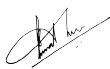


B.F.A. IIIrd Year (Applied Arts) - SCHEME

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



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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)

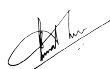
Today’s Movie Fans want more than 2Hrs. experiences. They are hungry to dive into immersive
intraaction with the character & World – Tata Salt, Kurkure, Voot, Jabong, Myntra

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



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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,

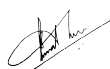
Photography – History of Photography, Types of Lenses and Filters, Types of Camera, Camera Parts, Enlarger, Types of Enlarger, Lights, Dark Room Setup.

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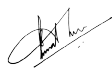
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B.F.A. IVth Year (APPLIED ART) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Midterm/CCE	Total
THEORY (SUBJECT)					
1. History of Art / Aesthetics	03	--	80	20	100
2. History of Advertising	03	--	80	20	100
PRACTICAL					
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
TOTAL					700



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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.) – Danglers, Show Cards, Bubblers, Tags Etc. Understanding about institutional and commercial design – danglers, show card, bubblers, tags, stickers, gift design

2. PACKAGING & DISPLAY

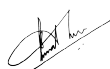
Understanding about design of packaging and labeling for advertisement – shirt boxes, pen boxes, mineral water label, cold drink bottle, tooth paste, shoe polish, Perfume label, mobile packaging, utensil and home appliances, Milk Pouch, Tetra Pouch, Medicine, Pan Masala Pouch, Agarbatti & Match Box packaging.

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.



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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.

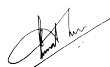
5. PROJECT REPORT

Project and Viva (50 pages minimum) A4 Size

NOTE

1. Make 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 Principals of Campaign Planning, Importance of Unity and continuity, The Advertising Appreciation, Matching Competitors, Requirement of the fulfill the Objectives, Launching a new Product. Importance Facts 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

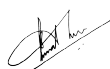
Marketing Research – Marketing Research Process, Motivation Research, Advertising Research, Copy Research, Questionnaire and Schedule, Method & Data Collection. Advertising Act & Code of Conduct, Advertising & Computer, Hardware – Printer & Its Type, Scanner & Modem, Software – Adobe Page Maker, Coral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

UNIT – IV

History of Graphic Design – Birth of Alphabet, Application of Photography in Printing, The Development of Lithography, Art & Craft Moment, 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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