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Raja Mansingh Tomar

Music & Arts University,

Gwalior, Madhya Pradesh

B.F.A. Applied Arts


Scheme / Practical / Syllabus


2020 - 2021


A. 1st Year - FINE ARTS (Applied / Animation / Painting / Sculpture) - SCHEME


Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (FOUNDATION)					
1. Hindi, English & Moral Value - 1	03	--	30	5	35
2. Entrepreneurship Part - I	03	--	25	5	30
THEORY (SUBJECT)					
1. History of Art	03	--	80	20	100
2. Fundamental of Art	03	--	80	20	100
PRACTICAL					
1. Drawing	03	¼ Imperial	80	20	100
2. Painting / Composition	06	¼ Imperial	80	20	100
3. Applied Art	06	¼ Imperial	80	20	100
4. Sculpture	06	8"X10"	80	20	100
TOTAL					700


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B.F.A. 1st Year (FINE ARTS) - PRACTICAL

1. DRAWING

Man Made Object and Subject related to nature (Animal, Birds, and Vehicle Etc.)
(Minimum 05 Sheet on each subject)

2. PAINTING / COMPOSITION

Painting - Still Life & Nature Study
Composition - Animal, Birds, and Human Figure, Antique study in Pencil

(Minimum 05 Sheet on each subject)

3. APPLIED ARTS & GRAPHICS (Print Making)

Roman Alphabets - Serif, San-serif (English), Gothic Style of lettering.
Devnagri Letters - Hindi and Script Writing.
Print Making - Leaves Print and Leno cut (Achromatic Color) & 2 Colors
(Minimum 05 Sheet on each subject)

04. SCULPTURE

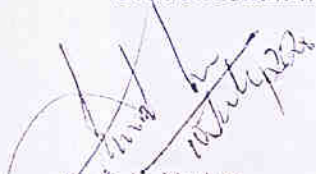
Decorative and Geometrical design (Relief), Human body parts (Nose, Eye and Ears)
Simple Composition with the use of human Figures and other forms (Nature, Animals, Birds)


(Minimum 05 work on each subject)


NOTE*


1. Make 05 Sheets / Work each on each subject Topic.
2. Use Poster & Water Color in Drawing & Painting Subject.
3. Use Pencil & Pencil Color in Composition Subject.
4. Use Clay & P.O.P in Sculpture Subject.
5. Use waterproof ink in applied arts & Graphics.

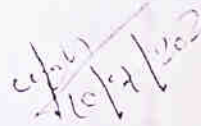
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B.F.A. 1st Year (FINE ARTS) – THEORY (History of Art – Paper - I)

UNIT – I

Prehistoric Cave Paintings – Bhim Betika, Mirzapur, Raigarh, Pachmari, Hoshangabad, Velari, Singhapur.

Ancient Period – Jogimara, Bagh (Technique, Subject Matter and Paintings)

Ancient Period – Ajanta (Techniques of Ajanta Murals, Subject matter, Paintings in vihars and their characteristics)

UNIT – II

Ancient Period – Ellora, Badami (Techniques, subject matter and important paintings)

Ancient Period – Sittanvasal, Sigeria (Techniques, Subject matter and Important Paintings).

Aprabhansha (Jain, Pal, Gujrat, Paschmi, Malva)

UNIT – III

Development of miniature Paintings (Techniques), Pahari and Rajasthani

Rajasthani Period – Mewar, Kota, Bundi, Kishan garh, Jaipur, Shekhavati, Bikaner, Aamair.

UNIT – IV

Early Mughal Period – Babar, Humayun (Style, Techniques, Subject Matter and Characteristics).

Mughal Period – Ashoka, Janhagir, Shaljanha, Aurangieb (Style, Techniques, Subject matter, Characteristics and Artists).


UNIT – V


Pahari Style – Basholi, Kangda, Chamba, Jammu, Guller, kullu.


Bundelkhand – Datiya, Orchha and Maratha (Subject matter, Characteristics, Techniques)

Wall Paintings and Miniature Paintings.


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B.F.A. 1st Year (FINE ARTS) - THEORY (Fundamental of Art - Paper - II)

UNIT - I

What is art, Definition of Art, Importance and aim,
06 Limbs of Paintings.

UNIT - II

Elements of Art (Line, Form, Colors, Tone, Texture and Space).
Bifurcation of Art

UNIT - III

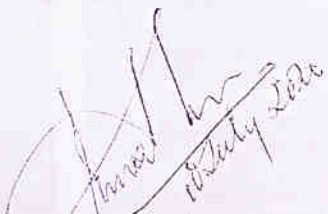
Theory of Composition (Unity, Harmony, Balance, Dominance, Rhythm, Proposition).
Creative Process (Observation, Perception, Imagination, Expression)


UNIT - IV


Perspective
Definition of Sculpture, Main Characteristics of Ancient Indian Sculpture


UNIT - V

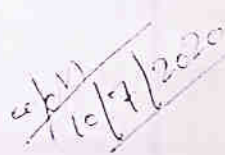
Drawing and Rendering (2D and 3D Rendering)
Source of Indian Art with special reference to - Vishnu Dharamuttar, Puran's, Chitrasutram chapter


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B.F.A. IInd Year (Applied Arts) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (FOUNDATION)					
1. Hindi English & Moral Value - II	03	--	30	5	35
2. Environmental Studies	03	--	25	5	30
THEORY (SUBJECT)					
1. History of Art	03	--	80	20	100
2. History of Advertising	03	--	80	20	100
PRACTICAL					
1. Graphic Design	18	½ Imperial	80	20	100
2. Illustration	18	½ Imperial	80	20	100
3. Typography, Lettering & Calligraphy	18	½ Imperial	80	20	100
4. Photography	12	8"X12"	80	20	100
TOTAL					700

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B.F.A. IInd Year (Applied Arts) – PRACTICAL

1. GRAPHIC DESIGN

Inter-relation of negative & positive space, line and exercise with basic shapes and textures in relation to the space with modern approach, Creation of modern design (achromatic & Color) for **Tiles and Jewelry**.

Understanding about stationary design, logo, logo type, signs, symbols as per corporate identity standards. Also understandings of media – magazine advertisement in black & white and color with contemporary approach.

(Minimum 08 Sheet on each subject)

2. ILLUSTRATION

Study from life, full figure and product, Drawing from nature, memory drawing, Understanding of basic illustration techniques, Rendering in pencil, pen, monochrome color & ink, Product rendering.

Understandings of media through Illustration - magazine advertisement (Illustration) in black & white and color with contemporary approach.

(Minimum 08 Sheet on each subject)

3. TYPOGRAPHY, LETTERING & CALLIGRAPHY

Understandings about various schools of Calligraphy, Typography & Lettering – Devnagri, European, Indian, Gothic and Roman.

(Minimum 08 Sheet on each subject)

04. PHOTOGRAPHY

Product photography – Basic photography, light, subject, camera, film and paper.


(Minimum 08 Sheet / Photographs on each subject)


NOTE


Use Poster color / Water Color / Waterproof ink in Practical Subject.

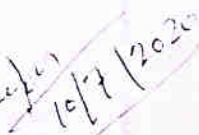
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B.F.A. IInd Year (Applied Arts) – THEORY – History of Advertising – Paper – II

• UNIT – I

Classification of advertising – classified advertising, display advertising, display classified advertising, news reading notice, classification of advertising based on consumer & Advertiser
Social and economic aspects of advertising – advertising creates employment, advertising promotes freedom of press and media, advertising reduces selling price and cost of products, advertising creates demands, advertising tries to raise the standard of living.

• UNIT – II

Function of advertising – information, assurances, convenience, freedom of choice, buyers guide.

Village economy – advertising, production and transportation, why need of advertising?

Communication and marketing, advertising and communication, marketing, main components of marketing concept, Marketing process, marketing mix, roll of advertising in marketing.

• UNIT – III

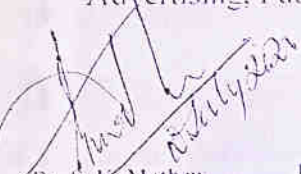
Advertising business – Field of advertising management, function of advertising department, advertising agency, advertising agency and its functioning, System of Advertising Agency Organization, advertising agency in India, Structure and Functions of Advertising Agency, Working Process of Advertising Agency, Relation between Advertising Agency & Advertiser / Client & Media, Selection of Advertising Agency, How an Advertising Agency Signs New Client.

• UNIT – IV


Advertising Design – Trade Mark, Monogram, Symbol, Logotype, Principals of Design, Creativity, Creative Strategy, the Selling Strategy, Advertising Appeal, Execution of Creative Strategy, Copy Writing, Creation of Advertising Design, Production of Print Advertising, Illustration.


• UNIT – V

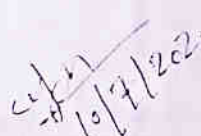
Advertising Media – Media Strategy, Characteristics of Advertising Media, Classification of Media – Print Media, Direct Mail, Radio, Television, Outdoor Advertising Media – Poster, Hording, Interactive Bill Board, Banner, Kiosk, Transit Advertising, Ambient Advertising Media, Point of Purchase Advertising, Interactive Media, Digital Media, Yellow Pages Advertising, Public Relation, Media Mix & Scheduling.


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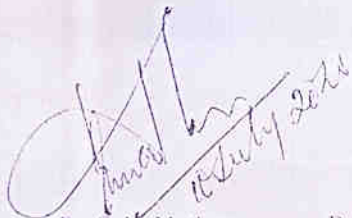

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B.F.A. IIIrd Year (Applied Arts) - SCHEME


Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (FOUNDATION)					
1. Hindi, English & Moral Value - II	03	--	30	5	35
2. Basic of Computer	03	--	25	5	30
THEORY (SUBJECT)					
1. History of Art	03	--	80	20	100
2. History of Advertising	03	--	80	20	100
PRACTICAL					
1. Outdoor Advertising & Other Media Design	18	½ & Full Imperial	80	20	100
2. Indoor Advertising	18	½ & Full Imperial	80	20	100
3. Illustration for Media	18	½ & Full Imperial	80	20	100
4. Photography for Innovative Film Advertising	12	12"X18"	80	20	100
TOTAL					700


10/10/2020

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B.F.A. IIIrd Year (Applied Arts) - PRACTICAL

1. OUTDOOR ADVERTISING & OTHER MEDIA DESIGN

Understanding about basic outdoor media – poster & hoardings.

Understanding about basic other media – Transit advertising, Mobile advertising, bus panel, train panel, bus – stop (shelter), balloon, road show, kiosk.

(Minimum 08 Sheet on each subject)

2. INDOOR ADVERTISING

Understanding about basic Indoor media – Magazine Layout, Press Layout, Pamphlets, Bills, Sticker Etc.

(Minimum 08 Sheet on each subject)

3. ILLUSTRATION FOR MEDIA

Illustration for different job work – furniture Design, trade fair stall, stage design (Event Management)

(Minimum 08 Sheet on each subject)

4. PHOTOGRAPHY FOR INNOVATIVE FILM ADVERTISING

Illustration for different job work – furniture Design, trade fair stall, stage design (Event Management)

(Minimum 08 Sheet / Photographs on each subject)


NOTE


Use Poster color / Water Color / Waterproof ink in Practical Subject.

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B.F.A. IIIrd Year (Applied Arts) – THEORY – History of Advertising – Paper – II

UNIT – I

History of Writing – The Roman alphabet, Proportion of Roman Alphabets, Strokes of Roman Alphabet, Serifs, Sans Serifs, Optional Effect, Letter Balance, The Gothic Alphabet, The Text, The Italic or Script Spacing, Optical Spacing, Guiding Rules for Spacing, Legibility, Modern Lettering, Symbolic Types and Purpose of a Lettering Artist, History of Calligraphy its Development, Characteristics of Calligraphy, What is Calligraphy.

UNIT – II

Function of advertising – information, assurances, convenience, freedom of choice, buyers guide.

Village economy – advertising, production and transportation, why need of advertising?

Communication and marketing, advertising and communication, marketing, main components of marketing concept, Marketing process, marketing mix, roll of advertising in marketing.

UNIT – III

Technical – Construction of an Effective Advertisement Part – I Visualization, Visualization Techniques, Copy Writing, Different Type of Copywriting, Outdoor Advertising Design – Poster & Hoardings,

Its Technical Details – Size, Characteristics, Types, Papers, Materials,

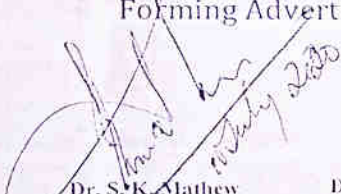
Photography – History of Photography, Types of Lenses and Filters, Types of Camera, Camera Parts, Enlarger, Types of Enlarger, Lights, Dark Room Setup.


UNIT – IV


Economic and Social aspects of Advertising – Effects on Advertising on Production Cost, Effects on Advertising on Distribution Costs, Effects on Advertising on Consumer Prices, Advertising and Creation of Monopolies, Advertising and Materialistic demands, Waste in advertising, Ethics in Advertising, Truth in Advertising, Advertising Agencies association of India.


UNIT – V

Advertising Psychology – Psychology, Kind of Psychology, Function of an Advertisement, Aspects of Want, the Emotional Appeal, the suggestive Appeal, Combined Appeal, Imaginative Appeal, Attention Value, Memory Value, Principle of Association, Habit – Forming Advertisement, Decision for action and Principals of Advertising.


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B.F.A. IVth Year (APPLIED ART) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (SUBJECT)					
1. History of Art / Aesthetics	03	--	80	20	100
2. History of Advertising	03	--	80	20	100
PRACTICAL					
1. Communication Design (Campaign)	18	½ & Full Imperial	80	20	100
2. Packaging & Display	18	½ & Full Imperial	80	20	100
3. Illustration	18	5"X8" ½ & Full Imperial	80	20	100
4. Project Report	12	50 Pages (minimum) A4 Size	80	20	100
TOTAL					600

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16 July 2020
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4/11
15/7/20
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B.F.A. IVth Year (Applied Arts) – PRACTICAL

1. COMMUNICATION DESIGN (CAMPAIGN)

Understanding about window display, Shop & Showroom display, especially focus on rural shop (Pan Shop / General Store / Panchayat Ghar Etc.) – Danglers, Show Cards, Bubbler, Tags Etc. Understanding about institutional and commercial design – danglers, show card, bubbler, tags, stickers, gift design

(Minimum 12 Sheet on each subject)

2. PACKAGING & DISPLAY

Understanding about design of packaging and labeling for advertisement – shirt boxes, pen boxes, mineral water label, cold drink bottle, tooth paste, shoe polish, Perfume label, mobile packaging, utensil and home appliances, Milk Pouch, Tetra Pouch, Medicine, Pan Masala Pouch, Agarbatti & Match Box packaging.

(Minimum 12 Sheet on each subject)

3. ILLUSTRATION

Flip cart illustration, line figure, and cylindrical figure for simple, inspirational and conceptual stories.

(Minimum 12 Sheet on each subject)

4. PROJECT REPORT

Project and Viva (50 pages minimum) A4 Size


NOTE


For flip cart Illustration, size is mention in the scheme.
Use Poster color / Mix Media in Practical Subject.

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B.F.A. IVth Year (Applied Arts) - THEORY - History of Advertising - Paper - II

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UNIT - I

Campaign Planning - What is Campaign, what is Campaign Planning, Campaign Objectives, Factors influencing, The planning of an Advertising Campaign, Three main decisions in Campaign Planning's, Three Basic Principals of Campaign Planning, Importance of Unity and continuity, The Advertising Appreciation, Matching Competitors, Requirement of the fulfill the Objectives, Launching a new Product, Importance Facts for a good Advertising Campaign, Role of Advertising Agency in Campaign Planning, Brand.

UNIT - II

Understanding about point of sale - Window Display, Shop and Showroom Display, Especially focus on Rural Shop Display (Pan Shop / General Store / Panchayat Ghar etc.) Understandings about basics of Packaging, Advertisement through packaging Advertising, Especially Focus on Non Paper Base Packaging Materials - Glass, Plastics, Fiber and Other Innovative Mediums, its technical and methodology details, Sizes, Paper etc. Importance of Story Board, Its implementation and importance in Media.

UNIT - III

Marketing Research - Marketing Research Process, Motivation Research, Advertising Research, Copy Research, Questionnaire and Schedule, Method & Data Collection, Advertising Act & Code of Conduct, Advertising & Computer, Hardware - Printer & Its Type, Scanner & Modem, Software - Adobe Page Maker, Coral Draw, Adobe Photoshop & Illustrator.


UNIT - IV


History of Graphic Design - Birth of Alphabet, Application of Photography in Printing, The Development of Lithography, Art & Craft Moment, Art & Nouveau Period, The Modernist Era, Influence of Modern Art, Pictorial Modernism, Modernism in America, Corporate Identity Era.


UNIT - V


Script - Evaluation & History of Script, Chinese Script, Development of Chinese Script, Indian Script, Typography - Anatomy of a Letter, Choosing a Type Style, Type Measuring, Type Measurement, Format Setting, Readability, Legibility, Type Setting, Cold Composing, Photo type Setting, Dry Transfer Letter, Digital Composition, Printing - Letter Press, Gravure Printing, Screen Printing, Lithography, Matted Plate Lithography, Offset printing.


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IVth Year (Applied Arts) - PRACTICAL

COMMUNICATION DESIGN (CAMPAIGN)

Understanding about window display, Shop & Showroom display, especially focus on rural shop (Pan Shop / General Store / Panchayat Ghar Etc.) – Danglers, Show Cards, Bubbler, Tags Etc. Understanding about institutional and commercial design – danglers, show card, bubbler, tags, stickers, gift design

(Minimum 12 Sheet on each subject)

PACKAGING & DISPLAY

Understanding about design of packaging and labeling for advertisement – shirt boxes, pen boxes, mineral water label, cold drink bottle, tooth paste, shoe polish, Perfume label, mobile packaging, utensil and home appliances, Milk Pouch, Tetra Pouch, Medicine, Pan Masala Pouch, Agarbatti & Match Box packaging.

(Minimum 12 Sheet on each subject)

3. ILLUSTRATION

Flip cart illustration, line figure, and cylindrical figure for simple, inspirational and conceptual stories.

(Minimum 12 Sheet on each subject)

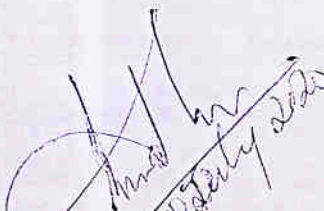
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Project and Viva (50 pages minimum) A4 Size

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