

# Raja Mansingh Tomar

**Music & Arts University,**

Gwalior, Madhya Pradesh

## **B.F.A. Applied Arts**

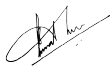
**Scheme / Practical / Syllabus**

नादबद्ध शब्दबद्ध  
रूपबद्ध उपास्महे

**2022 - 2023**

## 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	--	70	30	100
2. Fundamental of Art	03	--	70	30	100
<b>PRACTICAL</b>					
1. Drawing	03	¼ Imperial	70	30	100
2. Painting / Composition	06	¼ Imperial	70	30	100
3. Applied Art	06	¼ Imperial	70	30	100
4. Sculpture	06	8"X10"	70	30	100
<b>TOTAL</b>					<b>600</b>



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Assistant Professor Fine Arts &  
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Gorakhpur



Dr. Sonali Jain  
Principal  
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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.

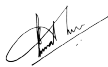
### 04. SCULPTURE

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.

- 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.



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

History of Art : Paper -1 (Pre- Historic Age to Pre Medieval)

Indian Art

### UNIT-I

Prehistoric art – Rock Painting, Scraper tools , Fossils , Paleolithic , Mesolithic and Neolithic . The Quest of pre- Historic Paintings, Bhim Baithka Caves, Mirzapur, Raigarh, Pachmari, Hoshangabad. Subject matter and Style of Prehistoric Art. The Importance & Peculiarities Of Prehistoric Art. The Technique Of Prehistoric Art.

### UNIT – II

Indusvalley Cvillzation – Harrapa & Mohenjodaro, Sculpture- Lime Stone, Torso, Beonze Dancing Girl, Seals, Terracotta- Mother Goddesses, Pottery & Jewellery.

### UNIT – III

Buddha Period- Jogimara Caves, Painting Of Jogimara Caves.

Mauryan Empire- Pirrar Inscriptions, Sarnath Capital, Yaksha Figures, Lomarda Rishi Cave, Animal Gnving, Teriacoda

Sung- The Bharhut Stupa, Saachi Stupa , Stupas And Toranas, Sculpture And Panting. Relief Medallion Mirga Jataka Vihara And Chaityas (Karle And Bhaja)

Western Art

### UNIT – IV

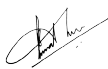
Rock Paintings Of Paleolithic and Neolithic Period with Special Reference To Europe Altamira (spain) Lascaux (France)

### UNIT- V

Egyptian Art – Architecture & Painting .

Greek Art -- Architecture, Sculpture, Painting And Minor Art.

Roman Art -- Architecture , Sculpture, Painting Art.



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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

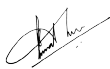
Theory of Composition (Unity, Harmony, Balance, Dominance, Rhythm, Proposition).  
Creative Process (Observation, Perception, Imagination, Expression)

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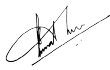
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## B.F.A. IInd Year (Applied Arts) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
<b>THEORY (SUBJECT)</b>					
1. History of Art	03	--	70	30	100
2. History of Advertising	03	--	70	30	100
<b>PRACTICAL</b>					
1. Graphic Design	18	$\frac{1}{2}$ Imperial	70	30	100
2. Illustration	18	$\frac{1}{2}$ Imperial	70	30	100
3. Typography, Lettering & Calligraphy	18	$\frac{1}{2}$ Imperial	70	30	100
4. Photography	12	8"X12"	70	30	100
<b>TOTAL</b>					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.

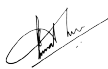
### 04. PHOTOGRAPHY

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

#### \*NOTE\*

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



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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

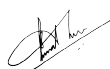
Advertising business – Field of advertising management, function of advertising department, advertising agency, advertising agency and its functioning, System of Advertising Agency Organization, advertising agency in India. Structure and Functions of Advertising Agency, Working Process of Advertising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