

Proposed Syllabus and Scheme of Examination

for

MFA

(Master of Fine Arts)

w.e.f 2018-19

Under

Choice Based Credit System

CHOICEBASED CREDIT SYSTEM

MFA

(Master of Fine Arts)



TEERTHANKER MAHAVEER UNIVERSITY
 (Established under Govt. of U.P. Act No.30, 2008) Delhi Road, Bagadpur,
 Moradabad (U.P)

**Study & Evaluation Scheme of
 Master of Fine Arts (M.F.A.)**

SUMMARY

Programme	:	Master of Fine Arts (M.F.A.)
Duration	:	Two years fulltime (Four Semesters)
Medium	:	English/Hindi
Minimum Required Attendance	:	75 percent
Maximum Credit	:	104
Minimum credit required for the degree	:	96

Assessment (Theory) :	Internal	External	Total			
	40%	60%	100%			
Assessment (Practical) :	Internal	External	Total			
	50%	50%	100%			
Internal Evaluation (Theory Papers) :	Class Test I	Class Test II	Class Test III	Assignment	Attendance	Total
	10 Marks	10 Marks	10 Marks	10 Marks	10 Marks	40 Marks

Note: Best two CT will be counted.

Internal Evaluation (Practical Papers):	Assignment(s)	Discipline/ Activity	Attendance	Total
	30 Marks	10 Marks	10 Marks	50 Marks

Duration of Examination (Theory) :	External	Internal
	3 hrs.	1 ½ hr
Duration of Examination (Practical) :	As per the requirement of the practical paper.	

(To qualify the course a student is required to secure a minimum of 45% marks in aggregate in each course including the semester-end examination and the teacher's continuous evaluation shall be essential for passing the course and earning its assigned credits. A candidate, who secures less than 45% marks in a course, shall be deemed to have failed in that course.)

Question Paper Structure

1. The question paper shall consist of six questions. All six are compulsory. First question shall be of short answer type (not exceeding 50 words). Question No. 1 shall contain 8 parts representing all units of the syllabus and students shall have to answer any five (weightage 2 marks each).
2. Remaining questions will be one from each unit with internal choice. The student has to answer one of the two in each question. The weightage of Question No. 2 to 6 shall be 10 marks each.
3. Usually each question in the examination should be designed to have a numerical component, where part of syllabus

MFA (Master of Fine Arts) Programme
Proposed Semester-wise Number of Papers & Credits under
Choice Base Credit System (CBCS)

Semester	Compulsory Foundation	Core Course (Theory)	Core Course (Practical)	Satisfactory Compulsory Paper	Generic Elective	Open Elective	Total No. of Paper	Total Credit in A sem.
I	1	1	1	-	1	-	4	24
II	1	1	1	1	1	-	5	28
III	1	1	1	-	-	1	4	24
IV	1	1	1	1	-	1	5	28
No. of Paper	4	4	4	2	2	2	18	-
Total Credit	4x4= 16	4x4= 16	4x12= 48	2x4= 8	2x4= 8	2x4= 8	-	104

Choice based Credit system MFA Course Draft:

	CORE				Elective
Semester	Compulsory Foundation (for All Stream)	Applied Art Stream (Credit)	Painting Stream (Credit)	Satisfactory Compulsory (S Grade)	Generic Elective
I	History of European Art-I (4)	Advertising (Principles and practices)- I (4)	Occidental Aesthetics-I (4)	-	For Applied: Basics of Visualization-I Basics of Illustration-I Basics of Photography-I (Elective Paper) (except Specialization Sub.) (4) For Painting: Basics of Creative Painting-I Basics of Mural Design-I Basics of Portrait-I Basics of Landscape-I (Elective Paper) (except Specialization Sub.) (4)
		Visualization-I Illustration-I Photography-I (Any one for specialization Subject)(12)	Creative Painting-I Mural Design-I Portrait-I Landscape-I (Any one for specialization Subject)(12)		
Credit in Ist Semester = 24	4	4+12=16	4+12=16	-	4
II	History of European Art-II(4)	Advertising (Principles and practices)- II (4)	Occidental Aesthetics-II (4)	For Applied: Seminar & Presentation	For Applied: Basics of Visualization-II Basics of Illustration-II Basics of Photography-II (Elective Paper) (except Specialization Sub.) (4) For Painting: Basics of Creative Painting-II Basics of Mural Design-II Basics of Portrait-II Basics of Landscape-II (Elective Paper) (except Specialization Sub.)(4)
		Visualization-II Illustration-II Photography-II (Any one for specialization Subject)(12)	Creative Painting-II Mural Design-II Portrait-II Landscape-II (Any one for specialization Subject)(12)		
Credit in IInd Semester = 28	4	4+12=16	4+12=16	4	4

	CORE				Elective
Semester	Compulsory Foundation (for All Stream)	Applied Art Stream (Credit)	Painting Stream (Credit)	Satisfactory Compulsory (S Grade)	Generic Elective
III	History of Modern Indian Art-I (4)	Advertising (Principles and practices)- III(4)	Oriental Aesthetics-I(4)	-	For Applied: Basics of Visualization-III Basics of Illustration-III Basics of Photography-III (Elective Paper) (except Specialization Sub.) (4) For Painting: Basics of Creative Painting-III Basics of Mural Design-III Basics of Portrait-III Basics of Landscape-III (Elective Paper) (except Specialization Sub.) (4)
		Visualization-III Illustration-III Photography-III (Any one for specialization Subject)(12)	Creative Painting-III Mural Design-III Portrait-III Landscape-III (Any one for specialization Subject)(12)		
Credit in IIIrd Semester = 24	4	4+12=16	4+12=16	-	4
IV	History of Modern Indian Art-II (4)	Advertising (Principles and practices)- IV(4)	Oriental Aesthetics-II (4)	For All Stream: Dissertation & viva voce (4)	For Applied: Basics of Visualization-IV Basics of Illustration-IV Basics of Photography-IV (Elective Paper) (except Specialization Sub.) (4) For Painting: Basics of Creative Painting-IV Basics of Mural Design-IV Basics of Portrait-IV Basics of Landscape-IV (Elective Paper) (except Specialization Sub.)(4)
		Visualization-IV Illustration-IV Photography-IV (Any one for specialization Subject)(12)	Creative Painting-IV Mural Design-IV Portrait-IV Landscape-IV (Any one for specialization Subject)(12)		
Total Credit IVth semester = 28	4	4+12=16	4+12=16	4	4

SEMESTER I

Compulsory Foundation: Compulsory for all streams in programme.

For All Stream

Sr. No.	Course Code	Course Name	Character of Paper (Core/ Non-Core)	Periods				Credit (s)	Evaluation Scheme		
				L	T	P	S		Internal	External	Total
1.	MFA101	History of European Art-I	Core	4	-	-	-	4	40	60	100

Core Course: Compulsory Course Paper for chosen discipline.

Applied Art

2.	MFA102	Advertising (Principles and Practices)-I	Core	4	-	-	-	4	40	60	100
3.	MFA151 MFA152 MFA153	Visualization-I Illustration-I Photography-I (Any one for Specialization Subject)	Core	2	-	20	-	12	50	50	100
4.	MFA171 MFA172 MFA173	Basics of Visualization-I Basics of Illustration-I Basics of Photography-I (Any one for Elective Subject, except specialization subject)	Non-Core	1	-	6	-	4	50	50	100
Total				11	-	26	-	24	180	220	400

Painting

2.	MFA103	Occidental Aesthetics-I	Core	4	-	-	-	4	40	60	100
3.	MFA154 MFA155 MFA156 MFA157	Creative Painting-I Mural Design-I Portrait-I Landscape-I (Any one for Specialization Subject)	Core	2	-	20	-	12	50	50	100
4.	MFA174 MFA175 MFA176 MFA177	Basics of Creative Painting-I Basics of Mural Design-I Basics of Portrait-I Basics of Landscape-I (Any one for Elective Subject, except specialization subject)	Non-Core	1	-	6	-	4	50	50	100
Total				11	-	26	-	24	180	220	400

SEMESTER II

Compulsory Foundation: Compulsory for all streams in programme.

For All Stream

Sr. No.	Course Code	Course Name	Character of Paper (Core/ Non-Core)	Periods				Credit (s)	Evaluation Scheme		
				L	T	P	S		Internal	External	Total
1.	MFA201	History of European Art-II	Core	4	-	-	-	4	40	60	100
2.	MFA291	Seminar & Presentation	Core	-	-	-	8	4	50	50	100

Core Course: Compulsory Course Paper for chosen discipline.

Applied Art

3.	MFA202	Advertising (Principles and Practices)-II	Core	4	-	-	-	4	40	60	100
4.	MFA251 MFA252 MFA253	Visualization-II Illustration-II Photography-II (Any one for Specialization Subject)	Core	2	-	20	-	12	50	50	100
5.	MFA271 MFA272 MFA273	Basics of Visualization-II Basics of Illustration-II Basics of Photography-II (Any one for Elective Subject, except specialization subject)	Non-Core	1	-	6	-	4	50	50	100
Total				11	-	26	8	28	230	270	500

Painting

3.	MFA203	Occidental Aesthetics-II	Core	4	-	-	-	4	40	60	100
4.	MFA254 MFA255 MFA256 MFA257	Creative Painting-II Mural Design-II Portrait-II Landscape-II (Any one for Specialization Subject)	Core	2	-	20	-	12	50	50	100
5.	MFA274 MFA275 MFA276 MFA277	Basics of Creative Painting-II Basics of Mural Design-II Basics of Portrait-II Basics of Landscape-II (Any one for Elective Subject, except specialization subject)	Non-Core	1	-	6	-	4	50	50	100
Total				11	-	26	8	28	230	270	500

SEMESTER III

Compulsory Foundation: Compulsory for all streams in programme.

For All Stream

Sr. No.	Course Code	Course Name	Character of Paper	Periods				Credit (s)	Evaluation Scheme		
			(Core/ Non-Core)	L	T	P	S		Internal	External	Total
1	MFA301	History of Modern Indian Art-I	Core	4	-	-	-	4	40	60	100

Core Course: Compulsory Course Paper for chosen discipline.

Applied Art

2	MFA302	Advertising (Principles and Practices)- III	Core	4	-	-	-	4	40	60	100
3	MFA351	Visualization-III	Core	2	-	20	-	12	50	50	100
	MFA352	Illustration-III									
	MFA353	Photography-III (Any one for Specialization Subject)									
4	MFA371	Basics of Visualization-III	Non-Core	1	-	6	-	4	50	50	100
	MFA372	Basics of Illustration-III									
	MFA373	Basics of Photography-III									
		(Any one for Elective Subject, except specialization subject)									
Total				11	-	20	-	24	180	220	400

Painting

2	MFA303	Oriental Aesthetics-I	Core	4	-	-	-	4	40	60	100
3	MFA354	Creative Painting-III	Core	2	-	20	-	12	50	50	100
	MFA355	Mural Design-III									
	MFA356	Portrait-III									
	MFA357	Landscape-III (Any one for Specialization Subject)									
4	MFA374	Basics of Creative Painting-III	Non-Core	1	-	6	-	4	50	50	100
	MFA375	Basics of Mural Design-III									
	MFA376	Basics of Portrait-III									
	MFA377	Basics of Landscape-III									
		(Any one for Elective Subject, except specialization subject)									
Total				11	-	20	-	24	180	220	400

SEMESTER IV

Compulsory Foundation: Compulsory for all streams in programme.

For All Stream

Sr. No.	Course Code	Course Name	Character of Paper	Periods				Credit (s)	Evaluation Scheme		
				(Core/ Non-Core)	L	T	P		S	Internal	External
1	MFA401	History of Modern Indian Art-II	Core	4	-	-	-	4	40	60	100
2	MFA491	Dissertation & viva voce	Core	-	-	-	8	4	50	50	100

Core Course: Compulsory Course Paper for chosen discipline.

Applied Art

Sr. No.	Course Code	Course Name	Character of Paper	Periods				Credit (s)	Evaluation Scheme		
				(Core/ Non-Core)	L	T	P		S	Internal	External
3	MFA402	Advertising (Principles and Practices)-IV	Core	4	-	-	-	4	40	60	100
4	MFA451	Visualization-IV	Core	2	-	20	-	12	50	50	300
	MFA452	Illustration-IV									
	MFA453	Photography-IV									
		(Any one for Specialization Subject)									
5	MFA471	Basics of Visualization-IV	Non-Core	1	-	6	-	4	50	50	100
	MFA472	Basics of Illustration-IV									
	MFA473	Basics of Photography-IV									
		(Any one for Elective Subject, except specialization subject)									
Total				11	-	26	8	28	230	270	500

Painting

3	MFA403	Oriental Aesthetics-II	Core	4	-	-	-	4	40	60	100
4	MFA454	Creative Painting-IV									
	MFA455	Mural Design-IV									
	MFA456	Portrait-IV									
	MFA457	Landscape-IV									
		(Any one for Specialization Subject)									
			Core	2	-	20	-	12	50	50	100
5	MFA474	Basics of Creative Painting-IV									
	MFA475	Basics of Mural Design-IV									
	MFA476	Basics of Portrait-IV									
	MFA477	Basics of Landscape-IV (Any one for									
		Elective Subject , except specialization subject)									
			Non-Core	1	-	6	-	4	50	50	100
Total				11	-	26	8	28	230	270	500

Elective Courses List

Student have to choose total four (2) course paper (except specialization sub.) From given list, once they have choose (elective sub.), that subject will continue with their part paper for next semester in course.

Sr. No.	Paper Code	For Applied Stream	Paper Code	For Painting Stream	Credit(s)
1	MFA171	Basics of Visualization-I	MFA174	Basics of Creative Painting-I	4
2	MFA271	Basics of Visualization-II	MFA274	Basics of Creative Painting-II	4
3	MFA172	Basics of Illustration-I	MFA175	Basics of Mural Design-I	4
4	MFA272	Basics of Illustration-II	MFA275	Basics of Mural Design-II	4
5	MFA173	Basics of Photography-I	MFA176	Basics of Portrait-I	4
6	MFA273	Basics of Photography-II	MFA276	Basics of Portrait-II	4
7	MFA371	Basics of Visualization-III	MFA177	Basics of Landscape-I	4
8	MFA372	Basics of Illustration-III	MFA277	Basics of Landscape-II	4
9	MFA373	Basics of Photography-III	MFA374	Basics of Creative Painting-III	4
10	MFA471	Basics of Visualization-IV	MFA375	Basics of Mural Design-III	4
11	MFA472	Basics of Illustration-IV	MFA376	Basics of Portrait-III	4
12	MFA473	Basics of Photography-IV	MFA377	Basics of Landscape-III	4
			MFA474	Basics of Creative Painting-IV	4
			MFA475	Basics of Mural Design-IV	4
			MFA476	Basics of Portrait-IV	4
			MFA477	Basics of Landscape-IV	4

NOTE: Student has to complete all Core subjects to obtain the Degree

Master of Fine Arts (M.F.A.) Semester-I

History of European Art-I

Course Code: MFA 101

L T P S C
4 0 0 0 4

Objectives; Understanding western art in historical perspective taking in to account Romanticism to Expressionism.

Objectives: Understanding of European art in historical perspective taking in to account Romanticism to Expressionism.

Unit-1 (Lectures 9)

- **Realism artists** – Honor Daumier, Gustav Courbet, Millet, core

Unit-2 (Lectures 9)

- **Romanticism**–Gericault, Delacroix, Corot

Unit-3 (Lectures 9)

- **Impressionism** –Artists -Edward Manet, -Claude Monet, Camille Pissarro, Degas, Monet, Augusto Renoir
- **Neo Impressionism** – George Seurat

Unit-4 (Lectures 9)

- **Post impressionism artists**- Paul Cezanne, Van – Gogh, Paul Gauguin

Unit-5 (Lectures 9)

- **Fauvism**-artist Henri Matisse, Andre Drain, Georges Rouault.

Reference Books:

1. History of Arts by J.W .Jonson, Thames and Hudson ,London
2. History of Modern art by H.H. Arnason,
3. Through the Ages (Ninth Edition) by Richard G. Tansy,Harcourt publisher,Austrilia,
4. A concise History of Modern painting by Sir Herbert Read Edward ,Kissinger Publication LCC

NOTE- Latest edition of books used.

Master of Fine Arts (M.F.A.) Semester-I

Advertising (Principles and Practices)-I

Course Code: MFA 102

L T P S C
4 0 0 0 4

Objectives: Understanding basic principle of advertising in context to media options.

Unit-1 (Lectures 9)

- **Introduction to Advertising:** Defining Advertising, Functions of Advertising, The target audience, Logo, Logotype, Monogram, Symbol, and Trademark etc.

Unit-2

(Lectures 9)

- **History of Advertising:** Before printing era, printing era and Digital era (modern Era).

Unit-3

(Lectures 9)

- **Social and economic aspects of advertising:** – Advertising business offers employment, Advertising creates demand and consequently a sale, advertising reduces selling cost.

Unit-4

(Lectures 9)

- **Types of Communication:** Audio communication, visual communication and audio-visual communication.

Unit-5

(Lectures 9)

- **Advertising Media:** Print, Radio and T.V. Advertising, merits and demerits of these Medias.

Reference Books:

1. Packaging Design: Graphics, Material Technology by Steven Sonsino, Van Nostrand Reinhold
2. Sign Design: Graphics, Materials & Techniques by Mitzi Sims, John Wiley & Sons Inc
3. Making a Good Layout by Lorisieber & Lisa Balla, North Light Books
4. Type in Use by Alex White, W.W. Norton
5. The Image and the Eye by E.H. Gombrich, Phaidon
6. विज्ञापनतकनीकएवंसिद्धांत : नरेंद्रसिंहयादव, 6 वासं, राजस्थानहिंदीग्रन्थअकादमी

NOTE: Latest edition of books used

Master of Fine Arts (M.F.A.) Semester-I

Visualization-I

Course Code: MFA 151

L T P S C
2 0 20 0 12

Objectives: Understanding of advertising campaign in context to commercial and social advertising

1. Identifying any Commercial Brand
2. Product name, Corporate Identity
3. Developing Brand Guidelines of the Product etc.
4. Developing Campaign on Commercial Brands
5. Extension of the same Campaign in Collaterals, Outdoor and Indoor media and Merchandizing designs and other promotional designs etc.

Sessional Works:

- Two campaigns with 20 works and extension of the same in different mediums.

Reference Books:

1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA
2. User Experience Design by Avian Allan wood, Bloomsbury Publishing India Private Limited, India
3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar by Sagi Haviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York
4. Big Book of Corporate Identity Design by David E. Carter, HBI, US

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continues evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Illustration-I

Course Code: MFA 152

L T P S C
2 0 20 0 12

Objectives: Understanding of the subject and importance of illustrations- Conceptualization, styles and its mediums, developing the skills for professional work.

1. Illustration for different types of publications, Social and Educational subjects, Medical, Industrial and Fashion design etc.
2. Study of different appropriate media.

Sessional works:

- Minimum 2 illustrated books of about 12 Pages and 10 individual Assignments on various topics.
- Free hand sketching minimum- 100 on different topics including human and animal types etc.

Reference Books:

1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions
2. Forensic Art and Illustration by Karen T. Taylor, CRC Press
3. The Joy of Drawing, by Bill Martin, Watson-Guption Publications
4. Drawing and Illustration by Victor Perard, Dover Publication, New York

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continues evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Photography-I

Course Code: MFA 153

L T P S C
2 0 20 0 12

Objectives: Understanding photography basics, Learning with studio equipment's and exploring composition.

- What is Photography and its History
- The basic of camera and their functional
- Types of cameras: SLR, TLR, Compact Amateur Cameras, Digital Camera.
- Image Control and Quality:
Shutter as the controller of light and motion,
Aperture and Depth of Field/Depth of Focus/Circle of Confusion
- Focal length as controller of perspective, depth of field, Hyper focal Distance

Studio based lighting Exercise:

- Working with Studio Lights on lives and still life etc.

Outdoor based Lighting exercise (Shooting in Different Lighting Condition):

- Lighting Techniques: Outdoor, Artificial/Mixed

Lab Work:

- Color correction and Manipulation of photographs

Sessional Works:

- Minimum 20 prints of photographs approximate Minimum Size: 12" x 18"

Reference Books:

1. Complete Introduction to Photography by J. Harris Gable, Illustrated, Read Books
2. The art of digital photography by John Hedgerow, Dorling Kindersley Ltd,
3. The photographer' sude to light by Nigel hicks, illustrated, David & Charles
4. The Everything Photography Book :by Melissa Martin Ellis, 2nd edition, Everything Books
5. Photography by Barbara Jim Stone John Upton, London, 10illustrated, Prentice Hall

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continues evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Basics of Visualization-I

Course Code: MFA 171

L T P S C
1 0 6 0 4

Objectives: Understanding corporate identity in context to brands

1. Developing Corporate Identity (Including product naming, logo, corporate stationery)
2. Developing full page ads on any commercial brand.
3. Extension of the same ads in outdoor media like (Hoarding, gantry, Gate arch, Kiosk, display panels in shops etc.)

Sessional Works:

- Two Corporate stationery on any brands, two full page and one double spread add

Reference Books:

1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airy, (Volume 2), New Riders, USA
2. User Experience Design by avian Allan wood, Bloomsbury Publishing India Private Limited, India
3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar by Sagi Haviv, Tom Geisma, and Ivan Chermayeff, (Volume 4), Print Publishing, New York
4. Big Book of Corporate Identity Design by David E. Carter, HBI,US

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continues evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Basics of Illustration-I

Course Code: MFA 172

L T P S C
1 0 6 0 4

Objectives: Understanding of the subject and importance of illustrations along with the core subject, Conceptualization, styles and its mediums.

1. Book illustration for different publications - such as children story/Educational/Social awareness etc, in any appropriate Media.
2. Illustration in the form of cartoon, subject such as political scenario and social life.

Sessional Works:

- Minimum one book illustration and 5 individual Assignments on various topics.
- Free hand sketching minimum- 30 on different topics including human and animal types etc.

Reference Books:

1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions
2. Forensic Art and Illustration by Karen T. Taylor, CRC Press
3. The Joy of Drawing, by Bill Martin, Watson-Guption Publication
4. Drawing and Illustration by Victor Perard, Dover Publication, New York

NOTE- Latest edition of books used

Evaluation of Practical Examination

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Basics of Photography-I

Course Code: MFA 173

L T P S C
1 0 6 0 4

Objectives: Basic understanding of photography and studio lights.

- What is Photography and its History
- The basic of camera and their function
- Types of cameras: SLR, TLR, Compact Amateur Cameras, Digital Camera.
- Image Control and Quality: Shutter as the controller of light and motion,
- Aperture and Depth of Field/Depth of Focus/Circle of Confusion

Studio based lighting Exercise

- Still Life with Studio Flash Lights (Table Top)

Outdoor based Lighting exercise (Shooting in Different Lighting Condition)

- Lighting Techniques: Outdoor, Artificial/Mixed
- Creative photography (abstract, texture, architectural etc.)

Lab Work:

- Color correction and Manipulation of photographs.

Sessional works:

- 10 Prints of photographs in approximate Size: 12" x 18" (Minimum)

Reference Books:

1. Complete Introduction to photography by J. Harris Gable, Illustrated, Read Books
2. The art of digital photography by John Hedgerow, Dorling Kindersley Ltd
3. Outdoor photography :Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic
4. The photographer's guide to light by Niger hicks, illustrated, David & Charles
5. The Everything Photography Book: by Melissa Martin Ellis, 2nd edition, Everything Books
6. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
7. Close-up photography by Michael Freeman, illustrated, The Ilex Press

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project.

This continues evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Occidental Aesthetics-I

Course Code: MFA 103

L T P S C
4 0 0 0 4

Objective - A study of the elements of occidental Aesthetics and philosophy of different philosophers.

Unit-1

(Lectures 9)

- **Italian thoughts**-Philosopher –Dante-(Beauty lies in profound truth)

Unit-2

(Lectures 9)

- **Francis Thought**- French philosopher – Francis Bacon, Rene Descartes

Unit-3

(Lectures 9)

- **Russian point of view**- on beauty
- **German thoughts**- Philosopher: Baumgarten -philosophy of art as Aesthetics

Unit-4

(Lectures 9)

- **Kant**-- The theory of Kant is link between feeling and reason. Schopenhauer, Shelling, Winkel man, Lessing, Nietzsche.

Unit-5

(Lectures 9)

- **British thought on Beauty**: Philosopher-Beken, Edison, Hume, Views of this philosopher on Art and beauty.

Reference Books:

1. Encyclopedia of Aesthetics, Edited by Michal Kelly –Oxford University press
2. Aesthetics meaning by Rekha J heanj i ,Ajanta Publication , vol 3rd
3. Philosophy of art by Aldrich virgil, Prentice Hall
4. The pursuit of Comparative Aesthetics(An Interface between West) by Dr. Mazhar Hussain,Robert Wilkson , Ashgate publishing Company , U.S.A

NOTE- Latest edition of books used

Master of Fine Arts (M.F.A.) Semester-I

Creative Painting-I

Course Code: MFA 154

L T P S C
2 0 20 0 12

Objectives: The student has to develop his/her own style and ideas in the field.

- Creative expression in figurative or non-figurative Style on social, political, Mythological, intuitional and contemporary thought etc. with oil/Acrylic/Mix media Study of Color/Form/Texture on Canvas.

Medium: Oil/Water/ Acrylic color on canvas etc.

Minimum Size: 30" x 36"

Sessional Works:

- 10 Finished Painting (Minimum)
- 200 Sketches (Minimum)

Reference Books:

1. The Creative Drawing Course, by- Richard Taylor, edition-1st Reprint, David and Charles Ltd, Cincinnati, Ohio
2. Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Edition 1st , Rajkamal Prakashan Ltd., New Delhi
3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Mural Design-I

Course Code: MFA 155

L T P S C
2 0 20 0 12

Objectives: The student has to develop his/her own style and ideas in the field.

- Meaning and material value, social value of Mural Painting: Traditional Technique (Jaipur/Fresco Bono/Sacco) of Mural in figurative Style on social, Mythological, and Literary etc. subjects on board.

Medium: Tempera / Acrylic color on Board/Tile/Wall etc.

Minimum Size: 30" x 36"

Sessional Works:

- 10 Murals(Minimum)
- 100 Sketches (Minimum)

Reference Books:

1. बाटिककला : डा. अब्दुलमाजिद, राजस्थानहिंदीग्रन्थअकादमी, जयपुर
2. Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester- I

Portrait-I

Course Code: MFA 156

L T P S C
2 0 20 0 12

Objectives: study of portraits of different moods with the experiment light and shades etc.

Medium: Oil /Water /Acrylic etc.

Minimum Size: 30” x 40”

Sessional Works:

- 15 Canvas Portraits (Minimum)
- 200 Sketches (Minimum)

Reference Books:

1. Art school Portraits by- jack Buchan and Jonathan baker, Edition-1rst Reprint, Reed Book Limited, London
2. Anatomy & Figure Drawing, by- Viva foster, Edition-1rst, Oceana Books, London
3. The Creative Drawing Course by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Landscape-I

Course Code: MFA 157

L T P S C
2 0 20 0 12

Objectives: To develop the skill of observation, imagination, creation required for the expressions of creative landscapes with the study of the different forms and colours of different nature.

- Study of forms, color and different type of perspective showing a particular time of day i.e. day or night.

Medium: Oil/Water/ Tempera etc.

Minimum Size: 30” x 22”

Sessional Works:

- 15 Landscapes
- 100 Sketches

Reference Books:

1. Fundamentals of Drawing & Painting by- Richard Taylor, Edition-1st, Amber books Ltd, London
2. Seeing & Drawing by mason Hayek, Edition-1st Reprint, Sterling Publishing Co., New York
3. Sketch Book, by Milind mulick, Edition- 1st Reprint, Jyotsana Prakashan, Pune
4. Oil painting develop your natural ability by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Basics of Creative Painting-I

Course Code: MFA 174

L T P S C
1 0 6 0 4

Objectives: The student has to develop his/her own style and ideas in the field.

- In water color, colored pencils or colored inks. Extension of Painting II Arrangements of figures and forms in pictorial space, expression of specific mood and emotions. Assignments should be based on realistic forms.

Medium: Oil/Water/ Acrylic color on canvas etc.

Minimum Size: 30" x 36"

Sessional Works:

- 10 Painting
- 200 Sketches

Reference Books:

1. The Creative Drawing Course, by- Richard Taylor, edition-1st Reprint, David and Charles Ltd, Cincinnati, Ohio
2. Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Edition 1st, Rajkamal Prakashan Ltd., New Delhi
3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Basics of Mural Design-I

Course Code: MFA 175

L T P S C
1 0 6 0 4

Objectives: The student has to develop his/her own style and ideas in the field.

- Mosaic, Direct and Indirect methods, Designs, Materials and Techniques.

Medium: Tempera / Acrylic color on Board/Tile/Wall etc.

Minimum Size: 30” x 36”

Sessional Works:

- 5 Murals (Minimum)
- 100 Sketches (Minimum)

Reference Books:

1. बाटिककला : डा. अब्दुलमाजिद, राजस्थानहिंदीग्रन्थअकादमी, जयपुर
2. Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester- I

Basics of Portrait-I

Course Code: MFA 176

L T P S C
1 0 6 0 4

Objectives: Detailed study of human head (male and female) with light and shade in monochrome.

Medium: Oil /Water /Acrylic etc.

Minimum Size: 30” x 40”

Sessional Works:

- 5 Portraits (Minimum)
- 100 Sketches (Minimum)

Reference Books:

1. Art school Portraits by- Jack Buchan and Jonathan Baker, Edition-1st Reprint, Reed Book Limited, London
2. Anatomy & Figure Drawing, by- Viv Foster, Edition-1st, Oceana Books, London
3. The Creative Drawing Course by- Richard Taylor, Edition-1st Reprint, David and Charles Ltd, Cincinnati, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continuous evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the college premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-I

Basics of Landscape-I

Course Code: MFA 177

L T P S C
1 0 6 0 4

Objectives: Landscapes of clouds trees, bushes, river and rocks etc. in monochrome.

Medium: Oil/Water/ Tempera etc.

Minimum Size: 30" x 22"

Sessional Works:

- 5 Landscapes
- 50 Sketches

Reference Books:

1. Fundamentals of Drawing & Painting by Richard Taylor, Edition-1st, Amber books Ltd, London
2. Seeing & Drawing by mason Hayek, Edition-1st Reprint, Sterling Publishing Co., New York
3. Sketch Book, by Milind mulick, Jyotsana Prakashan, Pune
4. Oil painting develop your natural ability by Charles sovek, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II

History of European Art-II

Course Code: MFA 201

L T P S C
4 0 0 0 4

Objectives: Understanding of European artist and their creativity.

- Unit-1** (Lectures 9)
- **Cubism-** Definition, trend and tendency
 - **Artist-**George –Braque and Pablo Picasso.
- Unit-2** (Lectures 9)
- **Expressionism-** Ferdinand Hodler, Edward Munch, James Ensor,
 - **Blue Reiter Group-** Wassily Kandinsky, Paul Klee.
- Unit-3** (Lectures 9)
- **Dadaism artists -** Marcel Duchamp, Picabia Francis.
- Unit-4** (Lectures 9)
- **Surrealism-** Salvador Dali, Max Ernst, Joan Miro
 - Bauhaus movement, Navis movement
- Unit-5** (Lectures 9)
- Abstract Art, Pop Art, Opp Art, Installation art.

Reference Books:

1. History of Arts by J.W .Janson, Thames and Hudson ,London
2. History of Modern art by H.H. Arnason, 7TH Edition, publisher Pearson
3. Through the Ages (Ninth Edition) by Recharad G. Tansy, Harcourt publisher,Austrilia
4. A concise History of Modern painting by Sir Herbert Read Edward ,Kessinger Publication LCC

NOTE- Latest edition of books used

Master of Fine Arts (M.F.A.) Semester-II Seminar & Presentation

Course Code: MFA 291

L T P S C
0 0 0 8 4

Instructions/ Course of Study:

- Submitting of the synopsis of seminar paper to the guide
- Presentation of seminar

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): The evaluation would be done by concern faculty on basis of research content of synopsis and presentation.

Research	Viva	Total (Internal)
30 Marks	20 Marks	50 Marks

External Evaluation (50 %Marks): The candidate will present their synopsis in front of external examiner and answer their queries.

Research	Viva	Total (External)
30 Marks	20 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II

Advertising (Principles and Practices)-II

Course Code: MFA 202

L T P S C
4 0 0 0 4

Objectives: Role of marketing research in modern advertising agency highlighting the marketing channel etc.

Unit-1 (Lectures 9)

- **Modern Advertising agencies and its structure:** Advertising Agency and its functions, Structure of an Advertising Agency, Services rendered by an Advertising Agency.

Unit-2 (Lectures 9)

- **Advertising and Marketing;** Introduction of marketing, marketing concept, marketing process.

Unit-3 (Lectures 9)

- **Marketing channel of distribution,** marketing mix, 4 P's of marketing: Packaging, Insurance, Transportation, Pricing. Direct marketing and its strategies.

Unit-4 (Lectures 9)

- **Market Segmentation** – Definition, Bases of market segmentation, Importance of Market Segmentation.

Unit-5 (Lectures 9)

- **Marketing and Market Research** – Consumer reaction, Motivational research, Brand image, integrated marketing Communication (IMC).

Reference Books:

1. Packaging Design: Graphics, Material Technology by Steven Sonsino, Van Nostrand Reinhold
2. Sign Design: Graphics, Materials & Techniques by Mitzi Sims, John Wiley & Sons Inc
3. Making a Good Layout by Lorisieber & Lisa Balla, North Light Books
4. Type in Use by Alex White, W.W. Norton
5. The Image and the Eye by E.H. Gombrich, Phaidon
6. विज्ञापनतकनीकएवंसिद्धांत : नरेंद्रसिंहयादव, 6 वासं, राजस्थानहिंदीग्रन्थअकादमी

NOTE- Latest edition of books used

Master of Fine Arts (M.F.A.) Semester-II Visualization-II

Course Code: MFA 251

L T P S C
2 0 20 0 12

Objectives: Understanding of advertising campaign in context of advertising promotional materials

1. Identifying any Commercial Brand and different Social aspects present in the society
2. Product name, Corporate Identity
3. Developing Campaign
4. Extension of the same Campaign in Collaterals, Outdoor and Indoor media and Merchandizing designs and other promotional designs etc
4. Shooting the commercial product or idea on social aspects on any two above mentioned campaigns.

Sessional Works:

- Two campaign with Minimum 3 teaser ads, 1 launch ad. and 3 follow ups ad.
- Two merchandising designs

Reference Books:

1. Logo Design Love: A Guide to Creating Iconic Brand Identities by, (Volume 2), New Riders, USA
2. User Experience Design by avin Allanwood, Bloomsbury Publishing India Private Limited, India
3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar by Sagi Haviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York
4. Big Book of Corporate Identity Design by David E. Carter, HBI,US

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II

Illustration-II

Course Code: MFA 252

L T P S C
2 0 20 0 12

Objectives: Understanding the type of illustrations, Conceptualization, styles and its mediums, developing the skills for professional work.

1. Illustration in the form of cartoon, subject such as political scenario and social aspects.
2. Study of different appropriate media.
3. Illustrations for E-Learning projects, illustrative magazine book covers design.
4. Story board for creative TVC or social awareness.

Sessional works:

- Minimum 1 One story board and 10 individual Assignments on various topics.
- Free hand sketching minimum- 100 on different topics including human and animal types etc.

Reference Books:

1. The Storyboard Artist by Giuseppe Cristiana, Michael Wiese Productions
2. Forensic Art and Illustration by Karen T. Taylor, CRC Press
3. The Joy of Drawing, by Bill Martin, Watson-Gustily Publications,
4. Drawing and Illustration by Victor Perard, Dover Publication, New York

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II

Photography-II

Course Code: MFA 253

L T P S C
2 0 20 0 12

Objectives: Learning and exploring composition with different type of lens.

- Composition Rules:
- Exposure, Characteristic response to light, Film sensitivity (ISO)
- The Lens: Its use in making image.
- Lenses and their classification: Tele, Normal, Wide, Zoom lenses Micro, Fish-Eye, and supplementary lens

Studio based lighting Exercise:

- Product Shoot (Table Top)

Outdoor based Lighting exercise (Shooting in Different Lighting Condition):

- Exploring Composition & portraits.
- Architectural/ Monumental Photography

Lab Work:

- Portrait cleaning and enhancing

Sessional Works:

- Minimum 20 prints of photographs approximate Minimum Size: 12” x 18”

Reference Books:

1. Complete Introduction to Photography by J. Harris Gable, Illustrated, Read Books
2. The art of digital photography by John Hedgerow, Dorling Kindersley Ltd
3. Outdoor photography :Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic
4. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
5. The Everything Photography Book :by Melissa Martin Ellis, 2nd edition, Everything Books
6. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
7. Close-up photography by Michael Freeman, illustrated, The Ilex Press

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II Basics of Visualization-II

Course Code: MFA 271

L T P S C
1 0 6 0 4

Objectives: Developing various advertising mediums

1. Developing folder design on any commercial brand
2. Extension of the same in in prints ads
3. Creating Info Graphics poster design with simple vector forms

Sessional Works:

- Three Folder designs
- Two posters and two half page ads.

Reference Books:

1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA
2. User Experience Design by avin Allanwood, Bloomsbury Publishing India Private Limited, India
3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar by Sagi Haviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York
4. Big Book of Corporate Identity Design by David E. Carter, HBI, US

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II Basics of Illustration-II

Course Code: MFA 272

L T P S C
1 0 6 0 4

Objectives: Developing the type of illustrations, Conceptualization, styles and its mediums,

1. Illustration in the form of cartoon, subject such as political scenario and social life.
2. Study of different appropriate media.
3. Book illustration for different publications.

Sessional works:

- Minimum one book illustration, and 6 individual Assignments on various topics.
- Free hand sketching minimum- 30 on different topics including human and animal types etc.

Reference Books:

1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions
2. Forensic Art and Illustration by Karen T. Taylor, CRC Press
3. The Joy of Drawing, by Bill Martin, Watson-Guption Publications
4. Drawing and Illustration by Victor Perard, Dover Publication, New York

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II

Basics of Photography-II

Course Code: MFA 273

L T P S C
1 0 6 0 4

Objectives: Understanding composition basic and exploring.

- Composition rules:
- The Lens: Its use in making image.
- Lenses and their classification: Tele, Normal, Wide, Zoom lenses Micro, Fish-Eye, and supplementary lens.

Studio based lighting Exercise

- Studio Portraits
- Product Shoot (Table Top)

Outdoor based lighting exercise (Shooting in Different Lighting Condition)

- Creative photography (abstract, texture, architectural etc.)
- Composition & portraits
- Landscape Photography

Lab work:

- Color correction and Manipulation
- Cleaning and enhancing

Sessional works:

- 10 Prints of photographs in approximate Size: 12” x 18” (Minimum)

Reference Books:

1. Complete Introduction to Photography by J. Harris Gable, Illustrated, Read Books
2. The art of digital photography by John Hedgecoe, Dorling Kindersley Ltd
3. Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic
4. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
5. The Everything Photography Book: by Melissa Martin Ellis, 2nd edition, Everything Books
6. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
7. Close-up photography by Michael Freeman, illustrated, The Ilex Press

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II

Occidental Aesthetics-II

Course Code: MFA 203

L T P S C
4 0 0 0 4

Objective - A study of Occidental Aesthetics and philosophy of different philosophers.

Unit-1 (Lectures 9)

- Principles of art appreciation.

Unit-2 (Lectures 9)

- Detail study of Modern Philosophers and their views on Art, beauty and Aesthetics

Unit-3 (Lectures 9)

- Croce (Art as intuition and expression)
- Herbert Read---Art as form or design

Unit-4 (Lectures 9)

- **Clive Bell**- Significant form
- **Tolstoy**- Art is expression of emotions

Unit-5 (Lectures 9)

- Clivebell, Emresson.

Reference Books:

1. Encyclopedia of Aesthetics, Edited by Michal Kelly –Oxford University press
2. Aesthetics meaning by Rekha J heanj i ,Ajanta Publication
3. Philosophy of art by Aldrich virgil, Prentice Hall
4. The pursuit of Comparative Aesthetics(An Interface between West) by Dr. Mazhar Hussain,Robert Wilkson, Ashgate publishing Company , U.S.A

NOTE- Latest edition of books used

Master of Fine Arts (M.F.A.) Semester-II

Creative Painting-II

Course Code: MFA 254

L T P S C
2 0 20 0 12

Objectives: The student has to develop his/her own style and ideas in the field.

- Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect including abstract expressionism, projects with emphasis on independent creative work.

Medium: Oil/Water/ Acrylic color on canvas etc.

Minimum Size: 30" x 36"

Sessional Works:

- 10 Finished Painting (Minimum)
- 200 Sketches (Minimum)

Reference Books:

1. The Creative Drawing Course, by- Richard Taylor, edition-1st Reprint, David and Charles Ltd, Cincinnati, Ohio
2. Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Edition 1st, Rajkamal Prakashan Ltd., New Delhi
3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II Mural Design-II

Course Code: MFA 255

L T P S C
2 0 20 0 12

Objectives: The student has to develop his/her own style and ideas in the field.

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

Medium: Tempera / Acrylic color on Board/Tile/Wall etc.

Minimum Size: 30" x 36"

Sessional Works:

- 10 Murals (Minimum)
- 100 Sketches (Minimum)

Reference Books:

1. बाटिककला : डा. अब्दुलमाजिद, राजस्थानहिंदीग्रन्थअकादमी, जयपुर
2. Mosaic Artists by- Viva Foster, Edition- 1rst Reprint, Quantum Books London

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester- II

Portrait-II

Course Code: MFA 256

L T P S C
2 0 20 0 12

Objectives: Developing the skills of showing the age effects in portraits.

Medium: Oil /Water /Acrylic etc.

Minimum Size: 30” x 40”

Sessional Works:

- 15 Canvas Portraits (Minimum)
- 200 Sketches (Minimum)

Reference Books:

1. Art school Portraits by- jack Buchan and Jonathan baker, Edition-1rst Reprint, Reed Book Limited, London
2. Anatomy & Figure Drawing, by- Viv foster, Edition-1rst, Oceana Books, London
3. The Creative Drawing Course by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II

Landscape-II

Course Code: MFA 257

L T P S C
2 0 20 0 12

Objectives: Developing the sense to feel an atmosphere through direct experiences. i.e. village, Town or city.

Medium: Oil/Water/ Tempera etc.

Minimum Size: 30” x 22”

Sessional Works:

- 15 Landscapes
- 100 Sketches

Reference Books:

1. Fundamentals of Drawing & Painting by Richard Taylor, Edition-1st, Amber books Ltd, London
2. Seeing & Drawing by mason Hayek, Edition-1st Reprint, Sterling Publishing Co., New York
3. Sketch Book, by Milind mulick, Edition- 1st Reprint, Jyotsana Prakashan, Pune.
4. Oil painting develop your natural ability by Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II

Basics of Creative Painting-II

Course Code: MFA 274

L T P S C
1 0 6 0 4

Objectives: The student has to develop his/her own style and ideas in the field.

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

Medium: Oil/Water/ Acrylic color on canvas etc.

Minimum Size: 30" x 36"

Sessional Work

(1) Finished Painting – Minimum 10

(2) Sketches - Minimum 200

Reference Books:

1. The Creative Drawing Course, by- Richard Taylor, David and Charles Ltd, Cincinnati, Ohio
2. Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Rajkamal Prakashan Ltd., New Delhi
3. Oil painting develop your natural ability, by- Charles sovek, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II Basics of Mural Design-II

Course Code: MFA 275

L T P S C
1 0 6 0 4

Objectives: The student has to develop his/her own style and ideas in the field.

- Selection of sight for Mural and study of different Mural Medias. Jaipur wet fresco process. Mosaic and Ceramics tiles.

Medium: Tempera / Acrylic color on Board/Tile/Wall etc.

Minimum Size: 30” x 36”

Sessional Works:

- 5 Murals (Minimum)
- 100 Sketches (Minimum)

Reference Books:

1. बाटिककला : डा. अब्दुलमाजिद, राजस्थानहिंदीग्रन्थअकादमी, जयपुर
2. Mosaic Artists by- Viv Foster, Edition- 1st Reprint, Quantum Books London

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester- II

Basics of Portrait-II

Course Code: MFA 276

L T P S C
1 0 6 0 4

Objectives: Detailed study of male and female portraits.

Medium: water colour/ poster colour.

Minimum Size: 30” x 40”

Sessional Works:

- 5 Portraits (Minimum)
- 100 Sketches (Minimum)

Reference Books:

1. Art school Portraits by- Jack Buchan and Jonathan Baker, Edition-1st Reprint, Reed Book Limited, London
2. Anatomy & Figure Drawing, by- Viv Foster, Edition-1st, Oceana Books, London
3. The Creative Drawing Course by- Richard Taylor, Edition-1st Reprint, David and Charles Ltd, Cincinnati, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continuous evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the college premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-II Basics of Landscape-II

Course Code: MFA 277

L T P S C
1 0 6 0 4

Objectives: Landscape painting in polychrome and natural colour of surroundings, study of clouds trees, bushes, river and rocks etc.

Medium: Oil/Water/ Tempera etc.

Minimum Size: 30” x 22”

Sessional Works:

- 5 Landscapes
- 50 Sketches

Reference Books:

1. Fundamentals of Drawing & Painting by Richard Taylor, Edition-1st, Amber books Ltd, London
2. Seeing & Drawing by mason Hayek, Edition-1st Reprint, Sterling Publishing Co., New York
3. Sketch Book, by Milind mulick, Edition- 1st Reprint, Jyotsana Prakashan, Pune .
4. Oil painting develop your natural ability by Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III

History of Modern Indian Art-I

Course Code: MFA 301

L T P S C
4 0 0 0 4

Objectives: Understanding modern Indian art in historical perspective

Unit-1 (Lectures 9)

- Essence and impact of modern art
- Define- disciplines of visual art painting, Applied and sculpture.

Unit-2 (Lectures 9)

- Define- Tantric art, Folk art, Traditional art and Modern art.

Unit-3 (Lectures 9)

- Development of Indian Modern art since 1850 British impacts and important art institutions and artists.

Unit-4 (Lectures 9)

- **Schools of art at Metropolitan cities** – Madras, Calcutta, Bombay, Lahore colonial educational policy - 1835 of Thomas B. Macaulay.
- **Important art schools** – Govt. Art School, Madras, Govt. Art School, Calcutta, and Sir JJ School of Art.

Unit-5 (Lectures 9)

- Pre independence of art trends in India
- Bombay art society, AIFACS, New Delhi, Raja Ravi Verma.

Reference Books:

1. Indian Art by Parth Mitra , New york
2. Contemporary Indian Art by Geeta Kapoor, National Book Trust ,New Delhi
3. Pictorial Space by Geeta Kapoor, Asia art and Archives, New Delhi
4. समकालीनभारतीयचित्रकला: अशोकभूमिका, अंकितप्रकाशन

NOTE- Latest edition of books used

Master of Fine Arts (M.F.A.) Semester-III

Advertising (Principles and Practices)-III

Course Code: MFA 302

L T P S C
4 0 0 0 4

Objectives: Highlighting the process of campaign planning and role of copy and illustration in campaign process.

- Unit -1** (Lectures 9)
- **Campaign planning:** Objectives and basic principles – Campaign objectives, Steps in Advertising Campaign Planning, Factors influencing the planning of advertising campaign, Advertising Appeal, Role of Appeal.
- Unit-2** (Lectures 9)
- **Process of Advertising;** Visualization, Layout & Layout stages.
- Unit-3** (Lectures 9)
- **Creative side of the Advertising** – What is creative Advertising, Creative concept, Strategy and Creativity, Creative thinking, Art direction, Creative brief. Science & Creativity.
- Unit-4** (Lectures 9)
- **Copy:** – Introduction, Role of copy in Advertising, types of copy, Element of copy: headlines, sub headlines, body copy etc.
- Unit-5** (Lectures 9)
- **Illustration:** Illustration & Drawings in Advertising, Role of photography.

Reference Books:

1. Packaging Design: Graphics, Material Technology by Steven Sonsino, Van Nostrand Reinhold
2. Sign Design: Graphics, Materials & Techniques by Mitzi Sims, John Wiley & Sons Inc
3. Making a Good Layout by Lorisieber & Lisa Balla, North Light Books
4. Type in Use by Alex White, W.W. Norton
5. The Image and the Eye by E.H. Gombrich, Phaidon
6. विज्ञापनतकनीकएवंसिद्धांत : नरेंद्रसिंहयादव, 6 वासं, राजस्थानहिंदीग्रन्थअकादमी

NOTE- Latest edition of books used

Master of Fine Arts (M.F.A.) Semester-III

Visualization-III

Course Code: MFA 351

L T P S C
2 0 20 0 12

Objectives: Understanding the local market and identifying the live clients present in the market

1. Identifying any 2 live clients present in the nearby market
2. Interacting with the client and work on the brief.
3. Submitting the proof of the final work published in any media in hard or soft copy

Sessional Works:

- Two product catalogue
- Three advertising campaigns

Reference Books:

1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA
2. User Experience Design by avin Allanwood, Bloomsbury Publishing India Private Limited, India
3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar by Sagi Haviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York
4. Big Book of Corporate Identity Design by David E. Carter, HBI,US

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III Illustration-III

Course Code: MFA 352

L T P S C
2 0 20 0 12

Objectives: Developing the various type of illustrations, Conceptualization, styles and its mediums, mounting the skills for high end Industry Oriented work.

1. Character design for Game, Character model sheet, Backgrounds and props etc. with the help of manual and digital work. * Basic windows, Adobe Photoshop, Adobe Flash, Illustrator etc.
2. Comic book illustrations.
3. Story board for creative TVC or social awareness

Sessional works:

- Minimum one Comic book illustration or one TVC and 10 individual Assignments on various topics.
- Free hand sketching minimum- 50 on different topics including human and animal types etc.

Reference Books:

1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions
2. Forensic Art and Illustration by Karen T. Taylor, CRC Press
3. The Joy of Drawing, by Bill Martin, Watson-Guption Publications
4. Drawing and Illustration by Victor Perard, Dover Publication, New York

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III

Photography-III

Course Code: MFA 353

L T P S C
2 0 20 0 12

Objectives: Learning and exploring camera shots and its digital manipulation.

- Accessories in Shooting pictures, Flash, Tripod, Light Meter, Studio, Flash lights, Soft Box, Auto pole etc.
- Lighting Techniques: Indoor, Outdoor, Artificial/Mixed
- White balance: Day light, Shadow, Cloudy, Tungsten, florescent etc.

Studio based lighting Exercise:

- Model shoot

Outdoor based Lighting exercise (Shooting in Different Lighting Condition):

- Model shoot
- Travel & wild life photography
- Micro Photography

Lab Work:

- Working with RAW photographs
- Making of HDR images

Sessional Works:

- Minimum 20 prints of photographs approximate Minimum Size: 12” x 18”

Reference Books:

1. Complete Introduction to Photography by J. Harris Gable, Illustrated, Read Books
2. The art of digital photography by John Hedgecoe, Dorling Kindersley Ltd
3. Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic
4. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
5. The Everything Photography Book: by Melissa Martin Ellis, 2nd edition, Everything Books
6. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
7. Close-up photography by Michael Freeman, illustrated, The Ilex Press

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)

35 Marks	15 Marks	50 Marks
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Master of Fine Arts (M.F.A.) Semester-III Basics of Visualization III

Course Code: MFA 371

L T P S C
1 0 6 0 4

Objectives: Understanding various icon designs and product packaging elements

1. Creating simple Icons and Unit designs with vector forms
2. Simple Packaging designs in single and 4 colour
3. Product design in vector or raster forms

Reference Books:

1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA
2. User Experience Design by Avinash Banerjee, Bloomsbury Publishing India Private Limited, India
3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar by Sagi Haviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York
4. Big Book of Corporate Identity Design by David E. Carter, HBI, US

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III Basics of Illustration-III

Course Code: MFA 372

L T P S C
1 0 6 0 4

Objectives: Developing the various type of illustrations, Conceptualization, styles and its mediums, mounting the skills for high end Industry Oriented work.

1. One comic book (10 page + Cover page)
2. Illustrative magazine book covers design.
3. To create different type of illustration Like-
 - (I) Architectural illustrations
 - (II) Editorial illustrations
 - (III) Fashion illustration
 - (IV) Industrial illustration

Submission:

- (i) Minimum submission would be 1 illustrated comic book of at least 12 Pages and 20 individual Assignments on various types of illustrations.
- (ii) Free hand sketching - 350
- (iii) Drawing – 15. (Full figure human study, portrait, animal study etc.)

Reference Books:

1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions
2. Forensic Art and Illustration by Karen T. Taylor, CRC Press
3. The Joy of Drawing, by Bill Martin, Watson-Guption Publications
4. Drawing and Illustration by Victor Perard, Dover Publication, New York

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III

Basics of Photography -III

Course Code: MFA 373

L T P S C
1 0 6 0 4

Objectives: Exploring shots and its digital manipulation.

Contents: White balance: Day light, Shadow, Cloudy, Tungsten, florescent etc.

- Image formats: RAW, JPEG, TIFF, PNG etc.

Studio based lighting Exercise

- Model Shoot

Outdoor based Lighting exercise (Shooting in Different Lighting Condition)

- Landscape Photography
- Architectural/ Monumental Photography
- Micro Photography

Lab Work (Tutorial)

- Color correction of photographs
- Manipulation and correction of digital image
- Portrait cleaning and enhancing
- Working with RAW photographs

Assignments

- Landscape photography
- Portrait Photography
- Architectural photography
- Digital manipulation Composition
- Micro photography
- Creative photography (abstract, texture, architectural etc.)

I. Number of Prints is minimum 20 in each Semester (Minimum Size: 12” x 18”)

II. Free hand sketching – 500

Reference Books:

1. Complete Introduction to Photography by J. Harris Gable, Illustrated, Read Books
2. The art of digital photography by John Hedgecoe, Dorling Kindersley Ltd
3. Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic
4. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
5. The Everything Photography Book: by Melissa Martin Ellis, 2nd edition, Everything Books
6. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
7. Close-up photography by Michael Freeman, illustrated, The Ilex Press

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III

Oriental Aesthetics-I

Course Code: MFA 303

L T P S C
4 0 0 0 4

Objectives; Understanding Indian Aesthetics with the reference of Rasa.

Unit-1 (Lectures 9)

- Aspects of Indian Aesthetics, Beauty and pleasure, Rasa and pleasure, Beauty of Indian literature.

Unit-2 (Lectures 9)

- Bharat Muni and his Natya Shastra.

Unit-3 (Lectures 9)

- **Genesis of rasa:** Markande Muni and ninth Shant Rasa, Source of Rasa.

Unit-4 (Lectures 9)

- **Bhava:** Definition and kind (Bhava, vibhava, Anubhava Sanchari Bhava, Sthai Bhava , Alamban Uddipan)

Unit-5 (Lectures 9)

- **Philosopher** –Bharata Muni, Markande Muni, Abhinav Gupta. Kind and meaning of Rasa.

Reference Books:

1. Encyclopedia of Aesthetics ,Edited by Michal Kelly –Oxford University press
2. Aesthetics meaning by Rekha J heanji, Ajanta
3. Philosophy of art by Aldrich virgil, Prentice Hall , Aesthetics Theory and Art by Ranjhan .k .Ghosh

NOTE- Latest edition of books used

Master of Fine Arts (M.F.A.) Semester-III

Creative Painting-III

Course Code: MFA 354

L T P S C
2 0 20 0 12

Objectives: The student has to develop his/her own style and ideas in the field.

- Creative paintings in different media. Study of 3-D working space in different material value, context and meaning. Students have to experiment in different media and material. The emphasis is on the conceptualization and experimentation and making personal statement.

Medium: Oil/Water/ Acrylic color on canvas etc.

Minimum Size: 30” x 36”

Sessional Works:

- 10 Finished Painting (Minimum)
- 200 Sketches (Minimum)

Reference Books:

1. The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio
2. Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Edition 1rst , Rajkamal Prakashan Ltd., New Delhi
3. Oil painting develop your natural ability, by- Charles sovek, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III

Mural Design-III

Course Code: MFA 355

L T P S C
2 0 20 0 12

Objectives: The student has to develop his/her own style and ideas in the field.

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

Medium: Tempera / Acrylic color on Board/Tile/Wall etc.

Minimum Size: 30" x 36"

Sessional Works:

- 10 Murals (Minimum)
- 100 Sketches (Minimum)

Reference Books:

1. बाटिककला : डा. अब्दुलमाजिद, राजस्थानहिंदीग्रन्थअकादमी, जयपुर
2. Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester- III Portrait-III

Course Code: MFA 356

L T P S C
2 0 20 0 12

Objectives: Developing the skills to show the people from different professions, religions and states.

Medium: Oil /Water /Acrylic etc.

Minimum Size: 30” x 40”

Sessional Works:

- 15 Canvas Portraits (Minimum)
- 200 Sketches (Minimum)

Reference Books:

1. Art school Portraits by- jack Buchan and Jonathan baker, Edition-1rst Reprint, Reed Book Limited, London
2. Anatomy & Figure Drawing, by- Viv foster, Edition-1rst, Oceana Books, London
3. The Creative Drawing Course by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III

Landscape-III

Course Code: MFA 357

L T P S C
2 0 20 0 12

Objectives: developing the skills to feel and express a landscape from nature through life and imagination as well. Study of a part of nature with environmental effects .i.e. forest, sea, sky and mountain.

Medium: Oil/Water/ Tempera etc.

Minimum Size: 30” x 22”

Sessional Works:

- 15 Landscapes
- 100 Sketches

Reference Books:

1. Fundamentals of Drawing & Painting by Richard Taylor, Edition-1st, Amber books Ltd, London
2. Seeing & Drawing by mason Hayek, Edition-1st Reprint, Sterling Publishing Co., New York
3. Sketch Book, by Milind mulick, Edition- 1st Reprint, Jyotsana Prakashan, Pune
4. Oil painting develop your natural ability by Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III

Basics of Creative Painting III

Course Code: MFA 374

L T P S C
1 0 6 0 4

Objectives: The student has to develop his/her own style and ideas in the field.

- Composition with exploration of various phases of contemporary painting and aesthetic principles in order to develop a distinct personal style.

Medium: Oil/Water/ Acrylic color on canvas etc.

Minimum Size: 30” x 36”

Sessional Work

- (1) Finished Painting – Minimum 10
- (2) Sketches - Minimum 200

Reference Books:

1. The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio
2. Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Edition 1rst , Rajkamal Prakashan Ltd., New Delhi
3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III Basics of Mural Design III

Course Code: MFA 375

L T P S C
1 0 6 0 4

Objectives: The student has to develop his/her own style and ideas in the field.

- Study of creative Mural in any style and medium such as – collage, Relief, Glass, Folk and Tiles mural with, cement, clay or Plaster of Paris.

Medium: Tempera / Acrylic color on Board/Tile/Wall etc.

Minimum Size: 30” x 36”

Sessional Work

(1) Finished Mural – Minimum 10

(2) Sketches - Minimum 100

Reference Books:

1. बाटिककला: डा. अब्दुल माजिद, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर
2. Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester- III

Basics of Portrait-III

Course Code: MFA 376

L T P S C
1 0 6 0 4

Objectives: Study of human head emphasizing main characteristics of the person.

Sessional Work

1. No. of Assignments on Canvas: 5
2. Sketches: 100

Reference Books:

1. Art school Portraits by- jack Buchan and Jonathan baker, Edition-1rst Reprint, Reed Book Limited, London
2. Anatomy & Figure Drawing, by- Viv foster, Edition-1rst, Oceana Books, London
3. The Creative Drawing Course by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-III Basics of Landscape-III

Course Code: MFA 377

L T P S C
1 0 6 0 4

Objectives: Landscape painting in color of historical monuments and buildings etc. along with surroundings. Study of perspective.

Sessional Work

- (1) Five finished landscapes done during the session
- (2) 50 sketches

Reference Books:

1. Fundamentals of Drawing & Painting by Richard Taylor, Edition-1st, Amber books Ltd, London
2. Seeing & Drawing by mason Hayek, Edition-1st Reprint, Sterling Publishing Co., New York
3. Sketch Book, by Milind mulick, Edition- 1st Reprint, Jyotsana Prakashan, Pune
4. Oil painting develop your natural ability by Charles sovek, , North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV

History of Modern Indian Art-II

Course Code: MFA 401

L T P S C
4 0 0 0 4

Objective: Understanding Indian art medieval to modern period, development of art and study of post independent institutions.

Unit-1 (Lectures 9)

- **Important artist Groups:** Progressive artist groups (against Bengal school), The Progressive group, The Calcutta Group, Bombay Progressive Artist Group.

Unit-2 (Lectures 9)

- **Progressive Association:**
- Srinagar Jammu and Kashmir, Bombay group, Delhi Shilpi chakra, Cholamandalum, Madras.

Unit-3 (Lectures 9)

- **Progress of art in different states** – including new educational and promotional art Institutions.
- Bengal, Tamilnadu, Uttar Pradesh, Gujarat, Rajasthan, Punjab, Delhi and Madhya Pradesh.

Unit-4 (Lectures 9)

- **Institutions /academies: for art promotions.**
- Lalit kala academy , New Delhi and its units ,Gallery of modern arts and units, salarjung Museum Hyderabad , Bharat kala Bhawan ,Bharat Bhawan Bhopal.

Unit-5 (Lectures 9)

- Development of modern sculptures in India, Important artists.

Reference Books:

1. Bhartiya chitrakala by vachaspati Garola, Mirt prakashen ,Allahbad
2. A concise History of Modern painting by Sir Herbert Read Edward ,Kessinger Publication LCC
3. Modern Art in India by Ajeet Mukherji ,Calcutta
4. An Introduction of modern sculpture & paintings, New Delhi, ICCR& Vikas publication

NOTE- Latest edition of books used

Master of Fine Arts (M.F.A.) Semester-IV Dissertation & viva voce

Course Code: MFA 491

L T P S C
0 0 0 8 4

- **Instruction:** The evaluation of viva voce (Dissertation) will be conducted by external examiner.
- The dissertation for a chosen subject opted by the student will be first passed by the guide and to be submitted to him.
- Submission of the dissertation should be submitted before 2weeks of the commitment of the viva voce.
- **Essential of the dissertation:**
 1. Research level
 2. Content authenticity
 3. Design and Presentation

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): The dissertation for a chosen subject opted by the student will be first passed by the guide and to be submitted to him.

Research	Viva	Total (Internal)
30 Marks	20 Marks	50 Marks

External Evaluation (50 Marks): The evaluation will be done by external examiner through viva and checking the content.

Research	Viva	Total (External)
30 Marks	20 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV

Advertising (Principles and Practices)-IV

Course Code: MFA 402

L T P S C
4 0 0 0 4

Objectives: Need of ethics and social responsibility with the help of legal aspects of advertising.

Unit-1 (Lectures 9)

- **Ethics, Regulations and Social Responsibilities** – Taste and Advertising, women in advertisement, racial and ethnics.

Unit-2 (Lectures 9)

- **Advertising Research:** Introduction, Evaluating advertising effectiveness, Importance of research in advertising.

Unit-3 (Lectures 9)

- **Testing of advertising:** introduction, Pre-testing and post testing methods of evaluation.

Unit-4 (Lectures 9)

- **Legal aspects of Advertising** – Advertising controversial products & its legal aspects. Copyright, Trade Mark etc.

Unit-5 (Lectures 9)

- **Careers in advertising,** Advertising world, publication house, photography, production house etc.

Reference Books:

1. Packaging Design: Graphics, Material Technology by Steven Sonsino, Van Nostrand Reinhold
2. Sign Design: Graphics, Materials & Techniques by Mitzi Sims, John Wiley & Sons Inc
3. Making a Good Layout by Lorisieber & Lisa Balla, North Light Book
4. Type in Use by Alex White, W.W. Norton
5. The Image and the Eye by E.H. Gombrich, Phaidon
6. विज्ञापनतकनीकएवंसिद्धांत : नरेंद्रसिंहयादव, 6 वासं, राजस्थानहिंदीग्रन्थअकादमी

NOTE- Latest edition of books used

Master in Fine Arts (M.F.A.) Semester-IV

Visualization-IV

Course Code: MFA 451

L T P S C
2 0 20 0 12

Objectives: Submitting the final works of clients and proof of copy of the same.

1. Identifying any one export client available in the market (Brass exporter)
2. Interacting with the client and work on the brief. (Product catalogue)
3. Submitting the proof of the final work published in any media in hard or soft copy

Sessional Works:

- Two product catalogue on brass works.
- Five E-mailers design on the same client
- Print ads minimum two

Reference Books:

1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA
2. User Experience Design by avin Allanwood, Bloomsbury Publishing India Private Limited, India
3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar by Sagi Haviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York
4. Big Book of Corporate Identity Design by David E. Carter, HBI,US

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV Illustration-IV

Course Code: MFA 452

L T P S C
2 0 20 0 12

Objectives: Conceptualization, styles and its mediums, rising the skills for high end Industry Oriented work.

1. Illustrations for electronics media (E-Learning)
2. Create visual storyboard for social campaign with tag lines, creative TVC. Project oriented and Industry specific illustrations.

Sessional works:

- Minimum one book illustration, one visual storyboard and 10 individual Assignments on various topics.

Reference Books:

1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions
2. Forensic Art and Illustration by Karen T. Taylor, CRC Press
3. The Joy of Drawing, by Bill Martin, Watson-Guption Publications
4. Drawing and Illustration by Victor Perard, Dover Publication, New York

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continues evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV

Photography-IV

Course Code: MFA 453

L T P S C
2 0 20 0 12

Objectives: Exploring fashion and subjective photography.

- Techniques in Digital Imaging: Digital image capture CMOS, CCD
- Image Sizing: Large, Medium, Small etc.
- Image Compression Formats: RAW TIFF JPEG
- Image Correction and Restoration Software's and techniques

Studio based lighting Exercise:

- Exploring Model shoot / Fashion Photography

Outdoor based Lighting exercise (Shooting in Different Lighting Condition):

- Landscape photography.
- Night photography.
- Documentary Photography

Lab Work:

- Making of panorama
- Manipulating composition

Sessional Works:

- Minimum 20 prints of photographs approximate Minimum Size: 12" x 18"

Reference Books:

1. Complete Introduction to Photography by J. Harris Gable, Illustrated, Read Books
2. The art of digital photography by John Hedgecoe, Dorling Kindersley Ltd
3. Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic
4. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
5. The Everything Photography Book: by Melissa Martin Ellis, 2nd edition, Everything Books
6. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles
7. Close-up photography by Michael Freeman, illustrated, The Ilex Press

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)

35 Marks	15 Marks	50 Marks
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Master in Fine Arts (M.F.A.) Semester-IV Basics of Visualization IV

Course Code: MFA 471

L T P S C
1 0 6 0 4

Objectives: Usage of directional signage and posters, desk calendar designs in reference to social cases present in the society.

1. Simple directional signage designs
2. Poster designs on any social issues (minimum 5 works)
3. Desk calendar design on any social topic in the society

Reference Books:

1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA
2. User Experience Design by Avian Allan Wood, Bloomsbury Publishing India Private Limited, India
3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff & Geismar by Sagi Haviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York
4. Big Book of Corporate Identity Design by David E. Carter, HBI, US

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV

Basics of Illustration-IV

Course Code: MFA 472

L T P S C
1 0 6 0 4

Objectives: Developing the various type of illustrations, Conceptualization, styles and its mediums, mounting the skills for high end Industry Oriented work.

1. One visual story board for creative TV Commercial or social awareness.
2. To create characters (Mascots) for any two brands.
3. To create different type of illustrations Like-
 - (I) Architectural illustrations
 - (II) Editorial illustrations
 - (III) Fashion illustration
 - (IV) Advertising illustration

Submission:

- (i) Minimum submission would be 1 visual story board of at least 30 frames and 20 individual Assignments on various types of illustrations.
- (ii) Free hand sketching - 250
- (iii) Drawing – 10. (Full figure human study, portrait, animal study etc.)

Note: The candidate will arrange a display of their examination work along with selected class work and assignment in the exhibition hall or studio in the collage premises. The examiners will evaluate their performance on the basis of these in order to arrive at a final evaluation of the performance of each candidate.

Reference Books:

1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions
 2. Forensic Art and Illustration by Karen T. Taylor, CRC Press
 3. The Joy of Drawing, by Bill Martin, Watson-Guption Publications
 4. Drawing and Illustration by Victor Perard, Dover Publication, New York
- NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV

Basics of Photography-IV

Course Code: MFA 473

L T P S C
1 0 6 0 4

Objectives: Exploring photography in diff types of lights and its digital correction.

Contents:

Lectures

- Techniques in Digital Imaging: Digital image capture CMOS, CCD
- Image Sizing: Large, Medium, Small etc.
- Image Correction and Restoration Software's and techniques

Studio based lighting Exercise

- Fashion/ Model Photography

Outdoor based Lighting exercise (Shooting in Different Lighting Condition)

- Creative photography (abstract, texture, architectural etc.)
- Architectural/ Monumental Photography
- Micro Photography
- Night photography

Lab Work (Tutorial)

- Color correction of photographs
- Manipulation and correction of digital image
- Making of HDR images
- Making of panorama

Assignments

- Digital manipulation Composition
- Model/ Fashion photography
- Landscape photography
- Night photography
- Creative photography (abstract, texture, architectural etc.)

I. Number of Prints is minimum 20 in each Semester (Minimum Size: 12” x 18”)

II. Free hand sketching – 500

Reference Books:

1. Complete Introduction to Photography by J. Harris Gable, Illustrated, Read Books
2. The art of digital photography by John Hedgecoe, Dorling Kindersley Ltd
3. Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic
4. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV

Oriental Aesthetics-II

Course Code: MFA 403

L T P S C
4 0 0 0 4

Objectives: Understanding Indian Aesthetics with the reference of Dhawani & Alankara

Unit-1 (Lectures 9)

- **Abhinav Gupta**- Thoughts and contribution particularly Bhawa.

Unit-2 (Lectures 9)

- Vamana theory of Riti, vakroti

Unit-3 (Lectures 9)

- Theory of Dhavani, Meaning of Dhawani, kind of Dhawani

Unit-4 (Lectures 9)

- Contribution of this philosopher –Dr. Ananda kumar Swamy, Acharya Ram Chander Shulk and Kanti chander Pandey.

Unit-5 (Lectures 9)

- Inter relation between Art and literature and music, Comparative study of oriental and occidental Aesthetics.

Reference Books:

1. Aesthetics meaning by Rekha J heanji, Ajanta Publication
2. Philosophy of art by Aldrich virgil, Prentice Hall
3. Aesthetics Theory and Art by Ranjhan .k .Ghosh The pursuit of Comparative Aesthetics (An Interface between West) by Dr. Mazha Hussain, Robert Wilkson , Ashgate publishing Company , U.S.A

NOTE- Latest edition of books used

Master of Fine Arts (M.F.A.) Semester-IV

Creative Painting-IV

Course Code: MFA 454

L T P S C
2 0 20 0 12

Objectives: The student has to develop his/her own style and ideas in the field.

- The students are required to select a suitable Project for their Art Work in consultation with HOD and work under his guidance or under a teacher approved by him. Students have to experiment in different media and material. The emphasis is on personal style/technique, conceptualization and experimentation with following:

Medium: Oil/Water/ Acrylic color on canvas etc.

Minimum Size: 30" x 36"

Sessional Works:

- 10 Finished Painting (Minimum)
- 200 Sketches (Minimum)

Reference Books:

1. The Creative Drawing Course, by- Richard Taylor, edition-1st Reprint, David and Charles Ltd, Cincinnati, Ohio
2. Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Edition 1st, Rajkamal Prakashan Ltd., New Delhi
3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV Mural Design-IV

Course Code: MFA 455

L T P S C
2 0 20 0 12

Objectives: The student has to develop his/her own style and ideas in the field.

- Creative Mural Understanding of the meaning and material value by assembling different chosen material on surface. Experimental/ original composition using advance material, Aesthetic and Social Value of Mural Painting:

Medium: Tempera / Acrylic color on Board/Tile/Wall etc.

Minimum Size: 30" x 36"

Sessional Works:

- 10 Murals (Minimum)
- 100 Sketches (Minimum)

Reference Books:

1. बाटिककला : डा. अब्दुलमाजिद, राजस्थानहिंदीग्रन्थअकादमी, जयपुर
2. Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester- IV

Portrait-IV

Course Code: MFA 456

L T P S C
2 0 20 0 12

Objectives: Advanced portrait study of some popular personalities in creative way to develop a personal style. Experiments could be done with lines, colours, and textural effects.

Medium: Oil /Water /Acrylic etc.

Minimum Size: 30” x 40”

Sessional Works:

- 15 Canvas Portraits (Minimum)
- 200 Sketches (Minimum)

Reference Books:

1. Art school Portraits by- jack Buchan and Jonathan baker, Edition-1rst Reprint, Reed Book Limited, London
2. Anatomy & Figure Drawing, by- Viva Foster, Oceana Books, London
3. The Creative Drawing Course by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester- IV

Landscape-IV

Course Code: MFA 457

L T P S C
2 0 20 0 12

Objectives: Developing the skills to express a landscape in a creative way with feeling of colours, textures and different techniques.

Medium: Oil/Water/ Tempera etc.

Minimum Size: 30” x 22”

Sessional Works:

- 15 Landscapes
- 100 Sketches

Reference Books:

1. Fundamentals of Drawing & Painting by Richard Taylor, Edition-1st, Amber books Ltd, London
2. Seeing & Drawing by mason Hayek, Edition-1st Reprint, Sterling Publishing Co., New York
3. Sketch Book, by Milind mulick, Edition- 1st Reprint, Jyotsana Prakashan, Pune
4. Oil painting develop your natural ability by Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by concerned faculty on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignments (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV Basics of Creative Painting IV

Course Code: MFA 474

L T P S C
1 0 6 0 4

Objectives: The student has to develop his/her own style and ideas in the field.

- The candidates may be allowed to engage model for sketching composition in color (creative Painting) imaginative and creative work on the part of the students is to be emphasized. Imagination and technical competence is expected. The students should move towards the development of a personal style

Medium: Oil/Water/ Acrylic color on canvas etc.

Minimum Size: 30" x 36"

Sessional Work

(1) Finished Painting – Minimum 10

(2) Sketches - Minimum 200

Reference Books:

1. The Creative Drawing Course, by- Richard Taylor, edition-1st Reprint, David and Charles Ltd, Cincinnati, Ohio
2. Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Edition 1st , Rajkamal Prakashan Ltd., New Delhi
3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV

Basics of Mural Design IV

Course Code: MFA 475

L T P S C
1 0 6 0 4

Objectives: The student has to develop his/her own style and ideas in the field.

- Creative Mural in opaque color, Collage, Relief Mural etc.

Medium: Tempera / Acrylic color on Board/Tile/Wall etc.

Minimum Size: 30" x 36"

Sessional Work

(1) Finished Mural – Minimum 10

(2) Sketches - Minimum 100

Reference Books:

1. बाटिककला: डा. अब्दुल माजिद, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर
2. Mosaic Artists by- Viv Foster, Edition- 1st Reprint, Quantum Books London

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
30 Marks	10 Marks	10 Marks	50 Marks

External Evaluation (50 Marks): The candidate will arrange a display of their class work and assignment (on the date of examination) in the exhibition hall or studio at the collage premises. The examiners will evaluate their work and execution/viva.

Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester- IV

Basics of Portrait-IV

Course Code: MFA 476

L T P S C
1 0 6 0 4

Objectives: Portrait of male and females in different gestures.

Sessional Work

1. No. of Assignments on Canvas: 5
2. Sketches: 100

Reference Books:

1. Art school Portraits by- jack Buchan and Jonathan baker, Edition-1rst Reprint, Reed Book Limited, London
2. Anatomy & Figure Drawing, by- Viv foster, Edition-1rst, Oceana Books, London
3. The Creative Drawing Course by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio

NOTE- Latest edition of books used

Evaluation of Practical Examination:

Internal Evaluation (50 Marks): Each Experiment/Assignment/Project would be evaluated by faculty concerned on the close date of that experiment/assignment/ project. This continue evaluation will be entered in award list.

Experiment	Attendance	Viva	Total (Internal)
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Experiment	Viva	Total (External)
35 Marks	15 Marks	50 Marks

Master of Fine Arts (M.F.A.) Semester-IV

Basics of Landscape-IV

Course Code: MFA 477

L T P S C
1 0 6 0 4

Objectives:

Landscape painting in colour of street scenes. Market Areas. Village surroundings, River Bank etc.

Sessional Work

(1) Five finished landscapes done during the session

(2) 50 sketches

Reference Books:

1. Fundamentals of Drawing & Painting by Richard Taylor, Amber books Ltd, London
2. Seeing & Drawing by mason Hayek, Edition-1st Reprint, Sterling Publishing Co., New York
3. Sketch Book, by Milind mulick, Edition- 1st Reprint, Jyotsana Prakashan, Pune .
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