

# RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY

GWALIOR, MADHYA PRADESH

The logo of Raja Mansingh Tomar Music & Arts University is a circular emblem. It features a central pink lotus flower with eight petals, set against a yellow sunburst background. The entire emblem is enclosed in a purple circular border. The text in the border includes the university's name in Hindi (राजा मानसिंह तोमर संगीत एवं कला विश्वविद्यालय ग्वालियर (म.प्र.)) and English (RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY, GWALIOR, M.P.).

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

**Scheme / Practical / Syllabus**

**2023 - 2024**

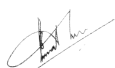
## B.F.A. Ist Year - FINE ARTS (Applied / Animation / Painting / Sculpture) - SCHEME

| Paper                                | Time<br>(In Hours) | Size<br>Paper | Ext. Marks    |               | Midterm/CCE   |               | Total |
|--------------------------------------|--------------------|---------------|---------------|---------------|---------------|---------------|-------|
|                                      |                    |               | Max.<br>Marks | Min.<br>Marks | Max.<br>Marks | Min.<br>Marks |       |
| THEORY (SUBJECT)                     |                    |               |               |               |               |               |       |
| 1.HISTORY OF ART Part-I<br>(Paper-I) | 03                 | --            | 70            | 23            | 30            | 10            | 100   |
| 2. FUNDAMENTAL OF<br>ART (Paper-II)  | 03                 | --            | 70            | 23            | 30            | 10            | 100   |
| PRACTICAL                            |                    |               |               |               |               |               |       |
| 1. STILL LIFE & NATURE<br>STUDY      | 03                 | ¼<br>Imperial | 70            | 23            | 30            | 10            | 100   |
| 2. COMPOSITION                       | 06                 | ¼<br>Imperial | 70            | 23            | 30            | 10            | 100   |
| 3. APPLIED ART /<br>GRAPHIC (PRINT)  | 06                 | ¼<br>Imperial | 70            | 23            | 30            | 10            | 100   |
| 4. SCULPTURE                         | 06                 | 8"X10"        | 70            | 23            | 30            | 10            | 100   |
| TOTAL                                |                    |               |               |               |               |               | 600   |

**\*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.**
- 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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**Dr. S. K. Mathew**  
H.O.D Applied Arts & Animation  
Raja Mansingh Tomar Music & Arts  
University, Gwalior M.P.



**Dr. Addlin Abraham ,**  
H.O.D Fine Arts, SGTB khalsa College  
Nagpur road , Jabalpur. M.P.



**Dr. Sonali Jain**  
Principal  
Rahini College of Art And Design,  
Mhow M.P.

## **B.F.A. Ist Year (FINE ARTS) - 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.

Study of Drapery in Black & White, Pots, Jugs, Glass and Etc.

### **2. COMPOSITION**

Study of Figure (Human, Animal, Birds) Colour Study, use of Organic and Geometrical combination forms in two dimensional Spaces.

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

### **3. APPLIED ARTS / GRAPHIC (PRINT)**

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

Devnagri Letters - Hindi and Script Writing.

Printing Techniques - Basic Printing Techniques using print size 8x10 inch (Banve/ Lino sheet) Vegetable, Leaves and Etc.

### **04. SCULPTURE**

Object made in clay, nature forms, man-made objects, Humans Parts.

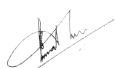
Decorative and Geometrical design (Relief).

Simple Composition with the use of human Figures and other forms (Nature, and imaginary)

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University, Gwalior M.P.



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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 Prehistooic 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.

Maurayan 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. Relef Medallion Mirga Jataka Vihara And Chaityas (Karle And Bhaja)

Western Art

### UNIT – IV

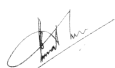
Rock Paintings Of Paleolithic and Neolithic Period with Special Reference To Europe Altamira (spain) Lascaux (France)

### 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**

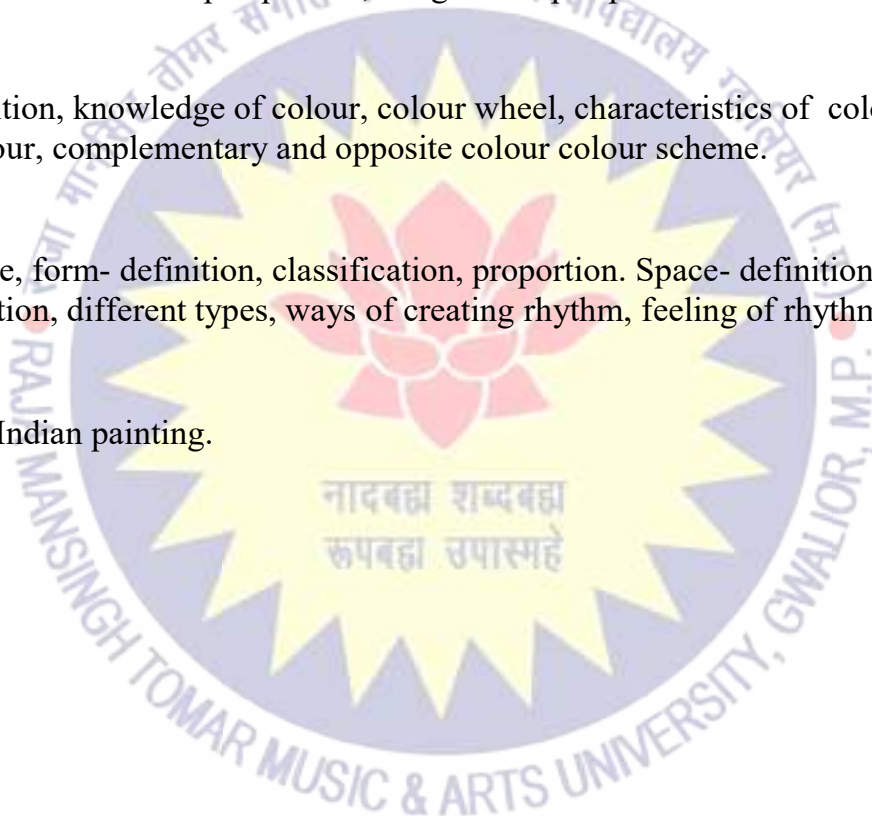
Colour- definition, knowledge of colour, colour wheel, characteristics of colour. Colour classification of colour, complementary and opposite colour colour scheme.

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

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|--|--------------------|---------------|---------------|---------------|---------------|---------------|-------|
|  |                    |               | Max.<br>Marks | Min.<br>Marks | Max.<br>Marks | Min.<br>Marks |       |
| <b>THEORY (SUBJECT)</b>                                      |                    |               |               |               |               |               |       |
| <b>1.HISTORY OF ART<br/>PART-II (Paper-I)</b>                | 03                 | --            | 70            | 23            | 30            | 10            | 100   |
| <b>2. HISTORY OF<br/>ADVERTISING PART - I<br/>(Paper-II)</b> | 03                 | --            | 70            | 23            | 30            | 10            | 100   |
| <b>PRACTICAL</b>   |                    |               |               |               |               |               |       |
| <b>1. GRAPHIC DESIGN</b>                                     | 18                 | ½<br>Imperial | 70            | 23            | 30            | 10            | 100   |
| <b>2. ILLUSTRATION</b>                                       | 18                 | ½<br>Imperial | 70            | 23            | 30            | 10            | 100   |
| <b>3. TYPOGRAPHY,<br/>LETTERING &amp;<br/>CALLIGRAPHY</b>    | 18                 | ½<br>Imperial | 70            | 23            | 30            | 10            | 100   |
| <b>4. PHOTOGRAPHY</b>  | 18                 | 8"X12"        | 70            | 23            | 30            | 10            | 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.

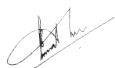
### **04. PHOTOGRAPHY**

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

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## **B.F.A. IInd Year (Applied Arts) – 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 chaityas 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**

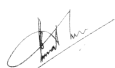
### **• UNIT 4**

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. IInd Year(Applied Arts) THEORY – HISTORY OF ADVERTISING Part - I (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

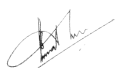
Advertising business – Field of advertising management, function of advertising department, advertising agency, advertising agency and its functioning, System of Advertising Agency Organization, advertising agency in India. Structure and Functions of Advertising Agency, Working Process of Advertising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

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|--|-----------------------|----------------------|---------------|---------------|---------------|---------------|-------|
|  |                       |                      | Max.<br>Marks | Min.<br>Marks | Max.<br>Marks | Min.<br>Marks |       |
| THEORY (SUBJECT)                                     |                       |                      |               |               |               |               |       |
| 1.HISTORY OF ART<br>PART - III (Paper-I)             | 03                    | --                   | 70            | 23            | 30            | 10            | 100   |
| 2. HISTORY OF ADVERTISING<br>PART – II (Paper-II)    | 03                    | --                   | 70            | 23            | 30            | 10            | 100   |
| PRACTICAL  |                       |                      |               |               |               |               |       |
| 1. OUTDOOR ADVERTISING<br>& OTHER MEDIA DESIGN       | 18                    | ½ & Full<br>Imperial | 70            | 23            | 30            | 10            | 100   |
| 2. INDOOR ADVERTISING                                | 18                    | ½ & Full<br>Imperial | 70            | 23            | 30            | 10            | 100   |
| 3. ILLUSTRATION FOR MEDIA                            | 18                    | ½ & Full<br>Imperial | 70            | 23            | 30            | 10            | 100   |
| 4. PHOTOGRAPHY FOR<br>INNOVATIVE FILM<br>ADVERTISING | 18                    | 12"X18"              | 70            | 23            | 30            | 10            | 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)

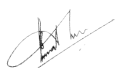
Today’s Movie Fans want more than 2Hrs. experiences. They are hungry to dive into immersive interaction with the character & World – Tata Salt, Kurkure, Voot, Jabong, Myntra

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

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## **B.F.A. IIIrd Year (Applied Arts) – 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, Dhanraj Bhagat etc.

Contemporary Art and Artists- Amrita 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**

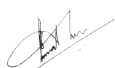
Introduction Of Modern Art Movements

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

Artists- Rubens, Rembrandt, Lorenzo.

Rococo 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 – 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,

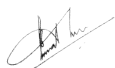
Photography – History of Photography, Types of Lenses and Filters, Types of Camera, Camera Parts, Enlarger, Types of Enlarger, Lights, Dark Room Setup.

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

| Paper   | Time<br>(In Hours) | Size Paper                       | Ext. Marks    |               | Midterm/CCE   |               | Total |
|---|--------------------|----------------------------------|---------------|---------------|---------------|---------------|-------|
|   |                    |                                  | Max.<br>Marks | Min.<br>Marks | Max.<br>Marks | Min.<br>Marks |       |
| THEORY (SUBJECT)                                      |                    |                                  |               |               |               |               |       |
| 1. AESTHETICS<br>(Paper-I)                            | 03                 | --                               | 80            | 26            | 20            | 7             | 100   |
| 2. HISTORY OF<br>ADVERTISING<br>PART – III (Paper-II) | 03                 | --                               | 80            | 26            | 20            | 7             | 100   |
| PRACTICAL   |                    |                                  |               |               |               |               |       |
| 1. COMMUNICATION<br>DESIGN (CAMPAIGN)                 | 18                 | ½ & Full<br>Imperial             | 80            | 26            | 20            | 7             | 100   |
| 2. PACKAGING &<br>DISPLAY                             | 18                 | ½ & Full<br>Imperial             | 80            | 26            | 20            | 7             | 100   |
| 3. ILLUSTRATION                                       | 18                 | 5"X8"<br>½ & Full<br>Imperial    | 80            | 26            | 20            | 7             | 100   |
| 4.LIGHTING<br>&PHOTOGRAPHY                            | 18                 | 12"X18"                          | 80            | 26            | 20            | 7             | 100   |
| 5. PROJECT REPORT                                     | 12                 | 50 Pages<br>(minimum)<br>A4 Size | 80            | 26            | 20            | 7             | 100   |
| TOTAL   |                    |                                  |               |               |               |               | 700   |

**\*NOTE\*:-**

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

**Dr. S. K. Mathew**  
H.O.D Applied Arts & Animation  
Raja Mansingh Tomar Music & Arts  
University, Gwalior M.P.

**Dr. Addlin Abraham ,**  
H.O.D Fine Arts, SGTB khalsa College  
Nagpur road , Jabalpur. M.P.

**Dr. Sonali Jain**  
Principal  
Rahini College of Art And Design,  
Mhow M.P.

## **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**

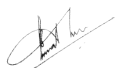
Understanding about design of packaging and labeling for advertisement – shirt boxes, pen boxes, mineral water label, cold drink bottle, tooth paste, shoe polish, Perfume label, mobile packaging, utensil and home appliances, Milk Pouch, Tetra Pouch, Medicine, Pan Masala Pouch, Agarbatti & Match Box packaging.

### **3. ILLUSTRATION**

Flip cart illustration, line figure, and cylindrical figure for simple, inspirational and conceptual stories.

### **4. 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.



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H.O.D Applied Arts & Animation  
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10. Use of colour filters: its effects on photograph, preparation of lighting and objects.
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**

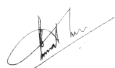
1. Understanding Exposure, Fourth Edition paperback by BRYAN PETERSON.
2. Digital photography complete course hardcover by DK
3. Tony Northup's DSLR Book: How to create stunning digital photography kindle edition by tony northrup
4. Light science and magic: an introduction to photographic lighting by 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 –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.

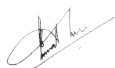
Aristotle About Their Philosophies And Biography.

### **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 – 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 the 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.

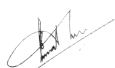
### **UNIT – IV**

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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