

NATIONAL EDUCATION POLICY-2020

**Common Minimum Syllabus for all
Uttarakhand State Universities and Colleges for
Four Years of Higher Education**

**PROPOSED STRUCTURE OF
FACULTY OF VISUAL ARTS
UG - Syllabus: Bachelor of Fine Arts (Applied Arts)**

2023

Curriculum Design Committee, Uttarakhand

Sr.No.	Name&Designation
1.	Prof. N.K. Joshi Vice-Chancellor , Kumaun University Nainital Chairman
2.	Prof. O.P.S. Negi Vice-Chancellor , Uttarakhand Open University Member
3.	Prof. P. P. Dhyani Vice-Chancellor , Sri Dev Suman Uttarakhand University Member
4.	Prof. N.S. Bhandari Vice-Chancellor, Soban Singh Jeena University Almora Member
5.	Prof. Surekha Dangwal Vice-Chancellor, Doon University, Dehradun Member
6.	Prof. M.S.M. Rawat Advisor, Rashtriya Uchchatar Shiksha Abhiyan, Uttarakhand Member
7.	Prof. K. D. Purohit Advisor, Rashtriya Uchchatar Shiksha Abhiyan, Uttarakhand Member

NATIONAL WORKSHOP ON NATIONAL EDUCATION POLICY 2020

CURRICULUM DESIGN FOR THE STATE OF UTTARAKHAND –II

Dated : 14 , 15 , 16 March 2023

Venue: Dr. S. Radha krishnan Hall, UGC-HRDC, Kumaun University, Nainital

Syllabus Committee

Date : Tuesday ,March 14,2023

Room ID : LLM(HALL5)

Faculty of Visual Arts

- **Subject : Bachelor of Fine Art (Painting)**
- **Subject : Bachelor of Fine Art (Applied Arts)**
- **Subject : Bachelor of Fine Art (Graphic Art /Printmaking)**
- **Subject : Bachelor of Fine Art (Sculpture)**

S.No.	Name	Designation
1.	Prof.M.S.Mawri	Dean Faculty Of Visual Arts D.S.B CAMPUS ,KUMAUN UNIVERSITY,NAINITAL
2.	Dr. Rina Singh	ASSOCIATE PROFESSOR Department of Drawing & Painting D.S.B CAMPUS, KUMAUN UNIVERSITY,NAINITAL
3.	Ms.Ruchi Martolia	Guest Faculty Faculty Of Visual Arts D.S.B. CAMPUS , KUMAUN UNIVERSITY, NAINITAL

**NATIONAL WORKSHOP ON NATIONAL EDUCATION POLICY 2020
CURRICULUM DESIGN FOR THE STATE OF UTTARAKHAND –II**

Dated: 14, 15, 16 March 2023

**Venue: Dr. S. Radha krishnan Hall, UGC-HRDC, Kumaun University, Nainital
Workshop Expert Committee**

Date : Tuesday ,March 14,2023

Room ID : LLM(HALL5)

Faculty of Visual Arts

Subject : Bachelor of Fine Art (Painting)

Subject : Bachelor of Fine Art (Applied Arts

Subject : Bachelor of Fine Art (Graphic Art /Printmaking)

Subject : Bachelor of Fine Art (Sculpture)

WORKSHOP EXPERT COMMITTEE

PRESENTER: PROF. M.S .MAWRI

RAPPORTEUR: MS.RUCHI MARTOLIA

S.NO	NAME AND DESIGNATION	UNIVERSITY AFFILIATION	MODE (ONLINE /OFFLINE)
1.	DR. SUNITA GUPTA RETD.PRINCIPLE	Kumaun University ,Nainital	ONLINE
2.	PROF. RAJEEV NAYAN FINE ART DEPARTMENT	Shakuntala University,Lucknow	ONLINE
3.	PROF. SHEKHAR CHANDRA JOSHI Head Of The Department(Painting)	Soban Singh Jeena University ,Almora	OFFLINE
4.	PROF.ALKA ARYA Head Of The Department(Painting)	S.S.D .P.G. College (ROORKEE)	ONLINE
5.	DR. RINA SINGH ASSOCIATE PROFESSOR	Kumaun University,Nainital	OFFLINE
6.	DR. PRITI GUPTA ASSISTANT PROFESSOR	Harshvidhyamandir P.G. College, Raisi (Haridwar)	OFFLINE
7.	DR.VINOD BHANDARI ASISTANT PROFESSOR	Government P.G. College(KOTDWAR) Sri Dev Suman University ,Tehri	ONLINE

Program: <i>Certificate Course in Visual Arts</i>		Year: I	Semester: I Paper-I
Subject- Theory paper –I (Major) :- Fundamental of Visual Arts			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Fundamental of visual arts	Unit I - Meaning of Art, Definition of Art. Unit II- Origin of Art, Importance of Art. Unit III- Introduction and Classification of Fine Art. Unit IV- Branches of Visual Art (Painting, Sculpture, Applied, Graphic, Drawing, Architecture) Unit V- Difference Between Fine Art and Commercial Art.		6

Suggested Reading:

1. fp=dyk ds ewy vk/kkj & Mkwâ ,eâ ,lâ ekoM+h
2. :ikadu & Mkwâ fxjkZt fd"kkkj vxzoky
3. Meaning of Art- Herbert Read
4. Art Fundamental: Theory & practice – Robert E. Stinson
5. Art Fundamental: Light, Colour, Composition, Anatomy, Perspective & Depth – Gilles Beloeil

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25%In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation):10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: <i>Certificate Course in Visual Arts</i>		Year: I	Semester: I Paper-II
Subject- Theory paper –II (Major) :- INTRODUCTION OF METHOD AND MATERIAL			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Introduction of Method and Material	UNIT I: Pencil, Charcoal, Ink UNIT II: Brushes, Spray guns and Knife. UNIT III: Wet medium Colours (Water colour, Tempera colour, Gouache and Oil colour etc) UNIT IV various Technique of colours (Wash method, Opaque & Transparent method, Alla prima, Glazing, Dry on Wet, Wet on Wet, Dry brush, Impasto and Encaustic etc) UNIT V: Rendering Technique		6

Recommended Book

- 1- fp=dyk ds ewy vk/kkj & Mkwå ,eå ,lå ekoM+h
- 2- :ikadu & Mkwå fxjkZt fd"kksj vxzoky
- 3- The Artist Handbook- Ray Smith
- 4- Art school How To Paint & Draw – Hazel Harrison

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25% in Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation):10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (4) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (5) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (6) 71%to80%:3 marks | |

Program: <i>Certificate Course in Visual Arts</i>		Year: I	Semester: I Practical-I
Subject- Practical- I (Major) :- Basic of Applied Arts (core)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Basic of Applied Arts	Study of Basic Knowledge of Applied Arts Will Help To Understand of The Various Function of Shape ,Objects, Types of Scripts etc.		6

Instruction for sessional work are given below:-

- Study In Pencil, Pen: Doodle
- **Study In Collage:** Group Study of Different Material Objects In Monochrome
- **Study In Poster Color:** Typography
- **Size :** 1/2 Imperial Size Paper
- **Medium:** Pencil, Charcoal, Pen, Ink and Water Colour.
- Sessional Marks of Practical Will Be Given on The Basis of Showing Minimum 5 Selective Works.

Program: <i>Certificate Course in Visual Arts</i>		Year: I	Semester: I ■ Practical- II
Subject- Practical –II (Major) :-Drawing (core)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam:75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Drawing (core)	Study of Geometrical Objects, Basic Understanding of The Various Function of Triangle, Cube, Rectangle, Circle and Objects etc.		6

Instruction for sessional work are given below:-

Each Sessional Work Minimum 5 Objects.

- **Study In Pencil and Pen:** Each Sessional Work Contains Minimum 4-6 Objects
- **Size :** 1/2 Imperial Size Paper
- **Medium:** Pencil, Charcoal, Pen.
- Sessional Marks of Practical Will Be Given On The Basis of Showing Minimum 5 Selective Works and 100 sketches.

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: <i>Certificate Course in Visual Arts</i>		Year: I	Semester: I Practical- III
Subject- Practical Paper –III (Minor) :- Painting OR Sculpture OR Printmaking (Elective)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 02		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Painting Or Sculpture Or Printmaking (Elective)	Painting :- Still- Life: Study of Geometrical objects, basic understanding of the various function of triangle, cube, rectangle, circle objects and drapery etc. <div>OR</div> Sculpture :- Clay Modeling Study of introduction to sculpture-basic elements and their relationship-sculpture exercise based on studies from nature, human figures or other areas of contact using different material. <div>OR</div> Printmaking:- To develop an understanding of printing method through the various texture, surface, inking style and technique; Rubbing Potato print, mono print, linocut, wood cut.		6

Practical- IV: (ELECTIVE)**A. Painting :- Still- Life:**

- Study in pencil and pen: Each sessional work contains minimum 4-6 objects.
- Study in poster colour: Each sessional work contains minimum 2-5 objects.
- Study in water color: Each sessional work contains minimum 6 objects
- Size : 1/2 imperial size paper
- Medium: Pencil, pen, poster colour and water colour.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works including 50 sketches.

OR**B. Sculpture-Clay Modelling:**

- Study of introduction to sculpture-basic elements and their relationship-sculpture exercise based on studies from nature, human figures or other areas of contact using different material.
- **Study in Clay:** 2-D plate and casted in POP size- 12*12 inches
- **Study in POP:** make wooden frame filled up with POP, POP will be carved by tools size-16*18 inches.
- **Study in POP:** 3-D casting of hands and legs.
- **Material:** plaster of Paris, clay.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

OR**C. Printmaking :**

- To develop an understanding of printing method through the various texture, surface, inking style and technique; Rubbing Potato print, mono print, linocut, wood cut.
- Rubbing, leaf printing, Potato printing, mono print: monochrome size: 1/2 imperial sheet
- **Lino cut:** still life on monochrome printing .size: 12*12 inches
- **Wood cut:** landscape on monochrome printing .size: 12*12 inches
- **Material:** Acrylic sheet, lino, soft wood, paper.
- Sessional marks of practical will be given on the basis of showing minimum 05 selective works.

Marks for attendance will be given as under:-

- | | |
|-------------------------|-------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%: 2 marks |
| (2) 81% to 90%: 4 marks | (5) 60% to 65%: 1 marks |
| (3) 71% to 80%: 3 marks | |

Program: Certificate Course in Visual Arts		Year: I	Semester:II Paper-I
Subject- Theory paper –I (Major) :- Fundamental of visual arts			
Course Code:		Course Title: Bachelor of Fine Arts (Applied Arts)	
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Fundamental of visual arts	Unit I- Elements of Painting- Point, Line, Colour. Unit II- Elements of Painting- Form, Space, Tone and Texture. Unit III- Principles of Composition- Balance, Rhythm, Harmony, Unity, Dominance. Unit IV- Principles of Composition- Proportion, Opposition / Contrast, Perspective, Rendering etc. Unit V- Six Limbs of Indian Painting (Shadang).		6

Recommended Book

1. fp=dyk ds ewy vk/kkj & MkWå ,eå ,lå ekoM+h
2. :ikadu & MkWå fxjkZt fd" kksj vxzoky
3. The Artist Handbook- Ray Smith
4. Art school How To Paint & Draw – Hazel Harrison

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25% In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation): 10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- | | |
|------------------------|-------------------------|
| 1. 91% onwards: 5marks | (4) 65% to 70%: 2 marks |
| 2. 81% to 90%: 4 marks | (5) 60% to 65%: 1 marks |
| 3. 71% to 80%: 3 marks | |

Program: <i>Certificate Course in Visual Arts</i>		Year: I	Semester:II Paper-II
Subject- Theory paper –II (Major) :- Brief Introduction of Method and Material			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Introduction of Method and Material	UNIT I: Dry mediums Colours (Pastel, wax, Pencil) UNIT II: Paper-types of papers (Hot Press & Cold Press, Handmade-Machine made) UNIT III: Earth And Natural Pigments UNIT IV: Introduction to Murals-Fresco Buono, Fresco Secco, distemper application of various mural technique. UNIT V Mosaic method: direct and indirect method.		6

Recommended Book

1. fp=dyk ds ewy vk/kkj & MkWå ,eå ,lå ekoM+h
2. :ikadu & MkWå fxjkZt fd”kksj vxzoky
3. The Artist Handbook- Ray Smith
4. Art school How To Paint & Draw – Hazel Harrison

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25%In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation):10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

1. 91% onwards: 5marks (4) 65% to 70%:2 marks
2. 81% to90%:4 marks (5) 60% to65%:1 marks
3. 71%to80%:3 marks

Program: <i>Certificate Course in Visual Arts</i>		Year: I	Semester- II Practical-I
Subject- Practical: paper –I (Major) :- Basic of Applied Arts (core)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Basic of Applied Arts	Study of Basic Knowledge of Applied Arts will Help To Understand of The Various Function of Shape, Objects, Types of Scripts Etc.		6

Instruction for sessional work are given below:-

- **Study in Poster colour:** Composition of Alphabets.
- **Study in pen:** Composition of Shapes.
- **Study in ink:** Calligraphy.
- **Size :** 1/2 imperial size paper
- **Medium:** Pencil, charcoal, pen, ink and water colour.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

Program: <i>Certificate Course in Visual Arts</i>		Year: I	Semester- II Practical-II
Subject- Practical: paper –I (Major) :- (core)			
Course Code:	Course Title: Bachelor Of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Drawing (core)	Study of Geometrical Objects, Basic Understanding of The Various Function of Triangle, Cube, Rectangle, Circle and Objects Etc.		6

Instruction for sessional work are given below:-

- **Study in pencil:** each sessional work contains minimum 4-6 objects using different rendering technique.
- **Study in pen:** each sessional work contains minimum 4-6 objects using different rendering technique.
- **Size :** 1/2 imperial size paper
- **Medium:** Pencil, Pen.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works including 100 sketches.

Marks for attendance will be given as under:-

- | | |
|------------------------|-----------------------|
| 1- 91% onwards: 5marks | 4- 65% to 70%:2 marks |
| 2- 81% to90%:4 marks | 5- 60% to65%:1 marks |
| 3- 71%to80%:3 marks | |

Program: <i>Certificate Course in Visual Arts</i>		Year: I	Semester- II Practical-III
Subject- Practical: paper –I (Minor) :- painting OR Sculpture OR Graphic Art (ELECTIVE)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 02		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Painting OR Sculpture OR Printmaking (ELECTIVE)	Painting:-Landscape and Nature Study :- Study of Various Perspective (One Point Parallel Perspective, Two Point Angular Perspective, Three Point Perspective) of The Landscapes .Nature Study of Flower, Plants, Trees And Herbs OR Sculpture :- Clay Modeling OR Printmaking:-To develop an understanding of printing method through the various texture, surface inking style and technique: Collography, stencil, mono print, linocut, wood cut.		6

Instruction for sessional work are given below:-

Painting:- LANDSCAPE AND NATURE STUDY:

- **Study In Pencil Colour and Water Colour :** Landscape Study
- **Study In Wax Colour and Poster Colour:** Flower Study
- Study In Mix Media: Different Types of Tree, Herbs, Shrubs
- **Size:** 1/2 Imperial Size Paper.
- **Medium:** Pencil Colour, Wax Colour, Poster Colour, Watercolour.
- Sessional Marks Of Practical Will Be Given On The Basis Of Showing Minimum 5 Selective Work .

OR

B. Sculpture- Clay modeling:-Study in Terracotta: Animal and Birds study size:18*18 inches.

- **Study in POP cast:** 3-D Portrait study
- Study in Cement cast: still-life , landscape on 2-D tile
- **size:**12*18 inches
- **Material:** Clay, Pop, Cement.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

OR

B. Printmaking :

- **A-Collography and stencil:** landscape on monochrome printing size:12*12inches
- **B . Lino cut:** bunch of different shapes of flower on three colour printing size:12*12inches
- **C. Wood cut:** study of monument on three colour printing size:12*12 inches
- **Size:** 1/2imperial sheet
- **Material:** lino, soft wood, paper, adhesive, card board and waste material.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

Marks for attendance will be given as under:-

1. 91% onwards: 5marks
2. 81% to90%:4 marks
3. 71%to80%:3 marks
- (4) 65% to 70%:2 marks
- (5) 60% to65%:1 marks

Program: <i>Diploma in Visual Arts</i>		Year: II	Semester:III Paper-I
Subject- Theory paper –I (Major) :- Advertisement			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic	No. of Lectures	
Advertisement	Unit I-Introduction and Origin to Advertising. Unit II-Meaning and Definition of Advertising, Unit III- Development History of Modern advertising, Unit IV-Functions and Significance of Advertising. Unit V-Trademark: Logo/ Logotype, Signature, Seal, Monogram, Symbol, Emblem, Insignia.	6	

Recommended Book-

- Contemporary Advertising: William F. Arens, Courtland L. Bovee
- Foundation of Advertising: S. A. Chunnawalla, K.C Sethia
- Advertising and Sales Promotion: S.H. Kazmi, Satish Batra
- Social Dimension of Advertising: S.S Kaptan
- Advertising Theory and Practice: C.H Sandage, Vernon Fryburger.
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- foKkiu dyk % ,ds'oj izlkn gVoky
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Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25% In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation): 10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- (1) 91% onwards: 5marks
- (2) 81% to 90%: 4 marks
- (3) 71% to 80%: 3 marks
- (4) 65% to 70%: 2 marks
- (5) 60% to 65%: 1 marks

Program: <i>Diploma in Visual Arts</i>		Year: II	Semester: III Paper- II
Subject- Theory paper –II (Major) :- Indian Art Aesthetics			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Indian Art Aesthetics	Unit-I Indian Art Aesthetics - Origin, meaning, Definition. Unit-II Rasa-Siddhant of Bharatmuni. Unit-III Importance of Bhava in Rasa- Siddhant. Unit-IV Rasa & Bhava Aspect on Indian Art. Unit-V Rasa-Siddhant of Abhinav Gupta		6

Recommended Book:

1. Hkkjrh; dyk lksUn;Z& Mkwå ,eå,lå ekoM+h
2. lksUn;Z dk rkRi;Z& Mkwå jkedhfrZ “kqDy
3. Art Beauty & Creativity: Indian & Western Aesthetic- Shyamla Gupta
4. Comparative Aesthetic Vol. I- Prof. Dr. Kanti Chandra Pandey

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25% In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation):10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to 90%:4 marks | (5) 60% to 65%:1 marks |
| (3) 71% to 80%:3 marks | |

Program: <i>Diploma in Visual Arts</i>		Year: II	Semester- III Practical-I
Subject- Practical: paper –I (Major) :- Basics of Advertisement			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Basics of Advertisement	Introduction of Manual Work In Guache and Poster Colour will Help To Understand The Basic Setting of Typography and Type Faces.		6

Instruction for sessional work are given below:-

- **Study in Poster colour and Guache colour:** Logo Designing and Monogram Designing.
- **Size :** 1/2 imperial size paper
- **Medium:** Poster Colour and Guache colour.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works .

Program: <i>Diploma in Visual Arts</i>		Year: II	Semester- III Practical-II
Subject- Practical: paper –I (Major) :- Basics of Advance Advertisement			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Basics of Advance Advertisement	Introduction of coral and illustrator will help to understand the basic setting of typography and type faces.		6

Instruction for sessional work are given below:-

- **Study of coral draw and illustrator:** Logo Designing and Monogram Designing.
- **Subject:** Beauty Brand
- **Size-** A3 Paper.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works .

Marks For Attendance Will Be Given As Under:-

- | | |
|-------------------------|-------------------------|
| (1) 91% Onwards: 5marks | (4) 65% To 70%: 2 Marks |
| (2) 81% To 90%: 4 Marks | (5) 60% To 65%: 1 Marks |
| (3) 71% To 80%: 3 Marks | |

Program: <i>Diploma in Visual Arts</i>		Year: II	Semester- III Practical-III
Subject- Practical: paper –I (Major) :- Painting OR Sculpture OR Printmaking (ELECTIVE)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 02		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Painting OR Sculpture OR Printmaking (ELECTIVE)	Painting:- Study of Aerial Perspective of Landscape By Using Colouring Technique (Wash, Impasto, Glazing and Alla Prima Etc.) OR Sculpture :- Paper Machie, Mosaic, Wood Carving OR Printmaking :- Collography , Stencil, Leno, Woodcut.		6

Instruction for sessional work are given below:-

PAPER IV -PRACTICAL (ELECTIVE)-

A. Advance Landscape and Nature Study:-

- **Study in oil colour:** Impasto and Alla prima technique
- **Study in water colour:** Wash technique, opaque and transparent method
- **Size :** 1/2 imperial size paper
- **Medium:** Pencil, charcoal, oil colour and water colour.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works including 50 sketches.

OR

C. Sculpture: -

- **Study in paper machie:** detailed 3-d Sculpture of animal, birds.
- **Study in mosaic:** landscape and nature study in direct and indirect method size:18*18 inches
- **Study in wood carving:** pictorial and decorative design engraved in 2-D spaces. size:20*20
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

OR

D. Printmaking :-

- Collography and stencil: landscape on three colour (poster), two colour inking method
- **Size:** 1/2 imperial sheet
- **Lino cut:** study in animal on multi colour inking printingsize:12*18inches
- **Wood cut:** study in bird on multi colour inking methods:16*18 inches
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to 90%:4 marks | (5) 60% to 65%:1 marks |
| (3) 71% to 80%:3 marks | |

Program: Diploma in Visual Arts		Year: II	Semester: IV Paper- I
Subject- Theory paper –I (Major) :- Advertisement			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Advertisement	UNIT I - Creative Side of The Advertising – Creative Side of The Advertising-Creative Advertising Creative Concept And Creative Leap. UNIT II- Creative Brief And Big Idea Creative Brief And Big Idea Creative Strategy UNIT III- Creative Thinking, Visual Thinking, Art Direction and Its Functions U.S.P. UNIT IV- Campaign Planning, Objective and Basic Principles- Campaign Objectives & Types Factors Influencing. UNIT V- The Planning Of Advertising Agencies and Its Structure, The Advertiser, The Target Audience, Publicity, Propaganda.		6

Recommended Book -

- Contemporary Advertising: William F. Arens, Courtland L. Bovee
- Foundation Of Advertising: S. A. Chunawalla, K.C Sethia
- Advertising And Sales Promotion: S.H.H Kazmi, Satish Batra
- Social Dimension Of Advertising: S.S Kaptan
- Advertising Theory And Practice: C.H Sandage, Vernon Fryburger.
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Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25% In Theory Paper Based on The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation): 10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- (1) 91% onwards: 5marks
- (2) 81% to 90%: 4 marks
- (3) 71% to 80%: 3 marks
- (4) 65% to 70%: 2 marks
- (5) 60% to 65%: 1 marks

Program: <i>Diploma in Visual Arts</i>		Year: II	Semester: IV Paper- II
Subject- Theory paper –II (Major) :- Indian Art Aesthetics			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Indian Art Aesthetics	Unit- I Dhvani -Siddhant of Ananad Vardhan. Unit-II Importance of Dharma and Philosophy in Indian Aesthetics with the help of Kamasutra. Unit-III Indian Manuscripts (Vishnudharmotra Puran, Chitrasutra, chitralakshana & Boddh Aesthetic Philosophy.) Unit-IV Alankar, Auchitya. Unit-V Riti, Guna and Dosh		6

Recommended Book

1. Hkkjrh; dyk lksUn;Z& Mkwå ,eå,lå ekoM+h
2. lksUn;Z dk rkRi;Z& Mkwå jkedhfrZ “kqDy
3. Art Beauty & Creativity: Indian & Western Aesthetic- Shyamla Gupta
4. Comparative Aesthetic Vol. I- Prof. Dr. Kanti Chandra Pandey

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25% In Theory Paper Based on The Following Criteria:

- A. One Handwritten Assignment :10%
- B. PPT (Power Point Presentation):10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: <i>Diploma in Visual Arts</i>		Year: II	Semester- IV Practical-I
Subject- Practical: paper –I (Major) :- (core)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Basics of Advertisement	Introduction of Manual Work In Guache and Poster Colour will Help To Understand The Basic Setting of Typography and Type Faces.		6

Instruction for sessional work are given below:-

- **Study in Poster colour:** Poster.
- **Study of Guache colour:** Pamphlets.
- **Subject:** choice of the student
- **Size :** 1/2 imperial size paper
- **Medium:** Poster Colour and Guache colour.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

Program: <i>Diploma in Visual Arts</i>		Year: II	Semester- IV Practical-II
Subject- Practical: paper –II (Major) :- Basics Designing In Advertisement			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Basics Designing In Advertisement	Introduction of coral and illustrator will help To create new creative idea.		6

Instruction for sessional work are given below:-

- **PAPER III: PRATICAL** - Study of coral draw and illustrator: Insignia and Mascot Designing.
- Study of coraldraw and illustrator: Poster and Pamphlets.
- **Size-**A3 Paper.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to 90%:4 marks | (5) 60% to 65%:1 marks |
| (3) 71% to 80%:3 marks | |

Program: <i>Diploma in Visual Arts</i>		Year: II	Semester- IV Practical-III
Subject- Practical: paper –III (Major) :- Painting OR Sculpture OR Printmaking (ELECTIVE)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 02		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Painting OR Sculpture OR Printmaking (ELECTIVE)	Miniature painting: study of miniature painting will develop a patience into student which is help to create a intricate composition of painting. Old and new technique will help to gain knowledge for innovative idea. Or Sculpture:- 3-D mosaic, wood sculpture and 3-D casting. Or Printmaking:- silk printing with various inking technique.		6

Instruction for sessional work are given below:-

PAPER IV: PRACTICAL (ELECTIVE)

A. Miniature painting: - Study in Natural colour: Study of Different Miniature Schools

- **Study in acrylic colour:** study of plants, herbs and tree
- **Study in tempra colour:** study of birds and own composition of student.
- **Medium:** acrylic, oil colour, tempra colour, paper and canvas.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

OR

B. SCULPTURE:

- Introduction of 3-D mosaic, wood, sculpture and 3-D casting.
- **Study in 3-D mosaic:** creative portraits
- **Study in wood sculpture:** animal and birds
- **Study in 3-D casting:** grain, insects in Plaster of Paris
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

OR

C.PRINT MAKING: Serigraph

- Introduction of silk printing with various inking technique.
- **Study in paper:** invitation cards, Business card
- **Study in cloth:** Design printing, Illustration
- **Study in shirt:** logo and brand name
- Sessional marks of practical will be given on the basis of showing minimum 5selective works

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program :BACHELOR in Visual Arts		Year: III	Semester: V Paper- I
Subject- Theory paper –I (Major) :- Advertising and Marketing			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Advertising and Marketing	UNIT I- Advertising and Marketing Mix- Meaning of Marketing .Mix Importance of Marketing, UNIT II- Four Ps and Seven Ps Marketing Model, Image of The Product and The Brand. Channels of Distribution. UNIT III- Advertising Media- Advertising Media Selection, Media Type, Frequency, Spread. Media Buyers. UNIT IV-Advertising Messages- Consumer Behaviour. UNIT V- Importance of Behavioural Sciences In Advertising Attitude Information and Persuasive Communication.		6

Recommended Book

- William F. Arens, Courtl and L. Bovee
- Foundation of Advertising: S. A. Chunawalla, K.C. Sethia
- Advertising And Sales Promotion: S.H.H Kazmi, Satish Batra
- Social Dimension of Advertising: S.S. Kaptan
- Advertising Theory and Practice: C.H Sandage, Vernon Fryburger.
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Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25%In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation):10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- (1) 91% onwards: 5marks
- (2) 81% to 90%:4 marks
- (3) 71%to 80%:3 marks
- (4) 65% to 70%:2 marks
- (5) 60% to 65%:1 marks

Program: BACHELOR in Visual Arts		Year: III	Semester: V Paper-II
Subject- Theory paper –II (Major) :- Western Art Aesthetics			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Western Art Aesthetics	Unit- I Introduction of Western Aesthetic Unit-II Meaning of Aesthetics, Definition and Origin of Aesthetic. Unit-III Theory of Immitation -Plato, Catharisis- Aristotle. Theory Differences Between Plato & Aristotle on Aesthetic. Unit-IV Philosophical View on Aesthetics. Unit-V German Philosopher- Baumgarten, Hegel, Enamuel Kant.		6

Recommended Book

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2. lkSan;Z"kkL=& eerK prqosZnh
3. Aesthetic- Prakesh Vireshwer , Nupur Sharma
4. Art Beauty & Creativity: Indian & Western Aesthetic- Shyamla GuptaComparative
5. Aesthetic Vol.II- Prof. Dr. Kanti Chandra Pandey

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

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- A. One Handwritten Assignment: 10%
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- C. Attendance: 5%

Marks for attendance will be given as under:-

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|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: <i>Bachelor in Faculty</i>		Year: III	Semester- V Practical-I
Subject- Practical: paper –I (Major) :- Basics of Advertisement (Core)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Basics of Advertisement	Introduction of Manual Work In Guache and Poster Colour Will Help to create the illustration of their imaginations.		6

Instruction for sessional work are given below:-

- **Study in Poster colour:** Caricature.
- **Study of Guache colour:** Cartoon Character For Brand .
- **Subject:** choice of the student
- **Size :** 1/2 imperial size paper
- **Medium:** Poster Colour and Guache colour.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

Program: Bachelor in Faculty		Year: III	Semester- V Practical-II
Subject- Practical: paper –I (Major) :- Creativity In Advertisement			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Creativity In Advertisement	Introduction of creativity in advertisement by using illustrator and coral draw will help to understand the concept of designing.		6

Instruction for sessional work are given below:-

- **Study in Illustrator:** Letter pad, Visiting Card, Dangler
- **Study in Coral Draw:** Catalogue, Book Cover Designing
- **Subject:** choice of the student
- **Size :** 1/2 imperial size paper
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to 90%:4 marks | (5) 60% to 65%:1 marks |
| (3) 71% to 80%:3 marks | |

Program: <i>Bachelor in Faculty</i>		Year: III	Semester- V Practical-III
Subject- Practical: paper –I (Major) :- PAINTING OR Sculpture OR Printmaking (ELECTIVE)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 02		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
PAINTING OR Sculpture OR Printmaking (ELECTIVE)	Human anatomy: study of full figure in geometrical shapes can help to understand the proportion of anatomy. Or Sculpture: Study of Torso and Portrait casting and Moulding in cement and pop Or Printmaking:- Block Printing and Serigraph Printing develop a sense of textile designing.		6

Instruction for sessional work are given below:-

PAPER- IV : PRACTICAL (ELECTIVE)

A. HUMAN ANATOMY :

- Study in water colour: full figure study
- Study in poster colour: full figure study
- Size : 1/2 imperial size paper
- Medium: Pencil, charcoal, pen and guache.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works including 50 sketches

OR

B. SCULPTURE:

- Study of torso and portrait casting and moulding in cement and pop.
- Study of Torso : male, female, child
- Study of portrait: male , female (adult ,old age) and child
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

OR

C.PRINT MAKING :

- Study of block printing and serigraph printing developes a sense of textile designing.
- Study of block printing: Textile
- Study of serigraph: Illustration and script on handbags
- Study of block and serigraph: design for cloth
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

INDUSTRIAL TRAINING/ SURVEY

Program: <i>Bachelor in Faculty</i>		Year: III	Semester- V Practical-I
Subject- INDUSTRIAL TRAINING/ SURVEY			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 04		Core Compulsory	
Max. Marks: 100		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
INDUSTRIAL TRAINING/ SURVEY	Dissertation / Research Paper :- <ul style="list-style-type: none">• Student can choose any topic for their dissertation / research paper from theory paper.• Students have to also visit Artists Studio, Museums, Galleries, Library.		6

Instruction for sessional work are given below:-

- Two Research Paper should published on UGC CARE LIST. Dissertation/ Research paper will be done under Supervision of Subject Faculty and Topic Will Be Approved by HOD / DEAN.

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: BACHELOR in Visual Arts		Year: III	Semester: VI Paper - I
Subject- Theory paper –I (Major) :- Advertising And Marketing			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Advertising and Marketing	UNIT I- Advertising Creativity and Copywriting- Disciplined Creativity, Creative Strategy, Sources of Creative Ideas, Copy Defined, Copy Writer As a Visualize, How Copy Communicates. UNIT II- Creative Problems, Acts and Laws For Advertisement: law and acts for advertisement for copy writes, publishers, agency, freedom of speech. UNIT III- Advertising Visualization And Design- Methods of Choosing The Right Graphic Approach, Design Suggestion For Different Media, The Test of Effectiveness of Design. UNIT IV-Importance of Creative In Design.		6

Recommended Book

- Contemporary Advertising: William F.Arens, Courtl and L.Bovee
- Foundation of Advertising: S. A. Chunawalla,K.C Sethia
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra
- Social Dimension of Advertising: S.S Kaptan
- Advertising Theory and Practice: C.H Sandage,Vernon Fryburger.
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- foKkiu dyk % ,ds'oj izlkn gVoky
- foKkiu % v'kksd egktu
- izsepUn ikartfy vk/kqfud foKkiu] ok.kh izdk"ku] ubZ fnYyh 2008.

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25% In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation):10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- (1) 91% onwards: 5marks
- (2) 81% to90%:4 marks
- (3) 71%to80%:3 marks
- (4) 65% to 70%:2 marks
- (5) 60% to65%:1 marks

Program: BACHELOR in Visual Arts		Year: III	Semester: VI Paper-II
Subject- Theory paper –II (Major) :- Western Art Aesthetics			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic	No. of Lectures	
Western Art Aesthetics	Unit-I Intuitive and Communicative Theory, Unit-II Empathy & expression Theory. Unit-III Formalism- Roger Fry, Clive bell. Unit-IV Psychoanalysis Theory –Benedetto Croce Unit-V Susanne langer, Jung, Vernon Lee	6	

Recommended Book:

1. dyk lkSan;Z ds fl)kar & MkWå ,eå ,lå ekoM+h
2. lkSan;Z”kkL=& eerk prqosZnh
3. Aesthetic- Prakesh Vireshwer, Nupur Sharma
4. Art Beauty & Creativity: Indian & Western Aesthetic- Shyamla GuptaComparative
5. Aesthetic Vol. II- Prof. Dr. Kanti Chandra Pandey

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25%In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation):10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: <i>Bachelor in Faculty</i>		Year: III	Semester- VI Practical-I
Subject- Practical: paper –I (Major) :- STORY BOARD STUDY			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Story Board Study	Study of story board and will help to creating a character, it can be animal, human and visualization of the story.		6

Instruction for sessional work are given below:-

- **Study of Animal and Birds story:** medium choice is based on student.
- **Study of story:** Composition on visualization of scene and medium is based on student's choice
- **Size :** 1/2size paper
- **Medium:** any medium of student choice.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

Program: <i>Bachelor in Faculty</i>		Year: III	Semester- VI Practical-II
Subject- Practical: paper –II (Major) :- Digital Painting (Core)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Digital Painting	Study of Mythology and will help to Creating a mythological character, it can be animal Human and visualization of the story.		6

Instruction for sessional work are given below:-

- **Study of Mythological god and goddess:** medium choice is based on student
 - **Study of Mythological story:** Composition on visualization of scene and medium is based on student's choice.
 - **Size :** A3 PAPER
 - Sessional marks of practical will be given on the basis of showing minimum 5 selective works
- .Marks for attendance will be given as under:-**

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: <i>Bachelor in Faculty</i>		Year: III	Semester- VI Practical-III
Subject- Practical: paper –I (Major) :- Painting OR Sculpture OR Printmaking (Elective)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 02		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
PAINTING OR Sculpture OR Printmaking (Elective)	Painting: Old Master Portraits and Paintings Or Sculpture: Stone carving, casting and moulding. Or Printmaking: Etching: preparation of zinc plate, Plexiglass ground, stop–out varnish etc. Method of dry point.		6

Instruction for sessional work are given below:-

PRACTICAL (ELECTIVE)

A. Painting:

- **Study of portrait:** Oil colour
- **Study of paintings:** Oil and acrylic
- **Size :** Folio size
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

OR

B. SCULPTURE:

- Study of various media like stone, marble and etc and technique of carving and finishing, polishings carving of sandstone, marble etc. by direct and indirect method. Relief and round, pop casting and Moulding.
- **Study in stone carving:** Idol of animal, bird ,torso and god, goddess
- **Study in pop casting and moulding:** Idol casting
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

OR

C. PRINTMAKING :

- **Etching:** preparation of zinc plate, plexiglass ground, stop–out varnish etc. Method of dry point.
- **Study in zinc:** Study of monuments
- **Study in plexiglass:** own composition
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to 90%:4 marks | (5) 60% to 65%:1 marks |
| (3) 71% to 80%:3 marks | |

INDUSTRIAL TRAINING/ SURVEY

Program: <i>Bachelor in Visual Arts</i>		Year: III	Semester- VI Practical-II
Subject- INDUSTRIAL TRAINING/ SURVEY			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 04		Core Compulsory	
Max. Marks: 100		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
INDUSTRIAL TRAINING/ SURVEY	Dissertation / Research Paper :- • Student can choose any topic for their dissertation / research paper from theory paper. • Students have to also visit Artists Studio, Museums, Galleries, Library.		6

Instruction for sessional work are given below:-

- Two Research Paper should published on UGC CARE LIST. Dissertation/ Research paper will be done under Supervision of Subject Faculty and Topic Will Be Approved By HOD / DEAN.

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: <i>BACHLEOR(RESEARCH) in Visual Arts</i>		Year: IV	Semester: VII Paper-I
Subject- Theory paper –I (Major) :- Scripts and Typography			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic	No. of Lectures	
Scripts and Typography	Unit I: Origin of Script, Meaning of Script, Development of Script. Unit II: Classification of Script, Classification of Script. Unit III: Meaning Definition of Typography, Anatomy of A Letter: Serif, Base Line, Mean Line, Ascender, Descender, Counter, Stem, X Hight, Swash, Ligature. Unit IV: Classification of Types, Type Font, Type Family, Type Measurement and Measuring. Unit V: Type Setting: Cold Composing, Hot Metal Composing.	6	

Recommended Book

- Contemporary Advertising: William F. Arens, Courtland L. Bovee
- Foundation of Advertising: S. A. Chunnawalla, K.C Sethia
- Advertising And Sales Promotion: S.H.H Kazmi, Satish Batra
- Social Dimension of Advertising: S.S Kaptan
- Advertising Theory and Practice: C.H Sandage, Vernon Fryburger.
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Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25% In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation): 10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- (1) 91% onwards: 5marks
- (2) 81% to 90%: 4 marks
- (3) 71% to 80%: 3 marks
- (4) 65% to 70%: 2 marks
- (5) 60% to 65%: 1 marks

Program: <i>BACHLEOR(RESEARCH) in Visual Arts</i>		Year: IV	Semester: VII Paper-II
Subject- Theory paper –I (Major) :- Indian History of Printmaking (16 th Century To Till Date)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Indian History of Printmaking (16 th Century To Till Date)	UNIT I: Historical Background and Development of Printmaking In India UNIT II: Arrival of Printmaking In India UNIT III: Bat-Tala Print District of Calcutta UNIT IV: Arrival of Lithography, Establishment of Art Colleges UNIT V: Indian Printmaking Journey, Post Independence Era Growth In Printmaking, Experimentation and Variations In Techniques For Different Results		6

Recommended Book :

- Printmaking Encyclopedia-George Astevenson
- Print of 20th Century- Phanes
- Dictionary of Print Making Terms –Rose Mary Simmons
- How To Identify Prints-Bamber Gaspoigne
- The Complete Printmaker(Techniques/Traditions/Innovation)- John Rose/Clave/Tim Rose
- Contemporary Art (Journal)-Lalit Kala Academy
- Printmaking In India Since 1850-Lalit Kala Academy
- A History of Etching And Engraving-Arthur Hind
- An Introduction of History of Wood Cut-A M Hind

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25%In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation):10%
- C. Attendance :5%

Marks for attendance will be given as under:-

- (1) 91% onwards: 5marks
- (2) 81% to 90%:4 marks
- (3) 71%to 80%:3 marks
- (4) 65% to 70%:2 marks
- (5) 60% to 65%:1 marks

Program: <i>Bachelor (Research)in Visual Arts</i>		Year: IV	Semester-VII Practical-I
Subject- Practical: paper –I (Major) :- Photography			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Photography	Study of photography and will help to understand the knowledge of photograph and angles.		6

Instruction for sessional work are given below:-

- Study in Photography: Portrait, Landscapes, Still-Life and Add Shoot.
- Study in Photoshop: All Photographs Will Be Used for An add
- Size :A3PAPER
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

Program: <i>Bachelor (Research)in Visual Arts</i>		Year: IV	Semester-VII Practical-II
Subject- Practical: paper –II (Major) :- Advance Composition of Advertisement			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Advance Composition of Advertisement	Introduction of composition in advertisement by using illustrator and coral draw will help to understand the concept of designing.		6

Instruction for sessional work are given below:-

- Study of Coral Draw, Illustrator: Billboard
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works.

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to 90%:4 marks | (5) 60% to 65%:1 marks |
| (3) 71% to 80%:3 marks | |

Program: <i>Bachelor (Research)in Visual Arts</i>		Year: IV	Semester-VII Practical-III
Subject- Practical: paper –III (Major) :- Painting OR Sculpture OR Printmaking (Elective)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 02		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Painting OR Sculpture OR Printmaking (Elective)	Thematic Composition: Study of mythology of different religion and country Or Sculpture: Fiber casting: Old and New Technique. Or Printmaking:-Etching: Preparation of zinc plate, ground, stop –out varnish etc. Method of dry point, aquatint, sugar aquatint.		6

Instruction for sessional work are given below:-

A. Painting:

- **Study in Poster colour:** Composition on any scene of mythological story
- **Study in Tempra colour:** Composition series on any religious mythology
- **Size :** Full imperial size paper
- **Medium:** poster colour, water colour, Tempera and acrylic colour etc.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works including 50 sketches.

OR

B.SCULPTURE:

- Fiber Casting: **Old and new technique.**
- Composition of student's choice will be under direction of teacher.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

OR

C.Printmaking:

- **Etching:** Preparation of zinc plate, ground, stop –out varnish etc. Method of dry point, aquatint, sugar aquatint.
- Dry point
- Aquatint and sugar aquatint
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to 90%:4 marks | (5) 60% to 65%:1 marks |

(3) 71%to80%:3 marks

Program: <i>Bachelor (Research)in Visual Arts</i>		Year: III	Semester- VII Practical-III
Subject- INDUSTRIAL TRAINING/ SURVEY			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 04		Core Compulsory	
Max. Marks: 100		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
INDUSTRIAL TRAINING/ SURVEY	Dissertation / Research Paper :- • Student can choose any topic for their dissertation / research paper from theory paper. • Students have to also visit Artists Studio, Museums, Galleries, Library.		6

Instruction for sessional work are given below:-

- Two Research Paper should published on UGC CARE LIST. Dissertation/ Research paper will be done under Supervision of Subject Faculty and Topic Will Be Approved By HOD / DEAN.

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: <i>BACHLEOR(RESEARCH) in Visual Arts</i>		Year: IV	Semester: VIII Paper- I
Subject- Theory paper –I (Major) :- History of Photography			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
History of Photography	Introduction, Brief History, Meaning Role of Photography & Drawings In Advertising. Photographers of India and western: Raja Deen Dayal, Raghu Rai, Sudharak Olwe, Hardesh Dhingra, Prabudha Das Gupta and Prashant Godbole etc .		6

Recommended Book

- Contemporary Advertising: William F.Arens, Courtland L. Bovee
- Foundation Of Advertising: S. A. Chunnawalla, K.C Sethia
- Advertising And Sales Promotion: S.H.H Kazmi, Satish Batra
- Social Dimension Of Advertising: S.S Kaptan
- Advertising Theory And Practice: C.H Sandage, Vernon Fryburger.
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Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25%In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation):10%
- C. Attendance: 5%

Marks for attendance will be given as under:-

- (1) 91% onwards: 5marks
- (2) 81% to90%:4 marks
- (3) 71%to80%:3 marks
- (4) 65% to 70%:2 marks
- (5) 60% to65%:1 marks

Program: <i>BACHLEOR(RESEARCH) in Visual Arts</i>		Year: IV	Semester: VIII Paper- II
Subject- Theory paper –II (Major) :- Indian Art (Pre-Historic To Pre-medival Period)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 33	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Theory	Topic		No. of Lectures
Indian Art (Pre-Historic To Pre-medival Period)	Unit I: Introduction of Pre-historic Cave Painting Unit II: Pre-historic Cave Paintings (Mirzapur, Hoshangabad, Bheembetka, Panchmani, Raigarh, Banda and LakhudiyareEtc.) Unit III: Indus Valley Civilization City (Mohanjodaro, Harrappa, Lothal,Kalinbanga, Surkotda, Banavali and Chanhudaro Etc), Architecture, Sculpture, Pottary, Painting. Unit IV: Mauryan, Gupta ,Chalukya, Pallava, Chola, Unit IV: Rashtrkuta, Hoysala , Pal And Sena Period.		6

Recommended Book

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- Hkkjrh; dyk& oklqns”kj.k vxzoky
- Hkkjrh; ewfrZdyk dk bfrgkl& MkWå oh.kk iou
- dyk vkSj dye& MWk- fxjkZt fd”kksj vxzoky
- A History of Fine Arts In India & The West- Edith Tomory
- The History of Indian Art – Sandhya Ketkar

Internal Assessment Instruction: Student Will Submit One Handwritten Assignments.

Note: Internal Assessment 25% In Theory Paper Based On The Following Criteria:

- A. One Handwritten Assignment: 10%
- B. PPT (Power Point Presentation): 10%
- C. Attendance : 5%

Marks for attendance will be given as under:-

- (1) 91% onwards: 5 marks
- (2) 81% to 90%: 4 marks
- (3) 71% to 80%: 3 marks
- (4) 65% to 70%: 2 marks
- (5) 60% to 65%: 1 mark

Program: <i>Bachelor (Research)in Visual Arts</i>		Year: IV	SemesterVIII Practical-I
Subject- Practical: paper –I (Major) :- Photography and Cinematics (Core)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
Photography and Cinematics	Introduction of Photography and Cinematics will help to understand the concept of advertisement industry.		6

Instruction for sessional work are given below:-

- **Study in Photography:** topics will be student choice under the instruction of guest faculty.
- **Study in Cinematics:** short add video of student choice under the instruction of guest faculty.
- **Size :** work display on A3 paper and 2 to 3 minute add.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective work.

Program: <i>Bachelor (Research)in Visual Arts</i>		Year: IV	SemesterVIII Practical-II
Subject- Practical: paper –II (Major) :- EXHIBITION			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 05		Core Compulsory	
Max. Marks: 100		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		
Exhibition	It will help to understand the art of presenting.		

Instruction for sessional work are given below:-

Student have to exhibit their all internal work of all eight semesters in exhibition.

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: <i>Bachelor (Research)in Visual Arts</i>		Year: IV	Semester-VIII Practical-III
Subject- Practical: paper –I (Major) :- Painting OR Sculpture OR Printmaking (Elective)			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 02		Core Compulsory	
Max. Marks: 100 External Exam: 75 Internal Assessment : 25		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
PAINTING OR Sculpture OR Printmaking (Elective)	Thematic Composition: Study of mythology of different religion and country. Or Sculpture: Mettle casting-Flexible mould making and lost wax casting of composition suitable for mettle casting. Or Printmaking:- Introduction of intaglio, photo process, printmaking in intaglio, lino, woodcut, use of multi colour relief-print and mixed media.		6

Instruction for sessional work are given below:-

A. PAINTING:

- **Study in Poster colour:** Composition on any scene of mythological story
- **Study in Tempra colour:** Composition series on any religious mythology
- **size :** Full imperial size paper
- **Medium:** poster colour, water colour, Tempera and acrylic colour etc.
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works including 50 sketches.

OR

B. SCULPTURE:

- **Mettle casting-** Flexible mould making and lost wax casting of composition suitable for mettle casting.
- **Study in lost wax technique:** idol
- **Study in mettle casting:** plate
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

OR

C. Printmaking:

- Introduction of Intaglio, photo process, printmaking in intaglio, lino, woodcut use of multi colour relief-print and mixed media.
- **Study in intaglio :** landscape
- **Study in wood cut:** composition
- Sessional marks of practical will be given on the basis of showing minimum 5 selective works

Marks for attendance will be given as under:-

- | | |
|-------------------------|------------------------|
| (1) 91% onwards: 5marks | (4) 65% to 70%:2 marks |
| (2) 81% to90%:4 marks | (5) 60% to65%:1 marks |
| (3) 71%to80%:3 marks | |

Program: Bachelor (Research)in Visual Arts		Year: IV	Semester-VIII Practical-I
Subject- INDUSTRIAL TRAINING/ SURVEY			
Course Code:	Course Title: Bachelor of Fine Arts (Applied Arts)		
Credits: 04		Core Compulsory	
Max. Marks: 100		Min. Passing Marks: 36	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0			
Practical	Topic		No. of Lectures
INDUSTRIAL TRAINING/ SURVEY	Dissertation / Research Paper :- • Student can choose any topic for their dissertation / research paper from theory paper. • Students have to also visit Artists Studio, Museums, Galleries, Library.		6

Instruction for sessional work are given below:-

- Two Research Paper should Published on UGC CARE LIST. Dissertation/ Research paper will be done under Supervision of Subject Faculty and Topic Will Be Approved by HOD / DEAN.

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