# RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY

## GWALIOR, MADHYA PRADESH

# M.F.A. Applied Arts

**Scheme / Practical / Syllabus**

**Semester System**

2024 - 2025

## 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** | 30 | ½ & Full Imperial | 70 | 25 | 30 | 11 | 100 |
| **2. EXHIBITION & VIVA** | 18 | | 70 | 25 | 30 | 11 | 100 |
| **3. SEMINAR** | 12 | 15 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.

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Use Poster color / Mix Media in Practical Subject.

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## M.F.A. Ist Sem (Painting) – THEORY – HISTORY OF ART PART- I (Paper-I)

**(Emphasis not on chronology but on evolution of art forms)**

## UNIT – I

Primitive Art

Prehistoric Period- Rock Painintgs of Paleolithic and Neolithic period with special reference of India.

Pachmari, Hoshangabad, Mirzapur, Singhapur and Bhimbethika Region.

## UNIT – II

Indian folks and Tribal Art
Eastern, Western and Central Region (Madhubani, Kalighat, Raghurajpur Patachitra. Pithora, Tattoo.

## UNIT – III

Indian Iconography
Purana and Vaishnav Purana, History of Purana, Type of Purana, Classification of Ashtadasa Purana.
Pratima Lakshan.

## UNIT – IV

History of China , 6 Canons of Chinese Painintgs, Shang Dynasty – Bronze Art, Pottery Art, Sculpture, Review of Shang Dynasty Art.
Chou Dynasty – Western Chou Dynasty, Eastern Chou Dynasty, Confucius Taoism, Art of Chou Dynasty.
Chin Dynasty- The art of Chin Dynasty.
Han Dynasty – the art of Han Dynasty, Early Han, Later Han, Lacquer Painting Silk Embroidery and Ornamentation.
Three Dynasty- Shu Dynasty , Wei Dynasty, Wu Dynasty.
Sixteen states- The art of three Dynasties – the effect of Buddhist Religion Sculpture.
Characteristics and subject Matter.

## UNIT – V

History of Japan
Prehistoric Period- Jomon Age, Yayoi Age, Yamato Age.
Ashoka Period- The Painting of Buddhist Religion, Prince Shotoku, Sushun.
Scroll Painting
Nara Period- Horyuji Temple, Painting Technique, Buddist Sutra Scrools, Buddhist Banner Painting, Ingayo Scrolls, Lacquer Painting, Calligraphy, Decoration of Places, Sculpture.

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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. IInd Sem (APPLIED ARTS) - SCHEME

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|---|---|---|---|---|---|---|---|
| | | | Ext. Marks | Midterm/CCE | Ext. Marks | Midterm/CCE | |
| **THEORY (SUBJECT)** | | | | | | | |
| **1. HISTORY OF ART PART- II (Paper-I)** | 03 | -- | 70 | 25 | 30 | 11 | 100 |
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| **PRACTICAL** | | | | | | | |
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## M.F.A. IInd Sem (APPLIED ARTS) – PRACTICAL

### 1. ILLUSTRATION / ADVERTISING CAMPAIGN PLANNING

### ILLUSTRATION

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**(Minimum 10 Sheet on each subject)**

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**(Minimum 02 campaign on each subject / Product)**

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Displaying their assignment and explaining the work.

### 3. SEMINAR & Viva

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## M.F.A. IInd Sem (Painting) – THEORY – HISTORY OF ART PART- II (Paper-I)

**UNIT – I**

Primitive art Prehistoric period Rock paintings of Paleolithic and Neolithic period with special reference to Europe

Altamira (Spain) Lascaux (France)

**UNIT – II**

Indian folk and tribal art. Northern and Southern region. (Warli, Tanjore, Kalamkari, pichavai, Phad, tattoo) Indian iconography development of I cannography techniography Trinity Brahma Vishnu Mahesh Avatar of Vishnu humans culture history of China 6 dynasty effects of Indian Buddhist Art on Chinese culture and art important centres of Buddhist art painting figure painting sweet dynasty religious and court art period art of sweet dynasty literature Buddhist art culture drawing landscape painting of horses history of Japan

**UNIT – III**

Indian Iconography.development of Iconography.

Trinity- Brahma, Vishnu, Mahesh,

Avatar of Vishnu, humans Sculpture.

**UNIT – IV**

History of China

Six dynasty- effects of Indian Buddhist Art on Chinese culture and art.

Important centers of Buddhist art- Tang Huang, Yun Kang, Lung Mein.

Nature painting, figure painting

Sui dynasty- Religious and court art period. art of Sui dynasty.

Tang Dynasty- Chan Sect, literature Buddhist art sculpture, figure drawing, landscape painting, painting of horses.

**UNIT – V**

History of Japan

Heian Period- Esoteric Buddhism: the Manadaras, Sculpture. Pure land Buddhism.

Yamato- E Style, Wall Painting, Imperial painting office, Kose School, Takuma School, Kesuga School, Tosa school, Yoshin Shoju, Kobo Dashi, Takayoshi, Scroll Painting.

Kamakura Period- Yamao- E style Portarait , Taibo Sazo, Keion, Fujiwara Nobuzane, Fujiwara no Takanobu.

Moromachi (Ashikaga Period)- Ashikaga Takoli, Zen Portraiture, Yamato- e Style in Muromachi period, Kara- E Style.

Tosa School, Hideyoshi, Tadanobu, Mitsumoshi, Mitsumochi, Kano School, Kano Masanobu, Kano Motonobu, Shinso So Ami.

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## M.F.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.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. ILLUSTRATION / ADVERTISING CAMPAIGN PLANNING** | 30 | ½ & Full Imperial | 70 | 25 | 30 | 11 | 100 |
| **2. EXHIBITION** | 18 | | 70 | 25 | 30 | 11 | 100 |
| **3. SEMINAR & VIVA** | 12 | 15 Pages (minimum) A4 Size | 70 | 25 | 30 | 11 | 100 |
| **TOTAL** | | | | | | | 500 |

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(1) The university theory examination.

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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)**

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**(Minimum 02 campaign on each subject / Product)**

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## M.F.A. IIInd Sem (Painting) – THEORY – HISTORY OF ART PART- III (Paper-I)

### UNIT – I

Modarn Art School- JJ School
Introduction, Artist- F.N. Souza, Tyeb Mehta, Akbar Padmsee.
Madras School- Introduction, Artist- E.V. Havel, K.C. S. Paniker.

### UNIT – II

Tribal and Folk Art In Different Culture, African, Oceanic.

### UNIT – III

Indian Iconography, Sun Nine Planets- Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune, Pluto Ashta Dikpala- The eight Hindu Deities.
Indruduction – Indra,Varuna, Yama, Kuber, Agni, Vayu, Nirrti, Isana.

### UNIT – IV

History of china
Five Dynasty- Later Liang, Later Tang, Later Chin, Later Han, Later Chou.
Liao- Khitan- Tartars, His-Hsia.
Sung Dynasty- Northern Sung Period, Southern sung Period, Chin Jurchen Tartars Landscape, Nature drawing , Subject Matter, Figure Drawing, Birds and Flower Drawing, Dragan, Temples.
Literati painters of the Sung Dynasty- Chau- Chang, Chao- Meng- Chin, Chen-Jung, Chou-Chi- Chang, Hang-Chu-Tsai, Li-Yu, Hsu-Hsi, Chu-Jui, Fan-Kuan, Huang-Chu-Tsai, Li-Tang, Hsia-Kuei, Hui-Tsung, Khu-His, Kuo-Chung-Shu, Liang-Kai, Li-Chang, Li-Kung-Lin, Su-Shih,Shih-Kao, Ma-Ho-Chih, Ma Kung-Hsieu, Ma-Fen, Ma-Lin, Li Sheng, Ma-Yuan, Me-Fei, Mu-Chi.
Yuan Dynasty- Art Technique, Pure Traditional Artist, Traditional and Original Artist, Inherited Traditional Artist.

### UNIT – V

History of Japan
Momoyama Period- Kano Takanobu, Castles And Places: The Age Of Great Decoratrs, Screen Printing, Paintings Of General Life, Kaiho Yusho, Niten, Mitsunobu, Niyamoto Musashi, Hasegawa Tohaku, Kano Sanraku.
Tosa School And Yamato-E Momoyama Period.
Tosa Mitsuyoshi, Tawaraya Sotaitu, Christain Religion:Westerm Style.
Edo Period (Tokugawa Period) – Kano School in Edo Period.
Tosa School In Edo Period.
Ukiyo-E-Style.

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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 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.F.A. IVth Sem (APPLIED ARTS) - SCHEME

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| **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** | 30 | ½ & Full Imperial | 70 | 25 | 30 | 11 | 100 |
| **2. EXHIBITION** | 18 | | 70 | 25 | 30 | 11 | 100 |
| **3.DISSERTATION & VIVA** | 12 | 15 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.

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

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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

New campaign/ assignment – 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. 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 choosen subject as suggested by the internal.

*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. IVnd Sem (Painting) – THEORY – HISTORY OF ART PART- IV (Paper-I)

### UNIT – I

Modern Art School.
Bengal School- Introduction, Artists- Avnindra Nath Tagore, Nand Lal Basu, Ram Kinkar Bail.
Baroda School- Introduction, Artist- K.G. Subramanayam, Jyoti Bhatt.

### UNIT – II

Tribal and Folk Art in different cultures, American, Indian.

### UNIT – III

Indian Iconography
Vayantrar Devta. Introduction, Yaksha, Gandharva, Kinner, Vidhyadhar and Apsrayein, Naag And Sarp, Sidh And Sadhya, Pitragan, Baalkhiya, Asur, Daitya, Danav And Raksha, Prest And Pishach, Prishist.
The Anatomy of the Body of God, Vastrabhushan Of God, Aayudh And Vahan.

### UNIT – IV

History of China. Ming Dynasty- The Art Stles Of Ming Period, Painters Affected By Yuan Tradition, Court Painters. Che School, Wu School.
Ching Dynasty- Four Wang Group, Anhwei Group, Six Best Ching Masters, Eight Masters Of Ching Ling, Review Of The Art Of Ching Period.
Modern Period Of Chinese Art ( The Republic Period)- Various Forms +Of Chinese Art Today, Traditional Painting , Landscape, Painting Of Flowers And Birds, Portrait , Wood Cuts , Oil Painting, Sculpture , Other Art Techniques.
Neo –Classicism and Chinese Art, Realism and Chinese Art, Chinese Painting Continuity.

### UNIT – V

History of Jaoan.
Korin School, Namban Style, Maruyama Shijio School, Ukiyo-E Printing Techinique, Modern Period Of Japanese Art- Historical Background Western Art Style Meiji Period Western Art Style In Meili Period, Traditional Art Style In Meiji Period.
Taisho Period, State Exhibition.
Western Style in Showa Period, Traditional Art Style in Showa Period.

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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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