RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY

GWALIOR, MADHYA PRADESH

M.A. Applied Arts (Private)

Scheme / Practical / Syllabus

2024 - 2025

M.A. Private Ist Year (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Total
			Max. Marks	Min. Marks	
THEORY (SUBJECT)					
1.HISTORY OF EUROPEAN ART, PHILOSOPHY AND AESTHETICS APPRECIATION OF ART (Paper-I)	03	--	70	36	100
2. HISTORY OF ADVERTISING PART- I (Paper-II)	03	--	70	36	100
PRACTICAL					
1. ADVANCE STUDY OF LIFE	18	½ & Full Imperial	70	36	100
2. VISUAL COMMUNICATION & DESIGN	18	½ & Full Imperial	70	36	100
3. ADVERTISING CAMPAIGN	18	½ & Full Imperial	70	36	100
4. SEMINAR, EXHIBITION & VIVA	18	Min. 50 Pages	70	36	100
TOTAL					600

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.

राजा मानसिंह तोमर संगीत एवं कला विश्वविद्यालय ग्वालियर (म.प्र.) RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY, GWALIOR M.P.

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

Mr. Madhusudan Sharma
Govt. Fine Art College , Gwalior.M.P.

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

Dr. Pranav Bhatt
Govt. Fine Art College, Jabalpur. M.P.

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

M.A. Private Ist Year (APPLIED ARTS) – PRACTICAL

1. ADVANCE STUDY OF LIFE & ILLUSTRATION

Creative Study from life, study in various exploring application methods and rendering techniques.

Creative illustration for any story book / fantasy book and children story book, illustration for news and views in any style

(Minimum 10 Sheet on each subject)

2. VISUAL COMMUNICATION & DESIGN

Designing of creative Logo, Sign, Monogram, Label and Jacket design

(Minimum 10 Sheet on each subject)

3. ADVERTISING CAMPAIGN

Package designing for any Product, along with caption writing, advertising ethics and censoring in using outdoor media

(Minimum 10 Sheet on each subject)

4. EXHIBITION, VIVA & SEMINAR

Students have to display their (Selected Sessional class work) works in the studio / hall or classroom along with sketchbook at the time of annual examination

The students will give a power point presentation explaining the new techniques followed in the allied field of advertising.

The Post Graduate candidates are required to select a suitable topic for their Seminar in consultation with the super wise and approved by Head of the Department. 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.**

There will be two (02) compulsory theoretical papers for applied art

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

Mr. Madhusudan Sharma
Govt. Fine Art College , Gwalior.M.P.

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

Dr. Pranav Bhatt
Govt. Fine Art College, Jabalpur. M.P.

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

M.A. Private Ist Year (APPLIED ARTS) – THEORY – History of European Art, Philosophy and Aesthetics Appreciation of Art – Paper – I

History of European Art (From Pre – historic to 18th century)

Historical and social evolution of Greek, Egypt Roman, Byzantine, early medieval and Romanesque Art, Gothic and Renaissance Art with its techniques material and their impact on Indian Contemporary Visual Art

Philosophy and Aesthetics Appreciation of Art

Definition and concept of Philosophy of Art – Greek Philosophers – Pythagoras, Socrates, Plato, Aristotle, Philosophers and Artist – Leonardo De Vinci, Thought of Tolstoy, Kant, Hegal & Croce about Art Appreciation. Image making according to Indian Shib Shastra. Aesthetics concept of shading and its impact of Indian Art.

राजा मानसिंह तोमर संगीत एवं कला विश्वविद्यालय ग्वालियर (म.प्र.)
RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY, GWALIOR, M.P.
नादब्रह्म शब्दब्रह्म
रूपब्रह्म उपास्महे

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

Mr. Madhusudan Sharma
Govt. Fine Art College , Gwalior.M.P.

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

Dr. Pranav Bhatt
Govt. Fine Art College, Jabalpur. M.P.

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

M. A. Ist Year (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.
Advertising Campaign – the structure of a campaign plan. Evaluating the campaign.

UNIT – II

Advertising Evolution – Evaluating the campaign as a whole. Some methods of Advertising evolution.
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.
Advertising organization and facilities – advertising agency, its role and function, how agencies are organized, how they are paid, agency – client relationship, other advertising services.

UNIT – III

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.
An overview of Marketing – What is marketing? Marketing Concept and tools corporate orientation towards the market place. The marketing process. Tasks of marketing.

UNIT – IV

The marketing environment – External and internal marketing environment, Macro and micro environment.
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.

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

Mr. Madhusudan Sharma
Govt. Fine Art College , Gwalior.M.P.

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

Dr. Pranav Bhatt
Govt. Fine Art College, Jabalpur. M.P.

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

M.A. Private Final Year (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Total
			Max. Marks	Min. Marks	
THEORY (SUBJECT)					
1. HISTORY OF EUROPEAN ART, AESTHETICS APPRECIATION OF VISUAL ART (PAPER-I)	03	--	70	36	100
2. HISTORY OF ADVERTISING PART-II (PAPER-II)	03	--	70	36	100
THEORY (SUBJECT)					
1. ILLUSTRATION FOR MEDIA	18	½ & Full Imperial	70	36	100
2. PACKAGING & ADVERTISING CAMPAIGN	18	½ & Full Imperial	70	36	100
3. COMPUTER GRAPHICS & ANIMATION DESIGN	18	½ & Full Imperial / Computer	70	36	100
4. DISSERTATION, EXHIBITION & VIVA	18	--	70	36	100
TOTAL					600

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.

संगीत एवं कला विश्वविद्यालय ग्वालियर (म.प्र.) RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY, GWALIOR, M.P. नादब्रह्म शब्दब्रह्म रूपब्रह्म उपास्महे

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

Mr. Madhusudan Sharma
Govt. Fine Art College , Gwalior.M.P.

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

Dr. Pranav Bhatt
Govt. Fine Art College, Jabalpur. M.P.

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

M.A. Private Final Year (APPLIED ARTS) – PRACTICAL

1. ILLUSTRATION FOR MEDIA

Illustration for different job work – furniture Design, trade fair stall, stage design (Event Management)

(Minimum 10 Sheet on each subject)

2. PACKAGING & ADVERTISING CAMPAIGN

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. Package designing for any Product, along with caption writing, advertising ethics and censoring in using outdoor media

(Minimum 10 Sheet on each subject)

3. COMPUTER GRAPHICS & ANIMATION DESIGN

Computer basic and their elements, computer aided designing, uses of MS Paint, Coral Draw & Photoshop window with text tools.

(Minimum 10 Sheet on each subject)

4. DISSERTATION, EXHIBITION & VIVA

Students have to display their (Selected Sessional class work) works in the studio / hall or classroom along with sketchbook at the time of annual examination

The students will give a power point presentation explaining the new techniques followed in the allied field of advertising.

The Post Graduate candidates are required to select a suitable topic for their dissertation in consultation with the super wise and approved by Head of the Department. The dissertation should be prepared and handed over to the subject teacher positively before commencement of viva – voce / theory examination.

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.**

There will be two (02) compulsory theoretical papers for applied art

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

Mr. Madhusudan Sharma
Govt. Fine Art College , Gwalior.M.P.

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

Dr. Pranav Bhatt
Govt. Fine Art College, Jabalpur. M.P.

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

M.A. Private Final Year (APPLIED ARTS) – THEORY – History of Modern European Art, Aesthetics Appreciation of Visual Art – Paper – I

History of Modern European Art (From 19th century to Present Days)

History of realism impressionism, Neo & Post Impressionism, Fauvism, Cubism, Expressionism, Dadaism, Surrealism and their prominent artist – Gustavo Courbet, Claude Monet, Edgar Degas, Pierre Auguste Renoir, Georges Seurat, Paul Cezanne, Van Gogh, Henri Matisse, Pablo Picasso, Georges Braque, Edward Munch. Paul Klee, Salvador Dali and Joan Miro.

Aesthetics Appreciation of Visual Art

Principal of image making according to Indian shib Shastra, comparative study of eastern & Western Art, Aesthetics Appreciation of Chinese & Japanese Art and its impact on Indian Visual Art

राजा मानसिंह तोमर संगीत एवं कला विश्वविद्यालय ग्वालियर (म.प्र.)
RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY, GWALIOR, M.P.
नादब्रह्म शब्दब्रह्म
रूपब्रह्म उपास्महे

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

Mr. Madhusudan Sharma
Govt. Fine Art College , Gwalior.M.P.

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

Dr. Pranav Bhatt
Govt. Fine Art College, Jabalpur. M.P.

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

M.A. Private Final Year (APPLIED ARTS)–THEORY –HISTORY OF ADVERTISIN PART-II (Paper – II)

UNIT – I

Promotion decisions – the communication process, barriers to marketing communication, the roll 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.

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 – II

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.

Objective Advertising – General objective of advertising, the need for advertising objectives, operational objectives, Dagmar approach, Dagmar mod II.

UNIT – III

Consumer behavior in Advertising – Determinants of modern consumer behavior, importance of consumer behavior in advertising, cognitive psychology in advertising, cognitive psychology and advertising.

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 – IV

Work of Advertising Agency – Scheduling of modern advertising activity, Main Elements of scheduling, Advantages of Advertising Schedule.

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.

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

Mr. Madhusudan Sharma
Govt. Fine Art College , Gwalior.M.P.

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

Dr. Pranav Bhatt
Govt. Fine Art College, Jabalpur. M.P.

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