

Teerthanker Mahaveer University

College of Fine Arts

Mastore **MFA (Bachelor of Fine Arts)**

Programme Outcome

PO-1	:	Building a solid foundation in the elements, principles and process of visual art and Design.
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 an artwork and its development.
PSO-2	:	Skillfully creating an artwork and effectively expressing concepts (such as Environmental awareness) in concrete form.
PSO-3	:	Developing ability to present work ethically and distribution in innovative ways.
PSO-4	:	Creating own style and Recognizing the need for, and have the preparation and ability to engage in independent and life- long learning in the art field.

Course Outcomes

MFA101	CO-1	Understanding the Historical background of European Arts.
	CO-2	Recognizing the characteristics of Realism, Romanticisms, Impressionism & other art movements.
	CO-3	Analyzing the art work of European, Neo- impressionism's artists.
	CO-4	Comparing the art work of Cezanne Henry Matisse and Van Gogh.
MFA102	CO-1	Understanding the Concepts of Marketing Channels.
	CO-2	Recognizing the Marketing channels and Market Segmentation.
	CO-3	Discovering the Segmentation of market and 4 P's of marketing.
	CO-4	Evaluating marketing process and its segmentation.
MFA151	CO-1	Understanding the concept of Collaterals Designs (Coffee Mugs, caps, tea shirt, Pen, Stickers, Gym accessories) etc.
	CO-2	Applying it on Designing software's (Corel draw, Photoshop and Illustrator).



	CO-3	Evaluating the significance of collaterals designs and its importance of Branding.
	CO-4	Creating artworks of product design- Electronic accessories and its branding.
MFA152	CO-1	Understanding of the subject and importance of illustrations- Conceptualization, styles, and its mediums, developing the skills for professional work.
	CO-2	Applying Conceptualization illustration, styles, and mediums, developing the skills for professional work.
	CO-3	Evaluation of professional illustration work.
	CO-4	Utilizing illustration- Conceptualization Styles, and mediums, developing the skills for professional work.
MFA153	CO-1	Understanding of the subject and importance of Photography Conceptualization, styles, and its mediums, developing the skills for a professional photo shoot.
	CO-2	Applying Conceptualization Photography developing the skills for a professional photo shoot.
	CO-3	Evaluation of professional Photography.
	CO-4	Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work.
MFA171	CO-1	Understanding the concept of Corporate identity (Product naming, Visiting card, stationer and collaterals)
	CO-2	Applying it on Designing software's (CorelDraw, Photoshop and Illustrator)
	CO-3	Evaluating the significance of collaterals designs and its importance of Corporate identity.
	CO-4	Creating artworks of Visiting card, Envelopes, letterheads, Bill books etc
MFA172	CO-1	Understanding of the subject and importance of illustrations along with the core subject, Conceptualization, styles, and its mediums.
	CO-2	Applying the subject and importance of illustrations along with the core subject, Conceptualization, styles, and its mediums.
	CO-3	Evaluation of the importance of illustrations along with the core subject, Conceptualization, styles, and its mediums.
	CO-4	Utilizing the importance of illustration along with the core subject, Conceptualization, styles, and mediums.
MFA173	CO-1	Understanding of the subject and importance of Photography Conceptualization, styles, and its mediums, developing the skills for a professional photo shoot.
	CO-2	Applying Conceptualization Photography developing the skills for a professional photo shoot.
	CO-3	Evaluation of professional Photography.
	CO-4	Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work.
MFA103	CO-1	Understanding the Philosophy of Italian philosophers (beauty lies in profound truth).
	CO-2	Recognizing the philosophy of Francis Bacon & Rene Descartes.



MFA154	CO-3	Comparing the philosophy of Baumgarten and Rene Descartes.
	CO-4	Summarizing the philosophy of Italian, Russian and German philosophers
	CO-1	Understanding of elements and new artwork.
	CO-2	Applying different techniques in creative process to produce artwork at a higher level of expertise
MFA155	CO-3	Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale
	CO-1	Understanding of basic traditional 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
MFA156	CO-1	Understanding the use of light and shade in a Portrait.
	CO-2	Demonstrating portraits of different moods with the experimentation of light and shades etc.
	CO-3	Evaluating different mediums (Oil /Water /Acrylic colors) in portrait.
	CO-4	Creating Portrait using Oil /Water /Acrylic colors.
MFA157	CO-1	Understanding the skill of observation, imagination, creation required for the expressions of creative landscapes with the study of the different forms and colors of nature.
	CO-2	Demonstrating forms, color and different type of perspective showing a particular time of day or night.
	CO-3	Evaluating different mediums (Oil /Water /Acrylic colors) in portrait.
	CO-4	Creating Landscape in Oil /Water /Acrylic colors.
MFA174	CO-1	Understanding of elements and new artwork.
	CO-2	Applying different techniques in creative process to produce artwork at a higher level of expertise.
	CO-3	Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale.
MFA175	CO-1	Understanding of basic traditional 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
MFA176	CO-1	Understanding the study of human head (male and female).
	CO-2	Demonstrating detailed study of human head with light and shade in monochrome.
	CO-3	Creating Portraits in Oil /Water /Acrylic color Medium.
MFA177	CO-1	Understanding the fundamentals of Landscape drawings.
	CO-2	Demonstrating study of landscape (clouds, trees, bushes, river and rocks) with light and shade in monochrome.
	CO-3	Creating Landscape in Oil /Water /Acrylic Color medium.
MFA201	CO-1	Recognizing the characteristics of Realism, Romanticisms, Impressionism & other art movements.
	CO-2	Analyzing the art work of European, Neo- impressionism's artists.
	CO-3	Comparing the art work of Cezanne Henry Matisse and Van Gogh.
MFA291	CO-1	Understanding subject-related new topics research.



MFA202	CO-2	Analyzing the new subject topic.
	CO-3	Presentation of self-research and applying.
	CO-4	Comparing the other and our research work.
	CO-1	Understanding the Concepts, Theory and Process of Advertising
MFA251	CO-2	Recognizing the Historical Background of Advertising and its evolution.
	CO-3	Discovering Advertising process
	CO-4	Evaluating Advertising Process – Mediums, Target and Goals
	CO-1	Understanding the concept of Corporate identities (Stationery designs and print media and Outdoor media.
MFA252	CO-2	Applying it on Designing software's (CorelDraw, Photoshop and Illustrator)
	CO-3	Evaluating the significance of Brand Guidelines.
	CO-4	Creating artworks Poster, Hoarding, Digital advertisements
	CO-1	Understanding the type of illustrations, Conceptualization, styles, and mediums, developing the skills for professional work.
MFA253	CO-2	Applying Conceptualization illustrations styles, and mediums, developing the skills for professional illustration work.
	CO-3	Evaluation of professional illustration work.
	CO-4	Utilizing of Conceptualization illustration styles, and mediums, developing the skills for professional illustration work.
	CO-1	Understanding of Composition Rules
	CO-2	Exposure, Characteristic response to light, Film sensitivity (ISO)
	CO-3	Lenses and their classification: Tele, Normal, Wide, Zoom lenses Micro, Fish-Eye, and supplementary lens
MFA271	CO-4	Applying Conceptualization Photography developing the skills for a professional photo shoot.
	CO-5	Evaluation of professional Photography.
	CO-6	Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work.
	CO-1	Understanding the concept of Corporate identity (Product naming, Visiting card, stationer and collaterals)
MFA272	CO-2	Applying it on Designing software's (Coreldraw, Photoshop and illustrator)
	CO-3	Evaluating the significance of collaterals designs and its importance of Corporate identity.
	CO-4	Creating artworks of Visiting card, Envelopes, letterheads, Bill books etc.
	CO-1	Understanding of the subject and importance of illustrations along with the core subject, Conceptualization, styles, and its mediums.
MFA273	CO-2	Applying the subject and importance of illustrations along with the core subject, Conceptualization, styles, and its mediums.
	CO-3	Evaluation of the importance of illustrations along with the core subject, Conceptualization, styles, and its mediums.
	CO-4	Utilizing the importance of illustration along with the core subject, Conceptualization, styles, and mediums.
	CO-1	Understanding of Composition Rules
MFA273	CO-2	Studio based lighting , Outdoor based lighting exercise, Lab work
	CO-3	Applying Conceptualization Photography developing the skills for a



		professional photo shoot.
	CO-4	Evaluation of professional Photography.
	CO-5	Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work.
MFA203	CO-1	Understanding the Principle of Art appreciation.
	CO-2	Defining the theory of Modern philosophers.
	CO-3	Discovering primary and secondary sources of Occidental Aesthetics.
MFA254	CO-1	Understanding of modern Artwork in painting.
	CO-2	Applying different techniques in creative process to produce artwork at a higher level of expertise
	CO-3	Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale.
MFA255	CO-1	Understanding of modern design and color, concept, media and formats
	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.
MFA256	CO-1	Understanding the detailed study of human head (male and female).
	CO-2	Demonstrating skill of showing the age effect in portraits.
	CO-3	Creating Portraits in Oil /Water /Acrylic color medium.
MFA257	CO-1	Understanding the detailed study of Landscape drawing.
	CO-2	Demonstrating Atmospheric perspective in a landscape scene of a village, town or city.
	CO-3	Creating Landscape in Oil /Water /Acrylic color medium.
MFA274	CO-1	Understanding of elements and new artwork.
	CO-2	Applying different techniques in creative process to produce artwork at a higher level of expertise.
	CO-3	Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale.
MFA275	CO-1	Understanding of modern design and color, concept, media and formats
	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.
MFA276	CO-1	Understanding the study of human head (male and female).
	CO-2	Demonstrating detailed study of human head with light and shade in monochrome.
	CO-3	Creating Portraits in Oil/Water/Acrylic color medium.
MFA277	CO-1	Understanding the study of human head (male and female).
	CO-2	Demonstrating detailed study of human head with light and shade.
	CO-3	Creating Portraits in water and poster color Medium.
MFA301	CO-1	Understanding the essence and impact of Modern Indian art.
	CO-2	Recognizing Tantric art, Traditional art & Modern art.
	CO-3	Discovering the British impact on educational institute
	CO-4	Evaluating the pre independent trends of India.
MFA302	CO-1	Understanding of Highlighting the process of campaign planning and role of copy and illustration in campaign process.



	CO-2	Applying Campaign planning, Process of Advertising.
	CO-3	Creative side of the Advertising, Copy, and Illustration.
	CO-4	Evaluation of Campaign planning, Advertising Process,
	CO-5	Creative Ads, Copy, and Illustration.
	CO-6	Utilizing of Campaign planning, Advertising Process,
	CO-7	Creative Ads, Copy, and Illustration.
MFA351	CO-1	Understanding the concept of Corporate working
	CO-2	Recognizing the best medium to advertise for them.
	CO-3	Applying it on Designing software's (CorelDraw, Photoshop and Illustrator)
	CO-4	Evaluating the Brand Guide Lines.
	CO-5	Creating artworks catalogues, Product Guidelines, presentation designs, packaging, Social media advertising.
MFA352	CO-1	Understanding Developing the various type of illustration, Conceptualization, styles and its mediums, mounting the skills for high end Industry Oriented work.
	CO-2	Applying Comic book illustrations and Storyboard for creative TVC or social awareness.
	CO-3	Evaluation of Basic windows, Adobe Photoshop, Adobe Flash, Illustrator etc.
	CO-4	Utilizing Basic windows, Adobe Photoshop, Adobe Flash, Illustrator, etc.
MFA353	CO-1	Understanding the concept of Icons and Product packaging Applying it on Designing software's (CorelDraw, Photoshop and Illustrator)
	CO-2	Evaluating the significance of Info graphical Icons and packaging
	CO-3	Creating artworks product packaging, dangles, Buntings, Drop downs
MFA371	CO-1	Understanding the concept of Icons and Product packaging
	CO-2	Applying it on Designing software's (CorelDraw, Photoshop and Illustrator)
	CO-3	Evaluating the significance of Info graphical Icons and packaging
	CO-4	Creating artworks product packaging, dangles, Buntings, Drop downs
MFA372	CO-1	Understanding Developing the various type of illustrations, Conceptualization, styles and its mediums, mounting the skills for high end Industry Oriented work.
	CO-2	Applying illustrations and Industry Oriented illustration work.
	CO-3	Evaluation of different types of illustration. as like Architectural illustrations, Editorial illustrations, Fashion illustration, Industrial illustration) etc.
MFA373	CO-1	Understanding of the subject and importance of Photography Contents, Image formats, Model Shoot, Outdoor based Lighting exercise, Lab Work.
	CO-2	Applying Outdoor based Lighting exercise.
	CO-3	Analysis of Model Shoot photography.
	CO-4	Evaluation of Model Shoot
	CO-5	Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work
MFA303	CO-1	Understanding the Aspects of Indian Aesthetics.
	CO-2	Defining the philosophy of Bharat Muni and his Natya Shastra.
	CO-3	Discovering primary and secondary sources of Oriental Aesthetics.



	CO-4	Evaluating the philosophy of Markende Muni, Abhinav Gupt regarding rasa.
MFA354	CO-1	Understanding of creative painting in Indian art.
	CO-2	Applying different techniques in creative process to produce artwork at a higher level of expertise.
	CO-3	Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale.
MFA355	CO-1	Understanding of basic traditional 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
MFA356	CO-1	Understanding the detailed study of human head (male and female).
	CO-2	Demonstrating skill to show the people from different professions, religions and states.
	CO-3	Creating Portraits in Oil /Water /Acrylic color medium.
MFA357	CO-1	Understanding the detailed study of Landscape drawing.
	CO-2	Demonstrating skills to paint a landscape through life and imagination as well with environmental effects.
	CO-3	Creating Landscape in Oil /Water /Acrylic color medium.
MFA374	CO-1	Understanding of creative painting in Indian art.
	CO-2	Applying different techniques in creative process to produce artwork at a higher level of expertise
	CO-3	Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale.
MFA375	CO-1	Understanding of basic traditional 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
MFA376	CO-1	Understanding the study of human head (male and female).
	CO-2	Demonstrating detailed study of human head emphasizing on the main characteristics of a person.
	CO-3	Creating Portraits in water and poster color medium
MFA377	CO-1	Understanding the fundamentals of perspective.
	CO-2	Demonstrating landscape painting of historical monuments and buildings etc. in color along with surroundings.
	CO-3	Creating Landscape in different mediums.
MFA401	CO-1	Explaining Historical background of Progressive artists group and Calcutta group.
	CO-2	Understanding Progressive association, Srinagar, Delhi Shilpi Chakra and Chola Mandal.
	CO-3	Comparing the progress of art in different states.
	CO-4	Evaluating the art of different art academies.
MFA491	CO-1	Understanding the dissertation for a chosen subject opted by the student in the respective field of specialization
	CO-2	Applying the research knowledge by student on choosen topic.



	CO-3	Creating final form of dissertation both in hard and soft copy for final submission
MFA402	CO-1	Understanding the need for ethics and social responsibility with the help of legal aspects of advertising.
	CO-2	Applying Ethics, Regulations and Social Responsibilities, Advertising Research, Testing of advertising, Legal aspects of Advertising and Careers in advertising.
	CO-3	Evaluating Ethics and social responsibility with the help of legal aspects of advertising..
	CO-4	Utilizing Ethics and social responsibility with the help of legal aspects of advertising.
MFA451	CO-1	Understanding the concept of Industrial works (Export Houses)
	CO-2	Recognizing the best medium to advertise for them.
	CO-3	Applying it on Designing software's (CorelDraw, Photoshop and Illustrator)
	CO-4	Evaluating the Brand Guide Lines.
	CO-5	Creating artworks E-promotional materials and Print: FB, Newspaper, Brochures
MFA452	CO-1	Understanding Industry Oriented illustration with different Conceptualization illustrations.
	CO-2	Applying Illustrations for electronics media (E-Learning).
	CO-3	Evaluating storyboard for social campaign with tag lines, creative TVC, Project oriented, and Industry-specific illustrations
	CO-4	Utilizing Industry Oriented illustration with different Conceptualization illustrations.
MFA453	CO-1	Understanding of Techniques, Image sizes, Image Compression Formats, and Image Correction and Restoration Software's and techniques
	CO-2	Applying Studio based lighting Exercise
	CO-3	Analysis of Exploring Model shoot and Fashion Photography
	CO-4	Evaluation of Exploring Model shoots and Fashion Photography
	CO-5	Utilizing Outdoor based Lighting exercise.
MFA471	CO-1	Understanding the concept of Directional Signage and its uses
	CO-2	Applying it on Designing software's (CorelDraw, Photoshop and Illustrator)
	CO-3	Evaluating the significance of Directional Signage
	CO-4	Creating artworks Signage's for Malls, Shops, offices- FMCG, Toiletries, Home DÉCOR
MFA472	CO-1	Understanding various type of illustrations, Conceptualization, styles and its mediums, mounting the skills for high end Industry Oriented work.
	CO-2	Applying of illustrations and creating characters (Mascots).
	CO-3	Evaluating different types of illustrations like Architectural illustrations, Editorial illustrations, Fashion illustration, Industrial illustration) etc
	CO-4	Utilizing visual story board for creative TV Commercial or social awareness.
MFA473	CO-1	Understanding of the subject and importance of Photography Contents, Landscape, Cloudscape, Product Photography.
	CO-2	Applying Outdoor based Lighting exercise.



	CO-3	Analysis of Model Shoot & Product Photography
	CO-4	Evaluation of Model Shoot & Product Shoot
	CO-5	Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work
MFA403	CO-1	Understanding of elements and principles of creative artwork.
	CO-2	Applying different techniques in creative process to produce artwork at a higher level of expertise
	CO-3	Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale.
MFA454	CO-1	Understanding the Principle of Abhinav Gupt regarding Bhava
	CO-2	Explaining meaning and kind of Dhavani.
	CO-3	Discovering primary and secondary sources of relevant subject.
	CO-4	Evaluating the interrelation between Art, Music and Literature.
MFA455	CO-1	Understanding the detailed study of Landscape drawing.
	CO-2	Demonstrating skills to paint landscape in a creative way with different colors, textures and techniques.
	CO-3	Creating Landscape in Oil /Water /Acrylic color medium.
MFA456	CO-1	Understanding the detailed study of human head (male and female).
	CO-2	Demonstrating advanced portrait study of some popular personalities in a creative way to develop a personal style.
	CO-3	Creating Portraits and experimenting with lines, colors, and textural effects.
MFA457	CO-1	Understanding the detailed study of Landscape drawing.
	CO-2	Demonstrating skills to paint landscape in a creative way with different colors, textures and techniques.
	CO-3	Creating Landscape in Oil /Water /Acrylic color medium.
MFA474	CO-1	Understanding of elements and principles of creative artwork.
	CO-2	Applying different techniques in creative process to produce artwork at a higher level of expertise.
	CO-3	Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale.
MFA475	CO-1	Understanding of modern design and color, concept, media and formats
	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.
MFA476	CO-1	Understanding the detailed study of human head (male and female).
	CO-2	Demonstrating skill to show Portrait of male and females in different gestures
	CO-3	Creating Portraits in Oil /Water /Acrylic color medium.
MFA477	CO-1	Understanding the fundamentals of perspective.
	CO-2	Demonstrating landscape painting of street scenes, market areas, village surroundings, river bank etc. in color.
	CO-3	Creating Landscape in different mediums.

