Introduction to Indian Art by A.K.Coomaraswamy.
 Cultural History of Indian, Bhartiya Vidya Bhavan Publication.
 A survey of Indian Sculpture by S.K.Sarswati.
 Indian Architecture by Percy Brown.
 Studies in Early Indian Painting by Moti Chander
 Indian Paintings in the Panjab Hills by W.G.Archer
 Three Tagores by Prof Rattan Parimoo
 Lalit Kala Akedemi, New Delhi, Publications o Indian Modern

Theory Paper II

Subject: History of Western Art

Paper: II

Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus

History of Western Art

Pre-History to Gothic Period.

1. Paleolithic Art- Painting, Sculpture
2. Art of Egypt- Architecture, Painting, Sculpture
3. Greek Art: Early, Archaic & Classical Periods, Vase Paintings
4. Roman Art- Architecture- Mosaics, Paintings, Portraits, War Columns
5. Early Christian & Basilica as the First Church, Shifting of Empire
Byzantine Art: to Constantinople, Mosaics, Spread of Byzantine in Russia
6. Romanesque Period- Churches, Mosaics, Book Covers, Tapestries & Decorative Objects
7. Gothic Architecture & Art-Crusades, Cathedrals & Stained Glass, Pointed and Ribbed Vaults.

Note for Paper Setters:-

1. Paper II (History of Western Art) carries 120 Marks.
2. The question paper to be set in a manner which covers all sections of the syllabus.
3. The question paper should have ten questions, out of which the examinee is to attempt at least five questions.
4. All questions carry equal marks.

Books Recommended

Western Art

- 1 History of Art by H.W. Janson
- 2 Art and Civilization by Mayers
- 3 Art by Fredrick Hartt
- 4 Story of Art by Gombreich
- 5 History of Modern Art by Aranson

Theory Paper III

Theory of Applied Art

Subject: Theory of Applied Art

Paper: III

Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus

Theory of Applied Art

Syllabus

Theory of Applied Art

1. History of advertising, various means of advertising with advantage and disadvantage.
2. History of pre-printing period. Early printing period. Period of expansion. Period of consolidation. Period of scientific Development. Period of business and social integration.
3. Reproductive methods such as relief, Planographic and Intaglio (Gravure).
4. The production process: Print planning, Typography, Class of type, type selection and specification etc.

Note for Paper Setters:-

1. Paper III (Applied Art Theory) carries 120 Marks.
2. The question paper to be set in a manner which covers all sections of the syllabus.
3. The question paper should have ten questions, out of which the examinee is to attempt at least five questions.
4. All questions carry equal marks.

Books Recommended

Applied Art.

1. Advertising Hand Book by D. V. Gandhi.
2. Mordern Advertising by Hepner.
3. Advertising made simple by Frank Jefitine.
4. Advertising theory and Practices by Verman Fryburger and Kim Rotzoll.
5. The creative Connection, Advertising Copy writing and Idea Visualization. By Arthur A. Winters Shirley F. Milton.
6. Advertising Art and Ideas. By M G Rege
7. Hand Book of Applied Art. By S K Luthra

Practical Papers

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
Illustration	IV	9	900	540	360
Press Advertising	V	9	900	540	360
Optional	VI	6	600	360	240

Subject: Illustration

Paper: IV

Examination Duration	48 Hours(4 hours Daily)	Credit hours*	9
Total Marks	900		
Annual Examination	540		
Internal Assessment	360		

Syllabus (Illustration)

Paper IV

- a) Minimum eight illustrations in different technique and media in a year. Preparing illustration from the given subjects.
- b) Drawing : Sketching, nature and structural drawing, different mediums (Pencil, pen and Ink Crayon, Colour etc.) Perspective : Parallel/Angular, exploded view.
- c) Life study in different way of colour and pencil.
- d) Colour-perception of colour, light and pigment theory with practical. Techniques of colours in covering surfaces blocks, patches, strokes etc.

Subject: Press Advertising**Paper: V**

Examination Duration	48 Hours(4 hours Daily)	Credit hours*	9
Total Marks	900		
Annual Examination	540		
Internal Assessment	360		

Syllabus**Press Advertising****Paper V**

- a) Press layout: - Principles of Design, elements of press advertising. Original composition. Minimum six press layout in a year.
- b) Poster Design: - History, principles, elements of poster. Poster in different media. Minimum eight posters in an academic session. Beside Press layout and poster there should be at least two designs of Cinema slides, folders, Book Jacket etc.
- c) Typography: - How to use of typography practically in different way.

Subject: Optional**Paper: VI**

Examination Duration	48 Hours (4 hours Daily)	Credit hours* 6
Total Marks	600	
Annual Examination	360	
Internal Assessment	240	

Syllabus**Optional****Paper VI:**

Any one of the following: -

1. Photography

- a) Use of still Camera, Negative processing, printing and enlarging.
- b) Technique of lights.
- c) Designing with photographic techniques.
- 2. **Computer:** Basic principles of computer and how to use computer.
- 3. **Interior decoration:** Plan, elevation measured drawing use of different materials.

***Credit Points and Marks**

1. Each course will be assigned as specific number of credit points.
2. Credit hours imply the number of studio hours assigned for studio courses per week and number of lectures prescribed for theory courses per week.
3. The value in terms of marks of one credit point would be 100.
4. In determining the credit point in terms of marks obtained by a student, the quality of assignments/projects & performances in the class tests by him/her will be considered.

Theory

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History of Western Art	II	2	200	120	80
Theory of Applied Art	III	2	200	120	80

Theory Paper I**Subject: History of Indian Art****Paper: I****Examination Duration 3 Hours Credit hours* 2**

Total Marks 200

Annual Examination 120

Internal Assessment 80

Syllabus (History of Indian Art)Paper-I: Post-Gupta period to 15th century.

1. Medieval Art: Rock Cut Architecture and Sculptures (Mahabalipuram, Ellora, Elephanta)
2. Medieval Buddhist\Brahmical art: Pala-Sena,
3. Temple Art & Architecture: Mahabalipuram, Khujraho, Konark,
4. Manuscript Painting: Eastern Indian, Western India
5. Indo-Islamic Art and Architecture

Note for Paper Setters:-

1. Paper I (**History of Indian Art**) carries 120 Marks.
2. The question paper to be set in a manner which covers all sections of the syllabus.
3. The question paper should have ten questions, out of which the examinee is to attempt at least five questions.
4. All questions carry equal marks.

Indian Art

Art of Indian Asia by Zimmer. H.

History of Indian and Indonesian Art by A.K.Coomaraswamy.

Art & Architecture of Indian by B. Rowland.

Introduction to Indian Art by A.K.Coomaraswamy.

Cultural History of Indian, Bhartiya Vidya Bhavan Publication.

A survey of Indian Sculpture by S.K.Sarswati.

Indian Architecture by Percy Brown.

Studies in Early Indian Painting by Moti Chander
 Indian Paintings in the Panjab Hills by W.G.Archer
 Three Tagores by Prof Rattan Parimoo
 Lalit Kala Akedemi, New Delhi, Publications o Indian Modern

Theory Paper II

Subject: History of Western Art

Paper: II

Examination Duration **3 Hours** **Credit hours*** **2**

Total Marks 200

Annual Examination 120

Internal Assessment 80

Syllabus

Paper-II: History of Western Art

(Renaissance 18th century art.)

1. Renaissance: Giotto, Masaccio, Donatello, Ghiberti, Piero Della Fransceca
 Mantegna, Botticelli, Leonardo, Michelangelo, Raphael, Brunelleschi.
2. Northern Renaissance
3. Baroque
5. Neo-Classicism & 18th century art

Note for Paper Setters:-

1. Paper II (History of Western Art) carries 120 Marks.
2. The question paper to be set in a manner which covers all sections of the syllabus.
3. The question paper should have ten questions, out of which the examinee is to attempt at least five questions.
4. All questions carry equal marks.

Western Art

- 1 History of art by H.W. Janson
- 2 Art and Civilization by Mayers
- 3 Art by Fredrick Hartt
- 4 Story of art by Gombreich
- 5 History of Modern Art by Aranson

Theory Paper III

Subject: Theory of Applied Art

Paper: III

Examination Duration **3 Hours** **Credit hours*** **2**

Total Marks 200

Annual Examination 120

Internal Assessment 80

- a) Definition of communication, various means of communication i.e. Visual communication, Audio communication and Audio-visual communication with detail & examples.

- b) History of various Typography i.e. Old English, Roman, Gothic etc. and their application in applied art.
- c) Definition of Advertising, function and effects of advertising. Advertising as communication, advertising function in society. What are the advertising media with advantage & dis-advantage, advertising everyday life.
- d) Advertising Agency: - The role of advertising agency and type of agencies, the client and agency relationship, the role of advertising i.e. Artist, Art Director or Graphic Designers, Illustrators and Production Artists.
- f) Various means of Advertising: Television, radio, newspaper, magazine, Cinema slide, Window Display, Kiosk etc. with advantage and dis-advantage.

Note for Paper Setters:-

1. Paper III (Applied Art Theory) carries 120 Marks.
2. The question paper to be set in a manner which covers all sections of the syllabus.
3. The question paper should have ten questions, out of which the examinee is to attempt at least five questions.
4. All questions carry equal marks.

Books Recommended

Applied Art.

8. Advertising Hand Book by D. V. Gandhi.
9. Mordern Advertising by Hepner.
10. Advertising made simple by Frank Jefitine.
11. Advertising theory and Practices by Verman Fryburger and Kim Rotzoll.
12. The creative Connection, Advertising Copy writing and Idea Visualization. By Arthur A. Winters Shirley F. Milton.
13. Advertising Art and Ideas. By M G Rege
14. Hand Book of Applied Art. By S K Luthra

Practical papers

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
Illustration	IV	9	900	540	360
Press Advertising	V	9	900	540	360
Optional	VI	6	600	360	240

Subject: Illustration

Paper: IV

Examination Duration 48 Hours(4 hours Daily) Credit hours* 9

Total Marks 900

Annual Examination 540

Internal Assessment 360

Syllabus (Illustration0

- a) Minimum twelve illustration in different technique and medias in a year.
- b) Advanced life study in different way of colour and pencil both male and female.

Subject: Press Advertising

Paper: V

Examination Duration 48 Hours(4 hours Daily) Credit hours* 9

Total Marks 900

Annual Examination 540

Internal Assessment 360

Syllabus (Press Advertising)

- a) Presslayout : Minimum twelve press layout, eight posters, two folders and two book cover designs.
- b) Typography : How to use typography practically in different ways.
- c) Design : 2-D and 3-D
Design : 2-D study of visual elements, print, line, planes and shapes. Two dimensional designs, organization in space (Positive and Negative)
Design 3-D: Study of basic 3 dimensional shapes and forms such as cubes, spheres and cylinders-constructed or moulded in different media like paper, card, soft, clay, soap, wise etc. positive and negative spaces.

Subject: Optional

Paper: VI

Examination Duration 48 Hours(4 hours Daily) Credit hours* 6

Total Marks 600

Annual Examination 360

Internal Assessment 240

Syllabus (Optional) Paper VI:

Any one of the following:-

1. **Photography** Indoor photography with pattern and texture design including product photography and Portrait study. Touching and finishing.
2. Advance study of Computer Programmes:
Coral Draw: Use of Coral Draw, Photo Paint, Coral Trace, Texture and other techniques for creating graphic designs, press ads, posters, title covers, jackets etc.
3. **Interior Decoration**: plan, elevation, measured drawing, Use of different materials.

FINAL YEAR DEGREE COURSE APPLIED ART

*Credit Points and Marks

1. Each course will be assigned as specific number of credit points.
2. Credit hours imply the number of studio hours assigned for studio courses per week and number of lectures prescribed for theory courses per week.
3. The value in terms of marks of one credit point would be 100.
4. In determining the credit point in terms of marks obtained by a student, the quality of assignments/projects & performances in the class tests by him/her will be considered.

Theory

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
History of Indian Art	I	2	200	120	80

History of Western Art	II	2	200	120	80
Theory of Applied Art	III	2	200	120	80

Theory Paper I

Subject: History of Indian Art (Mughal to 20th century)

Paper: I

Examination Duration **3 Hours** **Credit hours*** **2**

Total Marks 200

Annual Examination 120

Internal Assessment 80

Syllabus

History of Indian Art (Mughal to 20th century)

1. Miniature Paintings-Mughal, Rajasthani and Pahari
2. Patna School, Kalighat Painting
3. British Academic tradition and Indian Art Schools
4. Ravi Verma & followers
5. Indian Renaissance in the 19th and 20th centuries-Bengal School
6. Painting and Sculptures between 1930-1950 with reference to the contact with Modern European traditions
7. Post Independent situation in Art

Note for Paper Setters:-

1. Paper I (History of Indian Art) carries 120 Marks.
2. The question paper to be set in a manner which covers all sections of the syllabus.
3. The question paper should have ten questions, out of which the examinee is to attempt at least five questions.
4. All questions carry equal marks.

Books Recommended

Indian Art

Art of Indian Asia by Zimmer. H.
 History of Indian and Indonesian Art by A.K.Coomaraswamy.
 Art & Architecture of Indian by B. Rowland.
 Introduction to Indian Art by A.K.Coomaraswamy.
 Cultural History of Indian, Bhartiya Vidya Bhavan Publication.
 A survey of Indian Sculpture by S.K.Sarswati.
 Indian Architecture by Percy Brown.
 Studies in Early Indian Painting by Moti Chander
 Indian Paintings in the Panjab Hills by W.G.Archer
 Three Tagores by Prof Rattan Parimoo
 Lalit Kala Akedemi, New Delhi, Publications o Indian Modern

Theory Paper II

Subject: History of Western Art (Modern Art)

Paper: II

Examination Duration **3 Hours** **Credit hours*** **2**

Total Marks 200

Annual Examination	120
Internal Assessment	80

Syllabus History of Western Art (Modern Art)

1. Romanticism, Realism, Impressionism
2. Post-Impressionism, Fauvism and Matisse
3. Cubism, Expressionism, Surrealism
4. Abstract Art- Kandinsky, Mondrian and Jackson Pollock
5. Op & Pop Art
6. Experiments in Modern Sculpture
7. Art between 1960-2000

Note for Paper Setters: -

1. Paper II History of Western Art (Modern Art) carries 120 Marks.
2. The question paper to be set in a manner which covers all sections of the syllabus.
3. The question paper should have ten questions, out of which the examinee is to attempt at least five questions.
4. All questions carry equal marks.

Theory Paper III

Subject: Theory of Applied Art

Paper: III

Examination Duration 3 Hours Credit hours* 2

Total Marks 200

Annual Examination 120

Internal Assessment 80

Syllabus (Theory of Applied Art)

- 1) Various means of advertising,
- 2) Man in the advertising world.
- 3) Functioning of any advertising agency.
- 4) Product analysis in detail.
- 5) Market analysis in detail.
- 6) Consumer's psychology.
- 7) Planning advertising.
- 8) Campaign advertising.
- 9) USP (unique selling points) etc.

Note for Paper Setters:-

1. Paper III (Applied Art Theory) carries 150 Marks.
2. The question paper to be set in a manner which covers all sections of the syllabus.
3. The question paper should have ten questions, out of which the examinee is to attempt at least five questions.
4. All questions carry equal marks.

Books Recommended

Applied Art.

15. Advertising Hand Book by D. V. Gandhi.
16. Mordern Advertising by Hepner.
17. Advertising made simple by Frank Jefitine.
18. Advertising theory and Practices by Verman Fryburger and Kim Rotzoll.
19. The creative Connection, Advertising Copy writing and Idea Visualization.By Arthur A.Winters Shirley F. Milton.
20. Advertising Art and Ideas. By M G Rge
21. Hand Book of Applied Art. By S K Luthra

Practical Papers

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
Illustration	IV	9	900	540	360
Press Advertising	V	9	900	540	360
Optional	VI	6	600	360	240

Subject: Illustration**Paper: IV****Examination Duration 48 Hours(4 hours Daily) Credit hours* 9**

Total Marks 900

Annual Examination 540

Internal Assessment 360

Syllabus**Illustration**

A. Same as in previous year

B. Critical write up in a short books form on their work with visuals.

Subject: Press Advertisement**Paper: V****Examination Duration 48 Hours(4 hours Daily) Credit hours* 9**

Total Marks 900

Annual Examination 540

Internal Assessment 360

Syllabus**Press Advertisement**

Full campaign as per given subject.

Subject: Optional**Paper: VI****Examination Duration 48 Hours(4 hours Daily) Credit hours* 6**

Total Marks 600

Annual Examination 360

Internal Assessment 240

Syllabus Optional

Any one of the following:-

1. Photography

- a) Outdoor Photography
- b) Product Photography
- c) Industrial Photography
- d) Fashion Photography
- e) Retouching, finishing and toning
- f) Function Photography using flash
- g) Photo-Journalism

2. Computer Programmes:

Same as previous year with advance study.

3. Interior Decoration:

- a) Working and designing.
- b) Special effects and problems, project making estimating execution, painting and finishing.