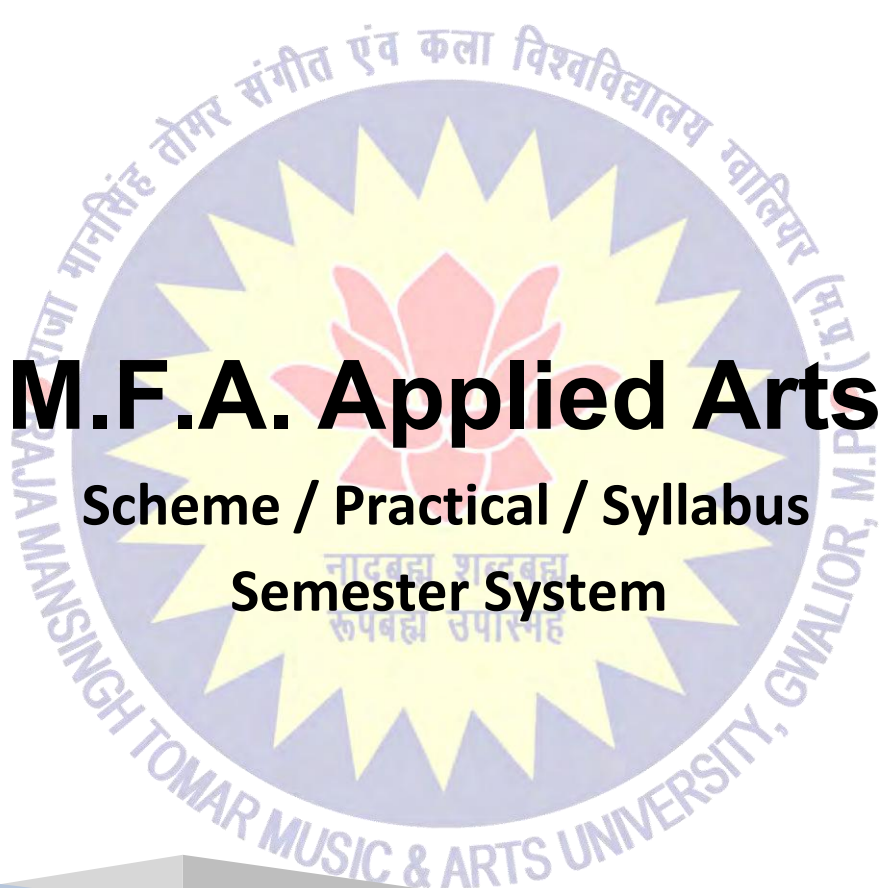


RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY

GWALIOR, MADHYA PRADESH

The logo of Raja Mansingh Tomar Music & Arts University is a circular emblem. It features a central yellow sunburst with a red lotus flower in the middle. The text 'RAJA MANSINGH TOMAR संगीत एवं कला विश्वविद्यालय ग्वालियर (म.प्र.)' is written in a circular path around the top, and 'RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY, GWALIOR, M.P.' is written around the bottom. Below the lotus, there is a Sanskrit motto: 'नादब्रह्म शब्दब्रह्म रूपब्रह्म संपारम्भे'.

M.F.A. Applied Arts

Scheme / Practical / Syllabus

Semester System

2026 - 2027

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.

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.

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.**

M.F.A. Ist Sem (Applied Art) – 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 Paintings 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. Pi hora, Tattoo.

UNIT – III

Indian Iconography

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

Unit-IV

China- Six canons of Chinese art, Buddhist impact on painting and sculpture, painted pottery, jade carving, ritual bronze vessels, lacquer and silk painting.

Artist Kai ku che

Chinese philosophy- Confucianism, Taoism.

Japan- Japanese prehistoric art, Buddhist art, scroll painting, calligraphy, sculpture, painting styles, Kara-e and Yamato-e.

Unit-V

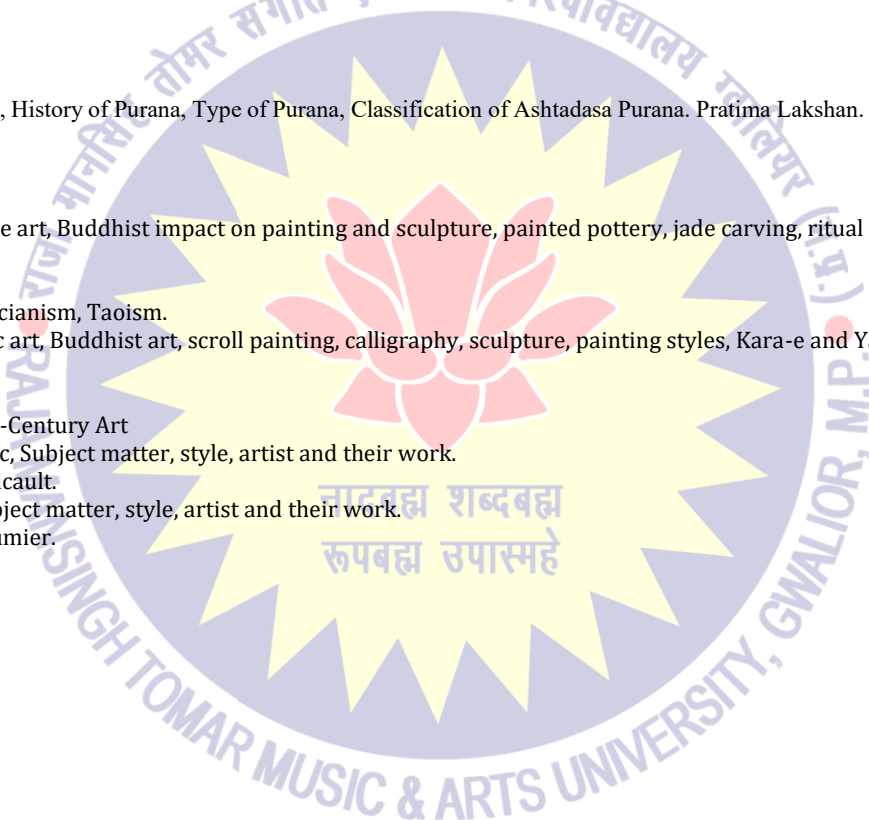
Introduction to Nineteenth-Century Art

Romanticism-Characteristic, Subject matter, style, artist and their work.

Artist-Goya, Delacroix, Gericault.

Realism-Characteristic, subject matter, style, artist and their work.

Artists-Courbet, Millet, Daumier.



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.

M.F.A. IInd 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- II (Paper-I)	03	--	70	25	30	11	100
2. HISTORY OF ADVERTISING PART- II (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

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.

M.F.A. IInd 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)

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

Displaying their assignment and explaining the work.

3. SEMINAR & Viva

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.**

M.F.A. IInd Sem (Applied Art) – 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 technigraphy 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

Tang huang cave art

Tang dynasty - court art, blue green landscape, horse painting, nature painting, WuDaozi, Wang Wei, Han Gan, Zhang Xuan, Zhou Fang, Yan Liben, Li sixun

Heian: Buddhist impact, Tosa school

Kamakura: portraiture, scroll painting,

Muromachi: Zen art, Kano School,

UNIT – V

Introduction to Late Nineteenth-Century Art

Impressionism – Characteriscs, subject matter, style, artists and their works.

Artists – Monet, Renoir, Degas.

Post-Impressionism – characteriscs, subject matter, style, artist and their works. Artists– Van Gogh, Cézanne, Gauguin.

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.

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

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.

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)

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

Displaying their assignment and explaining the work.

3. SEMINAR & Viva

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 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.**

M.F.A. IIIrd Sem (Applied Art) – THEORY – HISTORY OF ART PART- III (Paper-I)

UNIT – I

Modern 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.

Introduction – Indra, Varuna, Yama, Kuber, Agni, Vayu, Nirrti, Isana.

Unit-IV

Sung Dynasty- Literati painters of the Sung Dynasty, Chau-Chang, Chao-Meng-Chin, Chen-Jung, Li-Yu, Hsu-His, Chu-Jui, Fan-Kuan, Huanag-Chu-Tsai, Li-Tang, Liang-Kai, Li-Chang, Li-Kung-Lin, Li Sheng, Ma-Yuan, Me-Fei, Mu-Chi.

Yuan Dynasty- 4 masters of Yuan: Huan Gong Wang, Wu Chen, Ni Zan, Wang Meng

Momoyama period- Monumental, decorative, gold- leaf screens

School: Kano, Tosa, Rinpa

Artists: Kano Takanobu, Tosa Mitsuyoshi,

Edo/Tokugawa Period (1603-1868)

Artist: Ogata Korin

Unit-V

Introduction to Twentieth – Century Avant-Garde Movements

Expressionism- Characteristics, subject matter, style, key artists and their works

Artist- Edvard Munch, Wassily Kandinsky,

Cubism- Characteristics, subject matter, style, key artists and their works

Artists- Pablo Picasso, Georges Braque,

Futurism- Characteristics, subject matter, style, key artists and their works

Artists- Umberto Boccioni, Giacomo Balla.

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.

M.F.A. IVth 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- 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.
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- (4) Assessment of DESERTATION done at college/university.

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.**

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 Aprsayein, 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

China-

Ming Dynasty- Che School, Wu School.

Ching Dynasty- Four Wang Group, Anhwei Group, Six Best Ching Masters, Eight Masters of Ching Ling,

Modern Period of Chinese Art

Japan-

Korin School, Namban Style, Ukiyo-E Prin ng Technique, Meiji Period, Showa Period

Unit V

Surrealism & Dada

Surrealism - Characterisc, subject matter, style, Artist and their work

Artist - André Breton, Salvador Dalí, Max Ernst.

Dada - Characterisc, subject matter, style, Artist and their work

Artist- Hugo Ball, Marcel Duchamp, Jena Arp.

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.