

Study & Evaluation Scheme

of

Master 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

N.H.-24, Delhi Road, Moradabad, Uttar Pradesh-244001

Website: www.tmu.ac.in



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

Study & Evaluation Scheme

SUMMARY

| | |
|--|---|
| Institute Name | TeerthankerMahaveer University, College of Fine Arts, Delhi Road, Moradabad |
| Programme | MFA (Dual Specializations) |
| Duration | Two Years full time(Eight Semesters) |
| Medium | Hindi/English |
| Minimum Required Attendance | 75% |
| <u>Credits</u> | |
| Maximum Credits | 92 |
| Minimum Credits Required for Degree | 88 |

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 including the semester-end examination. Teacher's continuous evaluation shall be essential for passing the course and earning its assigned credits.

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. |
| 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 Learning Outcomes (CO's) that will ultimately lead to of 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 -MFA

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

| MFA : Two-Year (4-Semester) CBCS Programme | | | |
|---|--|--|----------------------|
| Basic Structure: Distribution of Courses | | | |
| S.No. | Type of Course | Credit Hours | Total Credits |
| 1 | Core Course (Theory) | 8 Courses of 4 Credit Hrs. each (Total Credit Hrs. 4X4) | 32 |
| 2 | Discipline Specific Course (DSC) (Theory) | 8 Courses of 4 Credit Hrs. each (Total Credit Hrs. 4X4) | 32 |
| 3 | Discipline Specific Elective Course (DSEC) Applied(Practical) Painting(Practical) | 6 Courses of 2 Credit Hrs. each (Total Credit Hrs. 6X2) 8 Courses of 2 Credit Hrs. each (Total Credit Hrs. 6X2) | 12 16 |
| Total Credits | | | 92 |

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 MFA program:

Core Course (CC): Core courses of MFA 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 during the MFA program.

Discipline Specific Course: This is a compulsory course that does not have any choice and will be of 4 credits. Each student of MFA program has to compulsorily pass the Advertising (Principles and Practices)-I and Occidental Aesthetics course and acquire 4 credits.

Discipline Elective Enhancement Course: The discipline specific elective course is chosen to make students specialist or having specialized knowledge of a specific domain like Creative Painting, Illustration etc. It will be covered in all four semesters of the program. The student of Painting Stream will have to choose any two specializations out of the eight specializations offered. The student of Applied Stream will have to choose any two specializations out of the six specializations offered. Each DSEC will carry 2 credits.

C. PROGRAMME OUTCOMES (PO's)

| | |
|------|---|
| 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. |
| | |

At the end of 2 years MFA programme, the students will be learning the following general attributes.

Programme Specific Outcomes (PSO's)

At the end of 2 years MFA programme the students will be-

| | |
|-------------|--|
| PSO1 | Understanding an artwork and its development. |
| PSO2 | Skillfully creating an artwork and effectively expressing concepts (such as Environmental awareness) in concrete form. |
| PSO3 | Developing ability to present work ethically and distribution in innovative ways. |
| PSO4 | Creating own style and Recognizing the need for, and have the preparation and ability to engage in independent and life- long learning in the art field. |

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/ Life 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 our course.

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 final 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.

| SEMESTER I | | | | | | | | | | |
|--|------------------------------|--------------------------------------|--|----------|----------|----------|------------|-------------------|------------|------------|
| For All Stream | | | | | | | | | | |
| Sr. No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 1. | CC | MFA101 | History of European Art-I | 4 | - | - | 4 | 40 | 60 | 100 |
| Core Course: Compulsory Course Paper for chosen discipline. | | | | | | | | | | |
| Applied Art | | | | | | | | | | |
| 2. | DSC | MFA102 | Advertising (Principles and Practices)-I | 4 | - | - | 4 | 40 | 60 | 100 |
| 3. | DSEC DSEC DSEC | MFA151 MFA152 MFA153 | Visualization-I Illustration-I Photography-I (Specialization Subject) | - | - | 4 | 2 | 50 | 50 | 100 |
| 4. | DSEC DSEC DSEC | MFA171 MFA172 MFA173 | Basics of Visualization-I Basics of Illustration- I Basics of Photography-I | - | - | 2 | 1 | 50 | 50 | 100 |
| Total | | | | 8 | - | 6 | 11 | 180 | 220 | 400 |
| Painting | | | | | | | | | | |
| 2. | DSC | MFA103 | Occidental Aesthetics-I | 4 | - | - | 4 | 40 | 60 | 100 |
| 3. | DSEC DSEC DSEC DSEC | MFA154 MFA155 MFA156 MFA157 | Creative Painting-I Mural Design-I Portrait-I Landscape-I (Specialization Subject) | - | - | 4 | 2 | 50 | 50 | 100 |
| 4. | DSEC DSEC DSEC DSEC | MFA174 MFA175 MFA176 MFA177 | Basics of Creative Painting-I Basics of Mural Design-I Basics of Portrait-I Basics of Landscape-I | - | - | 2 | 1 | 50 | 50 | 100 |
| Total | | | | 8 | - | 6 | 11 | 180 | 220 | 400 |

SEMESTER II

Compulsory Foundation: Compulsory for all streams in programme.

For All Stream

| Sr. No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
|--|------------------------------|--------------------------------------|--|----------|----------|----------|------------|-------------------|------------|------------|
| | | | | L | T | P | | Internal | External | Total |
| 1. | CC | MFA201 | History of European Art-II | 4 | - | - | 4 | 40 | 60 | 100 |
| 2. | CC | MFA291 | Seminar & Presentation | - | - | - | 4 | 50 | 50 | 100 |
| Core Course: Compulsory Course Paper for chosen discipline. | | | | | | | | | | |
| Applied Art | | | | | | | | | | |
| 3. | DSC | MFA202 | Advertising (Principles and Practices)-II | 4 | - | - | 4 | 40 | 60 | 100 |
| 4. | DSEC DSEC DSEC | MFA251 MFA252 MFA253 | Visualization-II Illustration-II Photography-II (Specialization Subject) | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | DSEC DSEC DSEC | MFA271 MFA272 MFA273 | Basics of Visualization-II Basics of Illustration-II Basics of Photography-II | - | - | 2 | 1 | 50 | 50 | 100 |
| Total | | | | 8 | - | 6 | 11 | 230 | 270 | 500 |
| Painting | | | | | | | | | | |
| 3. | DSC | MFA203 | Occidental Aesthetics-II | 4 | - | - | 4 | 40 | 60 | 100 |
| 4. | DSEC DSEC DSEC DSEC | MFA254 MFA255 MFA256 MFA257 | Creative Painting-II Mural Design-II Portrait-II Landscape-II (Specialization Subject) | - | - | 4 | 2 | 50 | 50 | 100 |
| 5. | DSEC DSEC DSEC DSEC | MFA274 MFA275 MFA276 MFA277 | Basics of Creative Painting-II Basics of Mural Design-II Basics of Portrait-II Basics of Landscape-II | - | - | 2 | 1 | 50 | 50 | 100 |
| Total | | | | 8 | - | 6 | 11 | 230 | 270 | 500 |

| SEMESTER III | | | | | | | | | | |
|--|-------------|-------------|---|--------------------------|----------|----------|------------|-------------------|------------|------------|
| Compulsory Foundation: Compulsory for all streams in programme. | | | | | | | | | | |
| For All Stream | | | | | | | | | | |
| Sr. No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 1 | CC | MFA301 | History of Modern Indian Art-I | 4 | - | - | 4 | 40 | 60 | 100 |
| Core Course: Compulsory Course Paper for chosen discipline. | | | | | | | | | | |
| Applied Art | | | | | | | | | | |
| 2 | DSC | MFA302 | Advertising (Principles and Practices)- III | 4 | - | - | 4 | 40 | 60 | 100 |
| 3 | DSEC | MFA351 | Visualization-III | - | - | 4 | 2 | 50 | 50 | 100 |
| | DSEC | MFA352 | Illustration-III | - | - | 4 | 2 | 50 | 50 | 100 |
| | DSEC | MFA353 | Photography-III | - | - | 4 | 2 | 50 | 50 | 100 |
| | | | | (Specialization Subject) | | | | | | |
| 4 | DSEC | MFA371 | Basics of Visualization-III | - | - | 2 | 1 | 50 | 50 | 100 |
| | DSEC | MFA372 | Basics of Illustration-III | - | - | 2 | 1 | 50 | 50 | 100 |
| | DSEC | MFA373 | Basics of Photography-III | - | - | 2 | 1 | 50 | 50 | 100 |
| Total | | | | 8 | - | 6 | 11 | 180 | 220 | 400 |

| Painting | | | | | | | | | | |
|-----------------|------|--------|-----------------------|---|---|---|---|----|----|-----|
| 2 | DSC | MFA303 | Oriental Aesthetics-I | 4 | - | - | 4 | 40 | 60 | 100 |
| 3 | DSEC | MFA354 | Creative Painting-III | - | - | 4 | 2 | 50 | 50 | 100 |
| | DSEC | MFA355 | Mural Design-III | - | - | 4 | 2 | 50 | 50 | 100 |
| | DSEC | MFA356 | Portrait-III | - | - | 4 | 2 | 50 | 50 | 100 |
| | DSEC | MFA357 | Landscape-III | - | - | 4 | 2 | 50 | | |

| | | | (Specialization Subject) | | | | | | | |
|--------------|------|--------|---------------------------------|----------|----------|----------|-----------|------------|------------|------------|
| 4 | DSEC | MFA374 | Basics of Creative Painting-III | - | - | 2 | 1 | 50 | 50 | 100 |
| | DSEC | MFA375 | Basics of Mural Design-III | - | - | 2 | 1 | 50 | 50 | 100 |
| | DSEC | MFA376 | Basics of Portrait-III | - | - | 2 | 1 | 50 | 50 | 100 |
| | DSEC | MFA377 | Basics of Landscape-III | - | - | 2 | 1 | 50 | 50 | 100 |
| Total | | | | 8 | - | 6 | 11 | 180 | 220 | 400 |

| SEMESTER IV | | | | | | | | | | |
|-----------------------|--------------------|--------------------|--|----------------|----------|----------|-------------------|--------------------------|-----------------|--------------|
| For All Stream | | | | | | | | | | |
| Sr. No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 1 | CC | MFA401 | History of Modern Indian Art-II | 4 | - | - | 4 | 40 | 60 | 100 |
| 2 | CC | MFA491 | Dissertation & viva voice | - | - | - | 4 | 50 | 50 | 100 |
| Applied Art | | | | | | | | | | |
| Sr. No. | Course Type | Course Code | Course Name | Periods | | | Credit (s) | Evaluation Scheme | | |
| | | | | L | T | P | | Internal | External | Total |
| 3 | DSC | MFA402 | Advertising (Principles and Practices)- IV | 4 | - | - | 4 | 40 | 60 | 100 |
| 4 | DSEC | MFA451 | Visualization-IV | - | - | 4 | 2 | 50 | 50 | 100 |
| | DSEC | MFA452 | Illustration-IV | | | | | | | |
| | DSEC | MFA453 | Photography-IV | | | | | | | |
| | | | (Specialization Subject) | | | | | | | |
| 5 | DSEC | MFA471 | Basics of Visualization-IV | - | - | 2 | 1 | 50 | 50 | 100 |
| | DSEC | MFA472 | Basics of Illustration-IV | | | | | | | |
| | DSEC | MFA473 | Basics of Photography-IV | | | | | | | |
| Total | | | | 8 | - | 6 | 11 | 230 | 270 | 500 |

| Painting | | | | | | | | | | |
|-----------------|------|--------|--------------------------------|----------|----------|----------|-----------|------------|------------|------------|
| | DSC | MFA403 | Oriental Aesthetics-II | 4 | - | - | 4 | 40 | 60 | 100 |
| | DSEC | MFA454 | Creative Painting-IV | - | - | 4 | 2 | 50 | 50 | 100 |
| | DSEC | MFA455 | Mural Design-IV | - | - | 4 | 2 | 50 | 50 | 100 |
| | DSEC | MFA456 | Portrait-IV | - | - | 4 | 2 | 50 | 50 | 100 |
| | DSEC | MFA457 | Landscape-IV | - | - | 4 | 2 | 50 | 50 | 100 |
| | | | (Specialization Subject) | | | | | | | |
| | DSEC | MFA474 | Basics of Creative Painting-IV | - | - | 2 | 1 | 50 | 50 | 100 |
| | DSEC | MFA475 | Basics of Mural Design-IV | - | - | 2 | 1 | 50 | 50 | 100 |
| | DSEC | MFA476 | Basics of Portrait-IV | - | - | 2 | 1 | 50 | 50 | 100 |
| | DSEC | MFA477 | Basics of Landscape-IV | - | - | 2 | 1 | 50 | 50 | 100 |
| Total | | | | 8 | - | 6 | 11 | 230 | 270 | 500 |

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

| | | |
|-------------------------------------|--|---|
| Course Code MFA101 | MFA (I Semester) History of European Art-I | L-4 T-0 P- 0 C-4 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the Historical background of European Arts. | |
| Co-2 | Recognizing the characteristics of Realism, Romanticisms, Impressionism & other art movements. | |
| Co-3 | Analyzing the art work of European, Neo- impressionism's artists. | |
| Co-4 | Comparing the art work of Cezanne Henry Matisse and Van Gogh. | |
| Course Content: | | |
| Unit-1 | Realism artists – Honor Daumier, Gustav Courbet, Millet, core | (Lectures9) |
| Unit-2 | Romanticism –Gericault, Delacroix, Corot | (Lectures9) |
| Unit-3 | Impressionism –Artists -Edward Manet, -Claude Monet, Camille Pissarro, Degas, Monet, Augusto Renoir Neo Impressionism – George Seurat | (Lectures9) |
| Unit-4 | Post impressionism artists - Paul Cezanne, Van – Gogh, Paul Gauguin | (Lectures9) |
| Unit-5 | Fauvism -artist Henri Matisse, Andre Drain, Georges Rouault. | (Lectures9) |
| Reference Books: | 1. History of Arts by J.W .Jonson, Thames and Hudson ,London 2. History of Modern art by H.H. Arnason, 3. Through the Ages (Ninth Edition) by Richard G. Tansy,Harcourtpublisher,Austrilia, 4. A concise History of Modern painting by Sir Herbert Read Edward ,Kissinger Publication LCC | |
| NOTE: | Latest edition of books used. | |

| | | |
|-------------------------------------|--|---|
| Course Code MFA102 | MFA (I Semester) Advertising (Principles and Practices)-I | L-4 T-0 P- 0 C-4 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the Concepts of Marketing Channels. | |
| Co-2 | Recognizing the Marketing channels and Market Segmentation. | |
| Co-3 | Discovering the Segmentation of market and 4 P's of marketing. | |
| Co-4 | Evaluating marketing process and its segmentation. | |
| Course Content: | | |
| Unit-1 | Introduction to Advertising: Defining Advertising, Functions of Advertising, The target audience, Logo, Logotype, Monogram, Symbol, and Trademark etc. | (Lectures9) |
| Unit-2 | History of Advertising: Before printing era, printing era and Digital era (modern Era). | (Lectures9) |
| Unit-3 | Social and economic aspects of advertising: – Advertising business offers employment, Advertising creates demand and consequently a sale, advertising reduces selling cost. | (Lectures9) |
| Unit-4 | Types of Communication: Audio communication, visual communication and audio-visual communication. | (Lectures9) |
| Unit-5 | Advertising Media: Print, Radio and T.V. Advertising, merits and demerits of these Medias. | (Lectures9) |
| Reference Books: | 1. Packaging Design: Graphics, Material Technology by Steven Sonsino, Van Nostrand Reinhold 2. Sign Design: Graphics, Materials & Techniques by Mitzi Sims, John Wiley & Sons Inc 3. Making a Good Layout by Lorisieber& Lisa Balla, North Light Books 4. Type in Use by Alex White, W.W. Norton 5. The Image and the Eye by E.H. Gombrich, Phaidon 6. Advertisement Technics: NarendraVindhyadi, 6th, Rajasthan VandhiGranth Academy | |
| NOTE: | Latest edition of books used. | |

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|------------------------------|--|---|
| Course Code MFA151 | MFA (I Semester) Visualization-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 Collaterals Designs (Coffee Mugs, caps, tea shirt, Pen, Stickers, Gym accessories) etc. | 4 Hours |
| Co-2 | Applying it on Designing software's (Corel draw, Photoshop and Illustrator). | |
| Co-3 | Evaluating the significance of collaterals designs and its importance of Branding. | |
| Co-4 | Creating artworks of product design- Electronic accessories and its branding. | |
| Course Content: | Understanding of advertising campaign in context to commercial and social advertising | |
| 1. | Identifying any Commercial Brand | |
| 2. | Product name, Corporate Identity | |
| 3. | Developing Brand Guidelines of the Product etc. | |
| 4. | Developing Campaign on Commercial Brands | |
| 5. | Extension of the same Campaign in Collaterals, Outdoor and Indoor media and Merchandizing designs and other promotional designs etc. | |
| Reference Books: | 1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA 2. User Experience Design by Avian Allan wood, Bloomsbury Publishing India Private Limited, India 3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff&Geismar by SagiHaviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York 4. Big Book of Corporate Identity Design by David E. Carter, HBI, US | |
| NOTE: | Latest edition of books used. | |

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|------------------------------|---|---|
| Course Code MFA152 | MFA (I Semester) Illustration-I | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of the subject and importance of illustrations- Conceptualization, styles, and its mediums, developing the skills for professional work. | |
| Co-2 | Applying Conceptualization illustration, styles, and mediums, developing the skills for professional work. | |
| Co-3 | Evaluation of professional illustration work. | |
| Co-4 | Utilizing illustration- Conceptualization Styles, and mediums, developing the skills for professional work. | |
| Course Content: | | |
| 1 | Illustration for different types of publications, Social and Educational subjects, Medical, Industrial and Fashion design etc. | 4 Hours |
| 2 | Study of different appropriate media. | |
| Reference Books: | 1.The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions 2. Forensic Art and Illustration by Karen T. Taylor, CRC Press 3. The Joy of Drawing, by Bill Martin, Watson-Guption Publications 4. Drawing and Illustration by Victor Perard, Dover Publication, New York | |
| NOTE: | Latest edition of books used. | |

| | | |
|------------------------------|--|---|
| Course Code MFA153 | MFA (I Semester) Photography-I | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of the subject and importance of Photography Conceptualization, styles, and its mediums, developing the skills for a professional photo shoot. | |
| Co-2 | Applying Conceptualization Photography developing the skills for a professional photo shoot. | |
| Co-3 | Evaluation of professional Photography. | |
| Co-4 | Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work. | |
| Course Content: | Understanding photography basics, Learning with studio equipment's and exploring composition. | |
| 1 | <ul style="list-style-type: none"> • What is Photography and its History • The basic of camera and their functional • Types of cameras: SLR, TLR, Compact Amateur Cameras, Digital Camera. • Image Control and Quality: Shutter as the controller of light and motion, Aperture and Depth of Field/Depth of Focus/Circle of Confusion • Focal length as controller of perspective, depth of field, Hyper focal Distance | 4 Hours |
| 2 | Studio based lighting Exercise: <ul style="list-style-type: none"> • Working with Studio Lights on lives and still life etc. | |
| 3 | Outdoor based Lighting exercise (Shooting in Different Lighting Condition): <ul style="list-style-type: none"> • Lighting Techniques: Outdoor, Artificial/Mixed | |
| 4 | Lab Work: <ul style="list-style-type: none"> • Color correction and Manipulation of photographs | |
| Reference Books: | <ol style="list-style-type: none"> 1. Complete Introduction to Photography by J. Harris Gable, Illustrated, Read Books 2. The art of digital photography by John Hedgerow, Dorling Kindersley Ltd, 3. The photographer' suede to light by Nigel hicks, illustrated, David & Charles 4. The Everything Photography Book :by Melissa Martin Ellis, 2nd edition, Everything Books 5. Photography by Barbara Jim Stone John Upton, London, 10illustrated, Prentice Hall | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA171 | MFA (I Semester) Basics of Visualization-I | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the concept of Corporate identity (Product naming, Visiting card, stationer and collaterals) | |
| Co-2 | Applying it on Designing software's (CorelDraw, Photoshop and Illustrator) | |
| Co-3 | Evaluating the significance of collaterals designs and its importance of Corporate identity. | |
| Co-4 | Creating artworks of Visiting card, Envelopes, letterheads, Bill books etc | |
| Course Content: | Understanding corporate identity in context to brands | |
| 1 | Developing Corporate Identity (Including product naming, logo, corporate stationery) | 2 Hours |
| 2 | Developing full page ads on any commercial brand. | |
| 3 | Extension of the same ads in outdoor media like (Hoarding, gantry, Gate arch, Kiosk, display panels in shops etc.) | |
| Reference Books: | 1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airy, (Volume 2), New Riders, USA 2. User Experience Design by avian Allan wood, Bloomsbury Publishing India Private Limited, India 3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff&Geismar by SagiHaviv, Tom Geisma, and Ivan Chermayeff, (Volume 4), Print Publishing, New York 4. Big Book of Corporate Identity Design by David E. Carter, HBI,US | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA172 | MFA (I Semester) Basics of Illustration-I | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of the subject and importance of illustrations along with the core subject, Conceptualization, styles, and its mediums. | |
| Co-2 | Applying the subject and importance of illustrations along with the core subject, Conceptualization, styles, and its mediums. | |
| Co-3 | Evaluation of the importance of illustrations along with the core subject, Conceptualization, styles, and its mediums. | |
| Co-4 | Utilizing the importance of illustration along with the core subject, Conceptualization, styles, and mediums. | |
| Course Content: | | |
| 1 | Book illustration for different publications - such as children story/Educational/Social awareness etc, in any appropriate Media. | 2 Hours |
| 2 | Illustration in the form of cartoon, subject such as political scenario and social life. | |
| Reference Books: | 1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions 2. Forensic Art and Illustration by Karen T. Taylor, CRC Press 3. The Joy of Drawing, by Bill Martin, Watson-Guption Publication 4. Drawing and Illustration by Victor Perard, Dover Publication, New York | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA173 | MFA (I Semester) Basics of Photography-I | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of the subject and importance of Photography Conceptualization, styles, and its mediums, developing the skills for a professional photo shoot. | |
| Co-2 | Applying Conceptualization Photography developing the skills for a professional photo shoot. | |
| Co-3 | Evaluation of professional Photography. | |
| Co-4 | Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work. | |
| Course Content: | Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work. | |
| 1 | <ul style="list-style-type: none"> • What is Photography and its History • The basic of camera and their function • Types of cameras: SLR, TLR, Compact Amateur Cameras, Digital Camera. • Image Control and Quality: Shutter as the controller of light and motion, • Aperture and Depth of Field/Depth of Focus/Circle of Confusion | 2 Hours |
| 2 | Studio based lighting Exercise <ul style="list-style-type: none"> • Still Life with Studio Flash Lights (Table Top) | |
| 3 | Outdoor based Lighting exercise (Shooting in Different Lighting Condition) <ul style="list-style-type: none"> • Lighting Techniques: Outdoor, Artificial/Mixed • Creative photography (abstract, texture, architectural etc.) | |
| 4 | Lab Work: <ul style="list-style-type: none"> • Color correction and Manipulation of photographs. | |
| 5 | Sessional works: <ul style="list-style-type: none"> • 10 Prints of photographs in approximate Size: 12" x 18" (Minimum) | |
| Reference Books: | <ol style="list-style-type: none"> 1. Complete Introduction to photography by J. Harris Gable, Illustrated, Read Books 2. The art of digital photography by John Hedgerow, Dorling Kindersley Ltd 3. Outdoor photography :Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic 4. The photographer's guide to light by Niger hicks, illustrated, David & Charles 5. The Everything Photography Book: by Melissa Martin Ellis, 2nd edition, Everything Books 6. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles 7. Close-up photography by Michael Freeman, illustrated, The Ilex Press | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA103 | MFA (I Semester) Occidental Aesthetics-I | L-4 T-0 P- 0 C-4 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the Philosophy of Italian philosophers (beauty lies in profound truth). | |
| Co-2 | Recognizing the philosophy of Francis Bacon & Rene Descartes. | |
| Co-3 | Comparing the philosophy of Baumgarten and Rene Descartes. | |
| Co-4 | summarising the philosophy of Italian, Russian and German philosophers | |
| Course Content: | A study of the elements of occidental Aesthetics and philosophy of different philosophers. | |
| Unit-1 | Italian thoughts-Philosopher –Dante-(Beauty lies in profound truth) | (Lectures9) |
| Unit-2 | Francis Thought- French philosopher – Francis Bacon, Rene Descartes | (Lectures9) |
| Unit-3 | Russian point of view- on beauty German thoughts- Philosopher: Baumgarten -philosophy of art as Aesthetics | (Lectures9) |
| Unit-4 | Kant-- The theory of Kant is link between feeling and reason. Schopenhauer, Shelling, Winkel man, Lessing, Nietzsche. | (Lectures9) |
| Unit-5 | British thought on Beauty: Philosopher-Bacon, Hume, Views of this philosopher on Art and beauty. | (Lectures9) |
| Reference Books: | 1. Encyclopedia of Aesthetics, Edited by Michal Kelly –Oxford University press 2. Aesthetics meaning by Rekha J heanj i ,Ajanta Publication , vol 3rd 3. Philosophy of art by Aldrich virgil, Prentice Hall 4. The pursuit of Comparative Aesthetics(An Interface between West) by Dr.MazharHussain,RobertWilkson , Ashgate publishing Company , U.S.A | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA154 | MFA (I Semester) Creative Painting-I | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of elements and new artwork. | |
| Co-2 | Applying different techniques in creative process to produce artwork at a higher level of expertise. | |
| Co-3 | Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale. | |
| Course Content: | The student has to develop his/her own style and ideas in the field. | |
| 1 | Creative expression in figurative or non-figurative Style on social, political, Mythological, intuitional and contemporary thought etc. with oil/Acrylic/Mix media Study of Color/ Form/Texture on Canvas. | 4 Hours |
| 2 | Medium: Oil/Water/ Acrylic color on canvas etc. | |
| 3 | Finished Painting | |
| 4 | Sketches | |
| Reference Books: | 1. The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio 2. Prakriti and PrakritisthParamjeet Singh ki Kala by- Vinodbharadwaj, Edition 1rst , RajkamalPrakashan Ltd., New Delhi 3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA155 | MFA (I Semester) Mural Design-I | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of basic traditional design and color, concept, media and formats | |
| Co-2 | Applying different techniques in mural and handling the different materials of mural painting. | |
| Co-3 | Creating different techniques of mural painting | |
| Course Content: | The student has to develop his/her own style and ideas in the field. | |
| 1 | Meaning and material value, social value of Mural Painting: Traditional Technique (Jaipur/Fresco Bono/Sacco) of Mural in figurative Style on social, Mythological, and Literary etc. subjects on board. | 4 Hours |
| 2 | Medium: Tempera / Acrylic color on Board/Tile/Wall etc. | |
| Reference Books: | 1. बाविककला :डा. अब्दुलमावजद, राजस्थानवहंदीग्रन्थअकादमी, 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 MFA156 | MFA (I 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 use of light and shade in a Portrait. | |
| Co-2 | Demonstrating portraits of different moods with the experimentation of light and shades etc. | |
| Co-3 | Evaluating different mediums (Oil /Water /Acrylic colors) in portrait. | |
| Co-4 | Creating Portrait using Oil /Water /Acrylic colors. | |
| Course Content: | study of portraits of different moods with the experiment light and shades etc. | |
| 1 | Medium: Oil /Water /Acrylic etc. | 4 Hours |
| 2 | Canvas Portraits | |
| 3 | Sketches | |
| Reference Books: | 1. Art school Portraits by- jack Buchan and Jonathan baker, Edition-1rst Reprint, Reed Book Limited, London 2. Anatomy & Figure Drawing, by- Viva foster, Edition-1rst, Oceana Books, London 3. The Creative Drawing Course by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA157 | MFA (I Semester) Landscape-I | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the skill of observation, imagination, creation required for the expressions of creative landscapes with the study of the different forms and colors of nature. | |
| Co-2 | Demonstrating forms, color and different type of perspective showing a particular time of day or night. | |
| Co-3 | Evaluating different mediums (Oil /Water /Acrylic colors) in portrait. | |
| Co-4 | Creating Landscape in Oil /Water /Acrylic colors. | |
| Course Content: | To develop the skill of observation, imagination, creation required for the expressions of creative landscapes with the study of the different forms and colours of different nature. | |
| 1 | Study of forms, color and different type of perspective showing a particular time of day i.e. day or night. | 4 Hours |
| 2 | Medium: Oil/Water/ Tempera etc. | |
| 3 | Landscapes | |
| 4 | Sketches | |
| Reference Books: | 1. Art school Portraits by- Jack Buchan and Jonathan Baker, Edition-1st Reprint, Reed Book Limited, London 2. Anatomy & Figure Drawing, by- Viv Foster, Edition-1st, Oceana Books, London 3. The Creative Drawing Course by- Richard Taylor, edition-1st Reprint, David and Charles Ltd, Cincinnati, Ohio | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA174 | MFA (I Semester) Basics of Creative Painting-I | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of elements and new artwork. | |
| Co-2 | Applying different techniques in creative process to produce artwork at a higher level of expertise. | |
| Co-3 | Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale. | |
| Course Content: | The student has to develop his/her own style and ideas in the field. | |
| 1 | In water color, colored pencils or colored inks. Extension of Painting II Arrangements of figures and forms in pictorial space, expression of specific mood and emotions. Assignments should be based on realistic forms. | 2 Hours |
| 2 | Medium: Oil/Water/ Acrylic color on canvas etc. | |
| 3 | Painting | |
| 4 | Sketches | |
| Reference Books: | 1. The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio 2. Prakriti and PrakritisthParamjeet Singh ki Kala by- VinodBharadwaj, Edition 1rst , RajkamalPrakashan Ltd., New Delhi 3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA175 | MFA (I Semester) Basics of Mural Design-I | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of basic traditional design and color, concept, media and formats | |
| Co-2 | Applying different techniques in mural and handling the different materials of mural painting. | |
| Co-3 | Creating different techniques of mural painting | |
| Course Content: | The student has to develop his/her own style and ideas in the field. | |
| 1 | Mosaic, Direct and Indirect methods, Designs, Materials and Techniques. | 2 Hours |
| 2 | Medium: Tempera / Acrylic color on Board/Tile/Wall etc. | |
| Reference Books: | 1. बाविककला :डा. अब्दुलमावजद, राजस्थानवहंदीग्रन्थअकादमी, 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 MFA176 | MFA (I Semester) Basics of Portrait-I | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the study of human head (male and female). | |
| Co-2 | Demonstrating detailed study of human head with light and shade in monochrome. | |
| Co-3 | Creating Portraits in Oil /Water /Acrylic color Medium. | |
| Course Content: | Detailed study of human head (male and female) with light and shade in monochrome. | |
| 1 | Medium: Oil /Water /Acrylic etc. | 2 Hours |
| 2 | Portraits | |
| 3 | Sketches | |
| 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 MFA177 | MFA (I Semester) Basics of Landscape-I | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the fundamentals of Landscape drawings. | |
| Co-2 | Demonstrating study of landscape (clouds, trees, bushes, river and rocks) with light and shade in monochrome. | |
| Co-3 | Creating Landscape in Oil /Water /Acrylic Color medium. | |
| Course Content: | Landscapes of clouds trees, bushes, river and rocks etc. in monochrome. | |
| 1 | Medium: Oil/Water/ Tempera etc. | 2 Hours |
| 2 | Landscapes | |
| 3 | Sketches | |
| 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 MFA201 | MFA (II Semester) History of European Art- II | L-4 T-0 P- 0 C-4 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Recognizing the characteristics of Realism, Romanticisms, Impressionism & other art movements. | |
| Co-2 | Analyzing the art work of European, Neo- impressionism's artists. | |
| Co-3 | Comparing the art work of Cezanne Henry Matisse and Van Gogh. | |
| Course Content: | | |
| Unit-1 | Cubism- Definition, trend and tendency Artist- George –Braque and Pablo Picasso. | (Lectures9) |
| Unit-2 | Expressionism- Ferdinand Hodler, Edward Munch, James Ensor, Blue Reiter Group- Wassily Kandinsky, Paul Klee. | (Lectures9) |
| Unit-3 | Dadaism artists - Marcel Duchamp, Picabia Francis. | (Lectures9) |
| Unit-4 | Surrealism- Salvador Dali, Max Ernst, Joan Miro Bauhaus movement, Navis movement | (Lectures9) |
| Unit-5 | Abstract Art, Pop Art, Opp Art, Installation art. | (Lectures9) |
| Reference Books: | 1. History of Arts by J.W .Jonson, Thames and Hudson ,London 2. History of Modern art by H.H. Arnason, 3. Through the Ages (Ninth Edition) by Richard G. Tansy, Harcourt publisher, Australia, 4. A concise History of Modern painting by Sir Herbert Read Edward ,Kissinger Publication LCC | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA291 | MFA (II Semester) Seminar & Presentation | L-0 T-0 P- 0 C-4 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding subject-related new topics research. | |
| Co-2 | Analyzing the new subject topic. | |
| Co-3 | Presentation of self-research and applying. | |
| Co-4 | Comparing the other and our research work. | |
| Course Content: | Instructions/ Course of Study | |
| 1. | Submitting of the synopsis of seminar paper to the guide | 2 Hours |
| 2. | Presentation of seminar | |
| Reference Books: | According to your topic. | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA202 | MFA (II Semester) Advertising (Principles and Practices)- II | L-4 T-0 P- 0 C-4 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the Concepts, Theory and Process of Advertising | |
| Co-2 | Recognizing the Historical Background of Advertising and its evolution. | |
| Co-3 | Discovering Advertising process | |
| Co-4 | Evaluating Advertising Process – Mediums, Target and Goals | |
| Course Content: | | |
| Unit-1 | Modern Advertising agencies and its structure: Advertising Agency and its functions, Structure of an Advertising Agency, Services rendered by an Advertising Agency. | (Lectures9) |
| Unit-2 | Adverting and Marketing; Introduction of marketing, marketing concept, marketing process. | (Lectures9) |
| Unit-3 | Marketing channel of distribution, marketing mix, 4 P's of marketing: Packaging, Insurance, Transportation, Pricing. Direct marketing and its strategies. | (Lectures9) |
| Unit-4 | Market Segmentation – Definition, Bases of market segmentation, Importance of Market Segmentation. | (Lectures9) |
| Unit-5 | Marketing and Market Research – Consumer reaction, Motivational research, Brand image, integrated marketing Communication (IMC). | (Lectures9) |
| Reference Books: | <ol style="list-style-type: none"> 1. Packaging Design: Graphics, Material Technology by Steven Sonsino, Van Nostrand Reinhold 2. Sign Design: Graphics, Materials & Techniques by Mitzi Sims, John Wiley & Sons Inc 3. Making a Good Layout by Lorisieber& Lisa Balla, North Light Books 4. Type in Use by Alex White, W.W. Norton 5. The Image and the Eye by E.H. Gombrich, Phaidon 6. Advertisement Technics: NarendraVindhyadi, 6th, Rajasthan VandhiGranth Academy | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA251 | MFA (II Semester) Visualization-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 Corporate identities (Stationery designs and print media and Outdoor media. | |
| Co-2 | Applying it on Designing software's (CorelDraw, Photoshop and Illustrator) | |
| Co-3 | Evaluating the significance of Brand Guidelines. | |
| Co-4 | Creating artworks Poster, Hoarding, Digital advertisements | |
| Course Content: | Understanding of advertising campaign in context to commercial and social advertising Understanding of advertising campaign in context of advertising promotional materials | |
| 1. | Identifying any Commercial Brand and different Social aspects present in the society | 4 Hours |
| 2. | Product name, Corporate Identity | |
| 3. | Developing Campaign | |
| 4. | Extension of the same Campaign in Collaterals, Outdoor and Indoor media and Merchandizing designs and other promotional designs etc | |
| 5. | Shooting the commercial product or idea on social aspects on any two above mentioned campaigns. | |
| Reference Books: | 1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA 2. User Experience Design by Avian Allan wood, Bloomsbury Publishing India Private Limited, India 3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff&Geismar by SagiHaviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York 4. Big Book of Corporate Identity Design by David E. Carter, HBI, US | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA252 | MFA (II 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 the type of illustrations, Conceptualization, styles, and mediums, developing the skills for professional work. | |
| Co-2 | Applying Conceptualization illustrations styles, and mediums, developing the skills for professional illustration work. | |
| Co-3 | Evaluation of professional illustration work. | |
| Co-4 | Utilizing of Conceptualization illustration styles, and mediums, developing the skills for professional illustration work. | |
| Course Content: | Understanding the type of illustrations, Conceptualization, styles and its mediums, developing the skills for professional work | |
| 1. | Illustration in the form of cartoon, subject such as political scenario and social aspects. | 4 Hours |
| 2. | Study of different appropriate media. | |
| 3. | Illustrations for E-Learning projects, illustrative magazine book covers design. | |
| 4. | Story board for creative TVC or social awareness. | |
| Reference Books: | 1.The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions 2. Forensic Art and Illustration by Karen T. Taylor, CRC Press 3. The Joy of Drawing, by Bill Martin, Watson-Guption Publications 4. Drawing and Illustration by Victor Perard, Dover Publication, New York | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA253 | MFA (II Semester) Photography- II | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of Composition Rules ,Exposure, Characteristic response to light, Film sensitivity (ISO) ,Lenses and their classification: Tele, Normal, Wide, Zoom lenses Micro, Fish-Eye, and supplementary lens | |
| Co-2 | Applying Conceptualization Photography developing the skills for a professional photo shoot. | |
| Co-3 | Evaluation of professional Photography. | |
| Co-4 | Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work. | |
| Course Content: | Learning and exploring composition with different type of lens. | |
| 1 | Composition Rules: • Exposure, Characteristic response to light, Film sensitivity (ISO) • The Lens: Its use in making image. • Lenses and their classification: Tele, Normal, Wide, Zoom lenses Micro, Fish-Eye, and supplementary lens | 4 Hours |
| 2 | Studio based lighting Exercise: • Product Shoot (Table Top) | |
| 3 | Outdoor based Lighting exercise (Shooting in Different Lighting Condition): • Exploring Composition & portraits. • Architectural/ Monumental Photography | |
| 4 | Lab Work: • Portrait cleaning and enhancing | |
| Reference Books: | 1. Complete Introduction to Photography by J. Harris Gable, Illustrated, Read Books 2. The art of digital photography by John Hedgerow, Dorling Kindersley Ltd 3. Outdoor photography :Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic 4. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles 5. The Everything Photography Book :by Melissa Martin Ellis, 2nd edition, Everything Books 6. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles 7. Close-up photography by Michael Freeman, illustrated, The Ilex Press | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA271 | MFA (II Semester) Basics of Visualization- II | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the concept of Corporate identity (Product naming, Visiting card, stationer and collaterals) | |
| Co-2 | Applying it on Designing software's (Coreldraw, Photoshop and Illustrator) | |
| Co-3 | Evaluating the significance of collaterals designs and its importance of Corporate identity. | |
| Co-4 | Creating artworks of Visiting card, Envelopes, letterheads, Bill books etc. | |
| Course Content: | Developing various advertising mediums | |
| 1 | Developing folder design on any commercial brand | 2 Hours |
| 2 | Extension of the same in in prints ads | |
| 3 | Creating Info Graphics poster design with simple vector forms | |
| Reference Books: | <ol style="list-style-type: none"> 1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airy, (Volume 2), New Riders, USA 2. User Experience Design by avian Allan wood, Bloomsbury Publishing India Private Limited, India 3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff&Geismar by SagiHaviv, Tom Geisma, and Ivan Chermayeff, (Volume 4), Print Publishing, New York 4. Big Book of Corporate Identity Design by David E. Carter, HBI,US | |
| NOTE: | Latest edition of books used. | |

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|------------------------------|---|---|
| Course Code MFA272 | MFA (II Semester) Basics of Illustration- II | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of the subject and importance of illustrations along with the core subject, Conceptualization, styles, and its mediums. | |
| Co-2 | Applying the subject and importance of illustrations along with the core subject, Conceptualization, styles, and its mediums. | |
| Co-3 | Evaluation of the importance of illustrations along with the core subject, Conceptualization, styles, and its mediums. | |
| Co-4 | Utilizing the importance of illustration along with the core subject, Conceptualization, styles, and mediums. | |
| Course Content: | Developing the type of illustrations, Conceptualization, styles and its mediums, | 2 Hours |
| 1. | Illustration in the form of cartoon, subject such as political scenario and social life. | |
| 2. | Study of different appropriate media. | |
| 3. | Book illustration for different publications. | |
| Reference Books: | 1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions 2. Forensic Art and Illustration by Karen T. Taylor, CRC Press 3. The Joy of Drawing, by Bill Martin, Watson-Guption Publication 4. Drawing and Illustration by Victor Perard, Dover Publication, New York | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA273 | MFA (II Semester) Basics of Photography- II | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of Composition Rules , Studio based lighting , Outdoor based lighting exercise, Lab work | |
| Co-2 | Applying Conceptualization Photography developing the skills for a professional photo shoot. | |
| Co-3 | Evaluation of professional Photography. | |
| Co-4 | Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work. | |
| Course Content: | Basic understanding of photography and studio lights. | |
| 1 | Composition rules: • The Lens: Its use in making image. • Lenses and their classification: Tele, Normal, Wide, Zoom lenses Micro, Fish-Eye, and supplementary lens. | 2 Hours |
| 2 | Studio based lighting Exercise • Studio Portraits • Product Shoot (Table Top) | |
| 3 | Outdoor based lighting exercise (Shooting in Different Lighting Condition) • Creative photography (abstract, texture, architectural etc.) • Composition & portraits • Landscape Photography | |
| 4 | Lab work: • Color correction and Manipulation • Cleaning and enhancing | |
| Reference Books: | 1. Complete Introduction to Photography by J. HarrisGable, Illustrated, Read Books 2. The art of digital photography by JohnHedgecoe, Dorling Kindersley Ltd 3. Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic 4. The photographer's guide to lightbyNigelHicks, illustrated, David & Charles 5. The Everything Photography Book: by MelissaMartin Ellis, 2nd edition, Everything Books 6. The photographer's guide to lightbyNigelHicks, illustrated, David & Charles 7. Close-up photography by Michael Freeman, illustrated, The Ilex Press | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA203 | MFA (II Semester) Occidental Aesthetics- II | L-4 T-0 P- 0 C-4 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the Principle of Art appreciation. | |
| Co-2 | Defining the theory of Modern philosophers. | |
| Co-3 | Discovering primary and secondary sources of Occidental Aesthetics. | |
| Course Content: | A study of the elements of occidental Aesthetics and philosophy of different philosophers. | |
| Unit-1 | Principles of art appreciation. | (Lectures9) |
| Unit-2 | Detail study of Modern Philosopher s and their views on Art, beauty and Aesthetics | (Lectures9) |
| Unit-3 | Croce (Art as intuition and expression) Herbert Read---Art as form or design | (Lectures9) |
| Unit-4 | Clive Bell- Significant form Tolstoy- Art is expression of emotions | (Lectures9) |
| Unit-5 | Clivebell, Emresson. | (Lectures9) |
| Reference Books: | 1. Encyclopedia of Aesthetics, Edited by Michal Kelly –Oxford University press 2. Aesthetics meaning by Rekha J heanj i ,Ajanta Publication , vol 3rd 3. Philosophy of art by Aldrich virgil, Prentice Hall 4. The pursuit of Comparative Aesthetics(An Interface between West) by Dr.MazharHussain,RobertWilkson , Ashgate publishing Company , U.S.A | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA254 | MFA (II Semester) Creative Painting- II | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of modern Artwork in painting. | |
| Co-2 | Applying different techniques in creative process to produce artwork at a higher level of expertise | |
| Co-3 | Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale. | |
| Course Content: | The student has to develop his/her own style and ideas in the field. | |
| 1 | Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect including abstract expressionism, projects with emphasis on independent creative work. | 4 Hours |
| 2 | Medium: Oil/Water/ Acrylic color on canvas etc. | |
| Reference Books: | 1. The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio 2. Prakriti and PrakritisthParamjeet Singh ki Kala by- VinodBharadwaj, Edition 1rst , RajkamalPrakashan Ltd., New Delhi 3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA255 | MFA (II Semester) Mural Design- II | 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 and color, concept, media and formats | |
| Co-2 | Applying different techniques in mural and handling the different materials of new mural painting. | |
| Co-3 | Creating different new techniques of mural painting. | |
| Course Content: | The student has to develop his/her own style and ideas in the field. | |
| 1. | Methods of plastering & making grounds, Transfer of Drawing & Painting on wet and dry background. Different mediums like plaster, Terra-cotta, Ceramics, Stain Glass, Metal etc | 4 Hours |
| 2. | Medium: Tempera / Acrylic color on Board/Tile/Wall etc. | |
| 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 MFA256 | MFA (II Semester) 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 (male and female). | |
| Co-2 | Demonstrating skill of showing the age effect in portraits. | |
| Co-3 | Creating Portraits in Oil /Water /Acrylic color medium. | |
| Course Content: | Developing the skills of showing the age effects in portraits. | |
| 1 | Medium: Oil /Water /Acrylic etc. | 4 Hours |
| 2 | Canvas Portraits | |
| 3 | Sketches | |
| Reference Books: | <ol style="list-style-type: none"> 1. Art school Portraits by- jack Buchan and Jonathan baker, Edition-1rst Reprint, Reed Book Limited, London 2. Anatomy & Figure Drawing, by- Viva foster, Edition-1rst, Oceana Books, London 3. The Creative Drawing Course by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA257 | MFA (II Semester) Landscape- 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 Landscape drawing. | |
| Co-2 | Demonstrating Atmospheric perspective in a landscape scene of a village, town or city. | |
| Co-3 | Creating Landscape in Oil /Water /Acrylic color medium. | |
| Course Content: | Developing the sense to feel an atmosphere through direct experiences. i.e. village, Town or city. | |
| 1 | Medium: Oil/Water/ Tempera etc. | 4 Hours |
| 2 | Landscapes | |
| 3 | Sketches | |
| Reference Books: | <ol style="list-style-type: none"> 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 MFA274 | MFA (II Semester) Basics of Creative Painting- II | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of elements and new artwork. | |
| Co-2 | Applying different techniques in creative process to produce artwork at a higher level of expertise. | |
| Co-3 | Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale. | |
| Course Content: | The student has to develop his/her own style and ideas in the field. | |
| 1 | Original Painting based on preparatory studies. Compositional analysis of painting. Compositional exercises showing creativity & originality. | 2 Hours |
| 2 | Medium: Oil/Water/ Acrylic color on canvas etc. | |
| 3 | Finished Painting | |
| 4 | Sketches | |
| Reference Books: | <ol style="list-style-type: none"> 1. The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio 2. Prakriti and PrakritisthParamjeet Singh ki Kala by- VinodBharadwaj, Edition 1rst , RajkamalPrakashan Ltd., New Delhi 3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio | |
| NOTE: | Latest edition of books used. | |

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| Course Code MFA275 | MFA (II Semester) Basics of Mural Design- II | L-1 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of modern design and color, concept, media and formats | |
| Co-2 | Applying different techniques in mural and handling the different materials of new mural painting. | |
| Co-3 | Creating different new techniques of mural painting. | |
| Course Content: | The student has to develop his/her own style and ideas in the field. | |
| 1. | Selection of sight for Mural and study of different Mural Medias. Jaipur wet fresco process. Mosaic and Ceramics tiles. | 2 Hours |
| 2. | Medium: Tempera / Acrylic color on Board/Tile/Wall etc. | |
| 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 MFA276 | MFA (II Semester) Basics of Portrait- II | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the study of human head (male and female). | |
| Co-2 | Demonstrating detailed study of human head with light and shade in monochrome. | |
| Co-3 | Creating Portraits in Oil /Water /Acrylic color medium. | |
| Course Content: | Detailed study of male and female portraits. | |
| 1 | Medium: Oil /Water /Acrylic etc. | 2 Hours |
| 2 | Portraits | |
| 3 | Sketches | |
| Reference Books: | <ol style="list-style-type: none"> 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 MFA277 | MFA (II Semester) Basics of Landscape- II | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the study of human head (male and female). | |
| Co-2 | Demonstrating detailed study of human head with light and shade. | |
| Co-3 | Creating Portraits in water and poster color Medium. | |
| Course Content: | Landscape painting in polychrome and natural colour of surroundings, study of clouds trees, bushes, river and rocks etc. | |
| 1 | Medium: Oil/Water/ Tempera etc. | 2 Hours |
| 2 | Landscapes | |
| 3 | Sketches | |
| 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 MFA 301 | MFA (III Semester) History of Modern Indian Art-I | L-4 T-0 P- 0 C-4 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding the essence and impact of Modern Indian art. | |
| Co-2 | Recognizing Tantric art, Traditional art & Modern art. | |
| Co-3 | Discovering the British impact on educational institute | |
| Co-4 | Evaluating the pre independent trends of India. | |
| Course Content: | | |
| Unit I | 1. Essence and impact of modern art 2. Define- disciplines of visual art painting, Applied and sculpture. | (Lectures9) |
| Unit II | Define- Tantric art, Folk art, Traditional art and Modern art. | (Lectures9) |
| Unit III | Development of Indian Modern art since 1850 British impacts and important art institutions and artists. | (Lectures9) |
| Unit IV | 1. Schools of art at Metropolitan cities – Madras, Calcutta, Bombay, Lahore colonial educational policy - 1835 of Thomas B. Macaulay. 2. Important art schools – Govt. Art School, Madras, Govt. Art School, Calcutta, and Sir JJ School of Art. | (Lectures9) |
| Unit V | 1. Pre independence of art trends in India 2. Bombay art society, AIFACS, New Delhi, Raja Ravi Verma. | (Lectures9) |
| Reference Books: | 1. Indian Art by ParthMitra , New york 2. Contemporary Indian Art by Geetakapoor, National Book Trust ,New Delhi 3. Pictorial Space by GeetaKapoor, Asia art and Archives, New Delhi 4. | |

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| Course Code MFA 302 | MFA (III Semester) Advertising (Principles and Practices)-III | L-4 T-0 P- 0 C-4 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding of Highlighting the process of campaign planning and role of copy and illustration in campaign process. | |
| Co-2 | Applying Campaign planning, Process of Advertising, Creative side of the Advertising, Copy, and Illustration. | |
| Co-3 | Evaluation of Campaign planning, Advertising Process, Creative Ads, Copy, and Illustration. | |
| CO - 4 | Utilizing of Campaign planning, Advertising Process, Creative Ads, Copy, and Illustration. | |
| Course Content: | | |
| Unit I | Campaign planning: Objectives and basic principles – Campaign objectives, Steps in Advertising Campaign Planning, Factors influencing the planning of advertising campaign, Advertising Appeal, Role of Appeal. | (Lectures9) |
| Unit II | Process of Advertising; Visualization, Layout & Layoutstages | (Lectures9) |
| Unit III | Creative side of the Advertising – What is creative Advertising, Creative concept, Strategy and Creativity, Creative thinking, Art direction, Creative brief. Science & Creativity. | (Lectures9) |
| Unit IV | Copy: – Introduction, Role of copy in Advertising, types of copy, Element of copy: headlines, sub headlines, body copyetc | (Lectures9) |
| Unit V | Illustration: Illustration & Drawings in Advertising, Role of photography | (Lectures9) |
| Reference Books: | 1. Packaging Design: Graphics, Material Technology by Steven Sonsino, Van Nostrand Reinhold 2. Sign Design: Graphics, Materials & Techniques by Mitzi Sims, John Wiley & Sons Inc 3. Making a Good Layout by Lorisieber& Lisa Balla, North Light Books 4. Type in Use by Alex White, W.W. Norton 5. The Image and the Eye by E.H. Gombrich, Phaidon | |

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| Course Code MFA 351 | MFA (III Semester) <u>Visualization III</u> | 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 Corporate working | |
| Co-2 | Recognizing the best medium to advertise for them. | |
| Co-3 | Applying it on Designing software's (CorelDraw, Photoshop and Illustrator) | |
| Co - 4 | Evaluating the Brand Guide Lines. | |
| Co-5 | Creating artworks catalogues, Product Guidelines, presentation designs, packaging, Social media advertising. | |
| Course Content: | | |
| 1. | Identifying any 2 live clients present in the nearby market | 4 Hours |
| 2. | Interacting with the client and work on the brief. | |
| 3. | Submitting the proof of the final work published in any media in hard or softcopy | |
| Reference Books: | <ol style="list-style-type: none"> 1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA 2. User Experience Design by avinAllanwood, Bloomsbury Publishing India Private Limited, India 3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff&Geisma by SagiHaviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York 4. Big Book of Corporate Identity Design by David E. Carter, HBI,US | |

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| Course Code MFA 352 | MFA (III 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 Developing the various type of illustration, Conceptualization, styles and its mediums, mounting the skills for high end Industry Oriented work. | |
| Co-2 | Applying Comic book illustrations and Storyboard for creative TVC or social awareness. | |
| Co-3 | Evaluation of Basic windows, Adobe Photoshop, Adobe Flash, Illustrator etc. | |
| Co-4 | Utilizing Basic windows, Adobe Photoshop, Adobe Flash, Illustrator, etc. | |
| Course Content: | | |
| 1. | Character design for Game, Character model sheet, Backgrounds and props etc. with the help of manual and digital work. * Basic windows, Adobe Photoshop, Adobe Flash, Illustrator etc. | 4 Hours |
| 2. | Comic book illustrations. | |
| 3. | Story board for creative TVC or social awareness | |
| Reference Books: | <ol style="list-style-type: none"> 1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions 2. Forensic Art and Illustration by Karen T. Taylor, CRC Press 3. The Joy of Drawing, by Bill Martin, Watson-Guption Publications 4. Drawing and Illustration by Victor Perard, Dover Publication, New York | |

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| Course Code MFA 353 | MFA (III Semester) Photography 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 Icons and Product packaging | |
| Co-2 | Applying it on Designing software's (CorelDraw, Photoshop and Illustrator) | |
| Co-3 | Evaluating the significance of Info graphical Icons and packaging | |
| Co-4 | Creating artworks product packaging, danglers, Buntings, Drop downs | |
| Course Content: | | |
| 1. | <ul style="list-style-type: none"> • Accessories in shooting pictures, Flash, Tripod, Light Meter, Studio, Flash lights, Soft Box, Auto pole etc. • Lighting Techniques: Indoor, Outdoor, Artificial/Mixed • White balance: Day light, Shadow, Cloudy, Tungsten, florescent etc. | 4 Hours |
| 2. | Studio based lighting Exercise: <ul style="list-style-type: none"> • Model shoot | |
| 3. | Outdoor based Lighting exercise (Shooting in Different Lighting Condition): <ul style="list-style-type: none"> • Model shoot • Travel & wild life photography • Micro Photography Lab Work: <ul style="list-style-type: none"> • Working with RAW photographs • Making of HD Rimages | |
| Reference Books: | <ol style="list-style-type: none"> 1. Complete Introduction to Photography by J. Harris Gable, Illustrated, Read Books 2. The art of digital photography by JohnHedgecoe, Dorling Kindersley Ltd 3. Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic 4. The photographer s guide to light by Nigel Hicks, illustrated, David &Charles 5. The Everything Photography Book: by Melissa Martin Ellis, 2nd edition, Everything Books 6. The photographer's guide to light by Nigel Hicks, illustrated, David &Charles 7. Close-up photography by Michael Freeman, illustrated, The Ilex Press | |

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| Course Code MFA 371 | MFA (III Semester) Basics of Visualization III | L-0 T-0 P- 2 C-1 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding the concept of Icons and Product packaging | |
| Co-2 | Applying it on Designing software's (CorelDraw, Photoshop and Illustrator) | |
| Co-3 | Evaluating the significance of Info graphical Icons and packaging | |
| CO - 4 | Creating artworks product packaging, danglers, Buntings, Drop downs | |
| Course Content: | | |
| 1. | Creating simple Icons and Unit designs with vector forms | 2 Hours |
| 2. | Simple Packaging designs in single and 4 colour | |
| 3. | Product design in vector or raster forms | |
| Reference Books: | <ol style="list-style-type: none"> 1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA 2. User Experience Design by Avin Wood, Bloomsbury Publishing India Private Limited, India 3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff&Geismar by Sagi Haviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York 4. Big Book of Corporate Identity Design by David E. Carter, HBI,US | |

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| Course Code MFA 372 | MFA (III Semester) Basics of Illustration III | L-0 T-0 P- 2 C-1 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding Developing the various type of illustrations, Conceptualization, styles and its mediums, mounting the skills for high end Industry Oriented work. | |
| Co-2 | Applying illustrations and Industry Oriented illustration work. | |
| Co-3 | Evaluation of different types of illustration. as like Architectural illustrations, Editorial illustrations, Fashion illustration, Industrial illustration) etc. | |
| CO - 4 | Utilizing Illustrative magazine book covers design | |
| Course Content: | | |
| 1. | One comic book (10 page + Cover page) | 2 Hours |
| 2. | Illustrative magazine book covers design. | |
| 3. | To create different type of illustration Like- <ul style="list-style-type: none"> • Architectural illustrations • Editorial illustrations • Fashion illustration • Industrial illustration | |
| Reference Books: | <ol style="list-style-type: none"> 1. The Storyboard Artist by Giuseppe Cristiano, Michael WieseProductions 2. Forensic Art and Illustration by Karen T. Taylor, CRCPress 3. The Joy of Drawing, by Bill Martin, Watson-GuptillPublications 4. Drawing and Illustration by Victor Petard, Dover Publication, NewYork | |

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| Course Code MFA 373 | MFA (III Semester) Basics of Photography III | L-0 T-0 P- 2 C-1 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding of the subject and importance of Photography Contents, Image formats, Model Shoot, Outdoor based Lighting exercise, Lab Work. | |
| Co-2 | Applying Outdoor based Lighting exercise. | |
| Co-3 | Analysis of Model Shoot photography. | |
| CO - 4 | Evaluation of Model Shoot | |
| CO - 5 | Utilizing Photography Conceptualization Styles, and mediums, developing the skills for professional work | |
| Course Content: | | |
| 1. | Studio based lighting Exercise • Model Shoot | 2 Hours |
| 2. | Outdoor based Lighting exercise (Shooting in Different Lighting Condition) Landscape Photography Architectural/ Monumental photography Micro Photography | |
| 3. | Lab Work (Tutorial) • Color correction of photographs • Manipulation and correction of digital image • Portrait cleaning and enhancing • Working with RAW photographs | |
| Reference Books: | 1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions 2. Forensic Art and Illustration by Karen T. Taylor, CRC Press 3. The Joy of Drawing, by Bill Martin, Watson-Guptill Publications 4. Drawing and Illustration by Victor Perard, Dover Publication, New York | |

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| Course Code MFA 303 | MFA (III Semester) Oriental Aesthetics - I | L-4 T-0 P- 0 C-4 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding the Aspects of Indian Aesthetics. | |
| Co-2 | Defining the philosophy of Bharat Muni and his NatyaShastra. | |
| Co-3 | Discovering primary and secondary sources of Oriental Aesthetics. | |
| CO - 4 | Evaluating the philosophy of Markende Muni, AbhinavGupt regarding rasa. | |
| Course Content: | | |
| Unit I | Aspects of Indian Aesthetics, Beauty and pleasure, Rasa and pleasure, Beauty of Indian literature. | (Lectures9) |
| Unit II | Bharat Muni and his NatyaShastra. | (Lectures9) |
| Unit III | Genesis of rasa: Markande Muni and ninth Shant Rasa, Source ofRasa. | (Lectures9) |
| Unit IV | Bhava: Definition and kind (Bhava, vibhava, Anubhava, Sanchari Bhava, Sthai Bhava , Alamban Uddipan) | (Lectures9) |
| Unit V | Philosopher –Bharata Muni, Markande Muni, Abhinav Gupta. Kind and meaning ofRasa. | (Lectures9) |
| Reference Books: | 1. Encyclopedia of Aesthetics ,Edited by Michal Kelly – Oxford University press 2. Aesthetics meaning by Rekha Jheanji, Ajanta 3. Philosophy of art by Aldrich virgil, Prentice Hall , Aesthetics Theory and Art by Ranjhan .k .Ghosh | |

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| Course Code MFA 354 | MFA (III Semester) Creative 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 | Understanding of creative painting in Indian art. | |
| Co-2 | Applying different techniques in creative process to produce artwork at a higher level of expertise. | |
| Co-3 | Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale. | |
| Course Content: | | |
| 1. | Creative paintings in different media. Study of 3-D working space in different material value, context and meaning. Students have to experiment in different media and material. The emphasis is on the conceptualization and experimentation and making personal statement. | 2 Hours |
| Reference Books: | <ol style="list-style-type: none"> 1. The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio 2. Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Edition 1rst , Rajkamal Prakashan Ltd., New Delhi 3. Oil painting develop your natural ability, by- Charles sovek, North Light Books an imprint of F & W Publications, Ohio | |

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| Course Code MFA 355 | MFA (III Semester) Mural Design 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 of basic traditional design and color, concept, media and formats | |
| Co-2 | Applying different techniques in mural and handling the different materials of mural painting. | |
| Co-3 | Creating different techniques of mural painting | |
| Course Content: | | |
| 1. | Preparing a miniature sketch showing full details, color scheme, size & proportion. Different techniques (Indian & Western), Lectures on methods and possibilities of materials like, plaster, wood, stone, ceramics, mosaic, fiber glass, brass, iron, bronze, aluminum and other mixed medias. Mural design for a specific building alternative visualization model making, execution of Mural. | 4 Hours |
| Reference Books: | 1. बाटिककला: डा. अब्दुलमाजिद, रास्थानहिंदीग्रन्थअकादमी, जयपुर 2. Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London | |

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| Course Code MFA 356 | MFA (III Semester) Portrait-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 detailed study of human head (male and female). | |
| Co-2 | Demonstrating skill to show the people from different professions, religions and states. | |
| Co-3 | Creating Portraits in Oil /Water /Acrylic color medium. | |
| 1. | Developing the skills to show the people from different professions, religions and states | 4 Hours |
| Reference Books: | <ol style="list-style-type: none"> 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 | |

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| Course Code MFA 357 | MFA (III Semester) Landscape-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 detailed study of Landscape drawing. | |
| Co-2 | Demonstrating skills to paint a landscape through life and imagination as well with environmental effects. | |
| Co-3 | Creating Landscape in Oil /Water /Acrylic color medium. | |
| Course Content: | | |
| 1. | Developing the skills to feel and express a landscape from nature through life and imagination as well. Study of a part of nature with environmental effects .i.e. forest, sea, sky and mountain. | 4 Hours |
| 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 | |

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| Course Code MFA 374 | MFA (III Semester) Basics Creative Painting-III | L-0 T-0 P- 2 C-1 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding of creative painting in Indian art. | |
| Co-2 | Applying different techniques in creative process to produce artwork at a higher level of expertise | |
| Co-3 | Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale. | |
| Course Content: | | |
| 1. | Composition with exploration of various phases of contemporary painting and aesthetic principles in order to develop a distinct personal style. | 2 Hours |
| Reference Books: | 1. The Creative Drawing Course, by- Richard Taylor, edition-1st Reprint, David and Charles Ltd, Cincinnati, Ohio 2. Prakriti and Prakritisth Paramjeet Singh ki Kala by- Vinod Bharadwaj, Edition 1st, Rajkamal Prakashan Ltd., New Delhi 3. Oil painting develop your natural ability, by- Charles sovek, Edition-1 st , North Light Books an imprint of F & W Publications, Ohio | |

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| Course Code MFA 375 | MFA (III Semester) Basics of Mural Design-III | L-0 T-0 P- 2 C-1 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding of basic traditional design and color, concept, media and formats | |
| Co-2 | Applying different techniques in mural and handling the different materials of mural painting. | |
| Co-3 | Creating different techniques of mural painting | |
| Course Content: | | |
| 1. | Study of creative Mural in any style and medium such as – collage, Relief, Glass, Folk and Tiles mural with, cement, clay or Plaster of Paris. | 2 Hours |
| Reference Books: | 1.Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London | |

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| Course Code MA 376 | MFA (III Semester) Basics of Portrait-III | L-0 T-0 P- 2 C-1 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding the study of human head (male and female). | |
| Co-2 | Demonstrating detailed study of human head emphasizing on the main characteristics of a person. | |
| Co-3 | Creating Portraits in water and poster color medium | |
| Course Content: | | |
| 1. | Study of human head emphasizing main characteristics of the person. | 2 Hours |
| Reference Books: | <ol style="list-style-type: none"> 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 | |

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| Course Code MFA 377 | MFA (III Semester) Basics of Landscape-III | L-0 T-0 P- 2 C-1 |
| Course outcomes: | The Course outcomes (COs). On completion of the course the participants will be able to | |
| Co-1 | Understanding the fundamentals of perspective. | |
| Co-2 | Demonstrating landscape painting of historical monuments and buildings etc. in color along with surroundings. | |
| Co-3 | Creating Landscape in different mediums. | |
| Course Content: | | |
| 1. | Landscape painting in color of historical monuments and buildings etc. along with surroundings. Study of perspective. | 2 Hours |
| 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., NewYork 3. Sketch Book, by Milindmulick, Edition- 1st Reprint, JyotsanaPrakashan,Pune 4. Oil painting develop your natural ability by Charles sovek, , North Light Books an imprint of F & W Publications,Ohio | |

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| Course Code MFA 401 | MFA (IV Semester) History of Modern Indian Art-II | L-4 T-0 P- 0 C-4 |
| Course outcomes: | On Completion of the course the students will be | |
| Co-1 | Explaining Historical background of Progressive artists group and Calcutta group. | |
| Co-2 | Understaing Progressive association, Srinagar, Delhi Shilpi Chakra and CholaMandal . | |
| Co-3 | Comparing the progress of art in different states. | |
| CO - 4 | Evaluating the art of different art academies. | |
| Unit I | Important artist Groups: Progressive artist groups (against Bengal school), The Progressive group, The Calcutta Group, Bombay Progressive ArtistGroup. | (Lectures9) |
| Unit II | ProgressiveAssociation: Srinagar Jammu and Kashmir, Bombay group, Delhi Shilpi chakra, Cholamandalum, Madras. | (Lectures9) |
| Unit III | Progress of art in different states – including new educational and promotional artInstitutions. Bengal, Tamilnadu, Uttar Pradesh, Gujarat, Rajasthan, Punjab, Delhi and MadhyaPradesh. | (Lectures9) |
| Unit IV | Institutions /academies: for artpromotions. Lalitkala academy , New Delhi and its units ,Gallery of modern arts and units, salarjung Museum Hyderabad , Bharat kalaBhawan ,Bharat BhawanBhopal. | (Lectures9) |
| Unit V | Development of modern sculptures in India, Importantartists. | (Lectures9) |
| Reference Books: | 1. Bhartiyachitrakala by vachaspatiGarola, Mirtprakashen ,Allahbad 2. A concise History of Modern painting by Sir Herbert Read Edward ,Kessinger Publication LCC 3. Modern Art in India by AjeetMukherji ,Calcutta 4. An Introduction of modern sculpture & paintings, New Delhi, ICCR&Vikas publication | |
| NOTE- | Latest edition of books used | |

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| Course Code MFA 491 | MFA (IV Semester) Dissertation & viva voce | L-0 T-0 P- 0 C-4 |
| Course outcomes: | On Completion of the course the students will be | |
| Co-1 | Understanding the dissertation for a chosen subject opted by the student in the respective field of specialization | |
| Co-2 | Applying the research knowledge by student on choosen topic. | |
| Co-3 | Creating final form of dissertation both in hard and soft copy for final submission | |
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| 1. | The dissertation for a chosen subject opted by the student will be first passed by the guide and to be submitted tohim. | |

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| Course Code MFA 402 | MFA (IV Semester) Advertising (Principles and Practices)-IV | L-4 T-0 P- 0 C-4 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding the need for ethics and social responsibility with the help of legal aspects of advertising. | |
| Co-2 | Applying Ethics, Regulations and Social Responsibilities, Advertising Research, Testing of advertising, Legal aspects of Advertising and Careers in advertising. | |
| Co-3 | Evaluating Ethics and social responsibility with the help of legal aspects of advertising.. | |
| CO - 4 | Utilizing Ethics and social responsibility with the help of legal aspects of advertising. | |
| Unit I | <ul style="list-style-type: none"> • Ethics, Regulations and Social Responsibilities – Taste and Advertising, women in advertisement, racial and ethnics. | (Lectures9) |
| Unit II | <ul style="list-style-type: none"> • Advertising Research: Introduction, Evaluating advertising effectiveness, Importance of research in advertising. | (Lectures9) |
| Unit III | <ul style="list-style-type: none"> • Testing of advertising: introduction, Pre-testing and post testing methods of evaluation. | (Lectures9) |
| Unit IV | <ul style="list-style-type: none"> • Legal aspects of Advertising – Advertising controversial products & its legal aspects. Copyright, Trade Mark etc. | (Lectures9) |
| Unit V | <ul style="list-style-type: none"> • Careers in advertising, Advertising world, publication house, photography, production | (Lectures9) |
| Reference Books: | <ol style="list-style-type: none"> 1. Packaging Design: Graphics, Material Technology by Steven Sonsino, Van Nostrand Reinhold 2. Sign Design: Graphics, Materials & Techniques by Mitzi Sims, John Wiley & Sons Inc 3. Making a Good Layout by Lorisieber& Lisa Balla, North Light Book 4. Type in Use by Alex White, W.W. Norton 5. The Image and the Eye by E.H. Gombrich, Phaidon | |

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| Course Code MFA 451 | MFA (IV Semester) <u>Visualization IV</u> | 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 Industrial works (Export Houses) | |
| Co-2 | Recognizing the best medium to advertise for them.. | |
| Co-3 | Applying it on Designing software's (CorelDraw, Photoshop and Illustrator) | |
| CO - 4 | Evaluating the Brand Guide Lines. | |
| CO-5 | Creating artworks E-promotional materials and Print: FB, Newspaper, Brochures | |
| Course Content: | | |
| 1. | 1. Identifying any one export client available in the market (Brass exporter) | 4 Hours |
| 2. | 1. Interacting with the client and work on the brief. (Product catalogue) | |
| 3. | 1. Submitting the proof of the final work published in any media in hard or softcopy | |
| Reference Books: | <ol style="list-style-type: none"> 1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA 2. User Experience Design by avinAllanwood, Bloomsbury Publishing India Private Limited, India 3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff&Geismar by SagiHaviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York 4. Big Book of Corporate Identity Design by David E. Carter, HBI,US | |

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| Course Code MFA 452 | MFA (IV Semester) Illustration-IV | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding Industry Oriented illustration with different Conceptualization illustrations. | |
| Co-2 | Applying Illustrations for electronics media (E-Learning). | |
| Co-3 | Evaluating storyboard for social campaign with tag lines, creative TVC, Project oriented, and Industry-specific illustrations | |
| CO - 4 | Utilizing Industry Oriented illustration with different Conceptualization illustrations. | |
| Course Content: | | |
| 1. | Illustrations for electronics media(E-Learning). | 4 Hours |
| 2. | Create visual storyboard for social campaign with tag lines, creative TVC. Project oriented and Industry specific illustrations. | |
| 3. | Minimum one book illustration, one visual storyboard and 10 individual Assignments on various topics. | |
| Reference Books: | <ol style="list-style-type: none"> 1. The Storyboard Artist by Giuseppe Cristiano, Michael Wiese Productions 2. Forensic Art and Illustration by Karen T. Taylor, CRC Press 3. The Joy of Drawing, by Bill Martin, Watson-Guptill Publications 5. Drawing and Illustration by Victor Perard, Dover Publication, New York | |

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| Course Code MFA 453 | MFA (IV Semester) Photography IV | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding of Techniques, Image sizes, Image Compression Formats, and Image Correction and Restoration Software's and techniques | |
| Co-2 | Applying Studio based lighting Exercise | |
| Co-3 | Analysis of Exploring Model shoot and Fashion Photography | |
| CO - 4 | Evaluation of Exploring Model shoots and Fashion Photography | |
| CO - 5 | Utilizing Outdoor based Lighting exercise. | |
| Course Content: | | |
| 1. | <ul style="list-style-type: none"> • Techniques in Digital Imaging: Digital image capture CMOS, CCD • Image Sizing: Large, Medium, Small etc. • Image Compression Formats: RAW TIFF JPEG • Image Correction and Restoration Software's and techniques | 4 Hours |
| 2. | Studio based lighting Exercise: <ul style="list-style-type: none"> • Exploring Model shoot / Fashion Photography | |
| 3. | Outdoor based Lighting exercise (Shooting in Different Lighting Condition): <ul style="list-style-type: none"> • Landscape photography. • Night photography. • Documentary Photography Lab Work: <ul style="list-style-type: none"> • Making of panorama • Manipulating composition Sectional Works: <ul style="list-style-type: none"> • Minimum 20 prints of photographs approximate Minimum Size: 12" x 18 | |
| Reference Books: | <ol style="list-style-type: none"> 1. Complete Introduction to Photography by J.Harris Gable, Illustrated, Read Books 2. The art of digital photography by John Hedgecoe, Dorling Kindersley Ltd 3. Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic 4. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles 5. The Everything Photography Book: by Melissa Martin Ellis, 2nd edition, Everything Books 6. The photographer's guide to light by Nigel Hicks, illustrated, David & Charles 7. Close-up photography by Michael Freeman, illustrated, The Ilex Press | |

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| Course Code MFA 471 | MFA (IV Semester) Basics of Visualization IV | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be : | |
| Co-1 | Understanding the concept of Directional Signage and its uses | |
| Co-2 | Applying it on Designing software's (CorelDraw, Photoshop and Illustrator) | |
| Co-3 | Evaluating the significance of Directional Signage | |
| Co-4 | Creating artworks Signage's for Malls, Shops, offices-FMCG, Toiletries, Home DÉCOR | |
| Course Content: | | |
| 1. | 1. Simple directional signagedesigns | 2 Hours |
| 2. | 1. Poster designs on any social issues (minimum 5works) | |
| 3. | Desk calendar design on any social topic in the society | |
| Reference Books: | <ol style="list-style-type: none"> 1. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey, (Volume 2), New Riders, USA 2. User Experience Design by avian Allan wood, Bloomsbury Publishing India Private Limited, India 3. Identify Basic Principles of Identity Design in the Iconic Trademarks of Chermayeff&Geismar by SagiHaviv, Tom Geismar, and Ivan Chermayeff, (Volume 4), Print Publishing, New York 4. Big Book of Corporate Identity Design by David E. Carter, HBI,US | |

| Course Code MFA 472 | MFA (IV Semester) Basics of Illustration IV | L-0 T-0 P- 2 C-1 |
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| Course outcomes: | On completion of the course the students will be | |
| Co-1 | Understanding various type of illustrations, Conceptualization, styles and its mediums, mounting the skills for high end Industry Oriented work. | |
| Co-2 | Applying of illustrations and creating characters (Mascots). | |
| Co-3 | : Evaluating different types of illustrations like Architectural illustrations, Editorial illustrations, Fashion illustration, Industrial illustration) etc | |
| CO - 4 | Utilizing visual story board for creative TV Commercial or social awareness. | |
| Course Content: | | |
| 1. | 1. One visual story board for creative TV Commercial or socialawareness. 2. To create characters (Mascots) for any twobrands. | 2 Hours |
| 2. | 1. To create different type of illustrations Like- (I) Architectural illustrations (II) Editorial illustrations (III) Fashion illustration (IV) Advertising illustration | |
| 3. | (i) Minimum submission would be 1 visual story board of at least 30 frames and 20 individual Assignments on various types of illustrations. Free hand sketching -250 2. Drawing – 10. (Full figure human study, portrait, animal sketches | |
| Reference Books: | 1. The Storyboard Artist by Giuseppe Cristiano, Michael WieseProductions 2. Forensic Art and Illustration by Karen T. Taylor, CRC Press 3. The Joy of Drawing, by Bill Martin, Watson- Guptill Publications 4. Drawing and Illustration by Victor Perard, Dover Publication, New York | |

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| Course Code MFA 403 | MFA (IV Semester) Oriental Aesthetics - II | L-4 T-0 P- 0 C-4 |
| Course outcomes: | On Completion of the course the students will be: | |
| Co-1 | Understanding the Principle of Abhinav Gupt regarding Bhava | |
| Co-2 | Explaining meaning and kind of Dhavani.. | |
| Co-3 | Discovering primary and secondary sources of relevant subject. | |
| CO - 4 | Evaluating the interrelation between Art , Music and Literature. | |
| Course Content: | | |
| Unit I | <ul style="list-style-type: none"> ● Abhinav Gupt- Thoughts and contribution particularly Bhawa. | (Lectures9) |
| Unit II | <ul style="list-style-type: none"> ● Vamana theory of Riti, vakroti | (Lectures9) |
| Unit III | <ul style="list-style-type: none"> ● Theory of Dhavani, Meaning of Dhawani, kind of Dhawani. | (Lectures9) |
| Unit IV | <ul style="list-style-type: none"> ● Contribution of this philosopher –Dr. Ananda kumar Swamy, Acharya Ram ChanderShulk and KantichanderPandey. | (Lectures9) |
| Unit V | <ul style="list-style-type: none"> ● Inter relation between Art and literature and music, Comparative study of oriental and occidental Aesthetics. | (Lectures9) |
| Reference Books: | <ol style="list-style-type: none"> 1. Aesthetics meaning by Rekha J heanji, Ajanta Publication 2. Philosophy of art by Aldrich virgil, Prentice Hall 3. Aesthetics Theory and Art by Ranjhan .k .Ghosh The pursuit of Comparative Aesthetics (An Interface between West) by Dr. Mazha Hussain, Robert Wilkson , Ashgate publishing Company , U.S.A | |

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| Course Code MFA 454 | MFA (IV Semester) Creative Painting IV | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be able to: | |
| Co-1 | Understanding of elements and principles of creative artwork. | |
| Co-2 | Applying different techniques in creative process to produce artwork at a higher level of expertise | |
| Co-3 | Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale. | |
| Course Content: | | |
| 1. | The students are required to select a suitable Project for their Art Work in consultation with HOD and work under his guidance or under a teacher approved by him. Students have to experiment in different media and material. The emphasis is on personal style/technique, conceptualization and experimentation with following: | 4 Hours |
| Reference Books: | <ol style="list-style-type: none"> 1. The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati, Ohio 2. Prakriti and PrakritisthParamjeet Singh ki Kala by- VinodBharadwaj, Edition 1rst , RajkamalPrakashan Ltd., New Delhi 3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications, Ohio | |

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| Course Code MFA 455 | MFA (IV Semester) Mural Design IV | L-0 T-0 P- 4 C-2 |
| Course outcomes: | On completion of the course the students will be able to: | |
| Co-1 | Understanding of modern design and color, concept, media and formats | |
| Co-2 | Applying different techniques in mural and handling the different materials of new mural painting. | |
| Co-3 | Creating different new techniques of mural painting. | |
| Course Content | | |
| 1. | Creative Mural Understanding of the meaning and material value by assembling different chosen material on surface. Experimental/ original composition using advance material, Aesthetic and Social Value of MuralPainting: | 4 Hours |
| Reference Books: | 1. बाटिककला: डा. अब्दुलमाजिद, रास्थानहिंदीग्रन्थअकादमी, जयपुर 2. Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London | |

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| Course Code MFA 457 | MFA (IV Semester) Landscape-IV | 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 Landscape drawing. | |
| Co-2 | Demonstrating skills to paint landscape in a creative way with different colors, textures and techniques.. | |
| Co-3 | Creating Landscape in Oil /Water /Acrylic color medium. | |
| Course Content | | |
| 1. | Developing the skills to express a landscape in a creative way with feeling of colors, textures and different techniques. | 4 Hours |
| 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., NewYork 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 | |

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| Course Code MFA 456 | MFA (IV Semester) Portrait-IV | 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 (male and female). | |
| Co-2 | Demonstrating advanced portrait study of some popular personalities in a creative way to develop a personal style. | |
| Co-3 | Creating Portraits and experimenting with lines, colors, and textural effects. | |
| Course Content | | |
| 1. | Advanced portrait study of some popular personalities in creative way to develop a personal style. Experiments could be done with lines, colors, and textural effects. | 1 Hours |
| Reference Books: | <ol style="list-style-type: none"> 1. Art school Portraits by- jack Buchan and Jonathan baker, Edition-1rst Reprint, Reed Book Limited,London 2. Anatomy & Figure Drawing, by- Viva Foster, Oceana Books,London 3. The Creative Drawing Course by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati,Ohio | |

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| Course Code MFA 474 | MFA (III Semester) Basics Creative Painting-IV | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be able to: | |
| Co-1 | Understanding of elements and principles of creative artwork. | |
| Co-2 | Applying different techniques in creative process to produce artwork at a higher level of expertise. | |
| Co-3 | Utilize creating different techniques of painting new skills and to create artwork for exhibition and sale. | |
| Course Content | | |
| 1. | The candidates may be allowed to engage model for sketching composition in color (creative Painting) imaginative and creative work on the part of the students is to be emphasized. Imagination and technical competence is expected. The students should move towards the development of a personalstyle | 2 Hours |
| Reference Books: | <ol style="list-style-type: none"> 1. The Creative Drawing Course, by- Richard Taylor, edition-1rst Reprint, David and Charles Ltd, Cincinnati,Ohio 2. Prakriti and PrakritisthParamjeet Singh ki Kala by- VinodBharadwaj, Edition 1rst , RajkamalPrakashan Ltd., NewDelhi 3. Oil painting develop your natural ability, by- Charles sovek, Edition-1st, North Light Books an imprint of F & W Publications,ohio | |

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| Course Code MFA 475 | MFA (IV Semester) Basics of Mural Design-IV | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On completion of the course the students will be able to: | |
| Co-1 | Understanding of modern design and color, concept, media and formats | |
| Co-2 | Applying different techniques in mural and handling the different materials of new mural painting. | |
| Co-3 | Creating different new techniques of mural painting. | |
| Course Content | | |
| 1. | Creative attractive Mural in opaque color, collage, Relief Mural etc. Medium: Tempera / Acrylic color on Board/Tile/Wall etc. | 2 Hours |
| Reference Books: | 1.Mosaic Artists by- Viv Foster, Edition- 1rst Reprint, Quantum Books London | |

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| Course Code MFA 476 | MFA (IV Semester) Basics Portrait-IV | L-0 T-0 P- 2 C-1 |
| Course outcomes: | Completion of the course the students will be: | |
| Co-1 | Understanding the detailed study of human head (male and female). | |
| Co-2 | Demonstrating skill to show Portrait of male and females in different gestures | |
| Co-3 | Creating Portraits in Oil /Water /Acrylic color medium. | |
| Course Content | | |
| 1. | Portrait of male and females in different gestures to understand the study of Human Anatomy for life drawing purpose. The studies include the detailed learning of facial expressions and detailing involved. | 2 Hours |
| Reference Books: | <ol style="list-style-type: none"> 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 | |

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| Course Code MFA 477 | MFA (IV Semester) Basics of Landscape-IV | L-0 T-0 P- 2 C-1 |
| Course outcomes: | On Completion of the course the students will be: | |
| Co-1 | Understanding the fundamentals of perspective. | |
| Co-2 | Demonstrating landscape painting of street scenes, market areas, village surroundings, river bank etc. in color. | |
| Co-3 | Creating Landscape in different mediums. | |
| Course Content | | |
| 1. | Landscape painting in color of street scenes. Market Areas. Village surroundings, River Bank etc. | 2 Hours |
| Reference Books: | <ol style="list-style-type: none"> 1. Fundamentals of Drawing & Painting by Richard Taylor, 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 | |

