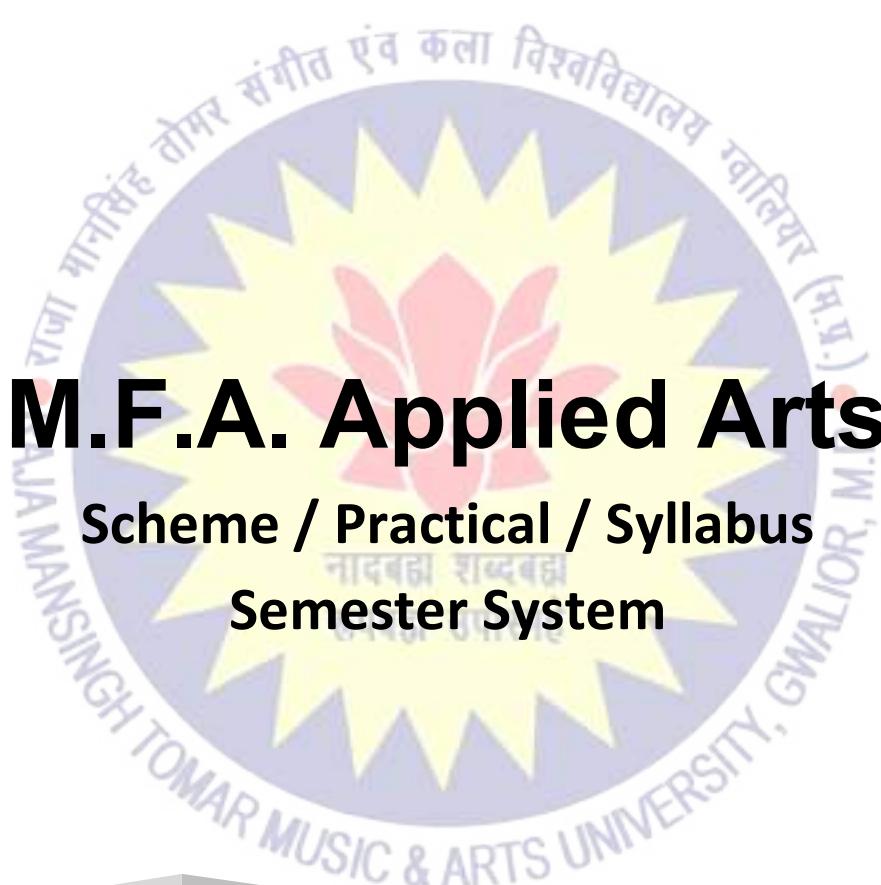


**RAJA MANSINGH TOMAR MUSIC & ARTS
UNIVERSITY
GWALIOR, MADHYA PRADESH**



M.F.A. Applied Arts
Scheme / Practical / Syllabus
Semester System

2023 - 2024

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

Paper	Time (In Hours)	Size Paper	Ext. Marks		Midterm/CCE		Total
			Max. Marks	Min. Marks	Max. Marks	Min. Marks	
THEORY (SUBJECT)							
1. HISTORY OF ART PART- I (Paper-I)	03	--	70	25	30	11	100
2. HISTORY OF ADVERTISING PART- I (Paper-II)	03	--	70	25	30	11	100
PRACTICAL							
1. ILLUSTRATION / VISUALIZATION & CAMPAIGN PLANNING	18	½ & Full Imperial	70	25	30	11	100
2. EXHIBITION & VIVA	18	5"X8" ½ & Full Imperial	70	25	30	11	100
3. SEMINAR	12	50 Pages (minimum) A4 Size	70	25	30	11	100
TOTAL							500

NOTE

For passing examination, the candidate shall be required to secure 36% marks in each of the prescribed subject, separately, in

- (1) The university theory examination.
- (2) The university practical examination.
- (3) Internal assessment, I.e., CCE done at college/university teaching department level.
- (4) Assessment of DESERTATION done at college/university.

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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.

- **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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M.F.A. Ist Sem (APPLIED ARTS) – THEORY – HISTORY OF ADVERTISING PART- I (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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M.F.A. IIInd Sem (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Midterm/CCE		Total
			Ext. Marks	Midter m/CCE	Ext. Marks	Midter m/CCE	
THEORY (SUBJECT)							
1. HISTORY OF ART PART- II (Paper-I)	03	--	70	25	30	11	100
2. HISTORY OF ADVERTISING PART- II (Paper-II)	03	--	70	25	30	11	100
PRACTICAL							
1. ILLUSTRATION / ADVERTISING CAMPAIGN PLANNING	18	½ & Full Imperial	70	25	30	11	100
2. EXHIBITION	18		70	25	30	11	100
3. SEMINAR & VIVA	12	50 Pages (minimum) A4 Size	70	25	30	11	100
TOTAL							500

NOTE

For passing examination, the candidate shall be required to secure 36% marks in each of the prescribed subject, separately, in

- (1) The university theory examination.
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M.F.A. IIInd 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

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.
- **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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M.F.A. IIInd Sem (APPLIED ARTS) - THEORY - HISTORY OF ADVERTISING PART- II (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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M.F.A. IIIrd Sem (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Midterm/CCE		Total
			Ext. Marks	Midterm/ CCE	Ext. Marks	Midterm/ CCE	
THEORY (SUBJECT)							
1. HISTORY OF ART PART- III (Paper-I)	03	--	70	25	30	11	100
2. HISTORY OF ADVERTISING PART- III (Paper-II)	03	--	70	25	30	11	100
PRACTICAL							
1. ILLUSTRATIO N / ADVERTISING CAMPAIGN PLANNING	18	½ & Full Imperial	70	25	30	11	100
2. EXHIBITION	18		70	25	30	11	100
3. SEMINAR & VIVA	12	50 Pages (minimum) A4 Size	70	25	30	11	100
TOTAL							500

NOTE

For passing examination, the candidate shall be required to secure 36% marks in each of the prescribed subject, separately, in

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- (3) Internal assessment, I.e., CCE done at college/university teaching department level.
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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

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 Subject.

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M.F.A. IIIrd Sem. (APPLIED ARTS) THEORY HISTORY OF ADVERTISING PART-III (Paper - II)

UNIT – I

Promotion decisions – the communication process, barriers to marketing communication, the role 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

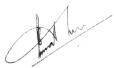
Economic aspects of Advertising - The Direct Functions of Advertising, The Indirect effects of Advertising, The Effects of Advertising on General demands of Commodities, Advertising & the level of Advertising, The Effects of Advertising on selective demands, advertising and economic concentration, types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

Paper	Time (In Hours)	Size Paper	Ext. Marks		Midterm/CCE		Total
			Ext. Marks	Midterm/ CCE	Ext. Marks	Midterm /CCE	
THEORY (SUBJECT)							
1. HISTORY OF ART PART- IV (Paper-I)	03	--	70	25	30	11	100
2. HISTORY OF ADVERTISING PART- IV (Paper-II)	03	--	70	25	30	11	100
PRACTICAL							
1. ILLUSTRATION / ADVERTISING CAMPAIGN PLANNING	18	½ & Full Imperial	70	25	30	11	100
2. EXHIBITION	18		70	25	30	11	100
3. DISSERTATION & VIVA	12	50 Pages (minimum) A4 Size	70	25	30	11	100
TOTAL							500

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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

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(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 chosen 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 PART-IV (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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