

Study & Evaluation Scheme Of

Bachelor of Fine Arts (Dual Specialization)

[Applicable w.e.f. Academic Session - 2019-20 till revised]
[As per CBCS guidelines given by UGC]



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

| <u>Study & Evaluation Scheme</u> | |
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| <u>SUMMARY</u> | |
| Institute Name | TeerthankerMahaveer University, College of Fine Arts, Delhi Road, Moradabad |
| Programme | BFA (Dual Specializations) |
| Duration | Four Years full time(Eight Semesters) |
| Medium | Hindi/English |
| Minimum Required Attendance | 75% |
| <u>Credits</u> | |
| Maximum Credits | 183 |
| Minimum Credits Required for Degree | 154 |

| Assessment: | | | | | |
|---|---|---------------------|----------------------|---------------------------------------|--------------|
| Evaluation | | | Internal | External | Total |
| Theory | | | 40 | 60 | 100 |
| Practical/ Dissertations/ Project Reports/ Viva-Voce | | | 50 | 50 | 100 |
| Class Test-1 | Class Test-2 | Class Test-3 | Assignment(s) | Attendance & Participation | Total |
| Best two out of three | | | | | |
| 10 | 10 | 10 | 10 | 10 | 40 |
| Duration of Examination | | | External | Internal | |
| | | | 3 Hours | 1.5 Hours | |
| To qualify the program a student is required to secure a minimum of 45% marks in aggregate in each course which includes the semester-end examination. | | | | | |
| Question Paper Structure | | | | | |
| Question paper shall have two sections and examiner shall set questions specific to respective section. Section wise details shall be as mentioned under; | | | | | |
| 1 | It shall consist of short answer type questions (answer should not exceed 50 words). This section will essentially assess COs related to Remembering & Understanding. This section will contain five questions and every question shall have an “or” option. (Questions should be from each unit and the “or” option question should also be from the same unit) each question shall have equal weight age of 2 Marks and total weight age of this section shall be 10 Marks. | | | | |
| 2 | It shall consist of long answer type questions. This section will also contain five questions and every question should assess as specific CO and should have an “or” option (Questions should be from the entire syllabus and the “or” option question should assess the same CO). Each question shall have equal weightage of 10 Marks and total weightage of this section shall be 50 Marks | | | | |

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| 3 | The remaining five questions shall have internal choice within each unit; each question will carry 10 marks. |
| 4 | The purpose of examination should be to assess the Course Outcomes (CO's) that will ultimately lead to attainment of Programme Specific Outcomes (PSOs). A question paper must assess the following aspects of learning: Remember Understand, Apply, Analyze, Evaluate & Create (reference to Bloom's Taxonomy). |

Program Structure-BFA

A. Introduction:

Visual Arts plays a significant role within the curriculum by providing learning opportunities and value addition in the development of students' intellectual and practical knowledge, critical judgment and understanding of Art by art making and involving incritical and historical studies of art and aiming to provide an appreciation and training in diverse arts through modern concepts and methods of art education.

The curriculum is designed to encourage students to understand visual arts, including different kinds of creative work. It plays an important role in the social, cultural and spiritual lives of students by offering a wide range of opportunities to develop their own interests, to be self-motivated and active learners who can take responsibility for and continue their own learning in College and Post- college settings.

Visual Arts fosters interest and enjoyment in the making and studying of art. It builds understanding of the role of art, in all forms of media, in contemporary and historical cultures and contemporary world by empowering students to engage in visual forms of communication. It encourages the creative and confident use of technologies including traditional and contemporary art historical studies.

Fine Arts encompass all aspects of nature and human creativity in search of substance, form, and expression. This program educates and prepares students to become artists and to follow practices aligned to the making of art.

The syllabus identifies the structural, subjective, postmodern and cultural frames as a basis for understanding the visual arts.

The BFA programme not only educates but reforms the skills of candidates to enable them become artists in their chosen field. Career opportunities for fine arts graduates are ample wherein they can choose to be an art teacher, fine artist, photographer, art director, and lot more.

| BFA : Four- Year (8-Semester) CBCS Programme | | | |
|---|---|---|----------------------|
| Basic Structure: Distribution of Courses | | | |
| S.No. | Type of Course | Hours | Total Credits |
| 1 | Core Course (CC) | 15 Courses of 3 Credit Hrs. each (Total Credit Hrs. 15X3) | 45 |
| 2 | Ability-Enhancement Compulsory Course (AECC) | 3 Courses of 1/2 Credit Hrs. each (Total Credit Hrs. 3X2) | 6/7 |
| 3 | Skill-Enhancement Elective Course (SEC) | 5 Courses of 2 Credit Hrs. each (Total Credit Hrs. 5X2) | 10 |
| 4 | Discipline Specific Course (DSC) (Theory) (Practical) | 12 Courses of 3 Credit Hrs. each (Total Credit Hrs. 12X3) | 36 |
| | | 41 Courses of 2 Credit Hrs. each (Total Credit Hrs. 41X2) | 82 |
| 5 | Discipline Specific Elective Course (DSEC) (Practical) | 2Courses of 2 Credit Hrs. each (Total Credit Hrs. 1X2) | 4 |
| Total Credits | | | 183 |

Contact hours include work related to Lecture, Tutorial and Practical (LTP), where our institution will have flexibility to decide course wise requirements

B. Choice Based Credit System (CBCS)

Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve his target number of credits as specified by the UGC and adopted by our University.

The following is the course module designed for the BFA program:

Core Course (CC): Core courses of BFA program will provide a holistic approach to fine arts education, giving students an overview of the field, a basis to build and specialize upon. These core courses are the strong foundation to establish fine arts knowledge.

The core courses will provide more of the practical knowledge of the fine arts degree so that students can cater with any kind of problem in the Industry.

A wide range of core courses provides groundwork in the basic fine arts disciplines: Applied and painting. We offer core courses in semester I, II, III, IV, V, VI, VII, and VIII during the BFA program. There will be 3 credits for each core course offered.

Ability Enhancement Compulsory Course (AECC):As per the guidelines of Choice Based Credit System (CBCS) for all Universities, including the private Universities, the Ability Enhancement Compulsory Course (AECC) is a course designed to develop the ability of students in communication (especially English, Computer, Wash painting and Environmental studies) We offer four AECCs to in Sem I and II with credits 2

Skill Enhancement Course: This course may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. We offer 6 courses with credits 3.

Discipline Specific Course: This is a compulsory course that does not have any choice and will be of 2 credits each.

Discipline Elective Enhancement Course: The discipline specific elective course is chosen to make students have specialized knowledge of a specific domain like Portrait and Illustration. It will be covered in all eight semesters of the program. The student of Painting Stream will have to choose any one subject of Applied and vice versa. Each DSEC will carry 2 credits.

C. PROGRAMME OUTCOMES (PO's)

At the end of 4 years BFA programme, the students will be learning the following general attributes.

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|-------------|---|
| PO 1 | Building a solid foundation in the elements, principles and process of visual art and design. |
| PO2 | Communicate effectively with clients and utilize the talents and strengths of design colleagues to develop the best design products. |
| PO3 | 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. |
| PO4 | 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. |
| PO5 | 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 OUTCOMES (PSO's)

At the end of 4 years BFA (Bachelor of Fine Arts) programme, the students will be learning the following general attributes.

| | |
|-------------|---|
| PSO1 | Understanding the nature and make use of basic concept of art aesthetics and design. |
| PSO2 | Discovering production procedures in manual, electronic and new media industries. |
| PSO3 | Developing strategies for planning, producing and disseminating visual communication to spread environmental awareness and respond to environment related issues. |
| PSO4 | Applying and analyzing principles of art and design manually and by using different software. |

D. Pedagogy & Unique practices adopted: “Pedagogy is the method and practice of teaching, especially for teaching an academic subject or theoretical concept”. In addition to conventional time-tested lecture method, the institute will emphasize on experiential learning.

1. Video Based Learning (VBL): Learning through Movies (LTM): Technology is playing a crucial role especially in these times. Videos/ tutorials, sharing material through PPT's plays an important role in our curriculum. Similarly students learn through art movies and documentaries which is a regular exercise in our College. This gives an idea of the concepts of History, Art and Aesthetics and materials used by different artists. It provides a whole wide view of what goes around the art world.

2. Field/ Live projects: Regular field works, experimenting in different mediums is a part of the Curriculum. Life projects such as landscapes, life study, and museum visit for study of sculpture is an essential part of BFA Programme.

3. Gallery visits: Gallery visits (for instance to Vadehra art gallery, National gallery of modern art, Indian Habitat Centre , RavindraBhawan, Delhi and Historical site visit etc. are done to give knowledge of the current style and artists of the field.

4. Special Guest Lectures (SGL)-Special guests lectures / workshops by renowned artists are regularly conducted to provide students with the idea of new techniques/methods of paintings. Regular workshops give exposure to the students and positively impact their work.

5. Student Development Programs (SDP): College of fine arts has a curriculum in which besides the syllabus special concern is given on ethical, environmental, social issues. for planning, producing and disseminating visual communication to spread environmental awareness and respond to environment related issues. Also managing projects in multidisciplinary environments to communicate effectively with the society at large. Recognizing the need for, and have the preparation and ability to engage in independent and life- long learning in the art field.

6. Special assistance program

The teacher identifies slow learners and fast learners in class and slow learners are made to sit in the front row and given more attention. Regular notes and assistance is provided by the teachers. A separate time table has been created for slow learners' four to five pm. During the hour, the child can discuss their problem with his/her teacher.

7. Orientation program:

It is a 14 days programme. The purpose of this program is to establish good relations between students and teachers and introduce them to the curriculum. All the faculty members interact with the student of BFA and MFA(I Semester) and tell about the practices and processes of the University. Students are informed regarding importance of Fine Arts Course and its Streams.

8. Mentoring scheme:

Objective of this practice include-

- To provide positive role models.
- To provide a framework for positive interaction between the students, mentors and staff.
- To orient students to the University/college culture, together with the program requirements.
- To enable students to understand the challenges and opportunities of academics success.
- To provide a sense of belongingness.
- To develop a stronger sense of the academic learning community.
- To counter any initial feeling of isolation and/or anxiety.

Apart from the objectives mentioned above, this practice focuses on keeping the updated records of student's personal details, attendance, interacted with parents, academic performance and other related issues. Regular monitoring of the student on attendance and class performance gives him/her a comfort feeling of guidance and care.

This helps in enhancing all round performance of the student related to attendance, examination, discipline, participation in cultural events and activities conducted in the department viz. seminars, group discussions, celebration of a special day, speeches etc

9. Career and personal counseling: College of Fine arts start counseling their students from the first year itself, besides it faculty members also guide them time to time.

10. Extracurricular Activities: Co- curricular activities like sports, poster making competitions, cultural programs is a regular exercise that helps a student in the development of their personality. The college provides educational trips to galleries and monuments, conducts workshop, exhibitions, cultural events and sports on regular basis. Besides it , activities like NSS Camps and tree plantation, Swachh Bharat Abhiyaan are a part of a curriculum.

Study and Evaluation Scheme

Bachelor of Fine Art (Foundation Course)

| SEMESTER I | | | | | | | | | | |
|-------------------|-------------|-------------------|--|----------|----------|--------------|--------------|-------------------|------------|------------|
| Sl.No. | Course type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 1. | CC | BFA104 | History of Indian Art I | 3 | - | - | 3 | 40 | 60 | 100 |
| 2. | AECC | BFA103 | Environmental Studies | 2 | - | - | 2 | 40 | 60 | 100 |
| 3. | DSC | BFA156 | Drawing I | - | - | 4 | 2 | 50 | 50 | 100 |
| 4. | DSC | BFA157 | 2DArt&Design I | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | DSC | BFA158 | Color Composition I | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA159 | 3D Art & Modeling I | - | - | 4 | 2 | 50 | 50 | 100 |
| 7. | DSC | BFA160 | Print Making I | - | - | 4 | 2 | 50 | 50 | 100 |
| 8. | AECC | BFA109/ BFA161 | English Communication I /Wash Painting- I | 2 - | - - | - 2 | 2 1 | 50 | 50 | 100 |
| Total | | | | 7 | - | 20/22 | 17/18 | 380 | 420 | 800 |

| SEMESTER II | | | | | | | | | | |
|--------------------|-------------|-------------------|---|----------|----------|--------------|--------------|-------------------|------------|------------|
| Sl.No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 1. | CC | BFA204 | History of Indian Art II | 3 | - | - | 3 | 40 | 60 | 100 |
| 2. | AECC | BFA203 | Basics of Computer Fundamental | 1 | - | 2 | 2 | 40 | 60 | 100 |
| 3. | DSC | BFA256 | Drawing II | - | - | 4 | 2 | 50 | 50 | 100 |
| 4. | DSC | BFA257 | 2D Art & Design II | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | DSC | BFA258 | Color Composition II | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA259 | 3D Art & Modeling II | - | - | 4 | 2 | 50 | 50 | 100 |
| 7. | DSC | BFA260 | Print Making II | - | - | 4 | 2 | 50 | 50 | 100 |
| 8. | AECC | BFA299/ BFA261 | English Communication II / Wash Painting- II | 2 - | - - | - 2 | 2 1 | 50 | 50 | 100 |
| Total | | | | 6 | - | 22/24 | 17/18 | 380 | 430 | 800 |

| SEMESTER III | | | | | | | | | | |
|---------------------|-------------|--------------|--------------------------------------|-----------|----------|-----------|------------|-------------------|------------|------------|
| Sr.No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 1. | CC | BFA307 | History of Indian Art III | 3 | - | - | 3 | 40 | 60 | 100 |
| 2. | CC | BFA308 | Oriental Aesthetics I | 3 | - | - | 3 | 40 | 60 | 100 |
| Applied Art | | | | | | | | | | |
| 3. | DSC | BFA309 | Advertising Theory I | 3 | - | - | 3 | 40 | 60 | 100 |
| 4. | DSC | BFA370 | Lettering and Typography I | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | DSC | BFA371 | Graphic Design I | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA372 | Computer Graphic I | - | - | 4 | 2 | 50 | 50 | 100 |
| Painting | | | | | | | | | | |
| 3. | DSC | BFA310 | Methods and Materials for Painting I | 3 | - | - | 3 | 40 | 60 | 100 |
| 4. | DSC | BFA374 | Portrait I | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | SEC | BFA375 | Thematic Composition I | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA376 | Print Making III | - | - | 4 | 2 | 50 | 50 | 100 |
| 7. | DSEC | BFA369BFA373 | Illustration I*/ | - | | 4 | 2 | 50 | 50 | 100 |
| 8. | DSEC | | Drawing for Painting I* | - | | 4 | 2 | 50 | 50 | 100 |
| Total | | | | 12 | - | 32 | 19 | 370 | 430 | 800 |

NOTE: A student choosing a specialization must take 5 courses of that specific specialization and one course from any other specialization.

| SEMESTER IV | | | | | | | | | | |
|--------------------|-------------|-------------|-----------------------------|---------|---|---|-----------|-------------------|----------|-------|
| Sr.No. | Course Type | Course Code | Course Name | Periods | | | Credit(s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 1. | CC | BFA407 | History of Indian Art IV | 3 | - | - | 3 | 40 | 60 | 100 |
| 2. | CC | BFA408 | Occidental Aesthetics I | 3 | - | - | 3 | 40 | 60 | 100 |
| Applied Art | | | | | | | | | | |
| 3. | DSC | BFA 409 | Advertising Theory II | 3 | - | - | 3 | 40 | 60 | 100 |
| 4. | DSC | BFA 470 | Lettering and Typography II | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | SEC | BFA 471 | Graphic Design II | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA 472 | Computer Graphic II | - | - | 4 | 2 | 50 | 50 | 100 |
| Painting | | | | | | | | | | |

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|--------------|------|---------|---------------------------------------|-----------|----------|-----------|-----------|------------|------------|------------|
| 3. | DSC | BFA 410 | Methods and Materials for Painting II | 3 | - | - | 3 | 40 | 60 | 100 |
| 4. | DSC | BFA 474 | Portrait II | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | SEC | BFA 475 | Thematic Composition II | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA 476 | Print Making IV | - | - | 4 | 2 | 50 | 50 | 100 |
| 7. | DSEC | BFA 469 | Illustration II* | - | - | 4 | 2 | 50 | 50 | 100 |
| 8. | DSEC | BFA 473 | Drawing for Painting I* | - | - | 4 | 2 | 50 | 50 | 100 |
| Total | | | | 12 | - | 32 | 19 | 370 | 430 | 800 |

NOTE: A student choosing a specialization must take 5 courses of that specific specialization and one course from any other specialization.

| SEMESTER V | | | | | | | | | | |
|--------------------|-------------|-------------|---|-----------|----------|-----------|------------|-------------------|------------|------------|
| Sr. No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 1. | CC | BFA 507 | History of European Art I | 3 | - | - | 3 | 40 | 60 | 100 |
| 2. | CC | BFA 508 | Oriental Aesthetics II | 3 | - | - | 3 | 40 | 60 | 100 |
| Applied Art | | | | | | | | | | |
| 3. | DSC | BFA 509 | Advertising Theory III | 3 | - | - | 3 | 40 | 60 | 100 |
| 4. | DSC | BFA 569 | Illustration III | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | DSC | BFA 571 | Photography & Reproduction Techniques I | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | SEC | BFA 572 | Computer Graphic III | - | - | 4 | 2 | 50 | 50 | 100 |
| Painting | | | | | | | | | | |
| 3. | DSC | BFA 510 | Methods and Materials for Painting III | 3 | - | - | 3 | 40 | 60 | 100 |
| 4. | DSC | BFA 574 | Life Study I | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | SEC | BFA 575 | Creative Composition I | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA 576 | Mural Design I | - | - | 4 | 2 | 50 | 50 | 100 |
| 7. | DSEC | BFA 570 | Poster Design I* | - | - | 4 | 2 | 50 | 50 | 100 |
| 8. | DSEC | BFA 573 | Drawing for Painting III* | - | - | 4 | 2 | 50 | 50 | 100 |
| Total | | | | 12 | - | 32 | 19 | 370 | 430 | 800 |

NOTE: A student choosing a specialization must take 5 courses of that specific specialization and one course from any other specialization.

| SEMESTER VI | | | | | | | | | | |
|--------------------|-------------|-------------|--|-----------|----------|-----------|------------|-------------------|------------|------------|
| Sr. No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 1. | CC | BFA607 | History of European Art II | 3 | - | - | 3 | 40 | 60 | 100 |
| 2. | CC | BFA608 | Occidental Aesthetics II | 3 | - | - | 3 | 40 | 60 | 100 |
| Applied Art | | | | | | | | | | |
| 3. | DSC | BFA 609 | Advertising Theory IV | 3 | - | - | 3 | 40 | 60 | 100 |
| 4. | DSC | BFA 669 | Illustration IV | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | DSC | BFA 671 | Photography & Reproduction Techniques II | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA 672 | Computer Graphic IV | - | - | 4 | 2 | 50 | 50 | 100 |
| Painting | | | | | | | | | | |
| 3. | DSC | BFA 610 | Methods and Materials for Painting IV | 3 | - | - | 3 | 40 | 60 | 100 |
| 4. | DSC | BFA 673 | Drawing for Painting IV | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | DSC | BFA 675 | Creative Composition II | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA 676 | Mural Design II | - | - | 4 | 2 | 50 | 50 | 100 |
| 7. | DSEC | BFA 670 | Poster Design II* | - | - | 4 | 2 | 50 | 50 | 100 |
| 8. | DSEC | BFA 674 | Life Study II* | - | - | 4 | 2 | 50 | 50 | 100 |
| Total | | | | 12 | - | 32 | 19 | 370 | 430 | 800 |

NOTE: A student choosing a specialization must take 5 courses of that specific specialization and one course from any other specialization.

| SEMESTER VII | | | | | | | | | | |
|---------------------|--------------------|--------------------|---|----------------|----------|-----------|-------------------|--------------------------|-----------------|--------------|
| Sr. No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 1. | CC | BFA 707 | History of Modern Indian Arts I | 3 | - | - | 3 | 40 | 60 | 100 |
| 2. | CC | BFA 708 | History of European Art III | 3 | - | - | 3 | 40 | 60 | 100 |
| 3. | AECC | BFA 791 | Educational Tour | - | - | - | 3 | 50 | 50 | 100 |
| Applied Art | | | | | | | | | | |
| 4. | DSC | BFA 709 | Advertising Theory V | 3 | - | - | 3 | 40 | 60 | 100 |
| 5. | DSC | BFA 769 | Illustration V | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA 770 | Press layout I | - | - | 4 | 2 | 50 | 50 | 100 |
| 7. | DSC | BFA 771 | Photography & Reproduction Techniques III | - | - | 4 | 2 | 50 | 50 | 100 |
| Painting | | | | | | | | | | |
| 3. | DSC | BFA 710 | Methods and Materials for Painting V | 3 | - | - | 3 | 40 | 60 | 100 |
| 4. | DSC | BFA 773 | Drawing for Painting V | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | DSC | BFA 774 | Life Study III | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA 776 | Mural Design III | - | - | 4 | 2 | 50 | 50 | 100 |
| 7. | DSEC | BFA 772 | Ad. Campaign I* | - | - | 4 | 2 | 50 | 50 | 100 |
| 8. | DSEC | BFA 775 | Creative Composition III* | - | - | 4 | 2 | 50 | 50 | 100 |
| Total | | | | 12 | - | 32 | 22 | 420 | 480 | 900 |

NOTE: A student choosing a specialization must take 5 courses of that specific specialization and one course from any other specialization.

SEMESTER VIII

| Sr. No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
|--------------------|-------------|--------------|---|-----------|----------|-----------|------------|-------------------|------------|------------|
| | | | | L | T | P | | Internal | External | Total |
| 1. | CC | BFA 807 | History of Modern Indian Art II | 3 | - | - | 3 | 40 | 60 | 100 |
| 2. | CC | BFA 808 | History of Modern European Art I | 3 | - | - | 3 | 40 | 60 | 100 |
| 3. | CC | BFA 891 | Installation Art/Ambient Art | - | - | - | 3 | 50 | 50 | 100 |
| Applied Art | | | | | | | | | | |
| 4. | DSC | BFA 809 | Advertising Theory VI | 3 | - | - | 3 | 40 | 60 | 100 |
| 5. | DSC | BFA 869 | Illustration VI | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA 870 | Press layout II | - | - | 4 | 2 | 50 | 50 | 100 |
| 7. | DSC | BFA 871 | Photography & Reproduction Technique IV | - | - | 4 | 2 | 50 | 50 | 100 |
| Painting | | | | | | | | | | |
| 4. | DSC | BFA 810 | Methods and Materials for Painting VI | 3 | - | - | 3 | 40 | 60 | 100 |
| 5. | DSC | BFA 873 | Drawing for Painting VI | - | - | 4 | 2 | 50 | 50 | 100 |
| 6. | DSC | BFA 874 | Life Study IV | - | - | 4 | 2 | 50 | 50 | 100 |
| 7. | DSC | BFA 876 | Mural Design IV | - | - | 4 | 2 | 50 | 50 | 100 |
| 8. | DSEC | BFA 875 | Creative Composition IV | - | - | 4 | 2 | 50 | 50 | 100 |
| 9. | DSEC | BFA 872 | Ad. Campaign II | - | - | 4 | 2 | 50 | 50 | 100 |
| | | TOTAL | | 12 | - | 32 | 22 | 420 | 480 | 900 |

NOTE: A student choosing a specialization must take 5 courses of that specific specialization and one course from any other specialization.

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|-------------------------------------|--|--|
| Course Code BFA104 | BFA (I Semester) History of Indian Art-I | L- 3 T- 0 P- 0 C- 3 |
| Course outcomes: | On Completion of the course the students will be: | |
| 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. | |
| Course Content: | | |
| Unit-1 | Objective: A comprehensive understanding of art in all forms, expression and appreciation. Understanding of art in historical perspective incorporating the changing environment and technology. Meaning of art, Meaning of crafts, Characteristics of good art and bad art. | (Lectures8) |
| Unit-2 | Canons of Indian Art (shading) | (Lectures8) |
| Unit-3 | 1 Art of prehistoric period including caves and (early, medieval and stoneage) 2 Important caves at Raigarh, jogimara, Kaimur Singanpur. | (Lectures8) |
| Unit-4 | Art of ancient India: Indus valley civilization- Mohanjo-daro and Harappa-, sculptures, seals coins, and architectural beauty. | (Lectures8) |
| Unit-5 | Art of the Buddha religious period- Nand period- (sculpture of Ajatshatru and his father etc) | (Lectures8) |
| Reference Books: | 1. Meaning of Art by Harbert Read, The Penguin edition 2. Indian Art by Parth Mittra, Oxford University press New York, 3. The Transformation of nature in art by Ananda Coomaraswamy, New York, Dover 4. Elements of Indian art by S.P. Gupta, D.K.Pvt. Ltd, 2nd Edition New Delhi 5. Ancient sects and its impact on Human Civilization by Dr. A.P. Singh, Agamkalaparakashan, New Delhi | |
| NOTE: | Latest edition of books used. | |

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|-------------------------------------|---|---|
| Course Code BFA103 | BFA (I Semester) <u>Environmental Studies</u> | L-2 T-0 P- 0 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| Unit I | Definition and Scope of environmental studies, multidisciplinary nature of environmental studies, Concept of sustainability & sustainable development. Ecology and Environment: Concept of an Ecosystem-its structure and functions, Energy Flow in an Ecosystem, Food Chain, Food Web, Ecological Pyramid & Ecological succession, Study of following ecosystems: Forest Ecosystem, Grass land Ecosystem & Aquatic Ecosystem & Desert Ecosystem. | (Lectures8) |
| Unit II | Natural Resources: Renewable & Non-Renewable resources; Land resources and land use change; Land degradation, Soil erosion & desertification. Deforestation: Causes & impacts due to mining, Dam building on forest biodiversity & tribal population. Energy Resources: Renewable & Non-Renewable resources, Energy scenario & use of alternate energy sources, Case studies. Biodiversity: Hot Spots of Biodiversity in India and World, Conservation, Importance and Factors Responsible for Loss of Biodiversity, Biogeographically Classification of India | (Lectures8) |
| Unit III | Environmental Pollutions: Types, Causes, Effects & control; Air, Water, soil & noise pollution, Nuclear hazards & human health risks, Solid waste Management; Control measures of urban & industrial wastes, pollution case studies | (Lectures8) |
| Unit IV | Environmental policies & practices: Climate change & Global Warming (Greenhouse Effect), Ozone Layer -Its Depletion and Control Measures, Photochemical Smog, Acid Rain Environmental laws: Environment protection Act; air prevention & control of pollution act, Water Prevention & Control of Pollution Act, Wild Life Protection Act, Forest Conservation Acts, International Acts; Montreal & Kyoto Protocols & Convention on biological diversity, Nature reserves, tribal population & Rights & human wild life conflicts in Indian context | (Lectures8) |
| Unit V | Human Communities & Environment: Human population growth; impacts on environment, human health & welfare, Resettlement & rehabilitation of projects affected person: A case study, Disaster Management; Earthquake, Floods & Droughts, Cyclones & Landslides, Environmental Movements; Chipko, Silent Valley, Vishnoi's of Rajasthan, Environmental Ethics; Role of Indian & other regions & culture in environmental conservation, Environmental communication & public awareness; Case study | (Lectures8) |
| Text Books: | 1. "Environmental Chemistry", De, A. K., New Age Publishers Pvt.Ltd. 2. "Introduction to Environmental Engineering and | |

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| | Science”, Masters, G. M., Prentice HallIndiaPvt.Ltd. 3. “Fundamentals of Ecology”, Odem, E. P., W. B. Sannders Co. | |
| Reference Books: | 1. “Biodiversity and Conservation”, Bryant, P. J., HypertextBook 2. “Textbook of Environment Studies”, Tewari, Khulbe&Tewari, I.K.Publication | |

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| Course Code BFA 156 | BFA (I Semester) Drawing I | L- 0 T- 0 P- 4 C- 2 |
| Course outcomes: | On completion of the course the students will be | |
| 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. | |
| Course Content: | | |
| 1 | Object Drawing: Drawing of simple shapes, studying their relation with realobjects. | 4 Hours |
| 2 | NatureDrawing: a) Drawing of small part from nature (like –a leaf. Small twig, stone, flower, stem or a part ofroot) b) Drawing of human figures on spot – mainly based on general forms and gesture in rapidsketches. | |
| 3 | Memory Drawing: Study of all the above type of drawings with the help ofmemory. | |
| Reference Books: | 1. Anatomy & Figure Drawing, By-Vivo foster, Edition-1rst, Oceania Books,London 2. Drawing Workshop, By-Doreen Roberts, Edition 1991 (Reprint), Harper Collins Publishers, London | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA157 | BFA (I Semester) 2D Art & Design I | L 0 T 0 P 4 C 2 |
| Course outcomes: | On completion of the course the students will be | |
| 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. | |
| Course Content: | | |
| 1. | Study of two dimensional space and its organizational possibilities and exploration. | 4 Hours |
| 2. | Elements of pictorial Imageries related to concepts of space and forms developing. | |
| 3. | Possibilities of pictorial with application of elements such as point, line, shape, volume, texture, light and color. | |
| 4. | Study of various types of objects (natural and manmade) with a view to transform the min to flat Pictorial images. | |
| 5. | Exploration of pictorial space, division of space, form and its relation with other visual space, observed in primitive, folk and miniature paintings as well as in Contemporary graphical Images. | |
| Reference Books: | 1 Anatomy & Figure Drawing, By-Vivo foster, Edition-1rst, Oceania Books,London 2 Drawing Workshop, By-Doreen Roberts, Edition 1991 (Reprint), Harper Collins Publishers, London | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA158 | BFA (I Semester) Color Composition-I | L 2 T 0 P 2 C 3 |
| Course outcomes: | On Completion of the course the students will be: | |
| 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. | |
| Course Content: | | |
| 1. | Tonalstudy | 4 Hours |
| 2. | Intensitystudy | |
| 3. | Warm /cool colorstudy | |
| 4. | Mono/multi chromaticstudy | |
| Reference Books: | 1. Seeing & Drawing By -mason Hayek, Edition-1rst Reprint, Sterling Publishing Co., NewYork 2. Drawing Workshop, By-Doreen Roberts, Edition 1991 (Reprint), Harper Collins Publishers, London 3. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1 st , Amber booksLtd, London | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA159 | BFA (I Semester) 3D Art & Modeling I | L 2 T 0 P 2 C 3 |
| Course outcomes: | On completion of the course the students will be | |
| 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.P Carving. | |
| 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. | |
| Course Content: | | |
| 1. | Clay modeling small objects | 4 Hours |
| 2. | Carving in pop | |
| Reference Books: | 1. Modeling in Clay, By- Julia Lipke, Edition-1rst, Search Press Ltd, Kent 2. Anatomy & Figure Drawing, By- Viv foster, Edition-1rst, Oceana Books, London | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA160 | BFA (I Semester) Print Making I | L 2 T 0 P 2 C 3 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the meaning terminology and process of Printmaking. | |
| Co-2 | Applying different tools techniques and handling the print. | |
| Co-3 | Creating various techniques of prints. | |
| Course Content: | | |
| 1. | Basic techniques in leno cat surface printing in onecolour. | 4 Hours |
| 2. | Simple methods of making wood card board, stencil. | |
| Reference Books: | 1. भारतीयछापाचित्रकलाआदिसेआधुनिककाल:डॉसुनिलकुमारभारतीयकलाप्रकाश,नईदिल्ली 2. प्राचिनकाष्ठश्यामशर्मा बिहारहिंदीग्रन्थअकादमीपटना | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA199 | BFA (I Semester) English Communication & Soft Skills – I | L- 2 T- 0 P- 0 C- 2 |
| Course outcomes: | On Completion of the course the students will be: | |
| Co-1 | Understanding the world around them and communicating in diverse situations. | |
| Co-2 | Applying skills for verbal and non- verbal communication. | |
| Co-3 | Analyzing basic etiquettes of personal and non-personal communication. | |
| Course Content: | | |
| Unit-1 | Introduction to English language a) Role and significance of English language in the present scenario b) English Language: Its relevance for the Indian industry c) Introduction to Listening, Speaking, Reading, Writing (LSRW) and benchmarking of the class [Note: As part of classroom activity, a guest lecture from an industry representative/Director (CRC) and maintaining progress card for each student on LSRW for future reference] | (Lectures 4) |
| Unit-2 | Phonetics& Functional Grammar a) Pronunciation and daily usage correction (speak with differences between p/b, s/sh, f/ph, t/d, v/w sounds) b) Parts of speech, articles, tenses, verbs and modals c) Practice of daily use words, numerals and tongue twisters d) Vocabulary building, Construction of simple sentences: Basic sentence pattern, subject and Predicate [Note: As part of classroom activity, language games, tongue & jaw exercises, simple passages from the newspapers for oral drills in the classroom and practice tests (written and oral)] | (Lectures 14) |
| Unit-3 | English Communication- About Myself a) Let's talk, making conversation, meeting and greeting b) Introducing myself, my family and my friends c) My opinions, my likes and dislikes d) Life at college, hostel and workplace [Note: As part of classroom activity, use the Workbook for reference for classroom and home assignments, carry out practice tests (written and oral)] | (Lectures 14) |
| Unit-4 | Personality Development-I a) First impression: Dressing sense, good manners, speaking well and respectably b) Positive Attitude: Being happy and alert, a good listener and a good friend c) Consultation among peers: Soliciting advice and giving advice d) Goal setting, confidence building& handling rejection [Note: As part of classroom activity, refer Workbookfor classroom and home assignments, carry out practice tests (written and oral)] | (Lectures 8) |
| Reference Books: | 1. TMU-ILFS English Communication & Soft Skills, TMU &ILFS Skill Development Corporation 2. English Grammar Composition & Usage by J.C. | |

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| | Nesfield, Macmillan Publishers 3. The Business letters by MadanSood, Goodwill Publishing House, New Delhi 4. Communication Skills by Sanjay Kumar &PushpLata, Oxford University Press | |
| NOTE: | Latest edition of books used. | |

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| Course Code BFA161 | BFA (I Semester) Wash Painting- I | L 2 T 0 P 0 C 2 |
| Course outcomes: | On completion of the course the students will be | |
| 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. | |
| Course Content: | | |
| 1. | Historical Background of AbanindraNath Tagore's work of art and histechniques | 4 Hours |
| 2. | Techniques of Wash Paintings. | |
| 3. | Historical Background of AbanindraNath Tagore, A.K. Haldar and B.N. Arya 's work ofart. | |
| Reference Books: | Monograph of the Artists. | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA204 | BFA (II Semester) History of Indian Art II | L 3 T 0 P 0 C 3 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the theory of Ancient Indian Art. | |
| Co-2 | Recognizing the characteristics, techniques and historical background of Indian art and architecture. | |
| Co-3 | Discovering primary and secondary sources of Ancient Indian art. | |
| Co-4 | Evaluating artworks of ancient Indian history. | |
| Course Content: | | |
| Unit-1 | Maurya Period- Buddha Stupa- pillar of Ashoka (Sarnath). Shunga Period- Stupa of Sanchi, Bharhut, caves of Bhajaetc and their sculptures. | (Lectures8) |
| Unit-2 | Kushana Period- coins of Kushana period, Amravati Stupa, sculptures, sculptures of Mathura (Jain, Buddha and Hindu) | (Lectures8) |
| Unit-3 | Art of Gupta Period- (Art&architecture) | (Lectures8) |
| Unit-4 | Ajanta –wall paintings, sculptures, stories of shandak, jataka etc. | (Lectures8) |
| Unit-5 | Importance of six limbs of art of Ajanta etc. | (Lectures8) |
| Reference Books: | 1. Indian Art by ParthMittra, Oxford University press NewYork 2. The Transformation of nature in art by AnandaCoomaraswany, New York,Dover 3. Principles of Art by R.G.Collingwood,Landon 4. Art of Ancient India, by Susan Huntington,New York 5. HistoryOfIndianPainting,byKrishnaChaityanya,AbhinavPublications,NewDelhi | |
| NOTE: | Latest edition of books used | |

| Course Code BFA203 | BFA (II Semester) Basics of Computer Fundamental | L- 1 T- 0 P- 2 C- 2 |
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| Course outcomes: | On Completion of the course the students will be: | |
| 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. | |
| Course Content: | | |
| Unit-1 | Concepts in Computer Application: Definition of Electronic Computer, History, Generations, Characteristic and Application of Computers, Classification of Computers, Functional Component of Computer: CPU, I/O devices, Type of Memory & Memory Hierarchy, Firmware and Human ware. | (Lectures 6) |
| Unit-2 | Programming Language Classification & Number System: Generation of Languages, Introduction to 4GLs. Translators: Assembler, Compiler, and Interpreter. Number System: Decimal, Octal, Binary and Hexadecimal & their Conversions. Various Codes: BCD, ASCII and EBCDIC and Gray Code. | (Lectures 8) |
| Unit-3 | Concepts in Operating System, Office Tools and Data Management: Elementary Concepts in Operating System, textual Vs GUI Interface, Introduction to DOS, MS Windows, MS office Tools, MSWORD, MS EXCEL, MS PowerPoint. | (Lectures 8) |
| Unit-4 | Data Communication & Networks: Basic Concepts in Computer Networks, Networking of computers- Introduction of LAN and WAN, Network Topologies. Internet and Web Technologies: Hyper text Mark up Language, DHTML, WWW, Gopher, FTP, Telnet, Web Browsers, Net Surfing, Search Engines, Email. | (Lectures 8) |
| Unit-5 | IT Industry Trends: Careers and Applications in India Basic Awareness of NICNET and ERNET. Application of IT to Areas like E Commerce, electronic governance, Multimedia, and Entertainment. Information Representation: Introduction to Information representation in Digital Media, Text, image, graphics, Animation, Audio, Video etc., Introduction to JPEG, MPEG, MPEG, MP3 & AVI. | (Lectures 8) |
| Text Books: | 1. Sinha P.K., Computer Fundamentals 2. Yadav, DS, Foundations of IT, New Age, Delhi 3. Rajaraman, Introduction to Computers, Prentice-Hall India | |
| Reference Books: | Reference Books 1. Peter Norton, Introduction to Computers, THYME 2. Leon & Leon, Fundamental of Information Technology, Vikas Publishing 3. Lehngart, Internet 101, Addison Wesley NOTE: Latest edition of books used | |
| NOTE: | Latest edition of books used. | |

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| Course Code BFA256 | BFA (II Semester) Drawing II | L 0 T 0 P 4 C 2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding Elements of Perspective, sketching, still-life and memory Drawing. | |
| Co-2 | Applying different mediums (Graphite, Conte crayon, charcoal, and pastel color) on drawing. | |
| Co-3 | Evaluating Elements of Perspective e used inSketching, Still Life drawingand Memory is drawing. | |
| Co-4 | Utilizing tools and techniques for creating 2 and 3-dimensional drawings. | |
| Course Content: | | |
| 1 | Introduction to Elements of Perspective- Study of basic, solids, plan, main aspects of One and Two point perspective. | 4 Hours |
| 2 | Sketching- Rapid sketching of human figures with places like–street, market, station Museums, Zoo etc. (in pencil Charcoal &ink).Students should be exposed to such drawing made by master artists of different times. | |
| 3 | Still Life drawing- Still life drawing with drapery (in the pencil shedding, charcoal, ink etc.) | |
| 4 | Memory drawing- Study of all the above type of drawings with the help of memory. | |
| Reference Books: | 1. Anatomy & Figure Drawing, By-Vive foster, Edition-1rst, Oceania Books, London 2. Drawing Workshop, By-Doreen Roberts, Edition 1991 (Reprint), Harper Collins Publishers, London | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA257 | BFA (II Semester) 2D Art & Design II | L 0 T 0 P 4 C 2 |
| Course outcomes: | On completion of the course the students will be | |
| 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. | |
| Course Content: | | |
| 1. | Developing an awareness of inter-relationship of different shapes, forms and combination of color values. Arrangement on space through form and color-optical illusion. | 4 Hours |
| 2. | Handling of various types of material for pictorial organization and rendering | |
| 3. | Newsprint paper and other college material, Gums and Adhesives, Wax Cray on with Inks, etc. | |
| 4. | A coordinated series of basic design problems with Aesthetic and analytical approach. | |
| 5. | Design pictorial signage. | |
| Reference Books: | 1. Design: History, Theory and Practice of Product Design by Bernhard E. Burdick, 2, illustrated, Birkhäuser 2. Advertising Design and Typography by Alex W. White, Sky horse Publishing 3. Design Basics by David A. Lauer, Stephen Pentak, 8, illustrated, Engage Learning 4. Principles of Two-dimensional Form by Mucous Wong, Illustrated, Van Nostrand Reinhold 5. Understanding Design by Keas Dorset, Phyllis Crab ill, 2, illustrated, revised, Gingko Press | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA258 | BFA (II Semester) Color Composition II | L 0 T 0 P 4 C 2 |
| Course outcomes: | On completion of the course the students will be | |
| 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. | |
| Course Content: | | |
| 1. | Light and shade study with singleobject. | 4 Hours |
| 2. | Still life (composition) andlandscape. | |
| Reference Books: | <ol style="list-style-type: none"> 1. Seeing & Drawing By -mason Hayek, Edition-1rst Reprint, Sterling Publishing Co., NewYork 2. Drawing Workshop, By-Doreen Roberts, Edition 1991 (Reprint), Harper Collins Publishers, London 3. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1st, Amber books Ltd, London | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA259 | BFA (II Semester) 3D Art & Modeling II | L 0 T 0 P 4 C 2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of Clay modeling composition and Relief work in .Plaster of Paris | |
| Co-2 | Applying different techniques for Clay modeling and .Plaster of Paris | |
| Co-3 | Evaluating Clay and Plaster of Paris in a 3D Art & Modeling. | |
| Co-4 | Utilizing tools and techniques for creating Clay modeling composition and Relief work in .Plaster of Paris | |
| Course Content: | | |
| 1. | Clay modeling composition. | 4 Hours |
| 2. | Relief work in pop. | |
| Reference Books: | 1. Modeling in Clay, By- Julia Lipke, Edition-1st, Search Press Ltd, Kent 2. Anatomy & Figure Drawing, By- Viv foster, Edition-1st, Oceana Books, London | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA260 | BFA (II Semester) Print Making II | L 0 T 0 P 4 C 2 |
| Course outcomes: | On completion of the course the students will be | |
| 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. | |
| Course Content: | | |
| 1. | Leno cut | 4 Hours |
| 2. | Block work | |
| 3. | Ink wash | |
| 4. | Composition with the help of blackink | |
| Reference Books: | 1.भारतीयछापाचित्रकलाआदिसेआधुनिककाल: डॉसुनिलकुमार, भारतीयकलाप्रकाशन,नईदिल्ली 2.प्राचिनकाष्ठछापाकला:श्यामशर्मा,बिहारहिंदीग्रन्थअकादमी,पटना | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA299 | BFA (II Semester) English Communication & Soft Skills – I | L- 2 T- 0 P- 0 C- 2 |
| Course outcomes: | On Completion of the course the students will be: | |
| 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. | |
| Course Content: | | |
| Unit-1 | Basic Communication & Soft Skills a)Reading and listening comprehension b)Building conversational s1 | (Lectures 6) |
| Unit-2 | Vocabulary: Building Blocks a)Word Formation: Prefix, suffix, conversion and compounding b)Homophones and one-word substitution c)Words often confused and misused d)Idiomatic phrase, Antonyms and Synonyms | (Lectures 10) |
| Unit-3 | English Communication: World around Me a) Market place, Bus stop, Bank, Post Office b) Village, Town and City c) Eating out: Stall, Dhaba and Restaurant | (Lectures 12) |
| Unit-4 | Personality Development-II a) Etiquettes: Telephone, e-mail and at a wedding or social gathering b) Public dealing: Making enquiries and requesting for help, handling difference of opinion, giving directions, instructions and getting assistance c) Expressions: Giving compliments, making complaints, Feeling sorry and saying thank you d) Entertainment: Radio, music, television, and computers | (Lectures 12) |
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| Reference Books: | 1. TMU-ILFS English Communication & Soft Skills, TMU &ILFS Skill Development Corporation 2. English Grammar Composition & Usage by J.C. Nesfield, Macmillan Publishers 3. The Business letters by MadanSood, Goodwill Publishing House, New Delhi 4. Communication Skills by Sanjay Kumar &PushpLata, Oxford University Press | |
| NOTE: | Latest edition of books used. | |

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| Course Code BFA261 | BFA (II Semester) Wash Painting - II | L 0 T 0 P 2 C 1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the meaning and process of Wash Painting. | |
| Co-2 | Applying tools and technique to create Wash Painting. | |
| Co-3 | Recognizing color scheme of wash painting. | |
| Co-4 | Creating Wash Painting. | |
| Course Content: | | |
| Unit-1 | Historical Background of R.S. Bisht's work of art and his technique. | (Lectures8) |
| Unit-2 | Historical Background and salient features of Satish Chandra's work of art and his techniques. | (Lectures8) |
| Unit-3 | Technique of B.N. Shukla's works of art | (Lectures8) |
| Reference Books: | Monograph of the Artists. | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA307 | BFA (III Semester) History of Indian Art-III | L-3 T-0 P-0 C-3 |
| Course Outcomes: | On completion of the course, the students will be : | |
| 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. | |
| Course Content: | | |
| Unit-1 | Important Caves- Singaria, Sittanvashan, Bagh, Badami, Ellora, Elephanta, Mahabalipuram, Bhaja. Art and architecture of Southern India. | (Lectures8) |
| Unit-2 | Pallava Art- Mahabalipuram • Chalukyas Art– Ellora | (Lectures8) |
| Unit-3 | Chola Art-sculptures of Shiva&Parvati | (Lectures8) |
| Unit-4 | Art of Rashtrakuta-(civilization of Arya and Dravid), Hoysala art (1110- 1294 ad), VijayNagara Art (1316-1563 ad) (sculptures of stone and bronze) | (Lectures8) |
| Unit-5 | Art of medieval Hindu period-Pala School Sena School, Tantrikkala – Buddha and Hindu Temples | (Lectures8) |
| Reference Books: | 1. The Transformation of nature in art by AnandaCoomarasw any, New York PracheenBhartiyeMurtikala by Dr. Shiv Kumar Gupt, AgamkalaPrakashan 2. Master piece of early south Indian Bronzez by R. Naga Swami, Agamkalaparakashan, New Delhi 3. Indian painting by Purcy Brown 4. Indian art by Shiv Rama Murthy 5. BhartiyaChitrakala by VS Agarwal 6. Roots of Indian Art by SP Gupta | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA308 | BFA (III Semester) Oriental Aesthetics-I | L-3 T-0 P-0 C-3 |
| Course Outcomes: | On completion of the course, the students will be : | |
| Co-1 | Understanding Indian aesthetics and its historical background. | |
| Co-2 | Recognizing the concept of beauty, pleasure, institution with reference of Ancient Scripture. | |
| Co-3 | Analyzing the beauty of Indian literature | |
| Co-4 | Summarizing the aspects of Indian aesthetics | |
| Course Content: | | |
| Unit-1 | 1. An introduction to Indian Aesthetics and its brief historical background. 2. Introduction of Egyptian, Chinese, Buddhist and Islamic Aesthetics. | (Lectures8) |
| Unit-2 | 1. Introduction of Indian Aesthetics, Definition, Beauty, Pleasure, Intuition 2. References from Ancient Scriptures. | (Lectures8) |
| Unit-3 | 1. Hindu view of Art of life 2. Life as interpreted by religious and philosophy | (Lectures8) |
| Unit-4 | 1. Aspects of Indian Aesthetics 2. Beauty and pleasure, Rasa and pleasure. | (Lectures8) |
| Unit-5 | Beauty and literature. | (Lectures8) |
| Reference Books | 1. Indian Kava Literature, Volume 4 by A. K. Warder 2. Abhinavagupta on Indian Aesthetics by Y.S. Walimbe 3. Comparative Aesthetics: Indian aesthetics by Kanti Chandra Pandey 4. Aesthetics meaning by RekhaJheanji, Ajanta Publication , vol3 5. भारतीय काव्य शास्त्र की भूमिका: डा.नागेन्द्र, प्रभात पब्लिकेशन, जयपुर | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA309 | BFA (III Semester) Advertising Theory-I | L-3 T-0 P-0 C-3 |
| Course Outcomes: | On completion of the course, the students will be : | |
| 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. | |
| Course Content: | | |
| Unit-1 | Introduction to Advertising I: Introduction, Definitions of advertising. | (Lectures8) |
| Unit-2 | Introduction to Advertising Part-II: Features of advertising, Objectives of advertising, Importance of advertising. | (Lectures8) |
| Unit-3 | Role of Advertising Part-III: Active Participating advertising, Role of Advertising marketing mix, Role of advertising in society. | (Lectures8) |
| Unit-4 | History of Advertising I: Introduction, Before printing era, printing era, post printing era | (Lectures8) |
| Unit-5 | History of Advertising II: History of advertising in India. | (Lectures8) |
| Reference Books | <ol style="list-style-type: none"> 1. Basics Advertising 03: Ideation by Nik Mohan, AVA Publishing 2. Ogilvy on Advertising by David Ogilvy, Knopf Doubleday Publishing Group 3. Confessions of an advertising man by David Ogilvy, illustrated, revised, Southbank Publishing, 4. Adland: A Global History of Advertising by Mark Tungate, 2, revised, Kogan Page Publishers, 5. Advertising by Jen Green, The Rosen Publishing Group | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA370 | BFA (III Semester) Lettering and Typography-I | L-0 T-0 P-4 C-2 |
| Course Outcomes: | On completion of the course, the students will be : | |
| 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. | |
| Course Content: | | |
| 1. | Evolution of alphabets. | 4 Hours |
| 2. | Practice of hand writing | |
| 3. | Elements of Calligraphy | |
| 4. | Basic Strokes and design | |
| 5. | Fundamental of Visual Art calligraphy motives design. | |
| Reference Books | <ol style="list-style-type: none"> 1. Hebraic Calligraphy: Exercise Book, by Catherine P. Kail (Volume 4), Create Space Independent Publishing Platform 2. Creative Lettering and Beyond by Gabri Joy Kirkendall, Walter Foster Publishing 3. Calligraphy: The Ultimate Beginner's Course to Mastering Calligraphy and Improving Your Penmanship by Rolland Martuso, Kindle 4. Complete Book of Calligraphy by C.Young (Combined Volume), Usborne Publishing | |
| NOTE | Latest edition of books used | |

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| Course Code: BFA371 | BFA (III Semester) Graphic Design-I | L-0 T-0 P-4 C-2 |
| Course Outcomes: | On completion of the course, the students will be : | |
| 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 Dangers and Bunting designs to know different shapes and sizes to have idea of die cutting. | |
| Co-4 | Creating Bookmarks, Book covers, Dangers, Logo design and Stickers. | |
| Course Content: | | 4 Hours |
| 1. | Making of Logo design | |
| 2. | Usage of Single color in the making of logo design. | |
| 3. | Book covers Designs | |
| 4. | Dangers and Bunting designs to know different shapes and sizes to have idea of die cutting. | |
| 5. | Book mark designs and sticker designs | |
| Reference Books: | <ol style="list-style-type: none"> 1. Logo Design Workbook: A Hands-On Guide to Creating Logos by Sean Adams, Rockport Publishers 2. Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler, John Wiley & Son 3. Color Design Workbook: A Real World Guide to Using Color in Graphic Design by Adams Morioka, Rockport Publishers 4. Big Book of Corporate Identity Design by David E. Carter, HBI | |
| NOTE: | Latest edition of books used | |

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| Course Code: BFA372 | BFA (III Semester) Computer Graphics-I | L-0 T-0 P-4 C-2 |
| Course Outcomes: | On completion of the course, the students will be : | |
| 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. | |
| Course Content: | | |
| 1. | CorelDraw simple tracing techniques | 4 Hours |
| 2. | Making of simple vector forms with the help of vectors | |
| 3. | Photoshop introduction with image cutting technique | |
| 4. | Making of design elements compositions with the help of vectors | |
| 5. | Photoshop collage making | |
| Reference Books: | <ol style="list-style-type: none"> 1. Straight to the Point - CorelDraw X3 by Dinesh Maidasan, Firewall Media, New Delhi (India) 2. Photoshop Down & Dirty Tricks for Designers, by Corey Barker, (Volume 2), New Riders, USA 3. Design Elements, Understanding the rules and knowing when to break them, by Timothy Samara, (Volume 2), Rockport Publishers, New York 4. Making and Breaking the Grid: A Graphic Design Layout by Timothy Samara, Rockport Publishers, New York | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA310 | BFA (III Semester) Methods and Materials for Painting-I | L-3 T-0 P-0 C-3 |
| Course Outcomes: | On completion of the course, the students will be : | |
| 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-Buono, 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. | |
| Co-4 | Analyzing the Nature and Characteristics of Drawing and Painting | |
| Co-5 | Creating artworks using different methods (Fresco-Buono, Fresco-Secco, mosaic, and silk-screen, Etching, Lithography and weaving). | |
| Course Content: | | |
| 1 | Importance of methods and Materials. | (Lectures10) |
| 2. | Permanence-Beautiful matiere, Bio-deterioration of paint. | (Lectures10) |
| 3. | Nature and characteristics of Drawing and Painting Media such as Pencil, Crayon, Charcoal, Pen& Ink, and Water color, Gouache, Pastel and Oil paint. | (Lectures10) |
| 4. | Fresco-Buono, Fresco-Secco, mosaic, and silk-screen, Etching, Lithography and weaving. | (Lectures10) |
| Reference Books: | 1. कलासैद्धान्तिक : लक्ष्मीनारायण, (४वासां) , श्रीमतिबधूदेवी, बिहार 2. रूपांकनगिरिराजकिशोरअग्रवाल, (४वासां), संजयप्रकाशन, आगरा 3. Art and Technique by- AvinashBahadurVerma, Edition-2nd, Rajni Press, Meerut | |
| NOTE: | Latest edition of books used | |

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| Course Code: BFA374 | BFA (III Semester) Portrait-I | L-0 T-0 P-4 C-2 |
| Course Outcomes: | On completion of the course, the students will be : | |
| Co-1 | Understanding the detailed study of human head through blocking or planes. | |
| Co-2 | Demonstrating head study from life model. | |
| Co-3 | Creating Portraits in Water and poster color medium. | |
| Course Content: | | |
| 1. | A. Head study from life model. A. Blocking, plane and mass study B. Detail study in water & poster color (mono & polychromatic) | 4 Hours |
| 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 | |

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| Course Code: BFA375 | BFA (III Semester) Thematic Composition-I | L-0 T-0 P-4 C-2 |
| Course Outcomes | On completion of the course, the students will be : | |
| 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 3d forms into 2d flat pictorial image | |
| Co-4 | Creating pictorial compositions based on the experiments. | |
| Course Content | | |
| 1. | This studio practice is focused on observe and interpret the visible world in two dimensional Forms through painting, crossing over a wide range of mediums and dealing with a variety of Issues-the personal, formal, social etc. Students are encouraged to create a working process that incorporates technical skills and Adventurous thinking and experimentation with space and color. | 4 Hours |
| Reference Books: | 1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1 st, Amber books Ltd, London 2. Seeing & Drawing By mason Hayek, Edition-1rst Reprint, Sterling Publishing Co., New York 3. Sketch Book, By-Milindmulick, Edition- 1rst Reprint, JyotsanaPrakashan, Pune 4. Oil painting develop your natural ability, By -Charles sovek, Edition-1 st, North Light Books an imprint of F & W Publications, Ohio NOTE: Latest edition of books used | |

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| Course Code: BFA376 | BFA (III Semester) Print Making-III | L-0 T-0 P-4 C-2 |
| Course Outcomes | On completion of the course, the students will be : | |
| Co-1 | Understanding the meaning terminology and process of Printmaking (3-Dimensional Exercises) | |
| Co-2 | Applying different tools techniques and handling the Mural. | |
| Co-3 | Creating various editions of mural & prints. | |
| Course Content: | | |
| 1. | Printmaking (wood cut print, Leno cut print, engraving & printing, print, etc. | 4 Hours |
| 2. | Mural (3-Dimensional Exercises). Execution in Clay, Terracotta, Sand Cast Relief & Fresco Techniques | |
| Reference Books: | 1. भारतीयछापा-चित्रकलाआदिसेआधुनिककाल : डॉसुनिलकुमारभारतीयकलाप्रकाशन,नईदिल्ली 2. प्राचिनकाष्ठश्यामशर्माबिहारहिंदीग्रन्थअकादमीपटना | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA369 | BFA (III Semester) Illustration-I | L-0 T-0 P-4 C-2 |
| Course Outcomes: | On completion of the course, the students will be : | |
| Co-1 | Identifying proportion of human figure. | |
| Co-2 | Understanding anatomy of human figure. | |
| Co-3 | Applying Sketching from nature, Object drawing, Public place & Cityscape. Blocking of mass with the help of light and shade. | |
| Co-4 | Creating Storyboard by designing character in mediums such as Pen, Ink, Watercolor. | |
| Course Content: | | |
| 1 | Study of Human Figure: draped and undraped, study of anatomy, proportion, blocking of mass with the help of light and shade. | 4 Hours |
| 2. | Outdoor: Sketching from nature, Object drawing, Public place & Cityscape. | |
| 3. | Basics of visual Story boarding: Character designing, background design in the Medium of Pen, Ink & Water color | |
| Reference Books | <ol style="list-style-type: none"> 1. Character Design from the Ground Up: Make Your Sketches Come to life by Kevin Crossly Hachette UK 2. Fashion Illustration: Inspiration and Technique by Anna Kiper, David & Charles Book 3. An Illustrated Book of Bad Arguments by Ali Almosawi, Scribe Publications 4. Force: Character Design from Life Drawing by Mike Mattesi, Taylor & Francis 5. Anatomy and Drawing by Victor Perard, Courier Corporation | |
| NOTE | Latest edition of books used | |

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| Course Code: BFA373 | BFA (III Semester) Drawing for Painting-I | L-0 T-0 P-4 C-2 |
| Course Outcomes: | On completion of the course, the students will be : | |
| 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. | |
| Course Content: | | |
| 1. | Still life (group of objects) in light | 4 Hours |
| 2. | Perspective – one point, two point and three point perspective study with small objects. | |
| 3. | Landscape –study with pen and ink | |
| 4. | Memory drawing-study of all above drawing on the basis of memory | |
| Reference Books: | <p>1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1 st, Amber books Ltd, London</p> <p>2. Seeing & Drawing By -mason Hayek, Edition-1rst Reprint, Sterling Publishing Co., New York</p> <p>3. Sketch Book, By-Milindmulick, Edition- 1rst Reprint, JyotsanaPrakashan, Pune</p> <p>4. Oil painting develop your natural ability, By- Charles sovek, Edition-1 st, North Light Books an imprint of F & W Publications, Ohio</p> <p>NOTE: Latest edition of books used</p> | |

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| Course Code: BFA407 | BFA (IV Semester) History of Indian Art-IV | L-3 T-0 P-0 C-3 |
| Course Outcomes | On completion of the course, the students will be : | |
| 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. | |
| Course Content: | | |
| Unit-1 | Understanding the historical background of Indian miniature. 1. Medieval Buddha Manuscripts, Medieval Jain Manuscripts, Aprabhansh School 2. Indian miniature paintings (1500- 1900 AD) | (Lectures8) |
| Unit-2 | Mughal Miniature paintings | (Lectures8) |
| Unit-3 | Rajasthani Miniature paintings | (Lectures8) |
| Unit-4 | Pahari Miniature painting | (Lectures8) |
| Unit-5 | Jammu –chamba- kulu –Basholi • Important artists, regional effects, Regional schools etc. | (Lectures8) |
| Reference Books: | 1. Mughal Painting during Jahangir’s time by Ashok Kumar Das, Asiatic Society 2. Paintings of Akbar’s court by GeetiSen, Luster press Pvt 3. Imperial Mughal painting by AminaOkhada, Paris 4. Indian Miniature by WG. Archer, New York 5. Transformation of Nature by RaiNiharRanjan 6. BhartiyaChitra-Kala by AgarwalVasuDevSharan 7. BhartiyaMurti-Kala by Singh Arbind Kumar 8. Indian Sculpture by Agarwal V.S. | |
| NOTE: | Latest edition of books used | |

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| Course Code: BFA408 | BFA (IV Semester) Occidental Aesthetics-I | L-3 T-0 P-0 C-3 |
| Course Outcomes | On completion of the course, the students will be : | |
| 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. | |
| Course Content | | |
| Unit-1 | Objectives: A study of the elements of the Occidental Aesthetics viz. expressiveness, pleasure etc. Art assimilation- Socrates, Plato, Plotinus Catharsis -Aristotle, Sense of utility, Absolute beauty, Beauty consists in creation. | (Lectures8) |
| Unit-2 | 1. Italian Aesthetic- (beauty lies in profound truth) 2. Philosophers- St. Augustine, St. Thomas, 3. Beauty through divine nature, Beauty through eyes and ears. | (Lectures8) |
| Unit-3 | Fine art Concept of Expression through interact of the artist | (Lectures8) |
| Unit-4 | Italian thoughts- Dante (Beauty lies in profound truth) | (Lectures8) |
| Unit-5 | 1. Francis thought- (French philosophy) 2. Philosopher- Rene Descartes | (Lectures8) |
| Reference Books | 1. Aesthetics- philosophy of beauty & Art by Rajendravajpai 2. Ethics in culture: the dissemination of values through literature and other media by Astrid Earl, Herbert Dr.Mazhar Husain, Robert Wilkinson | |
| NOTE: | Latest edition of books used | |

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| Course Code: BFA409 | BFA (IV Semester) Advertising Theory-II | L-3 T-0 P-0 C-3 |
| Course Outcomes | On completion of the course, the students will be : | |
| 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. | |
| Course Content: | | |
| 1. | Classification of Advertising I: Classification of Advertising based on design classification advertising, Display classification advertising, Classification of Advertising based on Advertiser and Customer. | (Lectures8) |
| 2. | Classification of Advertising II: Classification on the basis of area Coverage Local Advertising, Classification on the basis of Media, Difference between national advertising and retail Advertising. | (Lectures8) |
| 3. | Advertising Design I: Element of design, headline, sub line, illustration, body copy, logo trademark, monogram, and emblem. | (Lectures8) |
| 4. | Advertising Design II: layout, types of layout, steps in layout, process of layout. | (Lectures8) |
| 5. | Advertising copy: Introduction, types of copy, USP. | (Lectures8) |
| Reference Books | 1. Branding by Helen Vaid, illustrated, Watson- Guptill 2. Basic Design 02: Layout by Gavin Ambrose, illustrated, AVA Publishing 3. Basics Advertising 01: Copywriting By Rob Bowdery, illustrated, AVA Publishing 4. Basics Advertising 03: Ideation by Nik Mohan, AVA Publishing 5. Ogilvy on Advertising by David Ogilvy, Knopf Doubleday Publishing Group 6. Confessions of an advertising man by David Ogilvy, illustrated, revised, Southbank Publishing, | |
| NOTE | Latest edition of books used | |

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| Course Code: BFA470 | BFA (IV Semester) Lettering and Typography-II | L-0 T-0 P-4 C-2 |
| Course Outcomes | On completion of the course, the students will be : | |
| 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. | |
| Course Content | | 4 Hours |
| 1. | Typographic – Advance Calligraphic | |
| 2. | Letter Design, Type study. | |
| 3. | Sans serif & Serif, Roman & Gothic. | |
| 4. | Principles of type Design | |
| 5. | Advertising related word s & Slogans | |
| Reference Books | <ol style="list-style-type: none"> 1. Hebraic Calligraphy: Exercise Book, by Catherine P. Kail (Volume 4), CreateSpace Independent Publishing Platform 2. Creative Lettering and Beyond by Gabri Joy Kirkendall, Walter Foster Publishing 3. Calligraphy: The Ultimate Beginner's Course to Mastering Calligraphy and Improving Your Penmanship by Rolland Martuso, Kindle 4. Complete Book of Calligraphy by Young (Combined Volume), Us borne Publishing Ltd | |
| NOTE: | Latest edition of books used | |

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| Course Code: BFA471 | BFA- Semester-IV Graphic Design-II | L-0 T-0 P-4 C-2 |
| Course Outcomes | On completion of the course, the students will be : | |
| 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. | |
| Course Content: | | |
| 1. | Logo design with multi colors | 4 Hours |
| 2. | Logo designs with logotype and monogram | |
| 3. | Simple graphic design poster using flat colors with the help of simple minimal poster technique | |
| 4. | Unit designs | |
| 5. | Show card designs with die cut. | |
| Reference Books | 1. Logo Design Workbook: A Hands-On Guide to Creating Logos by Sean Adams, Rockport Publishers 2. Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler, John Wiley & Son 3. Color Design Workbook: A Real World Guide to Using Color in Graphic Design by Adams Morioka, Rockport Publishers 4. Big Book of Corporate Identity Design by David E. Carter, HBI | |
| NOTE: | Latest edition of books used | |

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| Course Code: BFA472 | BFA- Semester-IV Computer Graphics-II | L-0 T-0 P-4 C-2 |
| Course Outcomes | On completion of the course, the students will be : | |
| 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. | |
| Course Content: | | |
| 1. | Merchandising on apparels of any brand | 4 Hours |
| 2. | Branding on any of the area related to any Event, Festival or carnival | |
| 3. | Shop signage's and backdrop designs | |
| 4. | Product Dispensers | |
| 5. | Certificates designs | |
| <u>Reference Books:</u> | <ol style="list-style-type: none"> 1. Straight to the Point - CorelDraw X3 by Dinesh Maida an, Firewall Media, New Delhi (India) 2. Photoshop Down & Dirty Tricks for Designers, by Corey Barker, (Volume 2), New Riders, USA 3. Design Elements, Understanding the rules and knowing when to break them, by Timothy Samara, (Volume 2), Rockport Publishers, New York 4. Making and Breaking the Grid: A Graphic Design Layout by Timothy Samara, Rockport Publishers, New York | |
| NOTE: | Latest edition of books used | |

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| Course Code: BFA410 | BFA (IV Semester) Methods and Materials for Painting- II | L-3 T-0 P-0 C-3 |
| Course Outcomes | On completion of the course, the students will be : | |
| 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. | |
| Co-3 | Applying Hue, Value, Tint, Shade and tone in a painting. | |
| Co-4 | Analyzing classification of Painting mediums (Water color, Oil and Acrylic). | |
| Co-5 | Evaluating methods involved in Water, Oil, and Acrylic painting. | |
| Co-6 | Creating artworks using methods learnt and mount the artwork. | |
| Course Content: | | |
| Unit-1 | Classification of Acrylic color, Primary Pigment, Light Theory, Secondary, Tertiary, and Quaternary. | (Lectures10) |
| Unit-2 | Course of changing colors. Hue Value, Tint Shade and tone Mounting Of the Work of art – Water color, silk. Tempera Painting etc. | (Lectures10) |
| Unit-3 | Types of oil for painting, Thinners and Siccatives .Varnish, Linseed oil &Turpentine | (Lectures10) |
| Unit-4 | Practical: Mounting and Pasting of art works/coating surface on paper etc. | (Lectures10) |
| <u>Reference Books:</u> | <ol style="list-style-type: none"> 1. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay. 2. Warren, M.W. Training for Results, Massachusetts, Addison-Wesley. 3. Garner, James, Training Interventions in Job Skill Development, Addison-Wesley. 4. Blanchard, P. Nick, James W. Thacker and V. Anand Ram, Effective Training: Systems, Strategies, and Practices, Dorling Kindersley (India) Pvt. Ltd. 5. Craig, Robert L., Training and Development Handbook, McGraw Hill. <p>* Latest editions of all the suggested books are recommended.</p> | |

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| Course Code: BFA474 | BFA- Semester-IV Portrait-II | L-0 T-0 P-4 C-2 |
| Course Outcomes | On completion of the course, the students will be : | |
| Co-1 | Understanding the detailed study of human head through masses of color. | |
| Co-2 | Demonstrating Portrait of life model with different angle. | |
| Co-3 | Creating Portraits in Pastel / Oil colors on Canvas. | |
| Course Content | | |
| 1. | Portrait of life model with different angle. | 4 Hours |
| 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 | |

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| Course Code: BFA475 | BFA- Semester-IV Thematic Composition-II | L-0 T-0 P-4 C-2 |
| Course Outcomes | On completion of the course, the students will be : | |
| 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 shapes of different objects i.e. natural and manmade. | |
| Course Content: | | |
| 1. | The two dimensional surface and its structural possibilities elements of plastic expression related to the concepts of space and form and use of colors and textural values; form and contents; compositional exercises based on objects, forms and animals; various media. | 4 Hours |
| <u>Reference Books:</u> | 1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1 st, Amber books Ltd, London 2. Seeing & Drawing By mason Hayek, Edition-1rst Reprint, Sterling Publishing Co., New York 3. Sketch Book, By-Milindmulick, Edition- 1rst Reprint, JyotsanaPrakashan, Pune 4. Oil painting develop your natural ability, By -Charles sovek, Edition-1 st, North Light Books an imprint of F & W Publications, Ohio | |
| NOTE: | Latest edition of books used | |

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| Course Code: BFA476 | BFA- Semester-IV Print Making-IV | L-0 T-0 P-4 C-2 |
| Course Outcomes | On completion of the course, the students will be : | |
| Co-1 | Understanding the meaning terminology and process of Printmaking (3-Dimensional Exercises) | |
| Co-2 | Applying different tools techniques and handling the Mural. | |
| Co-3 | Creating various new compositions of mural & prints. | |
| Course Content: | | |
| 1. | Mosaic, Direct and Indirect methods, Designs Materials and Techniques. | 4 Hours |
| 2. | Multi-color stencil print work. | |
| Reference Books | 1. भारतीयछापा- चित्रकलाआदिसेआधुनिककाल : डॉसुनिलकुमारभारतीयकलाप्रकाशन,नईदिल्ली 2. प्राचिनकाष्ठश्यामशर्मा बिहारहिंदीग्रन्थअकादमीपटना | |
| NOTE: | Latest edition of books used | |

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| Course Code: BFA469 | BFA (IV Semester) Illustration-II | L-0 T-0 P-4 C-2 |
| Course Outcomes | On completion of the course, the students will be : | |
| Co-1 | Understanding drawing skills for illustration and Conceptualization. | |
| Co-2 | Applying different mediums on the Character development, Model sheet, 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 | Utilizing of Outdoor sketching with study based on different compositions. (Medium: Photo color, Rot ring pen, and Waterproof ink color) | |
| Course Content | | |
| 1. | 1. Outdoor sketching with study based on different compositions. (Medium: Photo color, Roaring pen and Waterproof ink) | 4 Hours |
| 2. | 2. Character development, Model sheet,(studying character's different postures) | |
| 3. | 3. Story creation, Visual story boarding and execution of the concept through the illustration in the medium of ink or monochromatic color. | |
| Reference Books: | Reference Books: 1. Character Design from the Ground Up: Make Your Sketches Come to life by Kevin Crossly Hachette UK 2. Fashion Illustration: Inspiration and Technique by Anna Kipper, David & Charles Book 3. An Illustrated Book of Bad Arguments by Ali Almosawi, Scribe Publications 4. Force: Character Design from Life Drawing by Mike Mattesi, Taylor & Francis 5. Anatomy and Drawing by Victor Perard, Courier Corporation | |
| NOTE: | Latest edition of books used | |

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| Course Code: BFA473 | BFA- Semester-IV Drawing for Painting-II | L-0 T-0 P-4 C-2 |
| Course Outcomes | On completion of the course, the students will be : | |
| Co-1 | Understanding Human Anatomy, Structure, Rhythm and Unity. | |
| Co-2 | Applying one point, two point and three point perspective in still life, nature study, architectures and human anatomy. | |
| Co-3 | Evaluating Linear, Aerial Perspective, Light and Shade in a Drawing. | |
| Co-4 | Creating 2 and 3 dimensional memory drawings. | |
| Course Content: | | |
| 1. | Still life (group of objects) in light | 4 Hours |
| 2. | Perspective – one point, two point and three point perspective study with nature and architectures. | |
| 3. | Landscape | |
| 4. | Memory drawing-study of all above drawing on the basis of memory | |
| Reference Books: | 1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1 st, Amber books Ltd, London 2. Seeing & Drawing By -mason Hayek, Edition-1rst Reprint, Sterling Publishing Co., New York 3. Sketch Book, By-Milindmulick, Edition- 1rst Reprint, JyotsanaPrakashan, 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 | |

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| Course Code BFA507 | BFA (V Semester) History of European Art I | L-3 T-0 P- 0 C-3 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| Co-4 | Evaluating the art work of different civilizations. | |
| Unit I | <ul style="list-style-type: none"> •Palaeolithic period-(about 10,000BC), Mesolithic, Neolithic period-(Bronze and Iron Age) •Stone age-Rock picture, Franco Cantabrian Rock art, Upper Palaeolithic period. | (Lectures8) |
| Unit II | Important Caves- Altamira, Font-de Gauma, Lascaux, Niaux, TroixFresel, Reference of these caves of Spain and Italy. | (Lectures8) |
| Unit III | Egyptian Art, Old Kingdom, Middle kingdom, The Empire, Creat and Mycenaean, Middle, Eastern-Babylonian , Assyrian and Aegean, Geometrical design on pottery. | (Lectures8) |
| Unit IV | Greek Art - Classical, Neo classical and Hellenistic period, Art and architecture. | (Lectures8) |
| Unit V | Etruscan and Roman—2nd Century to 400 BC | (Lectures8) |
| Reference Books: | <ol style="list-style-type: none"> 1. History of Arts by J.W .Janson, Thames and Hudson ,London 2. A History of Western Art: From Pre history to the20th Century by Antony Mason, JohnT. Spike 3. Through the Ages (Ninth Edition) by Recharad G. Tansy, 8th Edition, Harcourt publisher,Austrilia 4. Ancient sects and its impact on Human Civilization by Dr. A.P. Singh, Agamkalaprakashan, New Delhi | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA508 | BFA (V Semester) Oriental Aesthetics II | L-3 T-0 P- 0 C-3 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Defining the aspect Indian Aesthetics. | |
| Co-2 | Understanding Bharat muni NatyaShastra and Rasa theory. | |
| Co-3 | Discovering the primary and secondary sources of relevant subjects | |
| Co-4 | Evaluating the views of Bharata Muni, AbhinavGupt, and AnandVerdhana on Rasa, Beauty and Bhava . | |
| Unit I | <ul style="list-style-type: none"> • Aspects of Indian Aesthetics- Beauty and Pleasure • Rasa and pleasure • Beauty and Indian Literature | (Lectures 8) |
| Unit II | <ol style="list-style-type: none"> 1. Bharata Muni and his NatyaShastra 2. Genises of Rasa 3. Markende Muni and ninth Rasa 4. Source of Rasa | (Lectures 8) |
| Unit III | Sadanga –the six limbs of Indian Art | (Lectures 8) |
| Unit IV | <ul style="list-style-type: none"> • Bhava- Definition and kind • Philosopher- Bharat muni, Markende muni, Abhinvgupt • Dhavani- meaning of dhavani, philosopher, Anandverdhana | (Lectures 8) |
| Unit V | Alankara School (Rehotric)Bhamha, Dandin, Udbhat and Rudra Bhatt Vamana-The Riti School | (Lectures 8) |
| Reference Books: | <ol style="list-style-type: none"> 1. Oriental aesthetics and musicology:theart and scienceof Indianmusic, Volume1 by Premalatā 2. Śharmā, SangeetNatak Academy 3. IndianKāvyaLiterature, Volume4byA. K. Warder 4. Abhinava Gupta on Indian aesthetics by Y.S. Walimbe 5. Indian aesthetics by Kanti Chandra Pandey <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA509 | BFA (V Semester) Advertising Theory III | L-3 T-0 P- 0 C-3 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding the Concepts of Planning and research in advertising. | |
| Co-2 | Recognizing the best ways to do research RND process in advertising. | |
| Co-3 | Discovering Advertising mediums (radio, Print, Outdoor, OOH). | |
| Co-4 | Evaluating the Research in Marking process through (TRP, ABC, NRS surveys). | |
| Unit I | Advertising Media Part-1: Determinantsof advertisingmedia-: Nature of the product, Market Requirements,Advertisingobjectives,DistributionStrategy.Natureofthe message and Appeals budget- Competitorschoices,MediaCirculation,MediaAvailabilityPenetration, Size and Nature of the Business Enterer. | (Lectures 8) |
| Unit II | Advertising Media Part-2: Radioadvertising-: Advantages or merits of radio advertising, Disadvantages, Demeritsorlimitationsofradioadvertising,FMboardcasting.Internet advertising- :typeofinternetadvertising, Websites,Banners,Buttons,Sponsorships,T elevision Advertising, Press Advertising, Film Advertising. Video Advertising, Outdoor Advertising | (Lectures 8) |
| Unit III | Media Planning: Introduction, Steps in Media Planning, Media vehicle choice. Significance of reach frequency and continually in media and zipping and zapping. | (Lectures 8) |
| Unit IV | Introduction Media Research: Introduction, Role of Media Research. Audit bureau of circulation (ABC), Television Rating Points (TRPS).National Readership Survey (NRS), Media Survey. | (Lectures 8) |
| Unit V | Interacted marketing communication: Introduction, Meaning of IMC. Tools of I M C, I m p o r t a n c e o f I M C, and Farming integrated marketing. | (Lectures 8) |
| Reference Books: | 1. The Fundamental of Creative Advertising by Ken Burtenshaw, Nik Mohan, Caroline Barfoot, illustrated, A&C Black 2. Basic Design 02: Layout by Gavin Ambrose, illustrated, AVA Publishing 3. Basics Advertising 01: Copywriting By Rob Bowdery, illustrated, AVA Publishing 4. Basics Advertising 03: Ideation by Nik Mohan, AVA Publishing 5. विज्ञापनतकनिक एव सिद्धान्त-नरेन्द्रसिहँ यादव,राजस्थानहिंदिग्रन्थअकादमी(6 वा सं) NOTE: Latest edition of books used | |

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| Course Code BFA569 | BFA (V Semester) Illustration III | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding the elements of drawing required for the Illustration 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 dimensional representation, both in line and halftone for letter press and offset printing. | |
| Co-4 | Creating for publications Illustrations. | |
| 1 | Drawing on spot to study the elements required for the story. | 4 Hours |
| 2 | Story illustration creation for children books in any two opaque or transparent color. | |
| 3 | Illustration on given subjects. Pictorial and dimensional representation in opaque and transparent colour, both in line and halftone for letter press and offset printing. | |
| Reference Books: | <p>1. The Art of the Storyboard: A filmmaker's introduction by John Hart, 2, revised, Taylor & Francis,</p> <p>2. Character Design from the Ground Up: Make Your Sketches Come to life by Kevin Crossley Hachette UK</p> <p>3. Fashion Illustration: Inspiration and Technique by Anna Kiper, David & Charles Book</p> <p>4. An Illustrated Book of Bad Arguments by Ali Almosawi, Scribe Publications</p> <p>5. Force: Character Design from Life Drawing by Mike Mattesi, Taylor & Francis</p> <p>6. Anatomy and Drawing by Victor Perard, Courier Corporation</p> <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA571 | BFA (V Semester) Photography & Reproduction Techniques I | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | Brief history of camera development and types of camera. | 4 Hours |
| 2 | Understanding of camera and its mechanism. Understanding Exposure, Shutter speed, Aperture and ISO etc. | |
| 3 | Learning composition basics (Rule of third, leading lines, symmetry & pattern, eye view/perspective, framing etc.) | |
| 4 | Exploring basic composition, landscape & portraits. | |
| 5 | Making Sepia tint /black & white and sizing of photographs on suitable application. | |
| Reference Books: | <p>1. Complete Introduction to Photography by J.Harris Gable, Illustrated, Read Books</p> <p>2. The art of digital photography by John Hedgecoe, Dorling Kindersley Ltd</p> <p>3. Outdoor photography : Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic</p> <p>4. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles</p> <p>5. The Everything Photography Book: by Melissa Martin Ellis, 2nd edition, Everything Books,</p> <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA572 | BFA (V Semester) Computer Graphics III | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | Short introduction of Adobe Illustrator tracing technique & CorelDraw printing & art work Techniques. | 4 Hours |
| 2 | Illustrations tools usage and vector tracing techniques for making graphics and Vector Illustrations | |
| 3 | Illustrations and CorelDraw printing guidelines and technical usage of its tools | |
| Reference Books: | <p>1. Adobe Illustrator CS6 Classroom in a Book by Adobe Creative Team, Mac Win Pa edition</p> <p>2. Straight to the Point - Coreldraw X3 by Dinesh Maidasan, Firewal Media, New Delhi (India)</p> <p>3. Photoshop Down & Dirty Tricks for Designers, by Corey Barker, (Volume 2), New Riders, USA</p> <p>4. Design Elements, Understanding the rules and knowing when to break them, by Timothy Samara, (Volume 2), Rockport Publishers, New York</p> <p>5. Making and Breaking the Grid: A Graphic Design Layout by Timothy Samara, Rockport Publishers, New York</p> <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA510 | BFA (V Semester) Methods and Materials for Painting III | L-3 T-0 P- 0 C-3 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| Unit I | Folk Art: Madhubani, Kalamkari and Pat-Chitra, Warli Painting | (Lectures 10) |
| Unit II | Making of Miniature Painting, Preparation of ground for tempera, binder color & earth color. | (Lectures 10) |
| Unit III | Fresco(Secco/Buono)Jaipurifrescotecchnique Glaze and wall,Plastering,andPainting.colors. | (Lectures 10) |
| Unit IV | Introduction of Mural & Print making. | (Lectures 10) |
| Reference Books: | . कलासँद्धानतिक : लक्ष्मीनारायण, (४वासां) , श्रीमतिबधूदेवी, बिहार 2. रूपांकनगिरिराजकिशोरअग्रवाल, (४वासां), संजयप्रकाशन, आगरा 3. Art and Technique by- AvinashBahadurVerma, Edition-2nd, Rajni Press, Meerut NOTE: Latest edition of books used | |

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| Course Code BFA574 | BFA (V Semester) Life Study I | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding human anatomy on spot and in studio as well | |
| Co-2 | Applying acrylic /oil color on canvas and charcoal on paper. | |
| Co-3 | Analyzing the use of anatomy study in studio and on spot. | |
| Co-4 | Creating male and female figures on the basis of anatomy study and on spot study. | |
| 1 | Anatomy study from one spot sketching and development painting in studio to comparison with its skeleton and muscular part. | 4 Hours |
| 2 | Differential study of male and female figure. | |
| 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 | |

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| Course Code BFA575 | BFA (V Semester) Creative Composition I | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | Distortion of simple forms i.e. Simple shapes canvas with the elements of art. | 4 Hours |
| 2 | Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect. | |
| Reference Books: | <ol style="list-style-type: none"> 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-Milindmulick, Edition- 1st Reprint, JyotsanaPrakashan, 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 | |

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| Course Code BFA576 | BFA (V Semester) Mura Design I | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | Terracotta & paper mesh for mural and fresco (Buena/Sacco) painting. | 4 Hours |
| 2 | Linocut, Manipulation of Different Textures and basic Techniques of making prints in mono colour, two colour method of inking. | |
| Reference Books: | 1. बाटिककला: डा. अब्दुलमाजिद, रास्थानहिंदीग्रन्थअकादमी, जयपुर 2. Mosaic Artists by- Viv Foster, Edition- 1st Reprint, Quantum Books London NOTE: Latest edition of books used | |

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| Course Code BFA570 | BFA (V Semester) Poster Design I | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| Co-3 | Analyzing Conceptual, symbolic and typographic poster making. | |
| Co-4 | Creating a collage poster for any brand/ issue. | |
| 1 | History of Poster, different influences on poster designing and element layout of poster. | 4 Hours |
| 2 | Designing a collage poster for any brand/ issue. | |
| 3 | Typographical poster/ on any concept. | |
| 4 | Designing of minimalist poster on current social issues. | |
| 5 | Designing of minimalist series poster for any brand. | |
| Reference Books: | <p>1. Poster design by Walter George Raffé, Poster design by Walter George Raffé</p> <p>2. Typography by Zeixs, illustrated</p> <p>3. Contemporary posters: design and techniques by George F. Horn, illustrated, Davis Publications</p> <p>4. Posters; designing, making, reproducing by George F. Horn, Davis Publications</p> <p>5. Creative Advertising: Ideas and Techniques from the World's Best Campaign by Mario Pricken, 2, illustrated, reprint, revised, Thames & Hudson</p> <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA573 | BFA (V Semester) Drawing for Painting III | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | Indoor and outdoor-drawing Landscape in pen, pencil Crayons, ink, soft pastel and charcoal. | 4 Hours |
| 2 | Indoor and outdoor – painting Landscape in water Colour and poster colour. | |
| Reference Books: | <ol style="list-style-type: none"> 1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1st, Amber books Ltd, London 2. Seeing & Drawing By -mason Hayek, Edition-1rst Reprint, Sterling Publishing Co., New York 3. Sketch Book, By-Milindmulick, Edition- 1rst Reprint, JyotsanaPrakashan, 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 | |

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| Course Code BFA607 | BFA (VI Semester) History of European Art II | L-3 T-0 P- 0 C-3 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| Unit I | Early Christian Art-(200-700AD) | (Lectures 8) |
| Unit II | Byzantine Period-(726-1453 AD) | (Lectures 8) |
| Unit III | Romanesque Period-(-11th and 12th Century) | (Lectures 8) |
| Unit IV | Gothic Period- (1140-16th Century) | (Lectures 8) |
| Unit V | Introduction of Renaissance-15th -16th century Artists –Masaccio, Domenico, Ueehollo, Botticelli | (Lectures 8) |
| Reference Books: | <ol style="list-style-type: none"> 1. A History of Fine Arts in India and West by Edith Tomory, London 2. History of Arts by J.W .Janson,Thames and Hudson ,London 3. A concise History of Modern painting by Sir Herbert Read Edward, Kessinger Publication LCC- 4. A History ofWestern Art by LaurieAdams 5. The Oxford History of Western Art edited by MartinKemp 6. A History of Western Art: From Prehistoryto the 20thCentury by Antony Mason, JohnT.Spike 7. History of Western Art with Guide to Electronic Research in Art by Laurie Schneider Adam <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA608 | BFA (VI Semester) Occidental Aesthetics II | L-3 T-0 P- 0 C-3 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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 | |
| Co-4 | Evaluating the philosophy of Kant, Baumgarten, Hegel, Addison and Hume's views about art and beauty. | |
| Unit I | Russian thoughts German thoughts, Philosophie- Baumgartner Aesthetics theory of Kant. | (Lectures 8) |
| Unit II | George William Frederick Hegel- Nature on beauty | (Lectures 8) |
| Unit III | British thought on beauty-Philosopher- Bakan, Herbert Read | (Lectures 8) |
| Unit IV | Addison, Hume, Woodsworth | (Lectures 8) |
| Unit V | Modern Philosopher-Croce, Richard Bradley | (Lectures 8) |
| Reference Books: | 1. The impossible enude: Chinese art and western aesthetics by François Jullien 2. Japan, France, and East-West Aesthetics: French Literature by Jan Hokenson 3. Art, beauty, and creativity: Indian and Western aesthetics by Shyamalal NOTE: Latest edition of books used | |

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| Course Code BFA609 | BFA (VI Semester) Advertising Theory IV | L-3 T-0 P- 0 C-3 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| Unit I | Economic Advertising: Introduction, Effect of Advertising on production cost, Effect of Advertising on Distribution costs, Effect of Advertising on consumer Prices, Advertising and Monopoly Wastages in advertising. | (Lectures 8) |
| Unit II | Social Aspects of Advertising: Ethics in advertising, Truthin Advertising. | (Lectures 8) |
| Unit III | Regulation of Advertising: introduction, need in advertising, regulation bodies. | (Lectures 8) |
| Unit IV | Control on Advertising: Introduction, Standards Council of India(ASCI),Door darshan Code and Ministry of information and Broadcasting. | (Lectures 8) |
| Unit V | Advertising Agency: Introduction, Meaning and Definition. Service Rendered by an Ad Agency-: Agency Selection Criterion, Agency Accreditation, Agency Client Relationship. Advertising agency-: of advertising Agency, Career Options in Advertising. | (Lectures 8) |
| Reference Books: | 1. Advertising in Developing and Emerging Countries: The Economic, Political and Social Context by Emmanuel C. Alozie, 2. Advertising Media planning, by Roger Baron, Jack Sissors, Seventh Edition, McGraw Hill Professional, 3. The Fundamental of Creative Advertising by Ken Burtenshaw, Nik Mohan, Caroline Barfoot, illustrated, A&C Black 4. Advertising agency and studio skills: a guide to the preparation of art and mechanicals for reproduction by Tom Cardamone, 2, illustrated, Watson-Guptill Publications 5. Basics Advertising 03: Ideation by Nik Mohan, AVA Publishing | |

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| Course Code BFA669 | BFA (VI Semester) Illustration IV | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | Story illustration for children books in multicolour. | 4 Hours |
| 2 | Cartoonist illustration for satire in magazine or newspaper. | |
| Reference Books: | <ol style="list-style-type: none"> 1. The Art of the Storyboard: A filmmaker's introduction by John Hart, 2, revised, Taylor & Francis, 2. Character Design from the Ground Up: Make Your Sketches Come to life by Kevin Crossley Hachette UK 3. Fashion Illustration: Inspiration and Technique by Anna Kiper, David & Charles Book 4. An Illustrated Book of Bad Arguments by Ali Almosawi, Scribe Publications 5. Force: Character Design from Life Drawing by Mike Mattesi, Taylor & Francis 6. Anatomy and Drawing by Victor Perard, Courier Corporation NOTE: Latest edition of books used | |

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| Course Code BFA671 | BFA (VI Semester) Photography & Reproduction Techniques II | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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 | |
| 1 | Knowing about different type of lens and their field of view. | 4 Hours |
| 2 | Exploring landscape and making panorama. | |
| 3 | Working with indoor lighting equipment. (Table top/ product photography) | |
| 4 | Knowing about different type of image quality in camera and their uses. (Camera RAW, Large, Medium, Small etc.) | |
| 5 | Basic development & enhancement of photography with application. | |
| Reference Books: | <ol style="list-style-type: none"> 1. Complete Introduction to Photography by J.Harris Gable, Illustrated Edition 2. The art of digital photography by John Hedgecoe, first edition 3. Outdoor photography: Portraits by Cathy Joseph, Illustrated Edition 4. The photographer's guide to light by Nigel Hicks, First Edition 5. The Everything Photography Book: by Melissa Martin Ellis 6. Photography by Barbara Jim Stone ,John Upton, London, 10illustrated, Prentice Hall NOTE: Latest edition of books used | |

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| Course Code BFA672 | BFA (VI Semester) Computer Graphics IV | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | CorelDraw & Adobe Illustration & Adobe Photoshop technical techniques and its implementation. | 4 Hours |
| 2 | Photoshop layers technical usage in Image editing. | |
| 3 | 360 Degree Campaign making on CorelDraw and Illustrator tools usage side by side to support vector making graphics. | |
| Reference Books: | <ol style="list-style-type: none"> 1. Adobe Illustrator CS6 Classroom in a Book by Adobe Creative Team, Mac Win Pa 2. Straight to the Point – Corel draw X3 by Dinesh Maidasan, Firewal Media ,New Delhi (India) 3. Photoshop Down & Dirty Tricks for Designers, by Corey Barker, (Volume 2), New Riders, USA 4. Design Elements, Understanding the rules and knowing when to break them, by Timothy Samara, (Volume 2), Rockport Publishers, New York 5. Making and Breaking the Grid: A Graphic Design Layout by Timothy Samara, Rockport Publishers, New York <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA610 | BFA (VI Semester) Methods and Materials for Painting IV | L-3 T-0 P- 0 C-3 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| Co-3 | Creating different new techniques of painting. | |
| Unit I | Practical as well as theory preparation of canvas stretching and canvas framing. | (Lectures 10) |
| Unit II | Egg tempera. | (Lectures 10) |
| Unit III | Short notes to be written analysing art exhibition taking place in the nearby galleries, Or on work of Art. | (Lectures 10) |
| Unit IV | Write a short note on display work of different museums of India: Indian museum Calcutta, National museum, New Delhi, National Lalit Kala academy New Delhi. | (Lectures 10) |
| Reference Books: | 1 कलासँद्धान्तिक : लक्ष्मीनारायण, (४वासां) , श्रीमतिबधूदेवी, बिहार 2. रूपांकनगिरिराजकिशोरअग्रवाल, (४वासां), संजयप्रकाशन, आगरा 3. Art and Technique by- AvinashBahadurVerma, Edition-2nd, Rajni Press, Meerut NOTE: Latest edition of books used | |

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| Course Code BFA673 | BFA (VI Semester) Drawing for Painting IV | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding composition and aesthetics of a good landscape by using 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 and human as well. | |
| Co-4 | Creating drawings and paintings of outdoor landscape compositions having human ,animal etc. | |
| 1 | Compositional exercises based on studies of objects, human and animals and animals. (On studies of the local scene.) | 4 Hours |
| 2 | Outdoor: Landscape as a controlled design, difference of handling near and distant objects. | |
| Reference Books: | <p>1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1st, Amber books Ltd, London</p> <p>2. Seeing & Drawing By -mason Hayek, Edition-1st Reprint, Sterling Publishing Co., New York</p> <p>3. Sketch Book, By-Milindmulick, Edition- 1st Reprint, JyotsanaPrakashan, Pune</p> <p>4. Oil painting develop your natural ability, By- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications</p> <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA675 | BFA (VI Semester) Creative Composition II | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | Distortion of figures | 4Hours |
| 2 | Creative composition | |
| Reference Books: | <p>1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1st, Amber books Ltd, London</p> <p>2. Seeing & Drawing By mason Hayek, Edition-1rst Reprint, Sterling Publishing Co., New York</p> <p>3. Sketch Book, By-Milindmulick, Edition- 1rst Reprint, JyotsanaPrakashan, Pune</p> <p>4. Oil painting develop your natural ability, By -Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio</p> <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA676 | BFA (VI Semester) Mural Design II | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | Painting and mural with different methods. | 4 Hours |
| 2 | Experiment with Assemblage in wood, Fibber Plaster & scrap work and casting process, Making of slap & relief. | |
| Reference Books: | <p>1. कलासँद्धानतिक : लक्ष्मीनारायण, (४वासां) , श्रीमतिबधूदेवी, बिहार</p> <p>2. रूपांकनगिरिराजकिशोरअग्रवाल, (४वासां), संजयप्रकाशन, आगरा</p> <p>2. Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London</p> <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA670 | BFA (VI Semester) Poster Design II | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | Layout and designing poster for social issue. | 4 Hours |
| 2 | Layout and designing poster for Brand/ services. | |
| 3 | Making of event poster for any upcoming events. | |
| 4 | Propaganda/ political/movies poster making. | |
| 5 | Making of a Hording/billboard (large size) on social issues/brand. | |
| Reference Books: | <p>1. Poster design by Walter George Raffé, Poster design by Walter George Raffé</p> <p>2. Typography by Zeixs, illustrated</p> <p>3. Contemporary posters: design and techniques by George F. Horn, illustrated, Davis Publications</p> <p>4. Posters; designing, making, reproducing by George F. Horn, Davis Publications,</p> <p>5. Creative Advertising: Ideas and Techniques from the World's Best Campaign by Mario Pricken, 2, illustrated, reprint, revised, Thames & Hudson</p> <p>NOTE: Latest edition of books used</p> | |

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| Course Code BFA674 | BFA (VI Semester) Life Study II | L-0 T-0 P- 4 C-2 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| 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. | |
| 1 | Medium -painting with acrylic color/ oil color on canvas and drawing with charcoal or dry pastel. | 4 Hours |
| 2 | Comparative figure study of different ages (child young adult and old). | |
| 3 | Posture study accordingly of people from different professions, regions, and country, | |
| 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 | |

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| Course Code BFA 707 | BFA (VII Semester) History of Modern Indian Arts - I | L -3 T -0 P -0 C -3 |
| Course outcomes: | On Completion of the course the students will be: | |
| Co-1 | Understating the essence of Modern Indian art . | |
| Co-2 | Recognizingorigin 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. | |
| Course Content | | |
| Unit-1 | Importance and impact of historical sites - Origin of historical monuments. Important Historical Sites. | Lectures 8 |
| Unit-2 | Define- Tantric art, Folk art, Traditional art and Modern art. | Lectures 8 |
| Unit-3 | Development of Indian Modern art since 1850 British impacts and important art institutions and artists. | Lectures 8 |
| Unit- 4 | Schools of art at Metropolitan cities-Madras, Calcutta, Bombay, Important art schools- Govt. Art School, Madras, Govt. Art School, Calcutta, Sir JJ School of | Lectures 8 |
| Unit 5 | Post Independence art movements in India - AIFACS, New Delhi, Raja Ravi Verma. | Lectures 8 |
| Reference Books: | 1. Indian Art by ParthMitra, Oxford University press New York 2. The Transformation of nature in art by AnandaCoomaraswamy, New York, Dover 3. Elements of Indian art by S.P. Gupta, D.K.Pvt. Ltd, 2nd Edition New Delhi NOTE: Latest edition of books used | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA 708 | BFA (VII Semester) History of European Arts - III | L - 3 T - 0 P - 0 C -3 |
| Course outcomes: | On Completion of the course the students will be: | |
| Co-1 | Understatingthe History of European Arts. | |
| Co-2 | Recognizingthe characteristics of Michelangelo, Leonardo da Vinci and Raphael's work of art | |
| Co3 | Analyzing the art work of Neither land artists. | |
| Co-4 | Comparing the art work of Baroque, Mannerism and Rococo period | |
| Course Content | | |
| Unit-1 | History of Renaissance- High, Late Renaissance Period, Leonardo Da Vinci, Michelangelo, Raphael, Giovanni Bellini. | Lectures 8 |
| Unit-2 | High Renaissance in Germany-Albert Durer | Lectures 8 |
| Unit-3 | Neither land- Hurbert van Eyek Renaissance in Spain- El-Greco | Lectures 8 |
| Unit- 4 | Baroque Period- Caravaggio, Gian Lorenzo Bern Watteau, Fraus Hals, Rembrandt, Jan Vermeer, Peter Paul Rubens, Sir Anthony Van Dyek, William Hogarth. | Lectures 8 |
| Unit-5 | Rococo (18th century) -Watteau, Boucher, Giovanni, Tiepto, Francisco Goya. | Lectures 8 |
| Reference Books: | <ol style="list-style-type: none"> 1. AHistoryofWesternArtLaurieAdamstheOxfordHistoryofWesternA rteditedbyMartínKemp 2. A History of Western Art: From Prehistoric to the 20thCenturyAntonyMason, by JohnT.Spike 3. History of Western Art with Guide to Electronic Research in Art by Laurie Schneider 4. The birth of Greek art by Andre Malraux and Georges Salles, Golden press, New York 5. History of Arts by J.W .Janson, Thames and Hudson ,London | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA 791 | BFA (VII Semester) Educational Tour | L-0 T-0 P-0 C-3 |
| The Course learning outcomes | On completion of the course the students will be able to: | |
| CO-1. | To understand the history of art and relevance with their subject course. | |
| CO -2. | Applying the knowledge by physical visit of the tour place. | |
| CO- 3. | Creating art works by doing photography, painting and making tour repot. | |
| 1. | Tour report | |
| 2. | Discipline on tour | |
| 3. | Work project during tour (i.e. Drawing, photography etc.) | |
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| Course Code BFA 709 | BFA (VII Semester) Advertising Theory V | L - 3 T - 0 P - 0 C -3 |
| Course outcomes: | On Completion of the course the students will be: | |
| 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 | |
| Co3 | Discovering campaign making process | |
| Co-4 | Evaluating different commercial and social campaigns | |
| Course Content | | |
| Unit-1 | Advertising Campaign I: – Introduction. Objective of campaign, Process of Planning the Advertising Campaign, Factors Influencing the Planning of an Advertising Campaign. | Lectures 8 |
| Unit-2 | Advertising Campaign II: Advertising Appeal, types of appeal, Visualization, method of visualization | Lectures 8 |
| Unit-3 | Advertising Budget: - Introduction, importance of advertising. Methods of farming Advertising budget. | Lectures 8 |
| Unit- 4 | Advertising Design I: Layout & Illustration: Introduction of layout, Features of a Good Layout, Types of Layout, Process of Layout steps of layout. Illustration of Illustration, Essentials of a good illustration, Functions of Illustration, Types of Illustrations types of Illustration. | Lectures 8 |
| Unit-5 | Advertising Design II Copy: introduction, Characteristics of Copy, Types of Copy, Elements of Copy elements of copy types of copy. Headline, features of headline. | Lectures 8 |
| Reference Books: | 1. Advertising Campaign Design: Just the Essentials by Robyn Blake man, Rout ledge 2. Basics Advertising02: Art Direction by Nik Mohan, (volume-AVA Publishing 3. Cutting Edge Advertising: How to Create the World's Best Print for Brands in the 21st Century by Jim Aitchison, 3rd Edition, FT Press 4. Advertising Concept and Copy by George Felton, 2, illustrated, W.W. Norton 6. विज्ञापनतकनिक एव सिद्धान्त-नरेन्द्रसिंह यादव,राजस्थानहिंदिग्रन्थअकादमी(6 वा सं) | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA769 | BFA (VII Semester) Illustration V | L -0 T -0 P -4 C-2 |
| Course outcomes: | On Completion of the course the students will be: | |
| CO-1 | Understanding the new media to create illustration for print and electronic media. | |
| CO-2 | Applying Illustration by memory on subjects | |
| CO-3 | Creating visual storyboard for social campaign with tag lines. | 4Hours |
| Course Content | | |
| 1. | Create visual storyboard for social campaign with tag lines. | |
| 2. | Story illustration for publication. | |
| 3. | Illustration by memory on subjects | |
| Reference Books: | <ol style="list-style-type: none"> 1. The Art of the Storyboard: A filmmaker's introduction by John Hart, 2, revised, Taylor & Francis, 2. Character Design from the Ground Up: Make Your Sketches Come to life by Kevin Crossly Hachette UK 3. Fashion Illustration: Inspiration and Technique by Anna Kiper, David & Charles Book 4. An Illustrated Book of Bad Arguments by Ali Almosawi, Scribe Publication 5. Force: Character Design from Life Drawing by Mike Mattesi, Taylor & Francis 6. Anatomy and Drawing by Victor Perard, Courier Corporation | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA 770 | BFA (VII Semester) Press Layout I | L-0 T-0 P -4 C-2 |
| Course outcomes: | On completion of the course the students will be: | |
| 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. | |
| Course Content | | |
| 1. | Study of fundamentals of layout and Comparative study of different types of layout | 4 Hours |
| 2. | Understanding of press sizing and terminology (Column, gutter, spine, stream etc | |
| 3. | Designing layout for Newspaper advertisement | |
| 4. | Designing layout & advertisement for Magazines | |
| 5. | Understanding of press printing methods and die-cuts & folds etc. (Packaging Folders and booklets design.) | |
| Reference Books: | <ol style="list-style-type: none"> 1. The Layout Book by Gavin Ambrose, Paul Harris, Bloomsbury Publishing 2. Layout Index by Jim Crouse, North Light Books 3. Type & Layout: How Typography and Design Can Get Your Message Across--or Get in the Way by Colinweidon, illustrated, revised, Strathmore Press 4. A Guide to Layout, Design and Publication by Scott Down man, 2nd edition illustrated, Oxford University Press 5. Layout Design by Iain Rice, illustrated, Haynes Publishing UK | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA 771 | BFA (VII Semester) Photography & Reproduction Techniques III | L-0 T-0 P -4 C-2 |
| Course outcomes: | On completion of the course the students will be: | |
| 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. | |
| Course Content | | |
| 1. | Exploring Micro shots and composition. | 4 Hours |
| 2. | Model / fashion photography. (indoor & outdoor) | |
| 3. | Photography for advertisement campaign. | |
| 4. | Exterior and interior shoot (architectural photography) | |
| 5. | Cleaning and editing with application and making files towards Final Prints. | |
| Reference Books: | <ol style="list-style-type: none"> 1. Close-up photography by Michael Freeman, illustrated, The Ilex Press 2. The art of digital photography by John Hedgecoe, Dorling Kindersley Ltd 3. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles 4. Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic 5. Photography by Barbara Jim Stone, John Upton, London, Pearson | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA710 | BFA (VII Semester) Methods and Materials for Painting-V | L – 3 T - 0 P - 0 C -3 |
| Course outcomes: | On completion of the course the students will be to | |
| 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. | |
| Course Content | | |
| Unit-1 | Jaipur method of Fresco painting. | Lectures10 |
| Unit-2 | Techniques of Ajanta Mural paintings. | Lectures10 |
| Unit-3 | Mosaic: Material, Tools, wall plastering etc. a) Direct b) Indirect methods. | Lectures10 |
| Unit-4 | Ceramic and Glass, Terra-Cotta tiles. | Lectures10 |
| Reference Books: | 1. कलासैद्धान्तिक: लक्ष्मीनारायण, (४वासां), श्रीमतिबद्धूदेवी, बिहार 2. रूपांकनगिरिराजकिशोरअग्रवाल, (४वासां), संजयप्रकाशन, आगरा 3. Art and Technique by- AvinashBahadurVerma, Edition-2 nd, Rajni Press, Meerut | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA773 | BFA (VII Semester) Drawing for Painting V | L-0 T-0 P -4 C-2 |
| Course outcomes: | On Completion of the course the students will be: | |
| 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. | |
| Course Content | | |
| 1. | Landscape | 4 Hours |
| 2. | Pictorial composition | |
| 3. | Copy to an Indian artist's painting (miniature painting) | |
| Reference Books: | 1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1st, Amber books Ltd, London 2. Seeing & Drawing By -mason Hayek, Edition-1rst Reprint, Sterling Publishing Co., New York 3. Sketch Book, By-Milindmulick, Edition- 1rst Reprint, JyotsanaPrakashan, 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 | |

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| Course Code BFA774 | BFA (VII Semester) Life Study III | L-0 T-0 P -4 C-2 |
| Course outcomes: | On Completion of the course the students will be: | |
| 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-3 | Creating some figures of male and female on the basis of anatomy study and on spot study. | |
| Course Content | | |
| 1. | Elaborate study of full figure drawing with different rendering teaching question Paper/ Canvas & Mix Medium. | 4 Hours |
| 2. | Innovative approach in Rendering and application, reference of Master artists. | |
| 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 | |

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| Course Code BFA776 | BFA (VII Semester) Mural Design-III | L-0 T-0 P -4 C-2 |
| Course outcomes: | On completion of the course the students will be to: | |
| 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. | |
| Course Content | | |
| 1. | Introduction of non-conventional material with suitable combination of formed space. | |
| 2. | Use of mural technique in two and three dimensional space. | |
| Reference Books: | 1. बाटिककला: डा. अब्दुलमाजिद, रास्थानहिंदीग्रन्थअकादमी, जयपुर Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London | |

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| Course Code BFA772 | BFA (VII Semester) Ad. Campaign Project I | L-0 T-0 P -4 C-2 |
| Course outcomes: | On Completion of the course the students will be: | |
| 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. | |
| Course Content | | |
| 1. | Project based on market survey/study, any topic related on social issues | 4 Hours |
| 2. | Adobe Illustrator, CorelDraw and Photoshop usage in ad making | |
| 3. | Brochure designs to know the sense of corporate advertising culture | |
| 4. | Coffee table book designs and ad campaigns 360 degree print media | |
| 5. | Website design for any of the brand. | |
| Reference Books: | 1. Advertising Campaign Design: Just the Essentials by Robyn Blake man, Rutledge 2. One Show by One Show Club, (Volume 35), Rockport Publishers 3. Web Designer's Idea Book by Patrick McNeil, (Volume 4), How Design Books NOTE: Latest edition of books used | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA775 | BFA (VII Semester) Creative Composition III | L-0 T-0 P -4 C-2 |
| Course outcomes: | On Completion of the course the students will be: | |
| 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. | |
| Course Content | Material- Painting on canvas with oil color and/or acrylic color | |
| 1. | Abstraction | |
| 2. | Creative landscape | |
| Reference Books: | <ol style="list-style-type: none"> 1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition- 1st, Amber books Ltd, London 2. Seeing & Drawing By mason Hayek, Edition-1rst Reprint, Sterling Publishing Co., New York- 3. Sketch Book, By-Milindmulick, Edition- 1rst Reprint, JyotsanaPrakashan, 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 | |

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| Course Code BFA 807 | BFA (VIII Semester) History of Modern Indian Arts II | L-3 T-0 P-0 C-3 |
| Course outcomes: | Course outcomes: On Completion of the course the students will be: | |
| Co-1 | Understanding the concept of Indian Modernism and European influence on Indian art. | |
| Co-2 | Analyzing the art work of Ramkumar ,SatishGujral ,Ramachandran and F.N.Souza. | |
| CO - 3 | Comparing the art and technique of SatishGujral and Ramachandran's work of Art. | |
| Course Content | | |
| Unit -I | Contemporary and Modern Art Concept of Indian Modernism, European Influence on Indian Art | (Lectures8) |
| Unit -2 | Contemporary and Modern Art Concept of Indian Modernism, European Influence on Indian Art. | (Lectures8) |
| Unit -3 | Art Movement in Delhi, Calcutta,& Baroda School | (Lectures8) |
| Unit- 4 | Detailed study of Ram Kumar, SatishGujral, Verain Day, FN Souza | (Lectures8) |
| Unit- 5 | Comparative study of the technique of Ramachandran Nair and SatishGujral | (Lectures8) |
| Reference Books | 1. Art and Nationalism in Colonial India by ParthMittar, New Delhi 2. History of Modern art by H.H. Arnason, 7TH Edition, publisher Pearson 3. Modern Indian Art by GayetriSinha 4. Contemporary Art In India & Pak by YashodharaDalmia 5.समकालीनभारतीयचित्रकला: अशोकभूमिका, अंकितप्रकाशन 6. आधुनिकचित्रकलाकाइतिहास: आर. वी. सखालके 7. वृहद्वआधुनिककलाकोश: विनोदभारद्वाज | |
| NOTE: | Latest edition of books used | |

| Course Code BFA 808 | BFA (VIII Semester) History of Modern European art -I | L-3 T-0 P-0 C-3 |
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| Course outcomes: | Course outcomes: On Completion of the course the students will be: | |
| 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. | |
| Course Content | | |
| Unit -I | Neo- Classism- Jacques Louis David. Romanticism- Gericault, Delacroix, Camille Corot, Jean Francois Mille | (Lectures8) |
| Unit -2 | Realism- Honore Daumier, Gustave Courbet, Millet, Core. Impressionism- Edouard Manet, Claude Monet, Camille Pissarro, Degas, Aguste Renoir | (Lectures8) |
| Unit -3 | Neo Impressionism- George Seurat, Post Impressionism- Paul Cezanne, Van- Gogh, Paul Gauguin Dadaism- Marcel Duchamp, Man Ray etc | (Lectures8) |
| Unit- 4 | Fauvism- Henri Matisse, Andre Derain, Dufy, Georges Rouault, Cubism- Georges Braque, Pablo Picasso | (Lectures8) |
| Unit- 5 | Expressionism- Ferdinand Hodler, Edward Munch, James Ensor. Blue Reiter Group- Wassily Kandinsky, Paul Klee | (Lectures8) |
| 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 Richard G. Tansy, 8th Edition, Harcourt 4. आधुनिकचित्रकलाकाइतिहास: आर. वी. सखलके 5. वृहदधुनिककलाकोश: विनोदभारद्वाज 6. Modern Art by Donald Kuspit 7. Modern Art by Britt 8. Social History of Art by Arnold Mouser | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA 891 | BFA (VIII Semester) Installation Art/Ambient Art | L-0 T-0 P-0 C-3 |
| Course outcomes: | Course outcomes: On Completion of the course the students will be: | |
| Co-1 | Understanding the new method of art by breaking the stereo type rules and regulations to make community think about certain place or thing differently | |
| Co-2 | Applying different techniques for making Ambient / Installation in 3D form. | |
| Co-3 | Creating art works with use of waste materials. | |
| Course Content | | |
| 1. | Making artwork on any social or commercial issue to make people aware about the real situation | 4 Hours |
| 2. | Use of available resources on site with the arrangement of other material required as per the need. | |
| Note: | Submission of final artwork photograph in soft and hard copy | |

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| Course Code BFA 809 | BFA (VIII Semester) Advertising Theory VI | L-3 T-0 P-0 C-3 |
| Course outcomes: | Course outcomes: On Completion of the course the students will be: | |
| 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. | |
| Course Content | | |
| Unit -I | Consumer Psychology: Meaning, Factors Influencing Consumer Psychology | (Lectures8) |
| Unit -2 | Buying Motives: Meaning, Classification of Buying Motives, Primary Motives and Secondary Motives. Selling Point, USP. | (Lectures8) |
| Unit -3 | Advertising Research-: Definition, Importance of Research in Advertising, Types of advertising research. | (Lectures8) |
| Unit- 4 | Testing of an Advertisement part-I: Introduction, 5w, DAGMAR Model, AIDA | (Lectures8) |
| Unit- 5 | Testing of an Advertisement Part-II: Pre-Testing Methods and merits, Post-Testing Methods and merits. | (Lectures8) |
| Reference Books | <ol style="list-style-type: none"> 1. Advertising Research by Neil Hulbert, Marketing Classics Press 2. Advertising Campaign Design: Just the Essentials by Robyn Blake man, Rout ledge 3. Basics Advertising02: Art Direction by Nik Mohan, (volume-2) AVA Publishing 4. Cutting Edge Advertising: How to Create the World's Best Print for Brands in the 21st Century by Jim Atchison, 3rd Edition, FT Press 5. Advertising Concept and Copy by George Felton, 2, illustrated, W.W. Norton 6. विज्ञापनतकनिक एव सिद्धान्त-नरेन्द्रसिहँ यादव,राजस्थानहिंदिग्रन्थअकादमी(6 वा सं) | |
| NOTE: | Latest edition of books used | |

| Course Code BFA 869 | BFA (VIII Semester) Illustration VI | L-0 T-0 P-4 C-2 |
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| Course outcomes: | Course outcomes: On Completion of the course the students will be: | |
| 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. | |
| Course Content | | |
| 1. | Project Oriented and Industry specific illustration. | 4 Hours |
| 2. | Influence of Modern trends of Illustrations and Editorial illustrations | |
| 3. | Story boarding for creative TVC or social awareness | |
| Reference Books | <ol style="list-style-type: none"> 1. The Art of the Storyboard: A filmmaker's introduction by John Hart, 2, revised, Taylor & Francis, 2. Character Design from the Ground Up: Make Your Sketches Come to life by Kevin Crossly Hachette UK 3. Fashion Illustration: Inspiration and Technique by Anna Kiper, David & Charles Book 4. An Illustrated Book of Bad Arguments by Ali Almosawi, Scribe Publications 5. Force: Character Design from Life Drawing by Mike Mattesi, Taylor & Francis 6. Anatomy and Drawing by Victor Perard, Courier Corporation | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA 870 | BFA (VIII Semester) Press Layout II | L-0 T-0 P-4 C-2 |
| Course outcomes: | Course outcomes: On Completion of the course the students will be: | |
| 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 promotion newspaper ads. | |
| Course Content | | |
| 1. | Understanding layout problem and solution in design. | 4Hours |
| 2. | Working with text arrangement and calculating copy. | |
| 3. | Designing layout for Newspaper & magazine advertisement. | |
| 4. | Manipulation of writing work & images with help of suitable computers of software. | |
| 5. | Practical knowledge of die-cuts & folds. (Point of purchasing / display design). | |
| Reference Books | 1. The Art of the Storyboard: A filmmaker's introduction by John Hart, 2, revised, Taylor & Francis, 2. Character Design from the Ground Up: Make Your Sketches Come to life by Kevin Crossly Hachette UK 3. Fashion Illustration: Inspiration and Technique by Anna Kiper, David & Charles Book 4. An Illustrated Book of Bad Arguments by Ali Almosawi, Scribe Publications 5. Force: Character Design from Life Drawing by Mike Mattesi, Taylor & Francis 6. Anatomy and Drawing by Victor Perard, Courier Corporation | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA 871 | BFA (VIII Semester) Photography & Reproduction Techniques IV | L-0 T-0 P-4 C-2 |
| Course outcomes: | On Completion of the course the students will be: | |
| 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. | |
| Course Content | | |
| 1. | Selecting a subject for photography and exploring their shots. | 4Hours |
| 2. | Exploring night and weather photography. | |
| 3. | Photography for advertisement campaign. | |
| 4. | Different Media Purposes, Reproduction Techniques, Printing, Developing etc. | |
| 5. | Use of advance layering advanced composition on transferred scanned image or photographs. | |
| Reference Books | 1. Close-up photography by Michael Freeman, illustrated, The Ilex Press 2. The art of digital photography by John Hedgecoe, Dorling Kindersley Ltd 3. The photographer's guide to light by Nigel Hicks ,illustrated, David & Charles 4. Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic 5. Photography by Barbara Jim Stone, John Upton, London, Pearson | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA 810 | BFA (VIII Semester) Methods and Materials for Painting-VI | L-3 T-0 P-0 C-3 |
| Course outcomes: | Course outcomes: On Completion of the course the students will be: | |
| 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. | |
| Co-3 | Creating different new techniques of painting. | |
| Course Content | | |
| Unit -I | . Creating different new techniques of painting | Lectures8 |
| Unit -2 | Viscosity technique in print-making, Practical, preservation and finishing | Lectures8 |
| Unit -3 | Open discussions on paintings of contemporary Indian artist (with the help visuals). | Lectures8 |
| Unit- 4 | Shortnotestobewrittenanalysingartexhibitionstakingplaceinthecapital. | Lectures8 |
| Reference Books | Art and Technique by- AvinashBahadurVerma, Edition-2nd, Rajni Press, Meerut | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA 873 | BFA (VIII Semester) Drawing for Painting VI | L-0 T-0 P-4 C-2 |
| Course outcomes: | On Completion of the course the students will be: | |
| Co-1 | Understanding the since of different structures | |
| Co-2 | Applying oil color and different mix medium son canvas an dp | |
| Co-3 | 3Analyzingtheuseofobservationandimaginationtodevelopapictorial composition | |
| Co-4 | Creating some landscapes, pictorial compositions, and a copy Western artist's painting | |
| Course Content | | 4Hours |
| 1. | Landscape | |
| 2. | Pictorial composition | |
| 3. | Copy to a western artist's painting | |
| Reference Books | 1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1 st , Amber books Ltd,London 2. Seeing & Drawing By -mason Hayek, Edition-1 st Reprint, Sterling Publishing Co., New York- 3. Sketch Book, By-Milindmulick, Edition- 1 st Reprint, JyotsanaPrakashan, Pune 4. Oil painting develop your natural ability, By- Charles sovek, Edition-1 st , North Light Books an imprint of F & W Publications, Ohio | |
| NOTE: | Latest edition of books used | |

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| Course Code BFA 874 | BFA (VIII Semester) Life Study IV | L-0 T-0 P-4 C-2 |
| Course outcomes: | Course outcomes: On Completion of the course the students will be: | |
| 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. | |
| Course Content | | |
| 1. | Painting from Male and Female Figures in Different Postures of draped and undraped. | 4 Hours |
| 2. | Sketches/Drawing of Figure, People in Group and at work. | |
| 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 | |

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| Course Code BFA 876 | BFA (VIII Semester) Mural Design IV | L-0 T-0 P-4 C-2 |
| Course outcomes: | On Completion of the course the students will be: | |
| Co-1 | Understanding of modern design, 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 | |
| Course Content | | |
| 1 | Study of principles of design as applied to mural considering size situation and material concept of space and dissertation as applied to mural. | 4 Hours |
| 2 | Wood cut print in different color. | |
| Reference Books | 1. बाटिककला: डा. अब्दुलमाजिद, रास्थानहिंदीग्रन्थअकादमी, जयपुर 2. Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London | |
| | NOTE: Latest edition of books used | |

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| Course Code BFA 875 | BFA (VIII Semester) Creative Composition IV | L-0 T-0 P-4 C-2 |
| Course outcomes: | Course outcomes: On Completion of the course the students will be: | |
| 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. | |
| Course Content | | |
| 1. | Abstraction | 4 Hours |
| 2. | Creative landscape | |
| Reference Books | 1. Fundamentals of Drawing & Painting, By -Richard Taylor, Edition-1 st , Amber books Ltd, London 2. Seeing & Drawing By mason Hayek, Edition-1 st Reprint, Sterling Publishing Co., New York 3. Sketch Book, By-Milindmulick, Edition- 1 st Reprint, JyotsanaPrakashan, Pune 4. Oil painting develop your natural ability, By -Charles sovek, Edition-1 st , North Light Books an imprint of F & W Publications, Ohio | |
| | NOTE: Latest edition of books used | |

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| Course Code BFA 872 | BFA (VIII Semester) Ad. Campaign Project II | L-0 T-0 P-4 C-2 |
| Course outcomes: | On Completion of the course the students will be: | |
| 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. | |
| Course Content | | 4 Hours |
| 1. | Ambient designs and Transit advertisement on any of the brand | |
| 2. | Project work on any client available in the market | |
| 3. | E-mailers and Innovative Direct mailers | |
| 4. | Magazine designs including branding, cover design and inside pages | |
| 5. | Creating brand guidelines of any brand and working on it right from logo designs and stationery. | |
| Reference Books | 1. Advertising Campaign Design: Just the Essentials by Robyn Blake man, Rout ledge. 2. One Show by One Show Club, (Volume 35), Rockport Publishers 3. Web Designer's Idea Book by Patrick McNeil, (Volume 4), How Design Books | |
| NOTE: | Latest edition of books used | |