

Raja Mansingh Tomar Music & Arts University, Gwalior (M.P)

B.F.A. Annual Program (Bachelor of Fine Art) Regular

2019-20 Session

B.F.A. Second Year (APPLIED ARTS)

(B.F.A) Teaching Time (Class Duration) -36 Week = 216 days Total Credits – 36 X 24 = 864

S.No.	Section – A Subject Nature Core Courses (Main Subject) THEORY CORE – 1	Subject Code	Credit	Class Room Teaching Weekly Duration / Hours	Total Teaching Duration / Hours	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
1.	History of Art-I	C1 – BFA – 203	2	2	72	15+05	80	100	33
2.	History of Advertising – II	C1 – BFA – 204	2	2	72	15+05	80	100	33
PRACTICAL CORE – 2									
3.	Graphic Design	C2 – BFA – 205	3	6	216	15+05	80	100	33
4.	Illustration	C2 – BFA – 206	3	6	216	15+05	80	100	33
5.	Typography, Calligraphy & Lettering	C2 – BFA – 207	3	6	216	15+05	80	100	33
6.	Photography	C2 – BFA – 208	3	6	216	15+05	80	100	33
7.	Section – B (V) Elective Open Subject only Practical Choose Opposite Subject with your own Subject i.e. Reproduction Technique (Computer / Silk Screen / Offset / Lino)	EO – BVA – 202	2	2	72	15+05	80	100	33
Section – C Foundation Course									
8.	VI – Hindi Language & Moral Value - I	F – HM – 204	2	2	72	05	30	35	33
9.	VII – English Language – II	F – EI – 205	2	2	72	05	30	35	33
10.	VIII – Environmental studies	F – EPD – 206	2	2	72	05	25	30	33
Total Credit & Teaching Duration			24	36	1296				

Syllabus Designed by : Dr. Sajan Kurien Mathew

H.O.D

- Skill Development – N.S.S / N.C.C / Yoga / Field Work is compulsory to participate in any one year (Four year curriculum)

Sajan Kurien Mathew
30/05/18

Sajan Kurien Mathew
30/5/18

Sajan Kurien Mathew

Sajan Kurien Mathew
30/05/18

2019-20

Raja Mansingh Tomar Music & Arts University, Gwalior

B.F.A IInd Year – Painting, Sculpture & Applied Arts History of Art : Paper – 1

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
	2	15+05	80	100	33

UNIT – I

Khushan Period –Gandhara School- Standing Buddha, Nirvan Of Buddha (Relief) Buddha,
Mathura School- Head Of Buddha, Seated budaha, Standing Buddha, Yakhsini With The Parrot.

UNIT – II

Gupta Period- Sculpture & Paintings.
Ajanta- Technique of Ajanta Mural, Subject Matter Of Ajanta Caves, Painting Of Ajanta Caves, All Caves(Chaityas & Viharas) Their Paintings, Relief Murals.

UNIT – III

Early Medieval Period
Bagh Caves, Elephanta Caves, Badami Caves, Elora Caves, Mahabalipuram, Chola S, Pallava Dynasty.

Western Art

UNIT – IV

Early Christian Art- Paintings In Catacombs, Architecture, Sculpture, Mosaic.
Byzantine Art- Paintings, Architecture, Sculpture & Mosaic.

UNIT – V

Romanesque Art- Paintings, Architecture & Sculpture.
Gothic Art- Paintings, Architecture & Sculpture.

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Session - 2019-20

Raja Mansingh Tomar Music & Arts University, Gwalior

B.F.A IInd Year Applied Art Specialization

History of Advertising: Paper - II

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 - BFA - 204	2	15+05	80	100	33

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

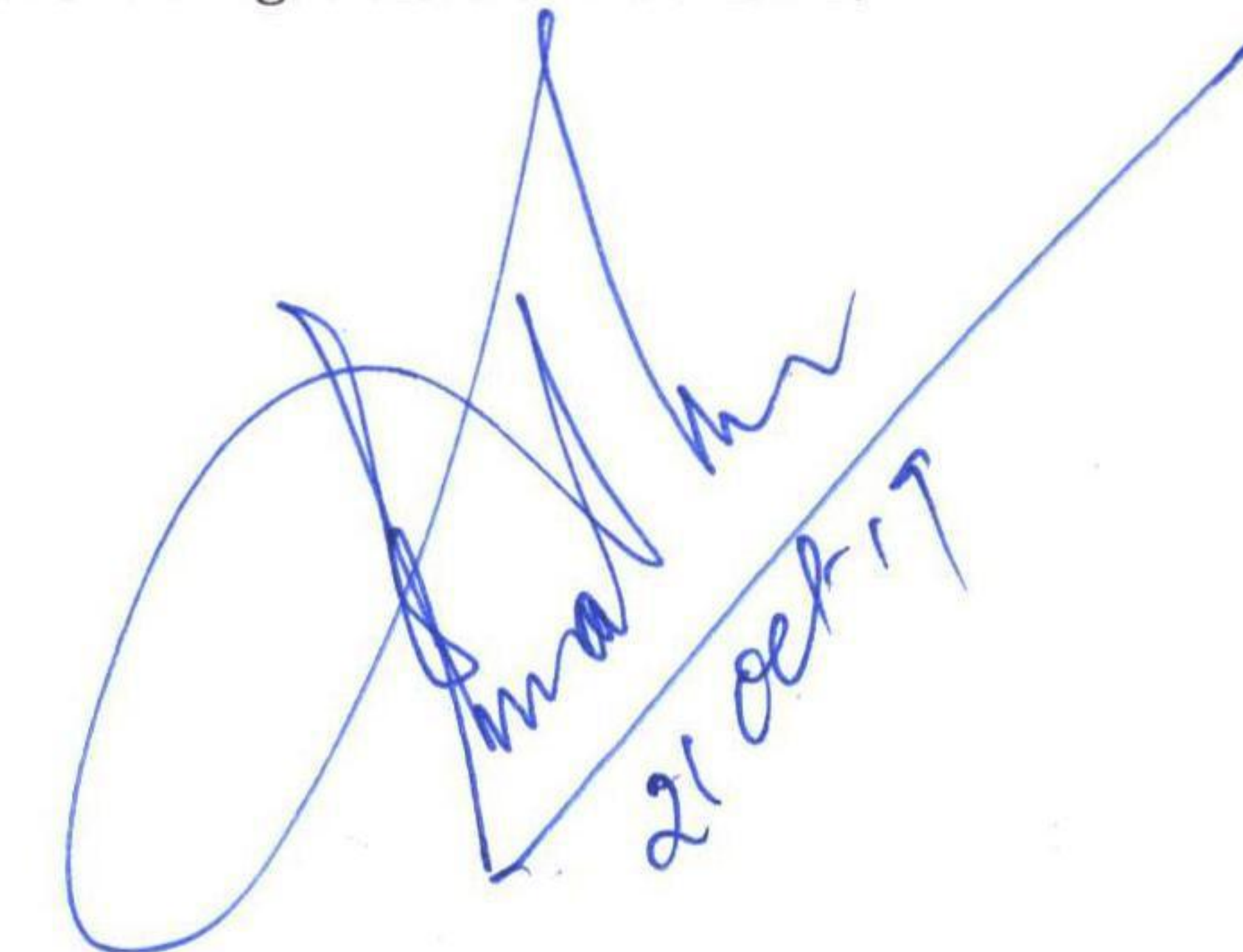
Advertising business - Field of advertising management, function of advertising department, advertising agency, advertising agency and its functioning, System of Advertising Agency Organization, advertising agency in India. Structure and Functions of Advertising Agency, Working Process of Advertising 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, Principles 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.


21 Oct 17

Session - 2019-20

Raja Mansingh Tomar Music & Arts University, Gwalior (M.P)
B.F.A. Second Year (Applied Arts) Practical's

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C2 - BFA - 205	3	15+05	80	100	33

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.

SIZE - ½ imperial
 Sessionals - 6+9 sheet = 15 sheet minimum
 Duration - 12 hrs. (6+6)

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.

SIZE - ½ imperial
 Sessionals - 12 sheet minimum
 Duration - 18 hrs. (6+6+6)

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C2 - BFA - 206	3	15+05	80	100	33

ILLUSTRATION

Study from life, full figure and product. Drawing from nature, memory drawing. Understanding of basic illustration techniques. Rendering in pen rendering.

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

SIZE - ½ imperial
 Sessionals - 12 sheet minimum
 Duration - 18 hrs. (6+6+6)

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C2 - BFA - 207	3	15+05	80	100	33

TYPOGRAPHY, CALLIGRAPHY & LETTERING

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

SIZE - ½ imperial
 Sessionals - 12 sheet minimum
 Duration - 18 hrs. (6+6+6)

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C2 - BFA - 208	3	15+05	80	100	33

PHOTOGRAPHY

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

SIZE - ½ imperial / 8"X12"
 Sessionals - 9+6 sheet = 15 sheet minimum
 Duration - 12 hrs. (6+6)

- Viva of Every Subject shall be taken by the External.
- Work done in the class during the college / University hours shall be accepted for submission.
- Student shall have to submit one sessionals of each subject to the university / college.

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 21/08/19