

B.F.A Ist Year (APPLIED ARTS)- SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Miderm/CCE		Total	Credit
			Max. Marks	Min Marks	Max. Marks	Min Marks		
THEORY (SUBJECT)								
1. HISTORY OF ART PART - I (Paper-1)	03	-	70	23	30	10	100	3
2. FUNDAMENTAL OF ART (Paper-2)	03	-	70	23	30	10	100	3
PRACTICAL								
1.STILL LIFE & NATURE STUDY	03	1/4 Imperial	70	23	30	10	100	6
2.COMPOSITION	06	1/4 Imperial	70	23	30	10	100	6
3.APPLIED ART/ GRAPHIC PRINT	06	1/4 Imperial	70	23	30	10	100	6
4. SCULPTURE	06	8”X10”	70	23	30	10	100	6
TOTAL							600	40

SUBMISSION DETAIL (PRACTICAL)

S.NO	PRACTICAL PAPER	SIZE	MIN ASSIGNMENT	MEDIUM
1.	STILL LIFE & NATURE STUDY	1/4 Imperial	20 SHEET	PENCIL, CRAYON, CHARCOAL, PASTELS, POSTER COLOUR ETC.
2.	COMPOSITION	1/4 Imperial	20 SHEET	WATER COLOUR, POSTER COLOUR
3.	APPLIED ART/ GRAPHIC PRINT	1/4 Imperial	20 SHEET	INK & POSTER COLOUR
4.	SCULPTURE	8"x10"	16	CLAY & POP

***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.

(This instructions for all years students and all related subjects papers)

B.F.A Ist Year (Applied 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 forms in two dimensional spaces.

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

3. APPLIED ARTS

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

Devnagri Letters- Hindi, Script Writing and printing technique, monochrome, illusion.

4. SCULPTURE

Object made in clay, nature forms, man made objects, human body parts (eyes, nose, ears and lips). Decorative and Geometrical design (Relief). Simple composition with the use of human figures and other forms (Nature and imaginary) 3D composition, animal figure and human figure.

- 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.
- Only Manual work accepted Computer Graphic work not accepted.
- Make 05 sheets/work on each topic.
- Use poster and drawing color in drawing and painting subjects.
- Use pencil and pencil color in composition subjects.
- Use clay in POP in sculpture subjects.

B.F.A Ist Year (Applied Arts)- THEORY

Unit-1

Line definition of line, lines and visual illusion, line and impression visual and different types of lines and drawing, development of it and possibilities of line drawing.

Unit-2

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 perspectives.\

Unit-3

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

Unit-4

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-5

Six limbs of Indian painting.

B.F.A IInd Year (Applied arts)- SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Miderm/CCE		Total	Credit
			Max. Marks	Min Marks	Max. Marks	Min Marks		
THEORY (SUBJECT)								
1. HISTORY OF ART PART - II (Paper-1)	03	-	70	23	30	10	100	8
2. HISTORY OF ADVERTISING PART - I (Paper-2)	03	-	70	23	30	10	100	8
PRACTICAL								
1.GRAPHIC DESIGN	18	½ Imperial	70	23	30	10	100	6
2.ILLUSTRATION	18	½ Imperial	70	23	30	10	100	6
3. TYPOGRAHY, LETTERING & CALLIGRAPHY	18	½ Imperial	70	23	30	10	100	6
4.PHOTOGRAPHY	18	8"x12"	70	23	30	10	100	6
TOTAL							600	40

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

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 & colour) for **Tiles and Jewelry**.

Understanding about stationary design, 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. Understandings of basic illustration techniques. Rendering in pencil, pen monochrome color & ink. Product rendering.

Understanding 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.

4. PHOTOGRAPHY

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

Note-

- 1. Make 12 sheets/work each on each subject topic**
- 2. Use poster color 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.
 - Only Manual work accepted Computer Graphic work not accepted.

B.F.A II 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 chaitya and Viharas. Their paintings, Relief mural.

Unit-3

Early Medieval period.

Bagh Caves, Elephanta Caves, badami caves, Ellora Caves, Mahabalipuram.

Western Art

Unit-4

Early Christian art-Paintings in Catacombs, Architecture, sculpture, Mosaic.

Byzantine Art- Painting, Architecture, Sculpture and mosaic.

Unit-5

Romanesque art- Paintings, Architecture and Sculpture.

Gothic art- Paintings, Architecture and Sculpture.

B.F.A II Year (Applied Arts)- THEORY- History of Advertising part-I (paper-II)

Unit-1

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-2

Function of advertising – information, assurances, convenience, freedom of choice, buyers guide. Village economy- advertising, production of 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-3

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-4

Advertising Design- Trade, Mark, monograms, symbol, logotype, Principals of Design, Creativity, Creative strategy, advertising appeal, Executive of creative strategy, copy writing, creation of advertising design production of print advertising illustration.

Unit-5

Advertising Media- Media strategy, characteristics of advertising media, classification of media- Print media, Direct Mail, Radio, Television, Outdoor Advertising media –Poster, Hoarding, Interactive Bill Board, Banner Kiosk, transit advertising, ambient advertising media, point of purchase advertising, interactive media, digital media, yellow page advertising, public relation, media mix & scheduling.

- 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.
- Only Manual work accepted Computer Graphic work not accepted.

B.F.A IIIrd Year (Applied Arts)- SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Miderm/CCE		Total	Credit
			Max. Marks	Min Marks	Max. Marks	Min Marks		
THEORY (SUBJECT)								
1. HISTORY OF ART PART - III (Paper-1)	03	-	70	23	30	10	100	3
2. HISTORY OF ADVERTISING PART - II (Paper-2)	03	-	70	23	30	10	100	3
PRACTICAL								
1.OUTDOOR ADVERTISING	18	Half Imperial	70	23	30	10	100	6
2. INDOOR ADVERTISING & OTHER MEDIA DESIGN	18	Half Imperial	70	23	30	10	100	6
3. ILUSTRATION FOR MEDIA	18	Half Imperial	70	23	30	10	100	6
4.PHOTOGRAPHY FOR INNOVATIVE FILM ADVERTISING	18	12"x18"	70	23	30	10	100	6
TOTAL							600	40

***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.

B.F.A IIIrd Year (Applied Arts)- PRACTICAL

1. OUTDOOR ADVERTISING

Understanding about basic outdoor media-poster & hoarding, understanding about basic other media-transit advertising, mobile advertising, bus panel, transit panel, bus stop (shelter), balloon, road show, kiosk, understanding about basic indoor media.

2. INDOOR ADVERTISING Magazine layout, Press layout, pamphlets, bill, sticker, mythical creatures, mythical stories, children book (Story/Rhymes) 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

Understanding about the parts of camera and their functions – model with product photography. Size -1/2 imperial/12"x18", Sessionals-+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)

- 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.
- Only Manual work accepted Computer Graphic work not accepted.

B.F.A III Year (Applied Arts)- THEORY- History of Advertising part-I (paper-II)

Unit-1

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-2

Function of advertising – information, assurances, convenience, freedom of choice, buyers guide. Village economy- advertising, production of 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-3

Technical- Construction of an effective advertisement part- I visualization, visualization techniques, copy writing, different types 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, lights, dark room setup.

Unit-4

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-5

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.

B.F.A IVth Year (Applied Art)- SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Midterm/CCE		Total	Credit
			Max. Marks	Min Marks	Max. Marks	Min Marks		
THEORY (SUBJECT)								
1. AESTHETICS (Paper-1)	03	-	70	23	30	10	100	3
2. HISTORY OF ADVERTISING PART - III (Paper-2)	03	-	70	23	30	10	100	3
PRACTICAL								
1.COMMUNICATION DESIGN (CAMPAIGN)	18	½ & Full Imperial	70	23	30	10	100	6
2. PACKAGING & DISPLAY	18	½ & Full Imperial	70	23	30	10	100	6
3.LIGHTING & PHOTOGRAPHY	18	12”X18”	70	23	30	10	100	6
4. Art Management	12	50 Pages (minimum)A4size	70	23	30	10	100	6
TOTAL							600	40

***NOTE* :-**

FOR passing examination, the candidate shall be required to secure 33% marks in each of the prescribed subject, separatety, in-

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

B.F.A IVth Year (SCULPTURE)- PRACTICAL

1. COMMUNICATION DESIGN (CAMPAIGN) Understanding about window display, shop & showroom display, especially focus on rural shop (Pan shop/General store/Panchayat Ghar etc.)- Danglers, show cards, bubblers, tags etc. Understanding about institutional and commercial design- danglers, show card, bubblers, tag 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, matchbox packaging.

3. LIGHTING & PHOTOGRAPHY

Study of different types of camera, working with different camera in hand, film loading, unloading winding, large form cameras, rising, falling and cross movement and swing back. Study of apertures: f-number and their effects, opening and closing. Study of shutter, focal plane and between the lens shutters, different shutter speed. Controlling shutters speed and movements. Effects of aperture on depth of fields, effects of the image due to use of normal, wide angle, telephoto and zoom lenses. Use of extension wires, self timer and shutter release. Use of tripod stand, study of panning tilt head, use of exposure meter and determination of correct exposure, use of colour filters: its effects on photograph, preparation of lighting and objects, determination of exposure, its relationship with shutter speed, aperture number and film speed.

4. ART MANAGEMENT

Art management is the practice of planning, organizing , promoting , And Managing Artistic and cultural activities , exhibitions, museums, galleries, artists, and creative projects.

B.F.A IV Year (Applied Arts)- THEORY- History of Advertising part-III (paper-II)

Unit-1

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 principals of campaign planning, importance if unity and continuity, the advertising appreciation, matching competitors, requirement of the fulfill the objectives. Launchinga new product. Importance facts for a good advertising campaign, role of advertising agency in campaign planning, brand.

Unit-2

Understanding about point of sale- window display, shop and showroom display. Especially focus on Rural shop display (pan shop/general store/Panchayat Ghar etc) understanding about basics of Packaging advertisement through packaging advertising, especially focus non-paper base packaging materials- Glass, plastics, fiber and other innovative medium technical and methodology details, sizes, paper etc, importance of story board. Its implement and importance in media.

Unit-3

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 types scanner & modem, software- adobe page maker, corel draw, adobe photograph & illustration.

Unit-4

History of Graphic design – Birth of alphabet, application of photography in printing, the development of lithography, art & craft moment, art & Nouveau period, The modernization influence of modern art pictorial modernism in America, corporate identity Era.

Unit-5

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's measurement, formal setting, readability, legibility, type setting. Cold composing, photo types setting, dry transfer letter, and digital composition. Printing – letter press, Gravure Printing, Screen Printing, Lithography, Mattel plate lithography offset printing.