

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
U.G. - Syllabus: Bachelor of Fine Arts (Print Making)**

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

S.No.	Name	Designation
1.	Prof. M.S.Mawri	Dean and Head Faculty of Visual Arts and Department of Drawing & Painting 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

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Subject : Master of Fine Art (Painting)

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Subject : Master of Fine Art (Sculpture)

WORKSHOP EXPERT COMMITTEE

S.NO	NAME AND DESIGNATION	UNIVERSITY AFFILIATION	MODE (ONLINE /OFFLINE)
1.	PROF. SHEKHAR CHANDRA JOSHI Head Of The Department(Painting)	Soban Singh Jeena University ,Almora	OFFLINE
2.	DR. RINA SINGH ASSOCIATE PROFESSOR	Kumaun University,Nainital	OFFLINE
3.	DR. PRITI GUPTA ASSISTANT PROFESSOR	Harshvidhyamandir P.G. College, Raisi (Haridwar)	OFFLINE
4.	DR.VINOD BHANDARI ASISTANT PROFESSOR	Government P.G. College(KOTDWAR) Sri Dev Suman University ,Tehri	ONLINE

Kumaun university, Nainital
Faculty of Visual Arts
Master of Fine Arts (Applied Arts)

M.F.A. C.B.C.S Mode Syllabus

I Semester to IV Semester Session 2022-23 and Onwards

Class	Paper	Name of Paper	Int.	Ext	Total	Credit	Time
M.F.A I Sem	Theory (paper I) (core)	Advertisement	25	75	100	6	2 Hours
	Practical (paper II) (core)	Basics of Advertisement	25	75	100	6	6 Hours
	Practical (paper III) (core)	Commercial Media Art	25	75	100	4	6 Hours
	Practical (PAPER IV) (Elective)	Digital Painting / Printmaking Art	25	75	100	4	6 Hours
M.F.A II Sem	Theory I (paper I) (core)	Advertising and Marketing	25	75	100	6	2 Hours
	Practical (paper II) (core)	Story Board Study	25	75	100	6	6 Hours
	Practical (paper III) (core)	Printmaking Designing	25	75	100	4	6 Hours
	Practical (PAPER IV) (Elective)	Photography/ Short Documentary			100	4	
M.F.A III Sem	Theory I (paper I) (core)	Scripts and Typography	25	75	100	5	2 Hours
	Practical (paper II) (core)	Short Documentary	25	75	100	5	6 Hours
	Practical (paper III) (core)	Photography	25	75	100	2	6 Hours
	Practical (PAPER IV) (Elective)	Digital Painting / Animation	25	75	100	4	
M.F.A IV Sem	Theory I (paper I) (core)	History of Photography	25	75	100	4	2 Hours
	Practical (paper II) (core)	Collage and Montage	25	75	100	4	6 Hours
	Practical (paper III) (core)	Exhibition			100	4	6 Hours
	Practical (PAPER IV) (Elective)	Dissertation/ Research Paper			100		

M.F.A. Applied Arts I (First) Semester CBCS Mode Course 2022-23 and onwards.

Name of Paper	Course	Int.	Ext.	Total	Credit	Time
Advertisement	<p>Introduction To Advertising – Origin ,Meaning and Definition of Advertising, Development History of Modern Advertising, Functions of Advertising ,Trademark :Logo/ Logotype, Signature, Seal, Monogram, Symbol, Emblem, Insignia, Advertising and Society: Advertising Business Offers Employment Advertising Promotes Freedom of Press, Information and Freedom of Choice Advertising Creates Demand and Consequently Sales Advertising Reduces Selling Cost Truth Advertising Tries To Raise The Standard of Living.</p> <p>Creative Side of The Advertising– Creative Side of The Advertising-Creative Advertising, Creative Concept and Creative Leap, Creative Brief and Big Idea Creative Brief and Big Idea Creative Strategy.</p> <p>Creative Thinking, Visual Thinking, Art Direction and Its Functions U.S.P.</p> <p>Campaign Planning, Objective and Basic Principles- Campaign Objectives & Types Factors Influencing The Planning of Advertising Agencies and Its Structure, The Advertiser, The Target Audience, Publicity, Propaganda. Radio & T.V. Advertising and Jingles, Interactive Advertising.</p>	25	75	100	4	2 Hours

Note: Internal Assessment 25% for Theory Paper I & II Based on The Following Criteria:

- One Handwritten Assignment:10%
- PPT (Power Point Presentation):10%
- 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 65% to 70%:2 marks
- (4) 60% to 65%:1 marks

Reading Books:-

- 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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Paper	Name of Paper	Int.	Ext.	Total	Credit	Time
Practical paper II (core)	Basics of Advertisement	30	70	100	6	6 Hours
Practical paper III(core))	Commercial Media Art	30	70	100	4	6 Hours
Practical PAPER IV (Elective)	Digital Painting / Animation	30	70	100	4	6 Hours

Instruction for sessional work are given below:-

Practical II : Basics of Advertisement:- Core practical sessional marks of practical will be given on the basis of showing minimum 10 selective works. Some options are Logo, Monograph and Type Setting and Measurement.

Practical III : Commercial Media Art Core practical sessional marks of practical will be given on the basis of showing minimum 10 selective works. some options are Billboard, Dangler and Brand Designing etc.

Practical IV: (Elective) : Digital Painting / Animation:- practical sessional marks of practical will be given on the basis of showing minimum 5 selective works .

Note: Topics Will Be Decided By Teacher of The Subject.

M.F.A. Applied Arts II (Second) Semester CBCS Mode Course 2022-23 and onwards.

Name of Paper	Course	Int.	Ext.	Total	Credit	Time
Advertising and Marketing	Advertising and Marketing Mix- Meaning of Marketing Mix Importance of Marketing, Four Ps and Seven Ps Marketing Model, Image of The Product And The Brand. Channels of Distribution. Advertising Media- Advertising Media Selection, Media Type, Frequency, Spread. Media Buyers Advertising Messages- Consumer Behaviour, Importance of Behavioural Sciences In Advertising Attitude Information and Persuasive Communication. Advertising Creativity and Copywriting- Disciplined Creativity, Creative Strategy, Sources of Creative Ideas, Copy Defined, Copy Writer As A Visualize, How Copy Communicates, Creative Problems. Acts and Laws For Advertisement: law and acts for advertisement for copy writes, publishers, agency, freedom of speech. Advertising Visualization and Design- Methods of Choosing The Right Printmaking Approach, Design Suggestion For Different Media, The Test of Effectiveness of Design. Importance of Creative In Design.	25	75	100	4	2 hours

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 marks

READING SUGGESTION:

- Contemporary Advertising: William F. Arens, Courtl and 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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Paper	Name of Paper	Int.	Ext.	Total	Credit	Time
Practical II(core)	Story board study	30	70	100	6	6 Hours
Practical III(core)	Printmaking Designing	30	70	100	4	6 Hours
Practical IV (Elective)	Photography / Short Documentary	30	70	100	4	6 Hours

Instruction for sessional work are given below:-

Practical II : Story Board Study Core practical sessional marks of practical will be given on the basis of showing minimum 5 selective works. some options are Comic Story Board/Poem Story Board / Mythological Story.

Practical III : Printmaking Designing :- core practical sessional marks of practical will be given on the basis of showing minimum 5 selective works. some options are book cover: front and back and magazine cover etc.

Practical IV (Elective) : Photography/ Short Documentary:- practical sessional marks of practical will be given on the basis of showing minimum 5 selective works .

Note: Topics Will Be Decided By The Teacher of The Subject.

M.F.A. Applied Arts III (Third) Semester CBCS Mode Course 2023-24 and onwards.

Name of Paper	Course	Int.	Ext.	Total	Credit	Time
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.	25	75	100	4	2 hours

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:-

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

READING SUGGESTION:

- 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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Paper	Name of Paper	Int.	Ext.	Total	Credit	Time
Practical II (core)	Short Documentary	30	70	100	5	6 Hours
Practical III (core)	Photography	30	70	100	2	6 Hours
Practical IV (Elective)	Digital Painting / Animation	30	70	100	4	6 Hours

Instruction for sessional work are given below:-

Practical II : Short Documentary:- Core practical sessional marks of practical will be given on the basis of showing minimum 5 selective works .

Practical III : Photography :- Core practical sessional marks of practical will be given on the basis of showing minimum 5 selective works .

Practical IV (Elective) : Digital Painting / Animation:- practical sessional marks of practical will be given on the basis of showing minimum 5 selective works .

Note: Topics Will Be Decided By Teacher of The Subject.

M.F.A. Applied Arts IV (FOURTH) Semester CBCS Mode Course 2023-24 and onwards.

Name of Paper	Course	Int.	Ext.	Total	Credit	Time
History of Photography	Introduction, Brief History and 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 .	25	75	100	4	2

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

- One Handwritten Assignment:10%
- PPT (Power Point Presentation):10%
- Attendance:5%

Marks for attendance will be given as under:-

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

READING SUGGESTION:

- Contemporary Advertising: William F. Arens, Courtl and 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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Paper	Name of Paper	Int.	Ext.	Total	Credit	Time
Practical II (core)	Collage and Montage	30	70	100	6	6 Hours
Practical III (core)	Exhibition			100	4	6 Hours
Practical IV (Elective)	Dissertation / Research Paper			100	4	

Instruction for sessional work are given below:-

Practical II : Collage and Montage:- Core practical sessional marks of practical will be given on the basis of showing minimum 10 selective works .

Practical III : Exhibition:- Student have to exhibit their all internal work of I,II,III,IV semesters in exhibition.

Practical IV (Elective) : Dissertation / Research Paper :- Student can choose any topic for their dissertation / research paper from theory paper. Two research paper should published on UGC care list. Dissertation/research paper will be done under the instruction of Dean.