Teerthanker Mahaveer University College of Fine Arts

BFA (Bachelor of Fine Arts)

Programme Outcome

PO-1	:	Building a solid foundation in the elements, principles and process of visual art and Design.
20.0		
PO-2	:	Communicate effectively with clients and utilize the talents and strengths of design
		colleagues to develop the best design products.
PO-3	:	Exploring media, communication and dissemination techniques for solving problems
		and giving information of society, health, safety, cultural, political issues and the
		consequent responsibilities relevant to the professional artist.
PO-4	:	Engage in critical analysis of their own and their peer's creative work and commit to professional ethics, responsibilities and norms of the artistic practice by understanding and demonstrating the professional knowledge of fine arts that meet the need for sustainable development.
PO-5	:	Manage projects in multidisciplinary environments to communicate effectively with
		the society at large. Also, recognizing the need for, and have the preparation and
		ability to engage in independent and life- long learning in the art field.

Programme Specific Outcome

PSO-1	••	Understanding the nature and make use of basic concept of art aesthetics and design.				
PSO-2	••	Discovering production procedures in manual, electronic and new media industries.				
PSO-3	:	Developing strategies for planning, producing and disseminating visual communication to spread environmental awareness and respond to environment related issues.				
PSO-4	:	Applying and analyzing principles of art and design manually and by using different software.				

Course Outcomes

BFA104	CO-1	Understanding of art in historical perspective incorporating the changing
		environment and technology.
	CO-2	Recognizing the characteristics of art of Ancient India.
	CO-3	Analyzing art in all forms, expression and appreciation.
BFA103	CO-1	Understanding environmental problems arising due to constructional
		and developmental activities.
	CO-2	Recognizing and applying suitable methods for conservation of resources
		for sustainable development.
	CO-3	Summarizing the types and adverse effects of various environmental
		pollutants and their abatement devices.
	CO-4	Creating Environmental laws, movements to avoid disasters.
BFA156	CO-1	Identifying Object Drawing of simple shapes, studying their relation with

		real objects.
	CO-2	Understanding of the Methods Usage of Nature Drawing:
	CO-3	Applying the methods using material and techniques learned.
	CO-4	Analyzing Memory Drawing.
	CO-5	Creating artwork using different study of all the above type of drawings
		with the help of memory.
BFA157	CO-1	Understanding two dimensional space and its organizational possibilities
		and exploration.
	CO-2	Applying elements such as point, line, shape, volume, texture, light and color
	CO-3	Analyzing various types of objects(natural and manmade)
	CO-4	Creating 2-D drawing.
BFA158	CO-1	Understanding possibility of color medium.
	CO-2	Applying watercolor.
	CO-3	Analyzing color theory.
	CO-4	Evaluating the significance of color in a composition.
	CO-5	Creating Composition in mono/multi chromatic study.
BFA159	CO-1	Identifying 3d shapes and objects.
	CO-2	Understanding of Clay quality for Clay modeling.
	CO-3	Applying the methods using material and techniques learned Clay
		modeling and P.O.PCarving.
	CO-4	Analyzing 3d Clay and P.O.P. work techniques.
	CO-5	Creating artwork using study of Handling sculptural materials –Clay
		and P.O.P. etc. in different techniques.
BFA160	CO-1	Understanding the meaning terminology and process of Printmaking.
	CO-2	Applying different tools techniques and handling the print.
DT1400	CO-3	Creating various techniques of prints.
BFA109	CO-1	Understanding the world around them and communicating in
	60.3	diverse situations.
	CO-2	Applying skills for verbal and non- verbal communication.
	CO-3	Analyzing basic etiquettes of personal and non-personal communication.
BFA161	CO-1	Understanding the Historical background of Abanindranath Tagore's
		work of art and his techniques.
	CO-2	Applying light to dark watercolor and techniques of wash painting.
	CO-3	Analyzing artworks of old masters who worked in Wash.
	CO-4	Creating wash painting.
BFA204	CO-1	Understanding the theory of Ancient Indian Art.
	CO-2	Recognizing the characteristics, techniques and historical background of
	20.0	Indian art and architecture.
	CO-3	Discovering primary and secondary sources of Ancient Indian art.
DEA202	CO-4	Evaluating artworks of ancient Indian history.
BFA203	CO-1	Understanding the basics concepts of computers.
	CO-2	Recognizing the devices & overall Functioning of Computer.
	CO-3	Discovering Hardware &software, Networking Components of Computer.
	CO-4	Evaluating the overall performance of a computer system.
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BFA256	CO-1	Understanding Elements of Perspective, sketching, still-life and memory
		Drawing.
	CO-2	Applying different mediums (Graphite, Conte crayon, charcoal, and pastel
	33 -	color) on drawing.
	60.3	, ,
	CO-3	Evaluating Elements of Perspective euded in Sketching, Still Life drawing
		and Memory is drawing.
	CO-4	Utilizing tools and techniques for creating 2 and 3-dimensional drawings.
BFA257	CO-1	Understanding two dimensional space and its organizational Possibilities
		and exploration.
	CO-2	Applying elements such as point, line, shape, volume, texture, light and
		color.
	CO-3	Analyzing various types of objects (natural and manmade).
	CO-4	
		Evaluating space in a drawing.
	CO-5	Creating 2-D drawing.
BFA258	CO-1	Understanding Elements and Principles of Art and Theory of Color.
	CO-2	Applying different medium of color in 2 dimensional objects.
	CO-3	Analyzing nature and relationship among Primary, Secondary and
		Tertiary Colors.
	CO-4	Evaluating the significance of color in a composition.
	CO-5	Creating Composition in different colors.
BFA259	CO-1	Understanding of Clay modeling composition and Relief work in tiadPea
5171255		or taaid
	CO-2	Applying different techniques for Clay modeling and tiadPea or taaid
	CO-3	
		Evaluating Clay and tiadPea or taaidin a 3D Art & Modeling.
	CO-4	Utilizing tools and techniques for creating Clay modeling composition and
		Relief work in .tiadPea or taaid
BFA260	CO-1	Understanding the meaning terminology and process of Printmaking.
	CO-2	Applying different medium of the print.
	CO-3	Creating various new medium of print.
	CO-4	Evaluate the information or ideas in printmaking.
BFA299	CO-1	Understanding the world around them and communicating in diverse
		situations.
	CO-2	Applying skills for verbal and non- verbal communication.
	CO-3	Analysing basic etiquettes of personal and non-personal communication.
BFA261	CO-1	Understanding the meaning and process of Wash Painting.
DI AZUI	CO-2	
		Applying tools and technique to create Wash Painting.
	CO-3	Recognizing color scheme of wash painting.
	CO-4	Creating Wash Painting.
BFA307	CO-1	Understanding the historical background of South Indian Architecture.
	CO-2	Recognizing the characteristics of Bagh, Badami & Sittanavasal cave's
		paintings.
	CO-3	Analyzing the salient features of medieval sculptures of Indian art.
	CO-4	Evaluating the distinct features of the caves of medieval India.
BFA308	CO-1	Understanding Indian aesthetics and its historical background.
	CO-2	Recognizing the concept of beauty, pleasure, institution with reference of
	- CO-2	Ancient Scripture.
	CO 3	
	CO-3	Analyzing the beauty of Indian literature

	CO-4	Summarizing the aspects of Indian aesthetics
BFA309	CO-1	Understanding Fundamentals, Objectives and Importance of Advertising.
	CO-2	Analyzing role of advertisement the market.
	CO-3	Summarizing active participating advertising, Role of Advertising
		marketing mix, Role of advertising in society.
BFA370	CO-1	Understanding evolution of alphabets, Element and Fundamentals of
		calligraphy.
	CO-2	Applying basic strokes and handwritten Calligraphy.
	CO-3	Analyzing different typefaces in Calligraphy.
	CO-4	Creating design by incorporating Calligraphy.
BFA371	CO-1	Understanding Basics and essentials of Graphic Design in the context of
		Advertising.
	CO-2	Applying single color in logo design, die cutting
	CO-3	Analyzing Danglers and Bunting designs to know different shapes and
		sizes to have idea of die cutting.
	CO-4	Creating Bookmarks, Book covers, Danglers, Logo design and Stickers.
BFA372	CO-1	Understanding the concept of Vectors and Raster's and Photo Collage making.
	CO-2	Applying it digitally in Vector Forms on (Corel Draw and Illustrator).
	CO-3	Evaluating the significance of vectors in Icon making and Raster's in Image
		editing.
	CO-4	Creating artworks of Picture editing in Collage, Image retouching,
		Post Editing, vectors icons, Signage.
BFA310	CO-1	Identifying Materials (such as Pencil, Crayon, Charcoal, Pen& Ink, Water
		color, Gouache, Pastel and Oil paint) used in various techniques of Painting.
	CO-2	Understanding the Methods (Fresco-Bueno, Fresco-Secco, mosaic, and
		silk-screen, Etching, Lithography and weaving) used by Great Scholars and
		Masters in Painting.
	CO-3	Applying the methods using material and techniques learnt. Analyzing the
		Nature and Characteristics of Drawing and Painting
	CO-4	Creating artworks using different methods (Fresco-Bueno, Fresco-Secco,
_		mosaic, and silk-screen, Etching, Lithography and weaving).
BFA374	CO-1	Understanding the detailed study of human head through blocking or
	60.3	planes.
	CO-2	Demonstrating head study from life model.
DEADZE	CO-3	Creating Portraits in Water and poster color medium.
BFA375	CO-1	Understanding the creativity of a pictorial design required for developing
	60.3	a thematic composition.
	CO-2	Applying different mediums on canvas and paper.
	CO-3	Analyzing 3d forms into 2d flat pictorial image Creating pictorial compositions based on the experiments.
BFA376	CO-4	Understanding the meaning terminology and process of Printmaking (3
טו אסיים	20-1	Dimensional Exercises)
	CO-2	Applying different tools techniques and handling the Mural.
	CO-3	Creating various editions of mural & prints.
BFA369	CO-1	Identifying paopoaPion or human riguae.
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	CO-2	Understanding anatomy or human riguae.
	CO-3	Applying Sketching from nature, Object drawing, Public place &Cityscape.
		Blocking of mass with the help of light and shade.
	CO-4	CaeaPing SPoayboaad by dedigning chaaacPea in mediumd duch ad
		ten, Ink, WaPeacoioa.
BFA 373	CO-1	Understanding composition of objects, perspective drawing and related
		aspects.
	CO-2	Applying one point, two point and three point perspective study with
		small objects and landscape.
	CO-3	Analyzing tonal, textural values in still life and landscape.
	CO-4	Creating memory drawing on the basis of above.
BFA407	CO-1	Understanding the theory of Medieval Indian Art of Buddha, Jain and
		Apbhransh school.
	CO-2	Recognizing the characteristics, techniques and historical background of
		Mughal, Rajasthani and Pahari miniature paintings.
	CO-3	Discovering primary and secondary sources of History of Indian art.
	CO-4	Comparing Mughal ,Rajasthani and Pahari miniature paintings.
BFA408	CO-1	Understanding the Philosophy of Socrates, Plato and Aristotle.
	CO-2	Recognizing the philosophy of Italian philosophers about art and beauty.
	CO-3	Discovering the concept of expression by an artist in his artwork.
	CO-4	Evaluating the philosophy of Italian philosophers beauty lies in profound
		truth.
BFA 409	CO-1	Understanding Advertising classification and design element.
	CO-2	Recognizing the characteristics, techniques, and historical background of
		Advertising classification and design elements.
	CO-3	Discovering primary and secondary sources of Advertising classification
		and design elements.
	CO-4	Evaluation of Advertising classification and design element.
BFA 470	CO-1	Understanding Principles of type Design, Advertising related words and
		slogans.
	CO-2	Applying Sans serif & Serif, Roman & Gothic font in Letter Design.
	CO-3	Analyzing Type Study.
	CO-4	Creating type and typography design.
BFA 471	CO-1	Understanding the importance of graphics in the field of Advertising.
	CO-2	Applying flat colors with the help of simple minimal poster technique and
		multi colors in logo design.
	CO-3	Analyzing Logo designs with logotype and monogram.
	CO-4	Creating Logo and Unit designs.
BFA 472	CO-1	Understanding the concept of Merchandising and Logo design.
	CO-2	Applying it digitally in Vector Forms on (Corel Draw and Illustrator).
	CO-3	Evaluating the significance of Logo design and Merchandising.
	CO-4	Creating artworks like Tea shirt Design, Caps, Cricket Kit, Accessories,
		Logo, visiting cards and Envelopes etc.
BFA 410	CO-1	Identifying Primary, Secondary, Tertiary colors and materials involved in
		painting.
	CO-2	Understanding Light Theory, Methods of applying Water, Oil, Acrylic color
		and Mounting of artworks.
		and widdining of artivorks.

CO-4 Analyzing classification of Painting mediums (Water color, Oil an Acrylic). CO-5 Evaluating methods involved in Water, Oil, and Acrylic painting. CO-6 Creating artworks using methods learnt and mount the artwork. CO-1 Understanding the detailed study of human head through masses of color. CO-2 Demonstrating Portraits of life model with different angle. CO-3 Creating Portraits in Pastel / Oil colors on Canvas. BFA 475 CO-1 Understanding the creativity of a pictorial design required for developing a thematic composition. CO-2 Applying different mediums on canvas and paper. CO-3 Analyzing the whole 3d world into 2d flat pictorial image. CO-4 Creating pictorial compositions based on the experiment with 2d shape of different objects i.e. natural and manmade. BFA 476 CO-1 Understanding the meaning terminology and process of Printmaking (2) Dimensional Exercises) CO-2 Applying different tools techniques and handling the Mural. CO-3 Creating various new compositions of mural & prints. BFA 469 CO-1 Understanding drawing skills for illustration and Conceptualization. CO-2 Applying different mediums on the Character development, Model shee Story creation, Visual storyboarding, and execution of the concept through the illustration in the medium of ink or monochromatic color. CO-3 Evaluating illustration of Character development, Model sheet, (studying characters different postures). CO-4 Uniderstanding Human Anatomy, Structure, Rhythm and Unity. CO-5 Applying one point, two point and three point perspective in stilfe, nature study, architectures and human anatomy. CO-1 Understanding Linear, Aerial Perspective, Light and Shade in a Drawing Creating 2 and 3 dimensional memory drawings.		CO 2	Applying Hue Value Tipt Shade and tone in a painting
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CO-4 Creating pictorial compositions based on the experiment with 2d shape of different objects i.e. natural and manmade. BFA 476 CO-1 Understanding the meaning terminology and process of Printmaking (Spimensional Exercises) CO-2 Applying different tools techniques and handling the Mural. CO-3 Creating various new compositions of mural & prints. BFA 469 CO-1 Understanding drawing skills for illustration and Conceptualization. CO-2 Applying different mediums on the Character development, Model shee Story creation, Visual storyboarding, and execution of the concepturing the illustration in the medium of ink or monochromatic color. CO-3 Evaluating illustration of Character development, Model sheet, (studying characters different postures). CO-4 Utilizing of Outdoor sketching with study based on different compositions. (Medium: Photo color, Rot ring pen, and Waterproof in color) BFA 473 CO-1 Understanding Human Anatomy, Structure, Rhythm and Unity. CO-2 Applying one point, two point and three point perspective in stiff, nature study, architectures and human anatomy. CO-3 Evaluating Linear, Aerial Perspective, Light and Shade in a Drawing Creating 2 and 3 dimensional memory drawings. BFA 507 CO-1 Understanding the historical background of Pre historic art. CO-2 Classifying the characteristics of Altamira, Font de Guma Lascaux caves of Spain. CO-3 Discovering primary and secondary sources of relevant subject.			
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CO-1 Understanding Human Anatomy, Structure, Rhythm and Unity. CO-2 Applying one point, two point and three point perspective in st life, nature study, architectures and human anatomy. CO-3 Evaluating Linear, Aerial Perspective, Light and Shade in a Drawin Creating 2 and 3 dimensional memory drawings. CO-1 Understanding the historical background of Pre historic art. CO-2 Classifying the characteristics of Altamira, Font de Guma Lascaux caves of Spain. CO-3 Discovering primary and secondary sources of relevant subject.			
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CO-2 Classifying the characteristics of Altamira, Font de Guma Lascaux caves of Spain. CO-3 Discovering primary and secondary sources of relevant subject.			Creating 2 and 3 dimensional memory drawings.
Lascaux caves of Spain. CO-3 Discovering primary and secondary sources of relevant subject.	BFA 507	CO-1	Understanding the historical background of Pre historic art.
CO-3 Discovering primary and secondary sources of relevant subject.		CO-2	Classifying the characteristics of Altamira, Font de Guma&
			Lascaux caves of Spain.
		CO-3	Discovering primary and secondary sources of relevant subject.
BFA 508 CO-1 Defining the aspect Indian Aesthetics.	BFA 508	+	
CO-2 Understanding Bharat muni Natya Shastra and Rasa theory.	2.7.300	_	
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		LU-3	
subjects		60.1	
		CO-4	
Anand Verdhana on Rasa, Beauty and Bhava .			
BFA 509 CO-1 Understanding the Concepts of Planning and research in advertising.	BFA 509		
CO-2 Recognizing the best ways to do research RND process		CO-2	Recognizing the best ways to do research RND process in
advertising.			advertising.

	CO-3	Discovering Advertising mediums (radio, Print, Outdoor, OOH).
	CO-4	Evaluating the Research in Marking process through (TRP, ABC,
		NRS surveys).
BFA 569	CO-1	Undead Panding the elements or drawing required for the liiudPaaPion
		story.
	CO-2	Applying any two opaque or transparent color in story illustration for
		children books.
	CO-3	Analyzing Illustration on different subjects, pictorial and dimension all
		representation, both in line and half tone for letter
		press and offset printing.
	CO-4	Creating for publications Illustrations.
BFA 571	CO-1	Understanding the concept of Exposure, Shutterspeed, ISO and Aperture.
	CO-2	Applying it through DSLR Camera and editing through Photoshop.
	CO-3	Evaluating the significance of Photography with composition, Portrait.
	CO-4	Creating artworks by clicking softcopy of Pictures through DSLR camera.
BFA 572	CO-1	Understanding the concept of Printing and Technical tools of advertising
		software's.
	CO-2	Applying it digitally on (Photoshop and Illustrator and Corel).
	CO-3	Evaluating the significance of Printing and Production House.
	CO-4	Creating artworks Folders, Die Cuts, packaging boxes, danglers, Buntings
		and Show cards.
BFA 510	CO-1	Understanding the meaning terminology and process of Methods and
		materials.
	CO-2	Applying different techniques in art and handling the different materials
		of painting.
	CO-3	Creating different techniques of painting.
BFA 574	CO-1	Understanding human anatomy on spot and in studio as well
		Applying acrylic /oil color on canvas and charcoal on paper.
	CO-2	Analyzing the use of anatomy study in studio and on spot.
	CO-3	Creating male and female figures on the basis of anatomy study and
		on spot study.
BFA 575	CO-1	Understanding pictorial design, distortion of simple forms.
	CO-2	Applying distortion in drawing with charcoal and/or pastel color, oil color
		and/or acrylic color.
	CO-3	Evaluating/assessing advancement of previous experience towards a
		complete pictorial interpretation, theme and expression of mood,
		symbolism, dramatization, distortion for emotional effect.
	CO-4	Creating pictorial design in to content oriented painting with
		representational aspect.
BFA 576	CO-1	Understanding of basic principles of design and color, concept, media and
		formats
	CO-2	Applying different techniques in mural and handling the different
		materials of mural painting.
	CO-3	Creating different techniques of mural painting.
BFA 570	CO-1	Understanding the History and Concept of poster making and
		Designing of outdoor Advertisement.
	CO-2	Applying Design in minimalist poster on current social issues.
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	CO-3	Analyzing Conceptual, symbolic and typographic poster making.
	CO-4	Creating a collage poster for any brand/ issue.
BFA 573	CO-1	Identifying Materials (such as Pencil, Crayon, Charcoal and soft
		pastels) used in various techniques of Painting.
	CO-2	Understanding composition with the perspective.
	CO-3	Applying different medium with perspective knowledge.
	CO-4	Analyzing the required elements for landscape.
	CO-5	Creating drawing and paintings of indoor and outdoor landscape.
BFA607	CO-1	Understanding the historical background of European art.
	CO-2	Recognizing the characteristics of Early Christian art, Byzantine,
		Romanesque and Gothic period.
	CO-3	Discovering primary and secondary sources of European art.
	CO-4	Summarizing the salient feature of different period of art.
BFA608	CO-1	Understanding the views of Russian philosophers Baumgartner&
		Kant.
	CO-2	Defining the theory of Frederick Hegel regarding nature of Beauty.
	CO-3	Discovering primary and secondary sources of Occidental Aesthetics
		Evaluating the philosophy of Kant, Baumagarten, Hegel, Addisson and
		Hume's views about art and beauty .
BFA 609	CO-1	Understanding the Concepts of Working of an Advertising Agency.
	CO-2	Recognizing the old ways and forms of advertising working methods.
	CO-3	Discovering working process of Advertising agency.
	CO-4	Evaluating Advertising Process – Structure, Services, Benefits and
		Career options.
BFA 669	CO-1	Understanding conceptual and professional illustration skills.
	CO-2	Applying different mediums of conceptual and professional Story
		illustration and Cartoonist illustration.
	CO-3	Evaluating conceptual and professional Story illustration and Cartoonist
		illustration.
	CO-4	Utilizing conceptual and professional Story illustration and Cartoonist
		illustration.
BFA 671	CO-1	Understanding the concept of Light and shade in Photography
	CO-2	Applying it digitally Through DSLR camera and Photoshop
	CO-3	Evaluating the significance of Light and shade in photography
		compositions
	CO-4	Creating artworks by clicking softcopy of picture through DSLR
		camera
BFA 672	CO-1	Understanding the concept of Print advertisement (newspaper,
		Magazines, brochures, Newsletter
	CO-2	Applying it digitally on (Photoshop and Illustrator)
	CO-3	Evaluating the significance of print advertisement in our life.
	CO-4	Creating artworks 3 fold folders, Coffee table Booklets, Posters and
		Advertorial ads.
BFA 610	CO-1	Understanding the meaning terminology and process of Methods and
		materials.
	CO-2	Applying different contemporary art techniques in art and handling
		the different materials of painting.
		I a construction of barrier.

	CO-3	Creating different new techniques of painting.
BFA 673	CO-1	Understanding composition and aesthetics of a good landscape by using
DIA 073		different elements such as human, animal, and objects.
	CO-2	Applying different medium with perspective in a landscape.
	CO-3	Analyzing the required elements for landscape and anatomy of objects
	CO-3	and human as well.
	CO-4	Creating drawings and paintings of outdoor landscape compositions
		having human, animal etc.
BFA 675	CO-1	Understanding visualizing and expressing through drawing.
	CO-2	Illustrating distortion in painting on canvas with oil/ acrylic color.
	CO-3	Evaluating the process of drawing as an accessible, enjoyable and
		productive activity as a creative process
	CO-4	Creating composition in an expressive way.
BFA 676	CO-1	Understanding of new design, color, concept, media and formats.
	CO-2	Applying different techniques in mural and handling the different
		materials of modern mural painting.
	CO-3	Creating different new techniques experiment of mural painting.
BFA 670	CO-1	Understanding outdoor advertisement and Learning of large size poster
		(hording).
	CO-2	Applying Layout and designing poster for Brand/ services.
	CO-3	Creating event poster for any upcoming events.
BFA 674	CO-1	Understanding human anatomy age wise and different postures.
	CO-2	Applying acrylic /oil color on canvas and charcoal on paper.
	CO-3	Analyzing the use of anatomy study on spot.
	CO-4	Creating some figures of male and female (of different age) and (of
		different profession.
BFA 707	CO-1	Understating the essence of Modern Indian art.
	CO-2	Recognizing origin of Company paintings and its important site.
	CO-3	Comparing Tantric art, Flock art and Traditional art.
	CO-4	Summarizing the art work of AIFACS & Bombay art society art work.
BFA 708	CO-1	Understating the History of European Arts.
	CO-2	Recognizing the characteristics of Michelangelo, Leonardo da Vinci and
		Raphael's work of art
	CO-3	Analyzing the art work of Neither land artists.
	CO-4	Comparing the art work of Baroque, Mannerism and Rococo period
BFA 791	CO-1	To understand the history of art and relevance with their subject course.
	CO-2	Appling the knowledge by physical visit of the tour place.
	CO-3	Creating art works by doing photography, painting and making tour repot.
BFA 709	CO-1	Understanding the concept of the usage of ad campaign and its
		requirement.
	CO-2	Recognizing the old ways of doing campaigns and its traditional
		methods in advertising
	CO-3	Discovering campaign making process
	CO-4	Evaluating different commercial and social campaigns
BFA 769	CO-1	Understanding the new media to create illustration for print and
		electronic media.
	CO-2	Applying Illustration by memory on subjects

	CO-3	Caea Pingvisual storyboard for social campaign with tag lines.
BFA 770	CO-1	Understanding the concept of Press Ads and Die cuts techniques.
	CO-2	Applying it digitally on (Corel Draw, Illustrator and Photoshop).
	CO-3	Evaluating the significance of Die cuts in making Collaterals
	CO-4	Creating artworks of Newspaper ads, magazines, brochures and Folders.
BFA 771	CO-1	Identifying photography and techniques.
	CO-2	Understanding of different platforms of photography.
	CO-3	Applying different photography techniques.
	CO-4	Analyzing different platforms of photography.
BFA 710	CO-1	Understanding the meaning terminology and process of Methods and materials
	CO-2	Applying different techniques in art and handling the different materials of painting.
	CO-3	Creating different techniques of painting.
BFA 773	CO-1	Understanding the since of different structures.
	CO-2	Applying different medium son canvas and paper
	CO-3	Analyzing the use of observation and imagination to develop a pictorial composition
	CO-4	Creating some landscapes, pictorial compositions, and aminiature painting.
BFA 774	CO-1	Understanding different rendering techniques of human figure.
	CO-2	Applying different mediums on canvas and paper.
	CO-3	Analyzing the use of anatomy study in studio and on spot.
	CO-4	Creating some figures of male and female on the basis of anatomy study and on spot study.
BFA 776	CO-1	Understanding of basic principles of design and color, concept, media and formats.
	CO-2	Applying different techniques in mural and handling the different materials of mural painting.
	CO-3	Creating different techniques of mural painting.
BFA 772	CO-1	Understanding the concept of Social Media advertising and print advertising.
	CO-2	Applying it digitally on (Corel Draw, Illustrator, Photoshop, after effects).
	CO-3	Evaluating the significance of branding on Social media (FB, Instagram, You Tube and Web banners).
	CO-4	Creating artworks on Digital Web Banners, E-mailers, GIF, Videos and Website.
BFA 775	CO-1	Understanding the Concept of Abstraction and study of artists who worked in Abstraction.
	CO-2	Illustrating Abstraction in(figurative and landscape) on canvas with oil color and/or acrylic color through distortion.
	CO-3	Evaluating/assessing process of drawing as an accessible, enjoyable and productive activity as a creative process.
	CO-4	Evaluating/assessing process of drawing as an accessible, enjoyable and productive activity as a creative process.
BFA 807	CO-1	Understanding the concept of Indian Modernism and European

		influence on Indian art.
	60.3	
	CO-2	Analyzing the art work of Ramkumar, Satish Gujral, Ramachandran and
		F.N. Souza.
	CO-3	Comparing the art and technique of Satish Gujral and Ramachandran's
		work of Art.
BFA 808	CO-1	Understanding the historical background and characteristics of
		Neoclassical & Romanticism.
	CO-2	Recognizing the characteristics of Realism & impressionism and its
		artist's work of art.
	CO-3	Comparing the salient features of Neo impressionism, post
		impressionism &Dadaism.
	CO-4	Evaluating the work of at James Ensure, Edward Munch & Kandinsky.
BFA 891	CO-1	Understanding the new method of art by breaking the stereo type rules
DFA 631	CO-1	
		and regulations to make community think about certain place or thing
	60.3	differently
	CO-2	Applying different techniques for making Ambient / Installation in 3D
		form.
	CO-3	Creating art works with use of waste materials.
BFA 809	CO-1	Understanding the concept of consumer psychology and buying motives
		and creation of visualization.
	CO-2	Recognizing the old ways of buying motives and methods in
		advertising.
	CO-3	Discovering consumer psychology working process.
	CO-4	Evaluating consumer psychology Process – Structure, Services, and
		Benefits.
BFA 869	CO-1	Understanding Development conceptualization and illustration skills for
		professional work.
	CO-2	Applying Development conceptualization and illustration skills for
		professional work.
	CO-3	Evaluation of conceptualization and illustration skills for professional
		work
	CO-4	Utilizing conceptualization and illustration skills for professional work.
BFA 870		· · · · · · · · · · · · · · · · · · ·
DFA 8/U	CO-1	Understanding the concept of Newspaper ad and Advertorial.
	CO-2	Applying it digitally on (Corel Draw, Illustrator and Photoshop).
	CO-3	Evaluating the significance of (Advertorial and Newspaper ads).
	CO-4	Creating artworks of teaser ads, Newsletters, Advertorials, brand
	1	promotion newspaper ads.
BFA 871	CO-1	Identifying of photography and composition correction.
	CO-2	Understanding of photography composition.
	CO-3	Applying techniques of Photography for advertisement campaign
		photography
	CO-4	Analyzing Different Media Purposes, Reproduction Techniques, Printing,
		Developing etc.
BFA 810	CO-1	Understanding the meaning terminology and process of new Methods
		and materials.
	CO-2	Applying different techniques in modern art and handling the different
		materials of painting.
		materials of painting.

	CO-3	Creating different new techniques of painting.
BFA 873	CO-1	Understanding the since of different structures
	CO-2	Applying oil color and different mix medium son canvas an dp
	CO-3	Analyzing the use of observation and imagination to develop a pictorial
		composition
	CO-4	Creating some landscapes, pictorial compositions, and a copy
		Western artist's painting
BFA 874	CO-1	Understanding human anatomy (draped and undraped).
	CO-2	Applying different mediums on canvas and paper.
	CO-3	Analyzing the use of anatomy study and relative study of clothing
	CO-4	Creating some figures of male and female, draped and undraped people
		in a group.
Mural Design	CO-1	Understanding of modern design, color, concept, media and formats
IV/ BFA 876	CO-2	Applying different techniques in mural and handling the different
		materials of new mural painting.
	CO-3	Creating different new techniques of mural painting
BFA 875	CO-1	Understanding the Concept and study of artists who worked in
		Abstraction.
	CO-2	Illustrating Abstraction in(figurative and landscape) on canvas with oil
		and/or acrylic color through distortion.
	CO-3	Evaluating the process of drawing as an accessible, enjoyable and
		productive activity as a creative process.
	CO-4	Creating pictorial design in to content oriented painting with
		representational aspect.
BFA872	CO-1	Understanding the concept of Ambient Design and Transit (Moving ads).
	CO-2	Applying it digitally on (Corel Draw, Illustrator, Photoshop, after effects).
	CO-3	Evaluating the significance of Moving ads and 3D ads Ambient.
	CO-4	Creating artworks on Transit mediums like Metro Train, Aviation,
		Hoardings, Bill boards, Taxi, Auto and Buses etc.