

B.F.A 1st Year Foundation (SCULPTURE/APPLIED ARTS/PAINTING/ANIMATION)- SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Midterm/CCE		Total	Cred it
			Max. Marks	Min Marks	Max. Marks	Min Marks		
THEORY (SUBJECT)								
1. HISTORY OF ART PART - I (Paper-1)	03	-	70	23	30	10	100	8
2. FUNDAMENTAL OF ART (Paper-2)	03	-	70	23	30	10	100	8
PRACTICAL								
1. STILL LIFE & NATURE STUDY	03	1/4 Imperial	70	23	30	10	100	6
2. COMPOSITION	06	1/4 Imperial	70	23	30	10	100	6
3. APPLIED ART	06	1/4 Imperial	70	23	30	10	100	6
4. Sculpture	06	8"x10"	70	23	30	10	100	6
TOTAL							600	40

SUBMISSION DETAIL (PRACTICAL)

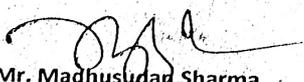
S.NO	PRACTICAL PAPER	SIZE	MIN ASSIGNMENT	MEDIUM
1.	STILL LIFE & NATURE STUDY	1/4 Imperial	20 SHEET	PENCIL, CRAYON, CHARCOAL, PASTELS, POSTER COLOUR ETC.
2.	COMPOSITION	1/4 Imperial	20 SHEET	WATER COLOUR, POSTER COLOUR
3.	APPLIED ART	1/4 Imperial	20 SHEET	INK & POSTER COLOUR
4.	SCULPTURE	8"x10"	16	CLAY & POP

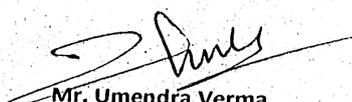
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FOR passing examination, the candidate shall be required to secure 33% marks in each of the prescribed subject, separately, in-

- (1) The university theory examination
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- (3) Internal assessment, i.e., CCE done at college/university teaching department level.

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B.F.A 1st Year Foundation - PRACTICAL

1. STILL LIFE & NATURE STUDY

Study of various object in pencil (Cube, Sphere, Cone), study of various forms from Nature-leaves, Flower, Stems, Trees etc.

2. COMPOSITION

Study of figure (Human, Animal, Birds) Colour study, use of organic and Geometrical forms in two dimensional spaces.

Colour study- Basic terms and scale, complementary colour, warm colour, cool colour.

3. APPLIED ARTS

Roman Alphabets- Serif, San Serif (English), Gothic style of lettering.

Devnagri Letters- Hindi and Script Writing/ Book Jacket.

4. SCULPTURE

Object made in clay, nature forms, man made objects, human body parts (eyes, nose, ears and lips). Decorative and Geometrical design (Relief). Simple composition with the use of human figures and other forms (Nature and imaginary)

- Viva of Every Subject shall be taken by the External.
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B.F.A. Ist Year (FINE ARTS) – THEORY - HISTORY OF ART Part-I (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, Yakhsha 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

Line, definition of line, lines and visual illusion, line and impression visual and different types of lines and drawing, development it and possibilities of line drawing.

UNIT – II

What is composition, (general meaning and definition). texture- meaning and definition classification texture creating tools. Perspective- definition, different types of perspective, terms relating to perspective, geometrical forms and perspective, imaginative perspective.

UNIT – III

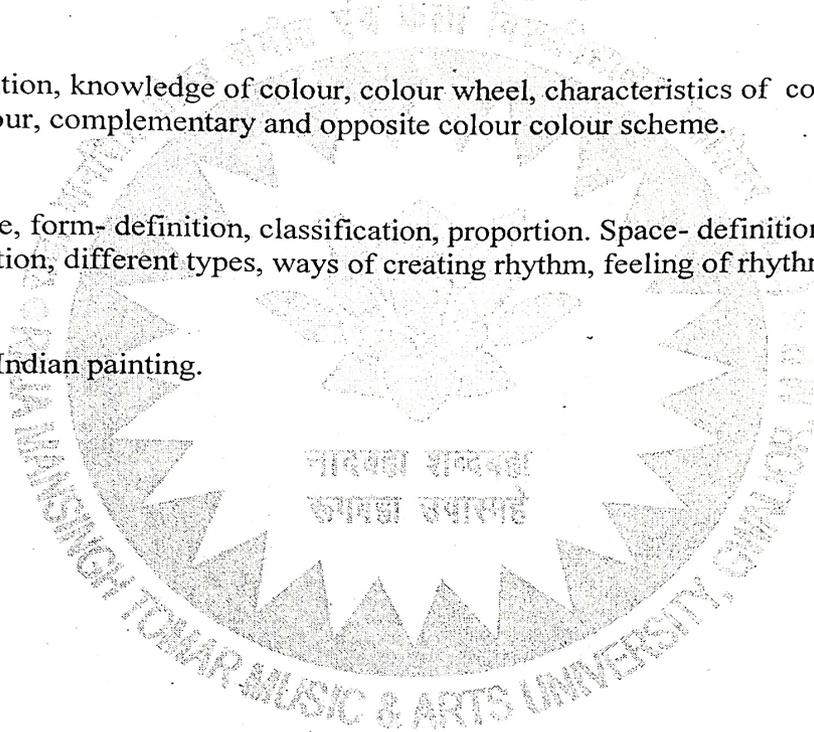
Colour- definition, knowledge of colour, colour wheel, characteristics of colour. Colour classification of colour, complementary and opposite colour colour scheme.

UNIT – IV

Form and space, form- definition, classification, proportion. Space- definition, division, rule of space rhythm- definition, different types, ways of creating rhythm, feeling of rhythm.

UNIT – V

Six Limbs of Indian painting.



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2. HISTORY OF ADVERTISING PART - I (Paper-2)	03	-	70	23	30	10	100	8
PRACTICAL								
1.GRAPHIC DESIGN	18	½ Imperial	70	23	30	10	100	6
2.ILLUSTRATION	18	½ Imperial	70	23	30	10	100	6
3. TYPOGRAPHY LETTERING & CALLIGRAPHY	18	½ Imperial	70	23	30	10	100	6
4. PHOTOGRAPHY	18	8"X12"	70	23	30	10	100	6
TOTAL							600	40

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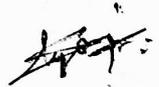
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B.F.A IInd Year (APPLIED ARTS)- PRACTICAL

1. GRAPHIC DESIGN

Internal-relation of negative & positive space, line & exercise with basic shapes and texture in relation to the space with modern approach, creation of modern design (acromatic & colour)

Tiles & Jewellery understanding about stationary design, logo, logo type, signs, symbols as per corporate identity standards. Also understanding of media – Magazine advertisements in black and white and colour with contemporary approach.

2. ILLUSTRATION study from life, full figure and products. Drawing from nature, memory drawings. Understanding of basic illustration techniques. Rendering in pencil, pen monochrome colour and ink . product rendering . understandings of media through illustrations –magazine advertisements (illustration) in black & white and colour with contemporary approach .

3. TYPOGRAPHY, LETTERING & CALLIGRAPHY

Understanding about various school of calligraphy, typography and lettering – Devangari, European, Indian, Gothic and Roman.

4. PHOTOGRAPHY

Product photography, basic photography, light, subject, camera, film and paper.

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B.F.A. IInd Year (Painting) – THEORY – HISTORY OF ARTS Part - II (Paper – I)

• **UNIT 1**

Kushan period- Gandhar School- standing Buddha, Nirvana of Buddha (relief) Buddha.
Mathura School- head of Buddha seated Buddha, standing Buddha, yakshini with parrot.

• **UNIT 2**

Gupta period -sculptures and paintings.

Ajanta: - technique of Ajanta mural, subject matter of Ajanta Caves, painting of Ajanta Caves chaitya and Viharas. Their paintings, Relief mural.

• **UNIT 3**

Early Medieval period.

Bagh Caves, Elephanta Caves, Badami caves, Ellora Caves; Mahabalipuram Chela's, Pallav Caves.

Western art

• **UNIT 4**

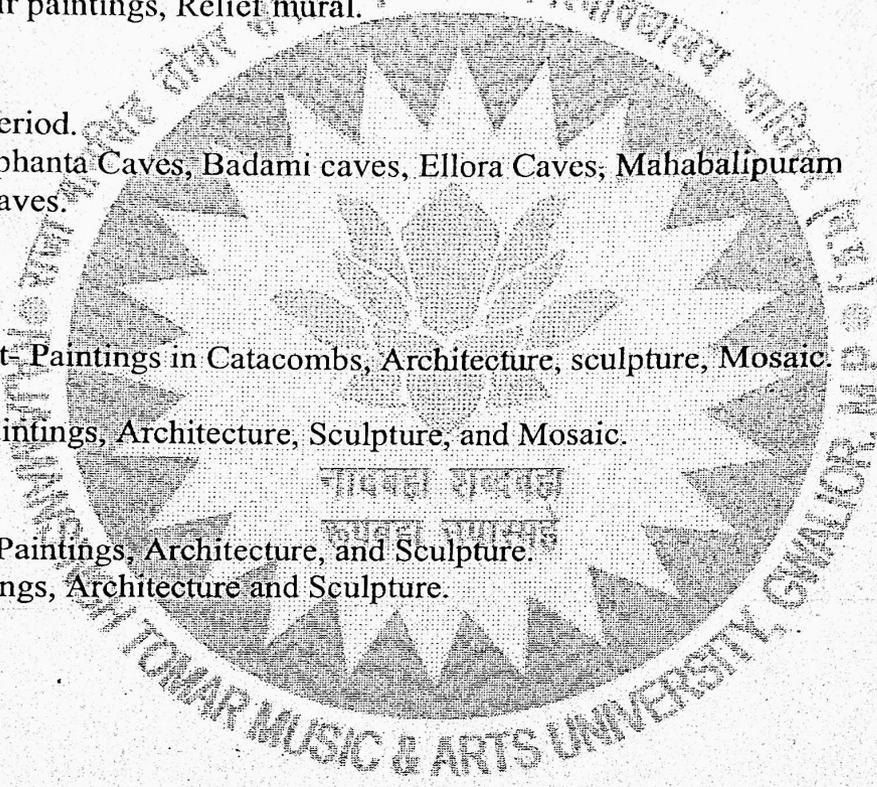
Early Christian art- Paintings in Catacombs, Architecture, sculpture, Mosaic.

Byzantine Art- Paintings, Architecture, Sculpture, and Mosaic.

• **UNIT 5**

Romanesque art- Paintings, Architecture, and Sculpture.

Gothic art- Paintings, Architecture and Sculpture.



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B.F.A IIInd Year (APPLIED ARTS)- THEORY-HISTORY OF ADVERTISING part-I (paper-II)

UNIT-1.

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-2

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-3

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-4

Advertising Design – Trade, Mark, Monograms, Symbol, Logotype, Principals of Design, Creativity, Creative, strategy, advertising appeal, Executive of creative strategy, copy writing, creation of advertising design, production of print advertising Illustration.

Unit-5

Advertising Media – Media strategy, Characteristics of advertising Media, Classification of Media – Print Media, Direct Mail, Radio, Television, Outdoor Advertising media – Poster, Hoarding, 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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B.F.A IIIrd Year (Applied Arts)- SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Midterm/CCE		Tot al	Credit
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THEORY (SUBJECT)								
1. HISTORY OF ART PART - III (Paper-1)	03	-	70	23	30	10	100	8
2. HISTORY OF ADVERTISING PART - II (Paper-2)	03	-	70	23	30	10	100	8
PRACTICAL								
1.OUTDOOR/INDOOR ADVERTISING & OTHER MEDIA DESIGN	18	Half Imperial	70	23	30	10	100	6
2.STORY BOARD	18	Half Imperial	70	23	30	10	100	6
3. ILLUSTRATION FOR MEDIA	18	Half Imperial	70	23	30	10	100	6
4.PHOTOGRAPHY FOR INNOVATIVE FILM ADVERTISING	18	12"X18"	70	23	30	10	100	6
TOTAL							600	40

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B.F.A IIIrd Year (APPLIED ARTS)- PRACTICAL

1. OUTDOOR ADVERTISING & OTHER MEDIA DESIGN/INDOOR ADVERTISING

Understanding about basic outdoor emdia-poster & hoardings, Understanding about basic other media- transit advertising, mobile advertising, bus panel, transit panel, bus-stop (shelter), ballon, road show, kiosk. Understanding about basic Indoor media

2. **STORY BOARD** - Magazine layout, Press layout, pamphlets, bill, sticker, mythical creatures, mythical stories, children book (Story/Rhymes) 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

Understanding about the parts of camera and their functions – model with product photography. Size - ½ imperial/12"X18", Sessionals -+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 intraction 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)

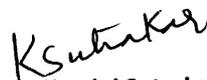
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B.F.A. IIIrd Year (Paintings) – THEORY – HISTORY OF ARTS Part - III (Paper-I)

UNIT – I

Mediaeval period

Konark Temple, Khajuraho Temples, pal and Jain School, Manuscripts Paintings

UNIT – II

Later Mediaeval Period.

Miniature Painting Of Mughal School And Pahari School. Their styles, Techniques Subject Matter, Characteristics etc.

Folk And Tribal Art of India- Kalighat, Madhubani, Tanjore, patachitra, Warli, Phad etc unitary

UNIT – III

Renaissance in India- (Patna) company School- Raja Ravi Verma.

Bengal School- Abanindranath Tagore, Nandalal Bose, Jamini Roy, Rabindra Nath Tagore.

art centre- Bombay, Kolkata, Baroda, Delhi, Madras, M. F. Husain Bendre, Souza, Raza. Chintamani kar, Dhanra Bhagat etc.

Contemporary Art and Artists- Anrita Shergil, KshitindraNath Majumdar, Asit Kumar Haldar, Yamini Roy, D.P Roy Choudhary, M. F. Hussain, Ramkinkar Baiz, Shankhu Choudhary.

UNIT – IV

Western art

Renaissance Art- Early Renaissance, high Renaissance,- Their Architecture Sculpture And Paintings.

Artist- Giotto, Botticelli, Donatello, Leonardo Da Vinci, Michelangelo, Raphael.

UNIT – V

Introduction Of Modern Art Movements

Baroque Art- Characteristics, Subject Matter, Style, Artists And Their Work.

Artists- Rubens, Rembrant, Lorenzo.

Roccoco Art- Characteristics, Subject Matter, Style, Artists and Their Work.

Artists And Their Paintings.

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B.F.A IIIrd Year (APPLIED ARTS)- THEORY-History of advertising part-II (Paper-II)

Unit-1

History of writing – The Roman alphabet, proportion of Roman Alphbets, strokes of Roman Alphbet, Serifs, Sans Serifs, Optional Effect, Letter Balance, The Gothic Alphabet, the text, the Italic or script spacing , optical spacing , Guiding Rules for spacing, legibility, odern lettering, symbolic types and purpose of a lettering artist, History of calligraphy its development, characteristics of calligraphy, what is calligraphy.

Unit-2

Function of advertising – information, assurances, convienence, 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-3

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-4

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-5

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, Decsion for action and principals of advertising.



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

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			Max. Marks	Min Marks	Max. Marks	Min Marks		
THEORY (SUBJECT)								
1. AESTHETICS (Paper-1)	03	-	70	23	30	10	100	8
2. HISTORY OF ADVERTISING PART - III (Paper-2)	03	-	70	23	30	10	100	8
PRACTICAL								
1.COMMUNICATION DESIGN (CAMPAIGN)	18	½ & Full Imperial	70	23	30	10	100	6
2.PACKAGING & DISPLAY	18	½ & Full Imperial	70	23	30	10	100	6
3.LIGHTING & PHOTOGRAPHY	18	12"X18"	70	23	30	10	100	6
4. PROJECT REPORT	12	50 Pages (minimu m) A4 size	70	23	30	10	100	6
TOTAL							600	40

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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, bubblers, tags etc. Understanding about institutional and commercial design – dangers, show card, bubblers, tag 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, matchbox packaging.

3. LIGHTING & PHOTOGRAPHY

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

4. PROJECT REPORT

Minimum 50 pages of A4 size.

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B.F.A. IVth Year (Paintings) - THEORY - AESTHETICS (Paper - I)

UNIT 1

Definition of aesthetics- Introduction of the philosophy of Indian aesthetics, visual and performing art, inter relationship of visual and performing Art, its merits and demerits.

Ras Siddhant or aesthetic pleasure- Introduction to the philosophy of Indian aesthetics and thinker such as Bharata Muni

Philosophies of aesthetics- definition of aesthetics, evolution of aesthetics aesthetic concept.

UNIT 2

Satyam Shivam Sundaram- philosophy of Truth, Beauty and God.

swantSikhaya- Self Satisfaction Of The Artist Bhangima Drishyam, TaalMaan.

UNIT 3

Ras Siddhant According to Kumar Swami -Introduction to the Philosophy of Indian Aesthetics and Thinker.

Ras Siddhant According to Abhinav Gupt- Introduction to The Philosophy Of Indian Aesthetics And Thinker.

UNIT 4

Socrates, Plato (About Their Philosophies and Biography).

Aristotle (About Their Philosophies and Biography).

UNIT 5

Crochet, Tolstoy (About Their Philosophies And Biography).

Baumgarten, Roger Freud (About Their Philosophies and Biography).

Kant, Hegel, Herbert Edward Read (About Their Philosophies and Biography).

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B.F.A IVth Year (APPLIED ARTS)- THEORY- History of advertising part-III (paper-II)

Unit-1

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 if 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-2

Understanding about point of sale – window display, shop and showroom display. Especially focus on Rural shop display (pan shop/ General store/ Panchyat Ghar etc) Understanding about basics of Packaging, advertisement through packaging advertising, especially focus non paper base packaging materials - Glass, plastics, fiber and other innovative medium technical and methodology details, sizes, paper etc, importance of story board. Its implement and importance in media.

Unit-3

Marketing research – Marketing research process, motivation research, advertsing research copy research, questionnaire and schedule, method & Data collection. Advertising act & code of conduct, advertising & computer Hardware – Printer & its types scanner & modem, software – adobe page maker, coral draw, adobe photoshop & Illustration .

Unit-4

History of Graphic Design – Birth of alphabet, application of photography in printing, the development of lithography, art & craft moment, art & Nouveau period, The modernization influence of modern art, pictorial modernism in America, corporate Identity Era.

Unit-5

- Script – Evaluation & History of script, Chinese Script, Development of Chinese Script, Indian Script. Typography – anatomy of a letter, choosing a type style, type measuring , types measurement, format setting, readability, legibility, type setting. Cold Composing, photo types setting, dry transfer letter, Digital composition. Printing – letter press, Gravure Printing, Screen Printing, Lithography, Mattel plate lithography offset printing.



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