

# Raja Mansingh Tomar

**Music & Arts University,**

Gwalior, Madhya Pradesh



2021 - 2022

## B.F.A. Ist Year - FINE ARTS (Applied / Animation / Painting / Sculpture) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
<b>THEORY (SUBJECT)</b>					
1. History of Art	03	--	75	25	100
2. Fundamental of Art	03	--	75	25	100
<b>PRACTICAL</b>					
1. Drawing	03	¼ Imperial	75	25	100
2. Painting / Composition	06	¼ Imperial	75	25	100
3. Applied Art	06	¼ Imperial	75	25	100
4. Sculpture	06	8"X10"	75	25	100
<b>TOTAL</b>					<b>600</b>

Dr. S. K. Mathew  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl

Dr. Gauri Shankar Chauhan  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur

Dr. Sonali Jain  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

## B.F.A. Ist Year (FINE ARTS) - PRACTICAL

### 1. DRAWING

Man Made Object and Subject related to nature (Animal, Birds, and Vehicle Etc.)

### 2. PAINTING / COMPOSITION

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

### 3. APPLIED ARTS

Roman Alphabets - Serif, San-serif (English), Gothic Style of lettering.  
Devnagri Letters - Hindi and Script Writing.

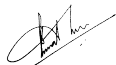
### 04. SCULPTURE

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)

#### \*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.

- 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.
- Only Manual work accepted .Computer Graphic work not accepted.



Dr. S. K. Mathew  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



Dr. Gauri Shankar Chauhan  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



Dr. Sonali Jain  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

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

### 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 – Sittanyasal, 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).

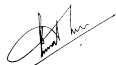
Mughal Period – Ashoka, Janhagir, Shahjanha, Aurangjeb (Style, Techniques, Subject matter, Characteristics and Artists).

### UNIT – V

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

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

Wall Paintings and Miniature Paintings.



Dr. S. K. Mathew  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



Dr. Gauri Shankar Chauhan  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



Dr. Sonali Jain  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

## B.F.A. Ist 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

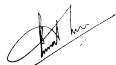
Theory of Composition (Unity, Harmony, Balance, Dominance, Rhythm, Proposition).  
Creative Process (Observation, Perception, Imagination, Expression)

### 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



**Dr. S. K. Mathew**  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



**Dr. Gauri Shankar Chauhan**  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



**Dr. Sonali Jain**  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

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

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
<b>THEORY (FOUNDATION)</b>					
1. Hindi Language & Moral Value	03	--	30	5	35
2. English Language	03	--	30	5	35
3. Study of Environment and Ecology	03	--	25	5	30
<b>THEORY (SUBJECT)</b>					
1. History of Art	03	--	80	20	100
2. History of Advertising	03	--	80	20	100
<b>PRACTICAL</b>					
1. Graphic Design	18	$\frac{1}{2}$ Imperial	80	20	100
2. Illustration	18	$\frac{1}{2}$ Imperial	80	20	100
3. Typography, Lettering & Calligraphy	18	$\frac{1}{2}$ Imperial	80	20	100
4. Photography	12	8"X12"	80	20	100
<b>TOTAL</b>					700

Dr. S. K. Mathew  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl

Dr. Gauri Shankar Chauhan  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur

Dr. Sonali Jain  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

## 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.

### 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.

### 3. TYPOGRAPHY, LETTERING & CALLIGRAPHY

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

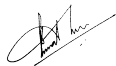
### 04. PHOTOGRAPHY

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

#### \*NOTE\*

1. Make 12 Sheets / Work each on each subject Topic.
2. Use Poster color in Subject.

- **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.**



**Dr. S. K. Mathew**  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



**Dr. Gauri Shankar Chauhan**  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



**Dr. Sonali Jain**  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

## 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

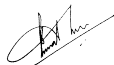
Advertising business – Field of advertising management, function of advertising department, advertising agency, advertising agency and its functioning, System of Advertising Agency Organization, advertising agency in India. Structure and Functions of Advertising Agency, Working Process of Advertising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



Dr. S. K. Mathew  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



Dr. Gauri Shankar Chauhan  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur

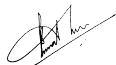


Dr. Sonali Jain  
Principal  
Rahini College of Art &  
Design, Mhow, Indore



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

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
<b>THEORY (FOUNDATION)</b>					
1. Language & Moral Value	03	--	30	5	35
2. English Language	03	--	30	5	35
3. Basic of Computer	03	--	20	5	30
<b>THEORY (SUBJECT)</b>					
1. History of Art	03	--	80	20	100
2. History of Advertising	03	--	80	20	100
<b>PRACTICAL</b>					
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
<b>TOTAL</b>					<b>700</b>



Dr. S. K. Mathew  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



Dr. Gauri Shankar Chauhan  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



Dr. Sonali Jain  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

## 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,

### 2. INDOOR ADVERTISING

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

### 3. ILLUSTRATION FOR MEDIA

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

### 4. PHOTOGRAPHY FOR INNOVATIVE FILM ADVERTISING

Understandings about the parts of camera and their functions – model with product  
Photography. SIZE - ½ imperial / 12”X18”, Sessionals - 9+6 sheet = 15 sheet  
Minimum Duration - 18 hrs. (6+6+6)

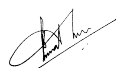
Today’s Movie Fans want more than 2Hrs. experiences. They are hungry to dive into immersive  
interaction with the character & World – Tata Salt, Kurkure, Voot, Jabong, Myntra

FILM DURATION - 01:00 min, Sessionals - Minimum 03 ,Films Duration - 18 hrs. (6+6+6)

#### \*NOTE\*

1. Make 12 to 15 Sheets / Work each on each subject Topic.
2. Use Poster color in Subject.

- **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.**



Dr. S. K. Mathew  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



Dr. Gauri Shankar Chauhan  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



Dr. Sonali Jain  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

## 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,

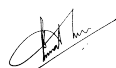
Photography – History of Photography, Types of Lenses and Filters, Types of Camera, Camera Parts, Enlarger, Types of Enlarger, Lights, Dark Room Setup.

### 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.



Dr. S. K. Mathew  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



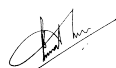
Dr. Gauri Shankar Chauhan  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



Dr. Sonali Jain  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

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

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
<b>THEORY (SUBJECT)</b>					
1. History of Art / Aesthetics	03	--	80	20	100
2. History of Advertising	03	--	80	20	100
<b>PRACTICAL</b>					
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. Lighting & Photography	12	12"X18"	80	20	100
5. Project Report	12	50 Pages (minimum) A4 Size	80	20	100
<b>TOTAL</b>					<b>700</b>



Dr. S. K. Mathew  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



Dr. Gauri Shankar Chauhan  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



Dr. Sonali Jain  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

## **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.) – Dangers, Show Cards, Bubbles, Tags Etc. Understanding about institutional and commercial design – dangers, show card, bubbles, tags, stickers, gift design

### **2. PACKAGING & DISPLAY**

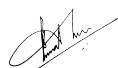
Understanding about design of packaging and labeling for advertisement – shirt boxes, pen boxes, mineral water label, cold drink bottle, tooth paste, shoe polish, Perfume label, mobile packaging, utensil and home appliances, Milk Pouch, Tetra Pouch, Medicine, Pan Masala Pouch, Agarbatti & Match Box packaging.

### **3. ILLUSTRATION**

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

### **4. Lighting & Photography**

1. Study of different types of camera.
2. Working with different camera in hand, film loading, unloading, winding, large format cameras, rising, falling and cross movement and swing back.
3. Study of apertures: f- number and their effects, opening and closing.
4. Study of shutter, focal plane and between the lens shutters, different shutter speed, controlling shutter speed and movements.
5. Effects of aperture on depth of fields.
6. Effects on the image due to use of normal, wide angle, telephoto and zoom lenses.
7. Use of extension wires, self- timer and shutter release.
8. Use of tripod stand, study of panning tilt head.
9. Use of exposure meter and determination of correct exposure.
10. Use of colour filters: its effects on photograph, preparation of lighting and objects.



**Dr. S. K. Mathew**  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



**Dr. Gauri Shankar Chauhan**  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



**Dr. Sonali Jain**  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

11. Determination of exposure, its relationship with shutter speed, aperture number and film speed.
12. Use of natural light, tungsten light, fluorescent light, single and multiple electronic flash, reflectors, exposure meters, studio flash and accessories and guide number.
13. Practice on different types of composition using various lighting techniques and use of lenses. Taking photographs outdoor and indoor.

### Suggested Readings

1. Understanding Exposure, Fourth Edition paperback by BRYAN PETERSON.
2. Digital photography complete course hardcover by DK
3. Tony Northrup's DSLR Book: How to create stunning digital photography kindle edition by tony northrup
4. Light science and magic: an introduction to photographic lighting by fil hunter, Steven biver, Paul Fuqua
5. Understanding colour in photography by Bryan Peterson.

## 5. PROJECT REPORT

Project and Viva (50 pages minimum) A4 Size

### \*NOTE\*

1. Make 20 to 25 Sheets / Work each on each subject Topic.
  2. In Illustration Subject, make 03 Stories in 07 Parts
  3. For flip cart Illustration size is mention in the scheme.
  4. Use Poster color / Mix Media in Subject.
- **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.**



**Dr. S. K. Mathew**  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



**Dr. Gauri Shankar Chauhan**  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



**Dr. Sonali Jain**  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

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

### 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 Principles of Campaign Planning, Importance of Unity and continuity, The Advertising Appreciation, Matching Competitors, Requirement of the fulfillment of the Objectives, Launching a new Product. Importance Factors 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

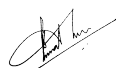
Marketing Research – Marketing Research Process, Motivation Research, Advertising Research, Copy Research, Questionnaire and Schedule, Method & Data Collection.  
Advertising Act & Code of Conduct, Advertising & Computer, Hardware – Printer & Its Type, Scanner & Modem, Software – Adobe Page Maker, Coral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

### UNIT – IV

History of Graphic Design – Birth of Alphabet, Application of Photography in Printing, The Development of Lithography, Art & Craft Movement, 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, Mattel Plate Lithography, Offset printing.



Dr. S. K. Mathew  
H.O.D Applied Arts &  
Animation  
RMT University, Gwl



Dr. Gauri Shankar Chauhan  
Assistant Professor Fine Arts &  
Music Department  
DDU Gorakhpur University,  
Gorakhpur



Dr. Sonali Jain  
Principal  
Rahini College of Art &  
Design, Mhow, Indore