RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY

GWALIOR, MADHYA PRADESH

M.A. Applied Arts (Regular)

Scheme / Practical / Syllabus

2024 - 2025

M.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 EUROPEAN ART, (Paper – I)	03	--	70	25	30	11	100
2. HISTORY OF ADVERTISING Part-I (Paper – II)	03	--	70	25	30	11	100
PRACTICAL							
1. ADVANCE STUDY OF LIFE & ILLUSTRATION	18	½ & Full Imperial	70	25	30	11	100
2. ADVERTISING CAMPAIGN	18	½ & Full Imperial	70	25	30	11	100
3. EXHIBITION, VIVA & SEMINAR	18	Min. 50 Pages	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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Principal
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M.A. Ist Sem (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. 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)

3. 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.

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

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M.A. Ist Sem (APPLIED ARTS) – THEORY – HISTORY OF EUROPEAN 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

M.A. Ist Year (APPLIED ARTS) – THEORY – HISTORY OF ADVERTISING PART –II (Paper – II)

History of Advertising

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.A. IInd Sem (APPLIED ARTS) - SCHEME

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THEORY (SUBJECT)							
1. **PHILOSOPHY AND AESTHETIC APPRECIATION OF ART (Paper – I)**	03	--	70	25	30	11	100
2. **HISTORY OF ADVERTISING PART-II (Paper – II)**	03	--	70	25	30	11	100
PRACTICAL							
1. **VISUAL COMMUNICATION AND DESIGN**	18	½ & Full Imperial	70	25	30	11	100
2. **ADVERTISING CAMPAIGN**	18	½ & Full Imperial	70	25	30	11	100
3. **EXHIBITION, VIVA & SEMINAR**	18	Min. 50 Pages	70	25	30	11	100
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M.A. IInd Sem (APPLIED ARTS) – PRACTICAL

1. VISUAL COMMUNICATION & DESIGN

Designing of creative Logo, Sign, Monogram, Label and Jacket design, Design & Visualize: - Public welfare presentation as poster, book, jackets, leaflets, window display, cinema slides and magazine design

(Minimum 10 Sheet on each subject)

2. ADVERTISING CAMPAIGN

Candidate will select any two products for detail campaign study, Product analysis and media, presentation, caption, preparation budget planning for any three new products.

(Minimum 10 Sheet on each subject)

3. EXHIBITION, SEMINAR & VIVA

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M.A. IInd Sem (APPLIED ARTS)–THEORY–PHILOSOPHY & AESTHETIC APPRECIATION OF ART (Paper – I)

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.

M.A. IInd 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.A. IIIrd 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 MODERN EUROPEAN ART (Paper – I)	03	--	70	25	30	11	100
2. HISTORY OF ADVERTISING PART-III (Paper – II)	03	--	70	25	30	11	100
PRACTICAL							
1. ILLUSTRATION FOR MEDIA	18	½ & Full Imperial	70	25	30	11	100
2. VISUALIZATION FOR ADVERTISING CAMPAIGN	18	½ & Full Imperial	70	25	30	11	100
3. EXHIBITION, VIVA & SEMINAR	18	Min. 50 Pages	70	25	30	11	100
TOTAL							500

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M.A. IIIrd Sem (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. VISUALIZATION FOR ADVERTISING CAMPAIGN

Design & Visualize: - Public welfare presentation as poster, book, jackets, leaflets, window display, cinema slides and magazine design

Candidate will select any two products for detail campaign study, Product analysis and media, presentation, caption, preparation budget planning for any three new products.

(Minimum 10 Sheet on each subject)

3. EXHIBITION, SEMINAR & VIVA

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M.A. IIIrd Sem (APPLIED ARTS) – THEORY – HISTORY OF MODERN EUROPEAN 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.

M.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 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.

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.A. IVth Sem (APPLIED ARTS) - SCHEME

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THEORY (SUBJECT)							
1.AESTHETIC APPRECIATION OF VISUAL ART (Paper – I)	03	--	70	25	30	11	100
2. HISTORY OF ADVERTISING PART – IV (Paper –II)	03	--	70	25	30	11	100
PRACTICAL							
1. COMPUTER GRAPHICS & ANIMATION DESIGN	18	½ & Full Imperial	70	25	30	11	100
2. PACKAGING & ADVERTISING CAMPAIGN	18	½ & Full Imperial	70	25	30	11	100
3. EXHIBITION, VIVA & DISSERTATION	18	Min. 50 Pages	70	25	30	11	100
TOTAL							500

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M.A. IVth Sem (APPLIED ARTS) – PRACTICAL

1. 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 works / 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. EXHIBITION, VIVA & DISSERTATION

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

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M.A. IVth Sem (APPLIED ARTS)–THEORY-AESTHETICS APPRECIATION OF VISUAL ART (Paper–I)

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

M.A. IVth Sem (APPLIED ARTS) – THEORY – HISTORY OF ADVERTISING PART-VI (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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