

Raja Mansingh Tomar Music & Arts University, Gwalior

B.F.A Ist Year – Painting, Sculpture & Applied Arts

History of Indian Paintings: Paper – 1 (Pre-Historic Age to Pre-Medieval)

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – BFC – 101	2	15+05	80	100	33

UNIT – I

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

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, Shahjanha, Aurangjeb (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.

Raja Mansingh Tomar Music & Arts University, Gwalior

B.F.A Ist Year – Painting, Sculpture & Applied Arts

Fundamental of Art: Paper – II

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – BFC – 102	2	15+05	80	100	33

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

Raja Mansingh Tomar Music & Arts University, Gwalior

B.F.A IInd Year – Painting, Sculpture & Applied Arts

History of Indian Sculpture: Paper – 1

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – BFA – 203 C1 – BFP – 203 C1 – BFS – 203	2	15+05	80	100	33

UNIT – I

Maurya Period – Ashoka Pillar and Sculpture.

Indus Valley civilization – Harrapa and Mohan – jo – daro, Sculpture, Seals, Pottery + Jewelleries.

UNIT – II

Sang Period and Sath vaahan Period – Barhut, Sanchi, Amravati and

Saat Vaahan Period – Amravati (Stupa, Sculpture & Relief)

UNIT – III

Kushaan Kaal – Gandhaar Period & Mathura Period (Buddhist Sculpture)

Gupta Period – Ajanta, Ellora, Elephanta.

UNIT – IV

Pallav Dynasty – Mahabalipuram, Chola Dynasty.

Khajuraho (kandashiya Mahadev Temple, Laxman Mandir, Chausanth Yogini Mandir etc)

UNIT – V

Orissa, Bhuvneshwar

Konark, Highraj Temple, Sun Temple.

Raja Mansingh Tomar Music & Arts University, Gwalior

B.F.A IIIrd Year – Painting, Sculpture & Applied Arts

History of Indian Paintings: Paper – 1

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – BFA – 305 C1 – BFP – 305 C1 – BFS – 305	2	15+05	80	100	33

UNIT – I

Patna School and Company School, Renaissance Period

Bengal School (Subject, Characteristics and Techniques) Artist of Bengal School – Abnaindra Nath Tagore, Asit kumar Haldar, O.C.Ganguly, Nandlal Bose, Binod Bihari Mukharjee, Kshatindra Majumdar.

UNIT – II

Renaissance Period – Artist – Raja Ravi Verma, Gagendra nath Thakur, Amrita Shelgill, Rabindra nath Tagore, Yamini Roy.

Modern Artist – Prof. N.S. Bendre, K.K. Hebbar, M.F.Hussain, Satish Gujral, K.C.S. Pannikar and Sayyad Haider Raza.

UNIT – III

A.K. Coomarswamy, E.V.Havell, Rai Krishna Das, Alexander Cunnigham, Dr. Vasudev Sharan Agarwal and Shivram Murti, Important Modern art schools, galleries, Bharat Bhavan, and Academies.

UNIT – IV

PAG and Important Artist group from 1937

Important contemporary artist – B.C. Sanial, K.H.Ara, Shiavax Chavala, Jaya Appaswami, F.N. Souza, K.G. Subramanyam, P.N Choyal.

UNIT – V

Ram Kumar, V.S Gaitmole, Tyeb Mehta, Laxman Pai, Akbar Padamsee, J. Swaminathan, A. Ramchandran, Manjit Bawa, Bikash Bhattacharya, Nicolas Rorich and anjali –ela – menon.

Art creativity and criticism,

Art of Cartooning and Cartoonist, R.K. Laxman, Abu Abraham, Ninan Shankar, Mario Miranda.

Print Making – Krishna Reddy, Anupama Sud, Chitra Prasad

Raja Mansingh Tomar Music & Arts University, Gwalior

B.F.A IVth Year Painting, Sculpture & Applied Arts

Folk, Tribal Art & Contemporary Sculpture: Paper – 1

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – BFA – 407 C1 – BFP – 407 C1 – BFS – 407	4	15+05	80	100	33

UNIT – I

Chhattisgarh, Bihar Folk & Tribal
Orissa, Bengal Folk & Tribal

UNIT – II

Maharashtra, Andhra Pradesh Folk & Tribal
Rajasthan, Gujrat Folk & Tribal

UNIT – III

Bundelkhand, Madhya Pradesh Folk & Tribal

UNIT – IV

Introduction to contemporary Indian Sculpture and Pottery.

Important Sculptor – D.P. Roy Chaudhary, Ram Kinkar Baij, Pradosh Das Gupta, Chintamani Kar and Dhanraj Bhagat.

Important Sculptor – Somnath Hore, Pillo pochkhanawala, Mahendra Pandya, Raghav Kaneria, Balbir Singh Katt and Shanko Chaudhary.

UNIT – V

Installation Art and Video Art – Vivan Sundaram, Nalni Malini, Subodh Gupta and Anish Kapoor.

Pottary Artist – Devi Prasad, Gurucharan Singh, Kripal Singh Shekhawat

Terracotta – Himmat Shah

Jute Waving – Mrinalini Mukherjee

Sand Sculpture – Sundarshan Patnaik.

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, 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.

Raja Mansingh Tomar Music & Arts University, Gwalior

M.F.A Ist Year (APPLIED ART, PAINTING & SCULPTURE)

History of Chinese, Japanese & Persian Paintings: Paper – I

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – MFA – 101 C1 – MFP – 101 C1 – MFS – 101	5	30	70	100	40

UNIT – I

The Beginning of Chinese Art – The Shang Dynasty, the Chou Dynasty, the Chin and Han Dynasty, the three Kingdom and Six Dynasties.

Buddhist Paintings – Style of Buddhist figure paintings, the renewal of Indian influence, Buddhist paintings in tang Dynasty, Sung Dynasty Paintings of Samanta Bhadra.

Tang Five Dynasties and the Northern Sung period – Artist, Yen Li – Pen, Han Kan Paintings of Horses, figure paintings at the southern tang Court.

UNIT – II

Landscape Paintings – Artist are Li Ssu – Hsun, Li –Chao Tao, Northern and Southern School – Wang Wei, Fan Kaun, Paintings of Bamboo, the southern sung Academy and its style, paintings of birds and flower

Zen Paintings – Liang Kai, Dragon Paintings, Yuan Dynasty, and artists are Chien Hsuan, Chao Meng – Fu, Huang Kung – Wang, we Chen, Ni Tsan, Li Kan

Ming Dynasty – Che School and Wu School and the important artist (Shen Chou, Wen Cheng – Ming, Chou Chen, Tang Yin, Chie Ying)

Ching Dynasty – European Influence (Wang Shihmin, Wang Hui, Yun Shou – Ping)

There artist are – Pa-ta Shan – Ien, Shih – Tao, Color Print, the 20th century artist – Chi – Poi – Shih, Li K’o – Jan

UNIT – III

The beginning of Japanese Art – The Asuka period, the Nara period, Heian Period, Yamato – e, the Kora School, the narrative scrolls, the genjc scrolls, the kamakura period, the narrative scrolls.

Paintings in Monochrome ink – The ashikaga period, Zen and art – Sesshu and his followers, the Kano School.

Monoyama period – (the age of the great decorators), Artist – Kano Eitoku, Kano Tokanobu, Kaiho Yusho, Kano Tannyer.

UNIT – IV

Art under the Tokugawa – the Tosa School, the Kano School – Artists – Tanoaraya Sotatsu, Ogata Kosin, Ogata Kenzan, Influence of European art on Japanese Paintings (Edo Period), Nambon Painting, the Maruyama – Shijo School, The Nanga Movement – artist – Ike – no – Taiga, Yosa Buson, Usagami gyokudo, Ukigo –e, the wood hock print –artist – hishikawa moronobu, Suzuki Harunobu, Masters of landscape – artist – katsushika Hokusai, Morden Time – Okakura

UNIT – V

Persian Paintings – History of Persian Paintings, Sasane period to modern period, Main characteristic, manuscript painting, Decoration, Miniature Paintings, Mural Paintings, Pot Painting – artist – Bihzgd, Riza – E – Abbasi and Indian person painting.

Raja Mansingh Tomar Music & Arts University, Gwalior

M.F.A IIInd Year (APPLIED ART, PAINTING & SCULPTURE)

History of Western Art: Paper – I

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – MFA – 201 / C1 – MFP – 201 / C1 – MFS – 201	5	15+05	80	100	40

UNIT – I

Western Pre Historic painting, Introduction, Franco Cantabrian Rock painting, Cave & Main period according to Briel.

Pre Historic cave painting of France, Spain and Italy – introduction, techniques, aim and importance.

Egyptian painting, introduction, Dynasties, centers, Medium / Technique and main characteristics

Egyptian sculpture, introduction, Dynasties, centers, subject, Characteristics, techniques & Importance

UNIT – II

Greek painting, introduction, periods / technique, medium, artist of classical Greek painting.

Greek sculpture, introduction, periods and centers, Main artists of Greek Art, classical Greek art & importance of Greek art.

Greek art – **Vase painting** – shipwreck, dipylon vase, the blinding of polyphemus and gorgons.

Archaic paintings and sculpture – proto – Corinthian perfume vase, psais, the foundry painter, douris, kroisos, dying warrior, battle of the gods and giants.

Classical sculpture and paintings – doryphorus, charioteer, Apollo, hippodamia, attacked by a centaur, Poseidon, discobolus, dying niobid, Dionysus,

The Achilles painter, the aurora painter, Etruscan,

Sculpture of the Hellenistic era - Battle of Greeks and Amazons, Aphrodite of the cnidians, Praxiteles, the Apollo belvedere, apoxyomenos, dying gaul, Athena and alcyoneus, agesander, and polydorus of Rhodes, veiled dancer.

UNIT – III

Roman Art – Sculpture - aulus metellus, portrait of a roman, augustus of primaporta, fragment of the east frieze of the Parthenon, imperial procession, triumph of titus, equestrian statue of marcus.

Roman Art – Painting - the defeated under darius from the battle of issues, Alexandros of Athens – the knuckle bone player, peaches and glass jar (wall paintings), Hercules and telephus (wall paintings).

Early Christian art – Paintings in the catacombs,

Mosaic – the parting of lot and Abraham, miniature from the Vatican vergil, Jacob wrestling with the angles.

Sculpture – Sarcophagus of junius Bassus, Christ enthroned.

Ivory Work – Priestess of Bacchus, the achangle Michael.

UNIT – IV

Byzantine Art & Gothic Art – Introduction forms, main centers, medium, main characteristics & main Artists.

Baroque Art – Centers, technique, characteristics main artist – Peter Pal Rubense, Murello, Rembarn, Harmen.

Rococo art – introduction, centers, technique, characteristics, Main artists – Fancois, Shardi, Jean Baptiste Giovanni and Tiepolo.

Renaissance period – introduction, centers, main artist – Masaccio, Paolo Uccello, Sandero Botticelli, Domenico.

High Renaissance period – Introduction, Centers, Main Artist – Leonardo Da Vinci, Michel Angelo, Raffel, Tishtian, Correggio.

UNIT – V

Romanticism - (Artist, Experiment & Important Paintings, Subject Matter, Characteristics and Theory, Aim and Caricature)

Theodore Gericault Eugene Delacroix, Ingres jean, Auguste Dominique, Francisco Goya

Realism - Honore Daumier, Gustave Courbet

Surrealism, Barbija

Artist, Experiment, Subject – matter, Characteristics & Theory

Salvador Dali, Max Ernst, Yves Tanguy, Andre Masson, Joan Miro

Barbija - Theodore Rousseau, Charles Daubigny, Jeans Francois Millet, Chamille Corot

Impressionism - Artist, Experiment, Subject – matter, Characteristics & Theory

Edouard Manet, Claude Monet

Neo - Impressionism, Expressionism - Artist, Experiment, Subject – matter, Characteristics & Theory

George Seurat

Expressionism - Edvard Munch, James Ensor, Kandinsky Wassily

Post - Impressionism - Artist, Experiment, Subject – matter, Characteristics & Theory

Paul Cezanne, Van Gogh, Paul Gauguin

Raja Mansingh Tomar Music & Arts University, Gwalior
(C.F.A) Certificate Fine Arts (Applied Arts)
Material & Method

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – CFA – 101	4	15+05	80	100	33

Unit – I

Elements and Forces – Line, Postulates, tone, effects of tones, emotional aspects, containing shape, borders and corners.

Unit – II

Perspective – Definition, perspective representation and principals of perspective.

Unit – III

Drawing – Shading, figure drawing and illustration, media techniques, rendering with pencil, charcoal or crayon, pen and ink, scratchboard, dry brush, air brush, spatter, techniques pastels, water color, experiments with media, retouching.

Unit – IV

History of calligraphy, its development, characteristics of calligraphy, what is calligraphy.

Unit – V

Objective type questions.

Raja Mansingh Tomar Music & Arts University, Gwalior
(C.F.A) Certificate Fine Arts (3D Animation)
History Of Animation – Part – I

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – CFA – 201	4	15+05	80	100	33

Introduction of drawing & Sketching

- Introduction & history, types of drawing
- Free drawing, geometrical drawing, representational drawings, contour drawing, gesture drawing, nature drawing, object drawing.
- Observation of a scene, object & environment
- Line, type of lines, straight, curved, converging, dotted, zigzag, soft and hard lines.
- Definition of colors, classification of colors: - primary colors & secondary colors.
- Tone: - Light tone, middle tone, dark tone, shadow & Depth
- Texture
- Space
- Introduction to the equipment (tools)
- Polygon:- Circle, square, rectangle, triangle, cylinder, Line Drawing, object study, Eye level
- Angle view: - Front & Back view, Top & Bottom view, Side view (Right & Left)
- 2D & 3D Drawing

Drawing from Objects

- Elementary perspective: - H.L – V.P, 1 point, 2 point, 3 point perspective
- Object Drawing: - Drawing form, geometric forms,
- Study from man- made objects
- Projections

Human anatomy

- Study of human forms, general forms and gesture, drawing from cast & figure – light and shades, basic properties
Balance – standing still or motion – perspective.

Introduction and Importance of Story Boarding

- The art of story boarding
- Story development
- Character designing and development
- Script Writing
 - ✓ Types of Script
- Camera Angle
- Timing / Spacing
- Dialog Delivery – audio and video
- Ideas of Visual concept

Adobe Photoshop (Basic)

- Principles of design, role of image in animation, definition of raster graphics, understanding pixel and resolution, file format & operation, Application of Adobe Photoshop in raster graphics design, size of the canvas as per requirement – print / 2D Animation
- Basic selection tools, layers, dodge and burn tools, brushes, filters, channel, color correction, color modes, layer mask, raster mask, vector mask, compositions, edit Photoshop, trick photos, mate painting, digital paintings.

Autodesk Maya (Modeling)

- About the Maya Software, Maya tools, Maya Shortcuts.
- Surface Modeling
 - ✓ Primitives gurun, cowboy hat, pocket watch,
 - ✓ Objective modeling, Background modeling
- Polygon Modeling
 - ✓ Objective Modeling
 - ✓ Background Modeling
 - ✓ Organic Modeling

Texturing

- Texturing and Uses of texturing.
- Basic color on object, Lambert, blin, Phong & Phong E, Basic of assign materials, UV unwrapping, UV mapping, Create textures in Photoshop, assign texture on objects, on B.G. Models, organic & inorganic models.

Lighting & Rendering

- About Lighting & Rendering
- Types of Lighting
- Describe all types of Light
 - ✓ Ambient Light
 - ✓ Point Light
 - ✓ Area Light
 - ✓ Directional Light
 - ✓ Volume light
- Maya Software & Mental ray rendering & lighting
- Physical sun and sky
- Image based lighting

Animation

- Principle of Animation
- Ball animation
- Walk cycle, walk animation

Raja Mansingh Tomar Music & Arts University, Gwalior
(D.F.A) Diploma Fine Arts (Applied Arts)
History of Advertising – Part – 1

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – DFA – 101	4	15+05	80	100	33

Unit – I

History of Writing – the Roman alphabet, proportion of Roman alphabet, strokes of Roman alphabets, serifs, sans serifs, optional effects, letter balance, the gothic alphabets, the text, the italic or script, spacing, optical spacing, guiding rules for spacing, legibility, modern lettering, symbolic types and purpose of a lettering artists.

Unit – II

Advertising Agency – Advertising Department, advertising agency, function of ad agencies, strutting the ad agencies, types of ad agencies, compensation of ad agencies, client agency relationship, selection of an advertising agency.

Unit – III

Types of Media – Print Media, Requirements of print media ads, Electronic media – TV & Radio, Out of home advertising, Internet: the medium of the new millennium, the cinema

Unit – IV

Technical Definitions and other supporting information including practical class exercises of practical subjects.

Unit – V

Objective type questions.

Raja Mansingh Tomar Music & Arts University, Gwalior
(D.F.A) Diploma Fine Arts (3D Animation)
History Of Animation – Part – II

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – DFA – 201	4	15+05	80	100	33

Study of light & shading

- Type of light: - Natural Light & Artificial Light
- Light & shading of basic solid objects
- Color lights
- Observing and studying in various rendering media and techniques at various light conditions
- Shadow & reflections: -
- Shading: - light weight even shading, heavy direction, open shading, gradients and techniques
- Value scales: - Highlights, light, half tone, shades, cast shades and reflection light, high & low key, lightness and darkness

Human anatomy

- Study of human forms, general forms and gesture, drawing from cast & figure – light and shades, basic properties
Balance – standing still or motion – perspective.

Study of heads, features and faces

- Planes and forms – cube and oval constructions
- Study of basics state and human extremities. i.e. eye, ear, nose, mouth
- Comparisons
- Perspective – the head above eye level, below eye level.

Study of human figures

- Hands and feet
- Rhythm and grace – rhythmic forms, symmetry, imaginary inner curve.

Study of human anatomy

- The skeleton – the skull, spinal column, shoulder girdle, pelvic, arms, leg and skeletal proportions
- Muscles – muscles of the head, surface forms of the head, neck, arm, leg and further observation on surface forms

Clay Modeling

- Formation of clay
- Basic shape & construction

Character Designing & Development (Realistic, Semi – realistic, cartoon)

- Model Sheet
- Facial Expression
- Balance & Posing
- Coloring & Finishing
- Set designing & Background designing

Introduction and Importance of Story Boarding

- The art of story boarding
- Story development
- Character designing and development
- Script Writing
 - ✓ Types of Script
 - ✓ Steps of Script
 - ✓ Screen Play
- Camera Angle
- Timing / Spacing
- Dialog Delivery – audio and video
- Ideas of Visual concept

Adobe Photoshop (Basic to Advance)

- Principles of design, role of image in animation, definition of raster graphics, understanding pixel and resolution, file format & operation, Application of Adobe Photoshop in raster graphics design, size of the canvas as per requirement – print / video / Animation
- Basic selection tools, layers, dodge and burn tools, brushes, filters, channel, color correction, color modes, layer mask, raster mask, vector mask, compositions, edit Photoshop, trick photos, mate painting, digital paintings.
- Theory of logo design
- Scene composition
- Back ground designing & development
- Character development and designing
- Concept art
- Photo based art

3D Animation (Modeling)

- About the Software, tools, Shortcuts.
- Surface Modeling
 - ✓ Primitives guruj, cowboy hat, pocket watch,
 - ✓ Objective modeling, Background modeling
- Polygon Modeling
 - ✓ Objective Modeling
 - ✓ Background Modeling
 - ✓ Organic Modeling

Texturing

- Texturing and Uses of texturing.
- Basic color on object, Lambert, blin, Phong & Phong E, Basic of assign materials, UV unwrapping, UV mapping, Create textures in Photoshop, assign texture on objects, on B.G. Models, organic & inorganic models.

Lighting & Rendering

- About Lighting & Rendering
- Types of Lighting
- Describe all types of Light
 - ✓ Ambient Light
 - ✓ Point Light
 - ✓ Area Light
 - ✓ Directional Light
 - ✓ Volume light
- Software & Mental ray rendering & lighting
- Physical sun and sky
- Image based lighting

Rigging & Animation

- IK & FK handle tool
- Joint
- Skeleton
- Principle of Animation
- Ball animation
- Walk cycle, walk animation
- Run and jump animation
- Pose to pose animation

Raja Mansingh Tomar Music & Arts University, Gwalior
(AD.F.A) Advance Diploma Fine Arts (Applied Arts)
History of Advertising – Part – II

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – ADFA – 101	4	15+05	80	100	33

Unit – I

INTRODUCTION OF ADVERTISING – What is Advertising, Salient features of advertising, advertising as a communication tool, role of advertising in the marketing mix, role of advertising in modern world, purpose of advertising, benefit of advertising, kinds of advertising, public relations advertising, financial advertising, advertising as a career, advertising – publicity and propaganda, advertising and personal selling, advertising and sales promotion, origin and growth of advertising, the internet advertising, professionalization of advertising, how advertising works.

Unit – II

The origin of design, design, elements of design – line, tone, color, form, space, containing shapes, texture.

Unit – III

Principals of Design – Unity, Proportion, Scales, Relation, Harmony, Discord, Contrast, Emphasis, Variety, Balance, Rhythm.

Unit – IV

Types of Media – Print Media, Requirements of Print Ads, Electronic Media – TV and Radio, Out of Home Advertising, Internet: The medium of the new millennium, the Cinema.

Unit – V

Objective type questions.

Raja Mansingh Tomar Music & Arts University, Gwalior

Elective Subjects (**Murals, Photography & Graphics**) for – B.F.A Fine Arts

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
EO – BFC – 101	3	15+05	80	100	33

SYLLABUS OF PHOTOGRAPHY

COURSE DESCRIPTION

Whether you own a point – and – shoot or a more advanced DSLR, this class will give you a better grasp of your chosen tool and the skills to make successful images. Focus will be on core photography concepts. The course will include hands – on demonstrations.

Discussion on work of great photographers along side with the students in order to better understand the fundamentals of composition to create compelling imagery.

SUPPLIES

A digital camera will be the top priority. It does not matter which kind, though full manual exposure controls are helpful. Having raw capability is nice but not essential. A tripod is not essential but very helpful.

STORAGE MEDIA

Storing your photos on your memory card is not wise for multiple reasons. Also, when we edit in Photoshop the files will be too large to email. Make sure you have a place to save your work every week, as this is the requirement.

POLICIES

Attendance is crucial, because of an accelerated course it will be difficult for the students to catch up on the techniques taught in the session that you have missed.

OBJECTIVE	CONTENT COVERED
Camera Control	Introduction and discussion of your goals for course. Camera parts & Types, menu items and shooting mode. Photograph a subject of interest to you using different shooting modes to see how that effects your images
Exposure, Black & White Conversion	Image show and tell presentation of influential black & White photographer's black & White conversion practice exposure compensation. Continue to practice exposure compensation with your camera.
The Portrait	Discussion of portrait genres and lighting techniques (Studio, Natural) review aperture, shutter speed, ISO. Practice editing and cropping. Practice shooting portraits and try different light techniques.
Composition Tips and Shooting at Night	Experiment with night photography and low light shooting. Find a subject of your choice and spend time working the subject.
Basics of Photoshop	Introduction to Photoshop covering, the basics of editing, fixing blemishes, color correcting and selective edits.

QUIZZES: TEST

Quizzes will be administered throughout the year. These short tests will cover material you have received in lecture and demonstration.

SELECTED TEXT BOOKS FOR READING ON PHOTOGRAPHY	
Name of the Authors	Title of the Book
M. Langford	Advance Photography
Blanker	Applied Depth of Field

H. Angel	Landscape Photography
W. White	Photomicrography : an Introduction
Langford	Visual Aids and photography in education
Spencer's	Color Photography in Practice
Arnold	Applied Photography

SYLLABUS OF PRINTMAKING

COURSE DESCRIPTION

A studio course designed produce works of art throughout the use of monotypes, relief, and serigraphy and intaglio printmaking techniques.

COURSE OBJECTIVE

After successful completion of the course, the student will be able to demonstrate / perform the following competencies:

1. Communicate ideas through artworks by selecting and applying media techniques and processes, subject matter and themes.
2. Demonstrate a verbal – working use of the art vocabulary relating to the print making arts.
3. Develop an understanding of the properties and the preparation of printmaking.
4. Communicate ideas through artworks by selecting and applying the elements of art and principles of design.
5. Understand the role and functions of art in history and culture
6. Students will produce a portfolio of art using, serigraphy and intaglio printmaking techniques.

ATTENDANCE

If you miss a class, you will inevitably and quickly fall behind. Attendance of both lectures and labs is critical. The success of this class relies a great deal upon the sustained exchange of ideas between students.

CLASS PROCEDURE

Due to limits on time, it is very important that you show up for class promptly and that you are prepared to work when you arrive. Class will concentrate upon critiques of work and demonstration.

ORIGINALITY AND COPYRIGHTED WORK

All work done in class must be solely yours. You may not use images directly from the internet, magazines, books etc.

QUIZZES / TEST

Quizzes will be administered throughout the semester. These short tests will cover material you have received in lecture and demonstrations.

PRINTMAKING COURSE OUTLINE

RELIEF PRINTING

The original flat surface of a linoleum or wood block is the printing surface. Any parts of the design not to be printed are cut out, leaving the major raised (in relief). The surface is inked with a roller, and then transferred to paper by direct pressure. Examples on this method are linocut, woodcut and wood engraving.

INTAGLIO PRINTING

This method is the opposite of relief printing. Done on metal or Plexiglas plates, the design is incised or etched into the surface. It is the applying heavy pressure to press the paper into the inked marks; the original surface level of the intaglio plate represents the white in a black and white image. Examples of this method are dry – point, mezzotint and etching.

STENCIL PRINTING / SERIGRAPHY / SILKSCREEN

Printing is basically a stenciling process. To create an image, parts of the mesh must be block so that they do not allow to ink through. Silk – screening is an example of this method.

Raja Mansingh Tomar Music & Arts University, Gwalior

M.F.A Ist Semester (APPLIED ART)

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 – MFA – 102	6	30	70	100	40

UNIT – I

The creative side of Advertising – what makes an Idea Creative? The creative concept Developments images and advertising, the creative process, structure of an advertisement.

UNIT – II

Advertising Campaign – the structure of a campaign plan. Evaluating the campaign.

UNIT – III

Advertising Evolution – Evaluating the campaign as a whole. Some methods of Advertising evolution.

UNIT – IV

Introduction of Advertising – Define Advertising, types of advertising, function of advertising, Evolution of advertising, the three players in advertising, the effect of advertising on demand, ethical issue in advertising on demand, the criteria of ethics, problems of being ethical, ethical issue.

UNIT – V

Advertising organization and facilities – advertising agency, its role and function, how agencies are organized, how they are paid, agency – client relationship, other advertising services.

Raja Mansingh Tomar Music & Arts University, Gwalior

M.F.A IInd SEMESTER (APPLIED ART)

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 – MFA – 204	6	30	70	100	40

UNIT – I

Media – types of media and their functions, media planning in advertising, setting objectives and strategies, media selection procedure, components of the media plan the cross – media concept, media buying and media research.

UNIT – II

An overview of Marketing – What is marketing? Marketing Concept and tools corporate orientation towards the market place. The marketing process. Tasks of marketing.

UNIT – III

The marketing environment – External and internal marketing environment, Macro and micro environment.

UNIT – IV

Marketing information system - gathering information for decision making, the information system in marketing and the role of MIS in decision making, segmenting and targeting markets (STP Strategy) rational for marketing segmentation, bases for segmenting, strategies for selecting target markets, positioning.

UNIT – V

Product Decisions – Product mix, product life cycle, new product development process, new product adoption process, branding and packaging decisions, pricing decisions, importance of price, pricing objectives, determinants of price, setting the right price.

Raja Mansingh Tomar Music & Arts University, Gwalior

M.F.A IIIrd SEMESTER (APPLIED ART)

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 – MFA – 306	6	30	70	100	40

UNIT – I

Promotion decisions – the communication process, barriers to marketing communication, the roll of promotion in the marketing mix, factors that affect the promotion mix. Developing the promotional plan, distribution decisions – function of marketing channels, alternative channel arrangement and marketing channel design decisions.

UNIT – II

Managing direct as on – line marketing – the growth and benefits of direct marketing, major channel for direct marketing, managing the total marketing effort – formal v/s informal control, how control works, strategic control and marketing audit.

UNIT – III

Economic aspects of Advertising - The Direct Functions of Advertising, The Indirect effects of Advertising, The Effects of Advertising on General demands of Commodities, Advertising & the level of Advertising, The Effects of Advertising on selective demands, advertising and economic concentration, types of Market Organization. Issues connected with advertising.

UNIT – IV

Objective Advertising – General objective of advertising, the need for advertising objectives, operational objectives, Dagmar approach, Dagmar mod II.

UNIT – V

Consumer behavior in Advertising – Determinants of modern consumer behavior, importance of consumer behavior in advertising, cognitive psychology in advertising, cognitive psychology and advertising.

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M.F.A IV SEMESTER (APPLIED ART)

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 – MFA – 408	6	30	70	100	40

UNIT – I

Uses and Abuses of Advertising – Benefits of advertising, role of advertising in developing economy, is money spent on advertising a waste, report on advertising, advertising and social responsibility

UNIT – II

The Advertising Agency – Meaning of advertising agency, functional departments of advertising agency, function of advertising agency, how to select new client, advertising planning, selecting an advertising agency, types of agency.

UNIT - III

Work of Advertising Agency – Scheduling of modern advertising activity, Main Elements of scheduling, Advantages of Advertising Schedule

UNIT – IV

Advertising budget – budget for advertising agency, the marginal analysis approach, some difficulties in applying marginal analysis, is advertising an investment, method of appropriation, planning advertising expenditures.

UNIT – V

Advertising Process – Broadcast advertising, print advertising, the art of typography, photoengraving and reproduction of color, broadcast production, legal aspects of advertising and legal restrictions on advertising in India.