

Raja Mansingh Tomar

Music & Arts University,

Gwalior, Madhya Pradesh

Certificate Applied Arts

Scheme / Practical / Syllabus

नादबद्ध शब्दबद्ध
रूपबद्ध उपास्महे

2021 - 2022

Certificate One Year (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Total
THEORY (SUBJECT)				
1. Material & Method	03	--	100	100
PRACTICAL				
1. Study of Illustration	12	½ & Full Imperial	100	100
2. Calligraphy	12	5"X8" ½ & Full Imperial	100	100
TOTAL				300

Certificate One Year (APPLIED ARTS) - PRACTICAL

1. STUDY OF ILLUSTRATION

Study from life, full figure, product, drawing from nature, memory drawing. Understanding of basic illustration techniques. Light and shade effects, rendering in pencil, monochrome, color, ink and product rendering.

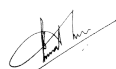
2. CALLIGRAPHY

Understanding about various schools of calligraphy – devnagri, European, Indian, gothic, and Roman etc. Problems of alphabets senses – serif script (English) in black and white. Sense of letter forms.

NOTE

1. Use Poster color in 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.



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Dr. Sonali Jain
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Design, Mhow, Indore

Certificate One Year (APPLIED ARTS) – THEORY – Material & Method – Paper – II

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

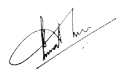
Drawing – Shading, figure drawing and illustration, media techniques, rendering with pencil, charcoal or crayon, pen and ink, scratchboard, dry brush, air brush, spatter, techniques pastels, water color, experiments with media, retouching.

UNIT – IV

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

UNIT – V

Objective type questions.



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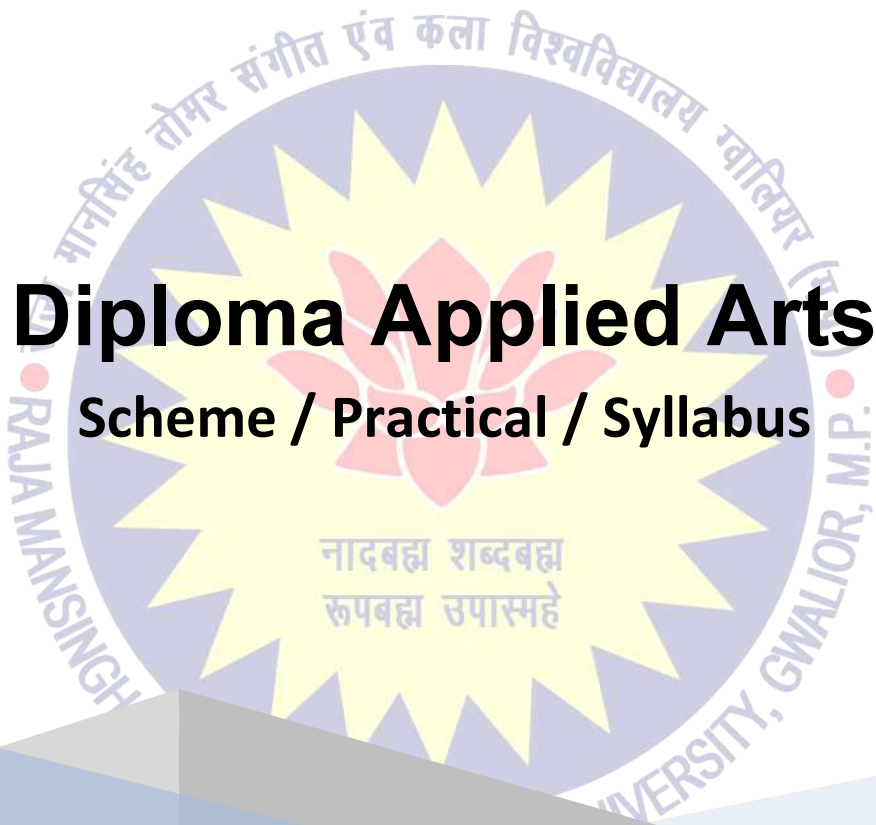


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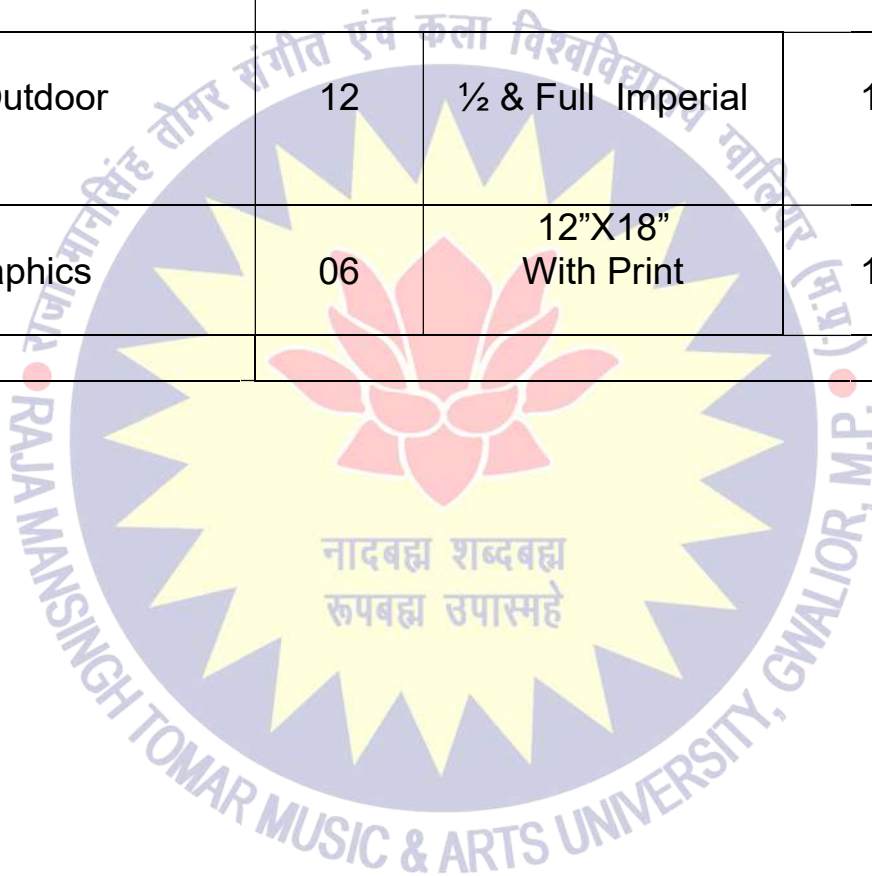
Diploma Applied Arts

Scheme / Practical / Syllabus

2021 - 2022

Diploma One Year (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Total
THEORY (SUBJECT)				
1. History of Advertising	03	--	100	100
PRACTICAL				
1. Illustration & Outdoor Advertising	12	½ & Full Imperial	100	100
2. Computer Graphics	06	12"X18" With Print	100	100
TOTAL				300



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Diploma One Year (APPLIED ARTS) – PRACTICAL

1. ILLUSTRATION & OUTDOOR ADVERTISING

ILLUSTRATION

Study from life, Full Figure and product, drawing from nature, memory drawing. Understanding of advance illustration techniques. Different types of subject cover – Architecture electronic, Mechanical, Fiction, Suspense's, Horror, Literature and many more others. Light and shade effect, rendering in pencil, monochrome, color, ink and product rendering.

OUTDOOR ADVERTISING

Understanding about basic outdoor media – poster, hoarding, transit advertising, mobile advertising creative and other innovative outdoor media.

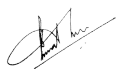
2. COMPUTER GRAPHICS

Understanding about basic designing software – coral draw, Photoshop, Practical, sessionals, assignment and all other work implemented with the knowledge of reproduction process, scanning, photo editing.

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Diploma One Year (APPLIED ARTS) – THEORY – History of Advertising – Paper – II

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

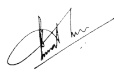
Types of Media – Print Media, Requirements of print media ads, Electronic media – TV & Radio, Out of home advertising, Internet: the medium of the new millennium, the cinema

UNIT – IV

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

UNIT – V

Objective type questions.



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Ad. Diploma Applied Arts

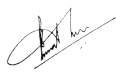
Scheme / Practical / Syllabus

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रूपबद्ध उपास्महे

2021 - 2022

Ad. Diploma One Year (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Total
THEORY (SUBJECT)				
1. History of Advertising (Part - 2)	03	--	100	100
PRACTICAL				
1. Storyboard Illustration & Outdoor Advertising (Part - 2)	12	½ & Full Imperial	100	100
2. Advance Computer Graphics	06	12"X18" With Print	100	100
TOTAL				300



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Diploma One Year (APPLIED ARTS) – PRACTICAL

1. ILLUSTRATION & OUTDOOR ADVERTISING (Part - 2)

ILLUSTRATION

Story board bases series of illustration with frames and expression for commercial and non commercial product. Different types of drawing, coloring method, light and shades effect, knowledge of background etc.

OUTDOOR ADVERTISING

Understanding about basic outdoor media – poster, hoarding, transit advertising, mobile advertising creative and other innovative outdoor media.

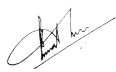
2. ADVANCE COMPUTER GRAPHICS

Understanding about advance designing software – coral draw, Photoshop, in – design, adobe illustrator, Practical, sessionals, assignment and all other work scanning, photo editing etc.

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Ad. Diploma One Year (APPLIED ARTS) – THEORY – History of Advertising (Part - 2) – Paper – II

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

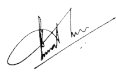
Principals of Design – Unity, Proportion, Scales, Relation, Harmony, Discord, Contrast, Emphasis, Variety, Balance, Rhythm.

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

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B.F.A. Applied Arts

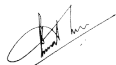
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नादबद्ध शब्दबद्ध
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2021 - 2022

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

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (SUBJECT)					
1. History of Art	03	--	75	25	100
2. Fundamental of Art	03	--	75	25	100
PRACTICAL					
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
TOTAL					600



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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.

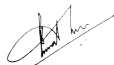
04. SCULPTURE

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.

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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).

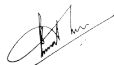
Mughal Period – Ashoka, Janhagir, Shahjanha, Aurangjeb (Style, Techniques, Subject matter, Characteristics and Artists).

UNIT – V

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

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

Wall Paintings and Miniature Paintings.



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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

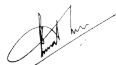
Theory of Composition (Unity, Harmony, Balance, Dominance, Rhythm, Proposition).
Creative Process (Observation, Perception, Imagination, Expression)

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



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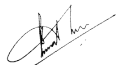
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B.F.A. IInd Year (Applied Arts) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (SUBJECT)					
1. History of Art	03	--	75	25	100
2. History of Advertising	03	--	75	25	100
PRACTICAL					
1. Graphic Design	18	$\frac{1}{2}$ Imperial	75	25	100
2. Illustration	18	$\frac{1}{2}$ Imperial	75	25	100
3. Typography, Lettering & Calligraphy	18	$\frac{1}{2}$ Imperial	75	25	100
4. Photography	12	8"X12"	75	25	100
TOTAL					600



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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.

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.

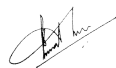
04. PHOTOGRAPHY

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

NOTE

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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

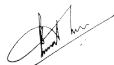
Advertising business – Field of advertising management, function of advertising department, advertising agency, advertising agency and its functioning, System of Advertising Agency Organization, advertising agency in India. Structure and Functions of Advertising Agency, Working Process of Advertising 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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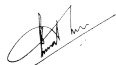
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B.F.A. IIIrd Year (Applied Arts) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (SUBJECT)					
1. History of Art	03	--	75	25	100
2. History of Advertising	03	--	75	25	100
PRACTICAL					
1. Outdoor Advertising & Other Media Design	18	½ & Full Imperial	75	25	100
2. Indoor Advertising	18	½ & Full Imperial	75	25	100
3. Illustration for Media	18	½ & Full Imperial	75	25	100
4. Photography for Innovative Film Advertising	12	12"X18"	75	25	100
TOTAL					600



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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,

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)

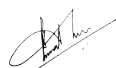
Today’s Movie Fans want more than 2Hrs. experiences. They are hungry to dive into immersive
interaction with the character & World – Tata Salt, Kurkure, Voot, Jabong, Myntra

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

NOTE

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2. Use Poster color in 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,

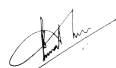
Photography - History of Photography, Types of Lenses and Filters, Types of Camera, Camera Parts, Enlarger, Types of Enlarger, Lights, Dark Room Setup.

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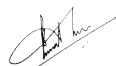
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Principal
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B.F.A. IVth Year (APPLIED ART) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (SUBJECT)					
1. History of Art / Aesthetics	03	--	75	25	100
2. History of Advertising	03	--	75	25	100
PRACTICAL					
1. Communication Design (Campaign)	18	½ & Full Imperial	75	25	100
2. Packaging & Display	18	½ & Full Imperial	75	25	100
3. Illustration	18	5"X8" ½ & Full Imperial	75	25	100
4. Project Report	12	50 Pages (minimum) A4 Size	75	25	100
TOTAL					600



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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.) – 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.

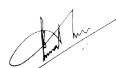
4. PROJECT REPORT

Project and Viva (50 pages minimum) A4 Size

NOTE

1. Make 25 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.**



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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 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

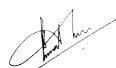
Marketing Research – Marketing Research Process, Motivation Research, Advertising Research, Copy Research, Questionnaire and Schedule, Method & Data Collection.
Advertising Act & Code of Conduct, Advertising & Computer, Hardware – Printer & Its Type, Scanner & Modem, Software – Adobe Page Maker, Coral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



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Raja Mansingh Tomar

Music & Arts University,

Gwalior, Madhya Pradesh

M.F.A. Applied Arts

Scheme / Practical / Syllabus

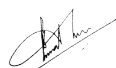
Semester System

नादबद्ध शब्दबद्ध
रूपबद्ध उपास्महे

2021 - 2022

M.F.A. Ist Sem (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (SUBJECT)					
1. History of Art	03	--	70	30	100
2. History of Advertising	03	--	70	30	100
PRACTICAL					
1. Illustration / Visualization & Campaign Planning	18	½ & Full Imperial	70	30	100
2. Exhibition & Viva	18	5"X8" ½ & Full Imperial	70	30	100
3. Seminar	12	50 Pages (minimum) A4 Size	70	30	100
TOTAL					500



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M.F.A. Ist Sem (APPLIED ARTS) – PRACTICAL

1. ILLUSTRATION / VISUALIZATION & CAMPAIGN PLANNING

ILLUSTRATION

New assignment – it will continue in next semester. Figure composition. Story illustration. Period compositions. Single and multi figure composition for advertising in line and color. Adaptation of different style and techniques of painting and illustration. Ancient and modern illustration, Indian and western. Advertising illustration – expression based illustration with understanding of techniques for story board for TV commercials, feature films and documentaries. Topic should be social, institutional, commercial (durable and non durable products).

Book illustration – story illustration for children and commercial books, industrial illustration – studies and composition of industrial plants and establishments' in different media and techniques. Developing an individual style and techniques of illustration.

(Minimum 10 Sheet on each subject)

VISUALIZATION & CAMPAIGN PLANNING

New campaign/ assignment – it will continue in next semester, minimum of 10 works (for different mediums). Purpose and media should be in relation with campaign. Full-fledged advertising campaign for an established / non-established product. Study of copy matter, study measuring and setting the copy for visual layouts. Photography for visuals knowledge. Typographical visual knowledge with space division. Knowledge of different advertising, media and mediums. Preparing a complete advertising campaign for an entirely new product to be introduced in a specific market. Campaign should be social, institutional, commercial (durable and non durable products).

(Minimum 02 campaign on each subject / Product)

2. EXHIBITION & VIVA

Displaying their assignment and explaining the work.

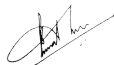
3. SEMINAR

The students will give a power point presentation explaining the new techniques followed in the allied field of advertising.

NOTE

Use Poster color / Mix Media in Practical Subject.

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M.F.A. Ist Sem (APPLIED ARTS) – THEORY – History of Advertising – Paper – II

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

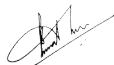
Advertising Evolution – Evaluating the campaign as a whole. Some methods of Advertising evolution.

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.



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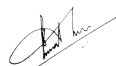
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M.F.A. IInd Sem (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (SUBJECT)					
1. History of Art	03	--	70	30	100
2. History of Advertising	03	--	70	30	100
PRACTICAL					
1. Illustration / Advertising Campaign Planning	18	½ & Full Imperial	70	30	100
2. Exhibition	18		70	30	100
3. Seminar & Viva	12	50 Pages (minimum) A4 Size	70	30	100
TOTAL					500



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M.F.A. IInd Sem (APPLIED ARTS) – PRACTICAL

1. ILLUSTRATION / ADVERTISING CAMPAIGN PLANNING

ILLUSTRATION

New assignment – it will continue in next semester. Figure composition. Story illustration. Period compositions. Single and multi figure composition for advertising in line and color. Adaptation of different style and techniques of painting and illustration. Ancient and modern illustration, Indian and western. Advertising illustration – expression based illustration with understanding of techniques for story board for TV commercials, feature films and documentaries. Topic should be social, institutional, commercial (durable and non durable products).

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(Minimum 10 Sheet on each subject)

VISUALIZATION & CAMPAIGN PLANNING

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(Minimum 02 campaign on each subject / Product)

2. EXHIBITION

Displaying their assignment and explaining the work.

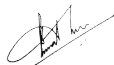
3. SEMINAR & Viva

The students will give a power point presentation explaining the new techniques followed in the allied field of advertising.

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M.F.A. IInd Sem (APPLIED ARTS) - THEORY - History of Advertising - Paper - II

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

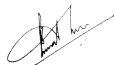
The marketing environment – External and internal marketing environment, Macro and micro environment.

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.



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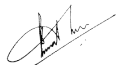
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M.F.A. IIIrd Sem (APPLIED ARTS) - SCHEME

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THEORY (SUBJECT)					
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2. History of Advertising	03	--	70	30	100
PRACTICAL					
1. Illustration / Advertising Campaign Planning	18	½ & Full Imperial	70	30	100
2. Exhibition	18		70	30	100
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M.F.A. IIIrd Sem (APPLIED ARTS) – PRACTICAL

1. ILLUSTRATION / ADVERTISING CAMPAIGN PLANNING

ILLUSTRATION

New assignment – it will continue in next semester. Figure composition. Story illustration. Period compositions. Single and multi figure composition for advertising in line and color. Adaptation of different style and techniques of painting and illustration. Ancient and modern illustration, Indian and western. Advertising illustration – expression based illustration with understanding of techniques for story board for TV commercials, feature films and documentaries. Topic should be social, institutional, commercial (durable and non durable products).

Book illustration – story illustration for children and commercial books, industrial illustration – studies and composition of industrial plants and establishments' in different media and techniques. Developing an individual style and techniques of illustration.

(Minimum 10 Sheet on each subject)

VISUALIZATION & CAMPAIGN PLANNING

New campaign/ assignment – it will continue in next semester, minimum of 10 works (for different mediums). Purpose and media should be in relation with campaign. Full-fledged advertising campaign for an established / non-established product. Study of copy matter, study measuring and setting the copy for visual layouts. Photography for visuals knowledge. Typographical visual knowledge with space division. Knowledge of different advertising, media and mediums. Preparing a complete advertising campaign for an entirely new product to be introduced in a specific market. Campaign should be social, institutional, commercial (durable and non durable products).

(Minimum 02 campaign on each subject / Product)

2. EXHIBITION

Displaying their assignment and explaining the work.

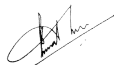
3. SEMINAR & Viva

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NOTE

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M.F.A. IIIrd Sem (APPLIED ARTS) – THEORY – History of Advertising – Paper – II

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

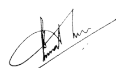
Economic aspects of Advertising - The Direct Functions of Advertising, The Indirect effects of Advertising, The Effects of Advertising on General demands of Commodities, Advertising & the level of Advertising, The Effects of Advertising on selective demands, advertising and economic concentration, types 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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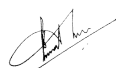
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M.F.A. IVth Sem (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (SUBJECT)					
1. History of Art	03	--	70	30	100
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PRACTICAL					
1. Illustration / Advertising Campaign Planning	18	½ & Full Imperial	70	30	100
2. Exhibition	18		70	30	100
3. Dissertation & Viva	12	50 Pages (minimum) A4 Size	70	30	100
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M.F.A. IVth Sem (APPLIED ARTS) - PRACTICAL

1. ILLUSTRATION / ADVERTISING CAMPAIGN PLANNING ILLUSTRATION

New assignment – Figure composition. Story illustration. Period compositions. Single and multi figure composition for advertising in line and color. Adaptation of different style and techniques of painting and illustration. Ancient and modern illustration, Indian and western. Advertising illustration – expression based illustration with understanding of techniques for story board for TV commercials, feature films and documentaries. Topic should be social, institutional, commercial (durable and non durable products).

Book illustration – story illustration for children and commercial books, industrial illustration – studies and composition of industrial plants and establishments' in different media and techniques. Developing an individual style and techniques of illustration.

(Minimum 10 Sheet on each subject)

VISUALIZATION & CAMPAIGN PLANNING

New campaign/ assignment – minimum of 10 works (for different mediums). Purpose and media should be in relation with campaign. Full-fledged advertising campaign for an established / non-established product. Study of copy matter, study measuring and setting the copy for visual layouts. Photography for visuals knowledge. Typographical visual knowledge with space division. Knowledge of different advertising, media and mediums. Preparing a complete advertising campaign for an entirely new product to be introduced in a specific market. Campaign should be social, institutional, commercial (durable and non durable products).

(Minimum 02 campaign on each subject / Product)

2. EXHIBITION

Displaying their assignment and explaining the work.

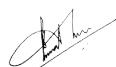
3. DISSERTATION & VIVA

The students will give a power point presentation explaining the new techniques followed in the allied field of advertising. They will submit dissertation of minimum 150 – 200 pages in 02 copies on the choosen subject as suggested by the internal.

NOTE

Use Poster color / Mix Media in practical Subject.

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M.F.A. IVth Sem (APPLIED ARTS) – THEORY – History of Advertising – Paper – II

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

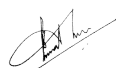
Work of Advertising Agency – Scheduling of modern advertising activity, Main Elements of scheduling, Advantages of Advertising Schedule

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.



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