



Dr. Bhimrao Ambedkar University, Agra

A State University of Uttar Pradesh (Paliwal Park, Agra -282004)

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A Documentary Support
for

Matric No. – 1.1.1

Programme Outcomes & Course Outcomes

*under the
Criteria – I*

(Curriculum Design and Development)

Key Indicator - 1.1

*in
Matric No. – 1.1.1*

BACHELOR OF FINE ARTS (APPLIED ART)

Mapping:

 *Local Need*  *Regional*  *National*  *Global Need*


Registrar
Dr. B.R.A. University, Agra

**BFA (APPLIED ART)
PROGRAMME OUTCOMES**

- PO-1 :** Students will understand concepts of Art history to different design solutions.
- PO-2 :** Ability to apply Talent to classify, significantly evaluate and prepare complex aesthetics using fundamentals of Art and Design concepts with contextual understanding of the same.
- PO-3 :** Gain ability to transform composite production scenarios with brand awareness and present-day issues into problems, explore, recognize and propose appropriate solutions using rising technologies.
- PO-4 :** Ability to invent and explore different approaches to a problem and coming up with Graphic Design solutions.
- PO-5 :** Students will have capacity to invent and explore different approaches to a problem and coming up with Graphic Design solutions.
- PO-6 :** Students will be skilled to select recent computing tools, skills and techniques compulsory for original software solutions.
- PO-7 :** Get facility to apply and execute expert principles of illustrative technique.
- PO-8 :** Understanding of photography techniques to implement as design solutions.
- PO-9 :** Skill to recognize administration and design philosophy with necessary technical skills to supervise projects in multidisciplinary environments.
- PO-10 :** Converse successfully with the Art and Design community as well as culture by being able to know successful documentations and presentations
- PO-11 :** Students will demonstrate creative photography.
- PO-12 :** Can do studio work according to professional standards.

**BFA APPLIED ART
PROGRAMME SPECIFIC OUTCOMES**

- PSO-1 :** Appreciate and apply design concepts, computer skills and art information for the conceptualization of appropriate applied art solutions.
- PSO-2 :** Improve talent to classify, significantly evaluate and prepare complex design problems using fundamentals of art and design with computer knowledge.
- PSO-3 :** Facility to transform composite production scenarios and present-day issues into problems, explore, recognize and propose included solutions using rising technologies.
- PSO-4 :** Ability to invent , research and experiment to interpret data and present well up to date conclusions.
- PSO-5 :** Skill to select recent computing tools, skills and techniques compulsory for original software solutions.
- PSO-6 :** Ability to apply and give expert brand context to complex advertising requirements.
- PSO-7 :** Identify the need for and enlarge the ability to appoint in permanent education as a Applied Art qualified.
- PSO-8 :** Skill to recognize administration and Design philosophy with artistic ability to supervise projects in multidisciplinary environments.
- PSO-9 :** Converse successfully with the Advertising and design society as well as culture by being able to know successful documentations and presentations.
- PSO-10 :** Ability to implement ethical, cost-effective, green, and sustainable solutions targeted to client benefit and requirement.
- PSO-11 :** Ability to get a job as a part or manager in various teams in multidisciplinary situations.
- PSO-12 :** Able to classify opportunities, private enterprise dream and use of original thoughts to build worth and means for the betterment of the human being and the world.

Semester-I

(Max. Mark)

Course-1	Theory	Introduction of Fine Art Technique	50
Course-2	Theory	Fundamental of Art	50
Course-3	Practical	Drawing	100
Course-4	Practical	Design 2D-I (Applied Art)	100
Course-5	Practical	Design 3D -I (Sculpture)	100
Course-6	Practical	Print Making -I	100

Total : 500

Semester-II

(Max. Mark)

Course-7	Theory	Fundamental of Fine Arts	50
Course-8	Theory	History of Indian Art	50
Course-9	Practical	Colour	100
Course-10	Practical	Design 2D -II (Applied Art)	100
Course-11	Practical	Design 3D -II (Sculpture)	100
Course-12	Practical	Print Making -II	100

Total : 500

Semester-I

Course-1, Theory: Introduction of Fine Art Techniques

50

- Unit-I** : Importance of Indian Culture in Indian Fine Art
(Aesthetics Attitude, Characteristics of each fine Art, Characteristics of Indian culture in fine arts)
- Unit-II** : Pencil, Charcoal, Ink and Soft Pastel
- Unit-III** : Oil Painting, Tempera, Acrylic, Water colour, Pastel, Mixed Media.
- Unit-IV** : Indian Folk Art (Rangoli, Madhubani Art, Warly Art, Gond Art, Thangka).
- Unit-V** : Pattachitra, Sanjhi, Kalamkari, Mandala, Pithora.

Course Outcomes :

- CO-1** : Learn basic of Fine Art and Cultural aspects.
- CO-2** : Skilled uses of Art material.
- CO-3** : Getting knowledge of different Art techniques.
- CO-4** : Understanding Indian Folk Art.
- CO-5** : Get knowledge of Indian Art Schools.

Course-2, Theory: Fundamental of Art

50

- Unit-I** : Simple Study of Meaning of Art and Definitions, Art and Experience.
- Unit-II** : Elements of Art- Line, Form, Colour, Tone, Texture, Space.
- Unit-III** : Principles of Composition-Balance Rhythm, Harmony, Proportion, Emphasis Unity
- Unit-IV** : Indian SHADANG Perception and awareness, Visual Thinking, Art and Beauty.
- Unit-V** : Creativity, Child Art, Tantrik Kala

Course Outcomes :

- CO-1** : Learn meaning of Art.
- CO-2** : Understanding about the aliment of Art.
- CO-3** : To gain knowledge of principal of Composition.
- CO-4** : Learn about the definition of SHADAMG.
- CO-5** : Understanding of Various/style of Art.

Course-3, Practical: Drawing

100

To develop the Sense of Structure. Study from any kind of forms in nature-Pods, shells, butterflies, flowers, plants, insets, minerals, bones, etc., To understand how these forms achieve their structural unity through adherence to principles with physical nature of the materials being observed and studied through various rendering media and techniques in various light conditions. Drawing from human figure- mainly based on general form and gesture.

Drawing from object – Drawing from cubes, cones, cylindrical objects, casts, drapery, still life etc. observed and studied in various rendering media and techniques in various light conditions.

Outdoor sketching: rapid sketching from any object from place like streets, markets, stations etc., and also from museum and zoo. Student should be exposed to such drawings by master artist of different times. To understand the form structure of colour through analysis of colour theory and notation.

Course Outcomes :

To Skilled themselves any kind of form and develop the sense of structure. To understand the basic shape of human figure, Student gain knowledge of various rendering and Drawing technique.

Course-4, Practical: Design 2D-I

100

Lettering : Composing alphabets in Black and White, and Colour.
 Design : Basic Graphic Design based on original forms in Black and White and Colour.

Note : Sessional to be submitted in a semester

2-D Design - No of sessional works

Lettering - 05

Design - 05

Total - 10

Course Outcomes :

Skilled in composing alphabets (Black and White/Mono Colour, student learn Practically basic Graphic design of Geometrical form.

Course-5, Practical : Design 3D-I

100

- Object drawing, Basics of 3D drawing
- Designing three dimensional objects in clay.
- Paper, sticks, straw and fiber and waste material study and use.
- Understanding of negative and positive space etc.
- Composition in clay, direct plaster and papier mache.

Course Outcomes :

CO-1 : Students will acquire skills of Basic3D Drawing

CO-2 : They will design 3d objects.

CO-3 : They will obtain abilities to use various material & objects.

CO-4 : Develop sense for space & form.

CO-5 : Will acquire skills using various mediums.

Course-6, Practical: Print Making-I**100**

- Anticipatory and imaginative use of gathering impressions
- Fundamentals of various methods of taking prints
- Observation of intrinsic Tones & texture of various surface and the texture of natural and man-made things
- Assignment in : Lino cut mono print in various subjects wise Landscape, Portrait, Still Life and compositions
- Techniques of taking prints in :Mono colour and Two colour
- Experience of printing of Different types of surface:
- Rice paper, Handmade paper, Experience of hand printing with wood blocks, printing through press, methods of inking

Course Outcomes :

Experience of Printing of different type surface, skilled in techniques of print in mono and dual colour, student understand and observe of tone texture of various surface.

Semester-II**Course-7, Theory : Fundamental of Fine Arts and Artist****50****Unit-I : Introduction of Print Making**

Deep understanding of Lino cut, Wood cut, Silk Screen

Unit- II : Introduction of Applied Art

Meaning of Advertising, Definition of Advertising, Principles of Design – Balance, Proportion, Contrast, Eye movement, Unity.
Principles of Typography, Elements of Photography

Unit-III : Introduction of Sculpture

Basic understanding of sculpture in realm of visual and performing arts.
Various Mediums like- Clay, Plaster of Paris, Terracotta. Process of modeling, carving and assemblage. Evolution of sculpture to contemporary scenario.

Unit-IV : Biography Artist : Abnindra Nath Tagor, Gagnendra Nath Yagor, Nand Lal Bose, Asit Kumar Haldar.**Unit-V : Introduction to work done by eminent Artist alone : Devi Prasad Rai Chaudhary, Ram Kikar Baij, Yamini Rao****Course Outcomes :**

CO-1 : Introduction Print-Making of Type of Print Making (Lino Woodcut).

CO-2 : Understand Fundamental of Applied Art.

CO-3 : Cane plane the field of Sculpture.

CO-4 : Motivate himself/herself theme Eminent Artist Biography.

CO-5 : Understanding of work done by eminent Artist.

Course-8, Theory: History of Indian Art (From 500BC to 757 AD) 50

- Unit-I** : Sources of Indian history-Indus valley civilization-5000BC-1500 BC.
Unit-II : Vedic Period-C 1500-C 500 BCE Hinduism, Buddhism, Jainism.
Unit-III : Prehistoric Period-Bhimbetka Rock Shelters 30,000 BC to 50 BC
Unit-IV : Cave painting of Jogimara & literature on Art(Chitra lakshana, Kamasutra etc).
Unit-V : Cave Paintings Ajanta, Bagh, Badami, Sittanvasal, Sigariya.

Course Outcomes :

- CO-1** : Know about the history media of Indian Art.
CO-2 : Learn about Art Hindusim, Buddhism Janism during Vedic Period.
CO-3 : To Get knowledge of Pre-historic Rock Shelters Painting.
CO-4 : Learn Painting in cave by Primitive men.
CO-5 : Learn the Indian Art painting in Famous Cave (Ajanta, Bagh, Badami, Sittanvasal, Sigariya).

Course-9, Practical: Colour 100

- Experience of colour through experiment in various media
 -Transparent colours (Water colour, Water proof Ink, etc.)
 -Opaque colours (Poster colour)
 -Pastels wax crayons on transparent papers

Colour Experience in:

Primary (Pigment and light theory), secondary, Tertiary, Quaternary, Achromatic, monochromatic, polychromatic, High, Average and Lower tones.

Experience in colour harmonies:

Complimentary split. Double split complementary, Analogous. Warm and cool colours. Optical Illusion. Advancing and receding colours simultaneous and successive contrast, Visual mixing.

Course Outcomes :

Practically experience Transparence, Opaque and Pastel Colour Experiment. Skilled in colour harmonies .

Course-10, Practical: Design 2D-II 100

- Photography : Portrait different lighting effects.
 Drawing : Object drawing rendering in pencil.
 Cartooning : Designing cartoon character
Note : Sessional to be submitted in a semester

2-D Design-No of Sessional works

Cartooning	-	05
Photography	-	05
Drawing	-	05
Total	-	15

Course Outcomes :

Skilled in Basic Photography in different lighting effect, Learn anatomy of cartoon character and Student understand various pencil shedding style.

Course–11, Practical: Design 3D-II

100

- 3D drawing objects Nature study
- Simple pottery by coil method.
- Simple exercise for fundamental of design.
- Sculpture Experience — Round, low & high : Relief
- P.O.P. Carved, papier mache

Course Outcomes :

CO-1 : Students will acquire skills of 3D Drawing

CO-2 : They will gain abilities of basic pot making.

CO-3 : They will develop sense for fundamental of design.

CO-4 : Will develop sense for 3D modelling .

CO-5 : Will acquire skills using various mediums.

Course-12, Practical: Print Making-II

100

- Advanced programme of previous semester .Anticipatory and imaginative use of gathering impressions
- Fundamentals of various methods of taking prints
- Observation of intrinsic texture of various surface and the texture of natural and man-made things
- Assignment in :
- Lino cut mono print in various subjects wise Landscape, Portrait, Still Life and compositions
- Techniques of taking prints in :
- Mono colour and Two colour
- Experience of printing of Different types of surface:
- Rice paper, Handmade paper, Experience of hand printing with wood blocks, printing through press, methods of inking

Course Outcomes :

Advance level of previous semester experience of Printing of different type surface, skilled in techniques of print in mono and dual colour, student understand and observe of tone texture of various surface.

Semester-III

(Max. Mark)

Course -13	Theory:	Theory of Applied Art-I	50
Course -14	Theory:	History of Indian Art & Aesthetic-I	50
Course -15	Practical:	Advertising Graphics-I	100
Course -16	Practical:	Photography-I	100
Course -17	Practical:	Illustration-I	100
Course -18	Practical:	Letter writing & Typography-I	100

Total : 500

Semester-IV

(Max. Mark)

Course -19	Theory:	Theory of Applied Art-II	50
Course -20	Theory:	History of Western Art & Aesthetics-I	50
Course -21	Practical:	Advertising Graphics -II	100
Course -22	Practical:	Photography-II	100
Course -23	Practical:	Illustration-II	100
Course -24	Practical:	Letter writing & Typography-II	100

Total : 500

Semester-III

Course -13, Theory: Theory of Applied Art-I **50**

- Unit-I** : Advertising
Meaning of Advertising, Advertising a business & an Art, Advertising definition, new brand Creation, Advertising social possibility.
- Unit-II** : History of Advertising
Pre Printing time to starting printing time, Advertising, developing period (Worldwide and Indian), Indian Advertising
- Unit-III** : History of Photography
Photography Introduction and world level History, Indian Photography history .
- Unit-IV** : Art & Aesthetics
Aesthetics, art & communication, meaning of Art & fine art, visual art, Applied art.
- Unit-V** : Market and Advertising
Market and Advertising, New Perception of Advertising

Course Outcomes :

- CO-1** : Students gain knowledge about the Advertising art.
- CO-2** : Understanding of basic knowledge of Applied history (world wide).
- CO-3** : To gain knowledge of Photography history (world wide).
- CO-4** : Understanding of basic knowledge of Art & Aesthetics.
- CO-5** : Students gain knowledge and skill development of new perception of Advertising.

Course-14, Theory: Indian Art & Aesthetics
(50,000BC to 1,000AD)

50

- Unit-I** : Rock Cut Architecture and Sculpture (Buddhist, Jain, Bharamanical) Bhaja, Karta, Bedsa, Nasic, Udaigiri.
- Unit-II** : Mouryan Art (340 BC- 232 BC) Sanchi, Bharhut, Amrvati, Matura, Shung, Kushan, Satvahan and Gandhar.Gupta, Vakatak, period.
- Unit-III** : The nature of Art and aesthetics. What is art & beauty – is Art and Beauty a necessity.
- Unit-IV** : Rock Cut Architecture and Sculpture at Ellora, MahabaliPuram and Elephanta. Early Structural Temples at Aihole.
- Unit-V** : Temple and Sculptures in Orissa, Khajuraho and Western India, Pala sena Period Stone and Metal Sculpture Art in Karnataka, Halebid, Belur, Vijaynagar Period paintings, chola bronze images.

Course Outcomes :

- CO-1** : Get knowledge of Buddha and Jain culture and sculpture
- CO-2** : Learn various time Period Arts.
- CO-3** : Understanding beauty and aesthetic of Art.
- CO-4** : To Gain knowledge of Rock cut Architecture and sculpture.
- CO-5** : Learn about temple and sculpture of western India and Pal Period.

Course-15, Practical: Advertising Graphics -I

100

Designing of logo, Mono, symbol, and Book Cover, Book Jacket and visiting card, Letter head, envelop.

- Stationary Design (Visiting Card, Letter head & Envelop) -1 Set
- Trade Mark Design (Logo, Mono & Symbol) – 2 Set
- Book Cover – 1
- Book Jacket – 1

Course Outcomes :

Students know about various design technic(stationary design, trade mark, book cover book jacket).

Course-16, Practical: Photography-I

100

Outdoor Portrait shoot with reflector, cutter and Softer use necessary lance and equipment. Print size – 8”× 12” and s- Curve Road Shoot.

- Portrait – 5
- S – Curve – 3

Course Outcomes :

Students gain knowledge of Photography, how to shoot Portrait and S – Curve.

Course-17, Practical: Illustration - I

100

Drawing from life, Human figure study, Use pencil Shading and water colour, study of human portrait

- Sketching – 150 A⁴ Paper
- Illustration – 05
- Portrait – 03

Course Outcomes :

Knowledge and skill developments of Illustration. It will help to understand Human figure study and create a composition.

Course-18, Practical: Letter writing & typography-I

100

Freehand Study (Without scale, Compass and other equipment) of Hindi and English alphabet structure, measurement and readability, Study of ear and tail in a character.

- Hindi Alphabet – 2 Chart
- English Alphabet (Uppercase with Lowercase) – 1 Chart

Course Outcomes :

To gain knowledge and skill development of create Hindi & English alphabetfonts.

Semester-IV

Course-19, Theory: Theory of Applied Art-II **50**

- Unit-I** : History of Graphic design
Development of script, birth of alphabet, pre printing period, Bauhaus school, Newyork School.
- Unit-II** : Classification of Advertising
Classification base on designing, Classification based on consumer and advertiser, classification based on message, purpose and media, Classification based on area and types.
- Unit-III** : Typography
Type, structure of alphabet, classification of type (Black letter, Roman letter, Sincerity Script or cursive, font or font family, Selection of font, Type measurement, format setting, Readability, Clarity.
- Unit-IV** : Camera
Classification of Camera – Disposalable Camera, 110 Camera, twin lence Camera, Polareid Camera, Compact Camera, digital Camera (Focal length, Depth of field, exposér, distortion)
- Unit-V** : Advertising Media
Print media, Outdoor media (newspaper, magazine, hoarding, poster, unipole).

Course Outcomes :

- CO-1** : To gain knowledge of graphic design school, history and pre printing period.
- CO-2** : Students gain knowledge classification of advertising, advertising concepts and design.
- CO-3** : Students learn and gain knowledge of different types of fonts.
- CO-4** : To gain knowledge of different types of camera and it's working process.
- CO-5** : Students gain knowledge of Advertising media (print & outdoor media).

Course-20, Theory : History of Western Art & Aesthetics
(50,000BC to 1100BC)

50

- Unit-I** : Franco Cantbrrian Rock Art Upper Paleolithic Period, Solurtrain Magdalenian period.
- Unit-II** : Altamira, Font.de.gaume Les compralles, Lascalux Niaux, TroisFers 35000to15000 BC.
- Unit-III** : Sites of Prehistoric Art, France, Spain, Italy, and early, Spain's Rock Art.
- Unit-IV** : Egyptian Art, old, middle, new kingdom, Late Period.Influence of Egypt Mesopotamia on the Art of meditarean islands.
- Unit-V** : Purpose and function of Art.Introduction of Aesthetics, Philosophy of Art and Philosophy of Beauty.

Course Outcomes :

CO-1 : Learning Paleolithic and Magdalenian period Rock Art.

CO-2 : Studying of western cave painting.

CO-3 : Understanding of other countries Rock Art.

CO-4 : Learn Egyptian Art.

CO-5 : To get knowledge western civilization art.

Course-21, Practical: Advertising Graphics -II

100

Design the media with principles. Use poster Colour and necessary equipment finish work on appropriate size. 50 percent work manual and 50 percent work digital

- Banner – 2
- Stepney Cover – 1
- Cut out – 1
- Bus advertisement – 1
- Show card – 1

Course Outcomes :

Knowledge and skill development of various design technic in Advertising.

Course-22, Practical: Photography-II

100

Outdoor Modeling shoot with reflector, cutter and softer use necessary lance and equipment. Symmetrical photography shoot with good exposur and quality. Size 8” × 12”

- Model shoot – 5
- Symmetrical shoot – 3

Course Outcomes :

Students gain knowledge of Photography, how to shoot Modeling and Symmetrical Photography.

Course-23, Practical: Illustration-II

100

Drawing from life and memory. Animal figure study, Use pencil shading and water colour. Study of human portrait

- Sketching – 100 A⁴ Paper
- Illustration – 05
- Portrait – 03

Course Outcomes :

Knowledge and skill developments of Illustration. It will help to understand Life and memory study and animal figure study.

Course-24, Practical: Letter writing & typography-II

100

Freehand study (Without scale, Compass and othe equipment) of Basic Calligraphy School (Script, Gothic, roman, interlock, brush).Freehand study of round and brush point calligraphy.

- English Calligraphy (Any famous thought) – 3
- Hindi Calligraphy (Any famous thought) – 3

Course Outcomes :

Students gain knowledge of Calligraphy. It will help to understand how to draw Freehand study (Hindi & English).

Semester-V

			<u>(Max. Mark)</u>
Course 25	Theory:	History of Indian Art & Aesthetics-II	50
Course -26	Theory:	Theory of Applied Art-I	50
Course -27	Practical:	Advertising Graphics -I	100
Course -28	Practical:	Photography-I	100
Course -29	Practical:	Illustration-I	100
Course -30	Practical:	Letter writing & Typography-I	100

Total: 500

Semester-VI

			<u>(Max. Mark)</u>
Course -31	Theory:	Theory of Applied Art-II	50
Course -32	Theory:	History of Western & Aesthetics –II	50
Course -33	Practical:	Advertising Graphics -II	100
Course -34	Practical:	Photography-II	100
Course -35	Practical:	Illustration -II	100
Course -36	Practical:	Letter writing & Typography-II	100

Total: 500

Semester-V

Course-25, Theory: History of Indian Art & Aesthetics –I (700BC to 1875AD) 50

- Unit-I** : Pal and Apabrashya 700 BC to 1600 BC and Jain Miniature.
Unit-II : Mughal Paintings Origin Akbar, Jahangir, Shahjahan and Aurangzeb 1550-1857.
Unit-III : RajasthaniRajpoot Paintings 1600-1850 mewar, Kota, Bundi, jaipur, Bikaner, Malwaetc.Pahari painting Basoli, Kangra Garhwal 1700-1600.
Unit-IV : Sultanate Painting and its influence, Fusion of medieval Hindu and Sracenic Architecture.
Unit-V : Art and the experience of Aesthetics. Purpose and function of Art and Aesthetics and interrelationship of Fine Art

Course Outcomes :

- CO-1** : Learn about post medieval period.
CO-2 : Get knowledge about Mughal Art.
CO-3 : Learn about Rajasthani and Pahari period and its school.
CO-4 : Gain knowledge of Pahari Painting, Basoli, Kangra, Garhwal, Jammu 1700-1600
CO-5 : Students gain knowledge of Aesthetics and apply in there works.

Course –26, Theory- Theory of Applied Art-I 50

- Unit-I** : Elements of Visual Art
 Line, colour, Form, tone, texture, space, type
Unit-II : Principle of Design
 Balance, Ratio, Contrast, rhythm, Unity, Harmony Pattern, alignment, emphasis, proportion, movement
Unit-III : Basic Element of Graphic Design
 Trade mark (Logo, Mono, Symbol), Caption/Slogan, Sub Caption/Sub Slogan, Body Copy, Illustration/visual
Unit-IV : S.L.R. Camera Part
 Body, Lance (Normal lance, Wide angle lance, close up lance, Portrait lance), View finder, Shutter release button, etc
Unit-V : Biography
 Man Ray, Seymour Choust, Rekha Nigam, AleekPadamsi.

Course Outcomes :

- CO-1** : Students learn and knowledge of element of Visual art technique and facts.
CO-2 : Students gain knowledge of Priniciple of design. It will help to improving the creative skills.
CO-3 : To gain knowledge of basic elements of Graphic Design. It will help to improving Layouts skills.
CO-4 : This course will focuses the students about S.L.R. camera part. It will help to Improving control of camera.
CO 5 : Students gain knowledge of applied artist biography.

Course-27, Practical: Advertising Graphics-I

100

Communication design manually with brush and colour work finish appropriate size with design principle 50 percent work manual and 50 percent work digital

1. Leaf let – 1
2. Pump let – 2
3. Steaker – 1
4. Folder – 1
5. Dangler – 2

Course Outcomes :

Students gain knowledge of various design technique in advertising (manual and digital).

Course-28, Practical: Photography-I

100

Landscape shoot with necessary lance and equipment Black & White, Monochrome & Polychrome photographs

1. Industrial photography as per the requirement of the communication design. Size 8” × 12”
2. Landscape – 5
3. Industrial – 3

Course Outcomes :

Students skilled in photography. It will help to understand how to shoot black & White, monochrome & polychrome photography (landscape & industrial).

Course-29, Practical: Illustration-I

100

Drawing from life and memory, Architectural study monument, building structure study. Use pencil shading and water colour. study of human portrait

1. Sketching – 100 A³Paper
2. Illustration – 05
3. Portrait – 03

Course Outcomes :

To gain knowledge and skill development of Illustration. It will help to understand life & memory study and monument study.

Course-30, Practical: Letter writing & typography-I

100

Study of baseline, upper highlight, x-high ascenders, decenders and axis. Study of different shapes (geypse) for the same character in a typeface. Study of loops/lobe, swash, crossbar, monospace with fully scaling measurment(pica, pixel point etc).

1. Hindi quotes-3
2. English quotes-3

Course Outcomes :

Students gain knowledge of different shape for the same character in a typeface. It will help to understand and skill development how to design different typeface.

Semester-VI

Course-31, Theory: Theory of Applied Art-II

50

Unit-I : Advertising Design Process

Communication, Methodology, Visual Ecology, Creation, Visual thinking, perception and awareness, looking and seeking, Layout, Visualization, thumbnails, Rough Layout, design, Prepress work

Unit-II : Social and Economic aspect of Advertising

Advertising Creates Employment, Freedom of Press and media, reduce selling price and cost of product, increase the selling, creat demand and consequentiy sales, Making life status, Information and education

Unit-III : Camera Uses and Caution

Camera, Camera Instrument, flash, Tripod, exposure meter, Shutter release cable, lence hood, telly converter, studio lighting, filter and filter's effects, photography techniques (Zooming, Multi exposer, long exposer panorama, montage, Painting etc)

Unit-IV : Biography

Raghy Rai, Prahalad Kakkar, Prashoon Joshi, Piyush Pandey

Unit-V : Classification of Advertising media

Media strategy, Quality of Advertising, Classification of Advertising (Print media, Radio media, television media, direct mail Advertising transit media, POP, Interactive media.)

Course Outcomes :

CO-1 : Students gain knowledge of advertising design process. It will help to understand the creation, communication and lay out design.

CO-2 : To gain knowledge of social and economic aspect of advertising. It will help to understand advertising effect on socity and economic.

CO-3 : Students skilled in photography. It will help to understand camera instrument.

CO-4 : To gain knowledge of applied artist biography.

CO-5 : Students gain knowledge of classification of advertising media (print media, radio, Television, direct mail, transit, p.o.p media, interactive media).

Course-32, Theory: History of Western Art & Aesthetics –II **50**
(11th century to 1530AD)

- Unit-I** : Art of Western Europe, Romanque
Unit-II : The Great Gothic, Cathedrals and Stained glass, fresco, illuminated manuscript.
Unit-III : The pointed sculptures and paintings The France Italy and Germany. Simone Martini, Duccio, Giovanini, Cimabue, Giotto, And other.
Unit-IV : Aesthetics and absolutes and express universal truth about suffering Art and life.
Unit-V : international Gothic style, Differences between Gothic and Renaissance, Early Renaissance quattrocento Brunelleschi, Ghiberti.

Course Outcomes :

- CO-1** : Learn about Medieval Period of Western Europe.
CO-2 : Learn about Various style of Medieval Europe and its technic.
CO-3 : Gain knowledge of Renica Period.
CO-4 : Students Develop Western Aesthetics sense of art.
CO-5 : Learn about high Renaissance and Early Renaissance.

Course-33, Practical: Advertising Graphics -II **100**

Design the media with principle and measurement work finish with appropriate size. 50 percent work manual and 50 percent work digital.

1. Poster – 2
2. Hoarding – 2
3. Shopping bag – 2
4. Brochure – 1
5. Catalogue – 1
6. Bunting & Hanging – 4

Course Outcomes :

Knowledge and skill development of media design technique in advertising art.

Course-34, Practical: Photography-II **100**

Monument Shoot and Architectural composition shoot with necessary lance and equipment. Fashion shoots (Outdoor/Indoor) use fully lighting arrangement.

1. Monument/Architectural Composition – 10
2. Fashion – 5

Course Outcomes :

Students gain knowledge and skill development of how to shoot monument, Architectural and fashion photography.

Course-35, Practical: Illustration-II **100**

Study of Cartooning, Cartoon anatomy, action and expression, Drawing from life or memory , study of plant, tree, study of human portrait

1. Sketching – 100 A³Paper
2. Illustration – 05
3. Portrait – 03

Course Outcomes :

To gain knowledge and skill development of Illustration. It will help to Understand cartoon character nature and human portrait.

Course-36, Practical: Letter writing & typography-II

100

Study of family (collection of related type phase), Study of font (collection of letter, number, punctuation and other symbol to set text), Study of ligatures (special characters that are actually two letters are more combination into one)

1. English Calligraphy (Any famous thought) – 3
2. Hindi Calligraphy (Any famous thought) – 3

Course Outcomes :

Knowledge and skill development of Calligraphy. It will help to understand different types of fonts.

Semester-VII

(Max. Mark)

Course -37	Theory:	History of Indian Art & Aesthetics-I	50
Course -38	Theory:	Theory of Applied Art-I	50
Course -39	Practical:	Advertising Graphics -I	100
Course -40	Practical:	Photography-I	100
Course -41	Practical:	Illustration -I	100
Course -42	Practical:	Letter writing & Typography-I	100

Total : 500

Semester-VIII

(Max. Mark)

Course - 43	Theory:	Theory of Applied Art-II	50
Course -44	Theory:	History of Western Art & Aesthetics-II	50
Course -45	Practical:	Advertising Graphics -II	100
Course -46	Practical:	Photography-II	100
Course -47	Practical:	Illustration -II	100
Course -48	Practical:	Letter writing & Typography-II	100

Total : 500

Semester-VII

Course-37, Theory : History of Indian Art & Aesthetics -I (19th century) 50

- Unit-I** : Painting during the company period.
- Unit-II** : Paintings Durings Patna and Mursidabad.European influences on Indian Art .
- Unit-III** : Art as Expression/Art as Experince. Creative and Aesthetics
- Unit-IV** : Hussain, V.S. Gaitonde, S.H Raza Amrita Shergil, Ravi Verma, Tyeb Mehta, F,N, Souza, BupenKhakhar, Akbar Padamsee, J.S. Swaminathan Ram kumar
- Unit-V** : Atuldodiya, abanindranthtagore, Ganesh pyne, Krishna Khnna, K.G. Subramanyam, Subodh Gupta, Somnathhore, ManjitBawa, Ravindra Reddy, nalinimalini, Jogen, choudhery etc.

Course Outcomes :

- CO-1** : Get knowledge company period art.
- CO-2** : Learn about the Patna and Mursidabad art and how European influences on Indian Art.
- CO-3** : Get knowledge of Bangal School and its Followers.
- CO-4** : Learn about Progressive Artist Group.
- CO-5** : Get knowledge of contemporary Artist of India.

Course-38, Theory : Theory of Applied Art-I 50

- Unit-I** : Communication and Marketing
Audio Communication, Visual Communication, Audio and visual Communication, marketing and marketing process, Advertising and marketing mix, Roll of Advertising in Marketing, Advertising and publicity.
- Unit-II** : Advertising Business
The field of Advertising management, Structure of Advertising department and Organization, Function of Advertising department, Advertiser, Type of Advertising agency.
- Unit-III** : Advertising Budge
Advertising Budge decision, Advertising budge spending Village Economy Advertising, Production or Transportation, why need Advertising
- Unit-IV** : Darkroom
Endanger, Masking Board, film developing tank, tray clips, safe light, timer, printing process drums, developer, fixer, film process, negative and paper, paper type, douging and burning, Black and White toning, etc.
- Unit-V** : Sales Promotion
Sales Promotion, Consumer sales promotion, Trade sales promotion, Sales force promotion.

Course Outcomes :

- CO-1** : Students gain knowledge of communication and marketing. It will help to understand and skill development of ethical issues and advertising and marketing.

CO-2 : To gain knowledge of Advertising Business. It will help to understand structure of Advertising department, function, and advertising agency.

CO-3 : Students gain knowledge of Advertising budget. It will help to understand how to Allocating of advertising budget.

CO-4 : Students will able to gain a greater understand of Darkroom. It will help to understand develop film and paper.

CO-5 : To gain knowledge of Sales Promotion. It will help to understand how to improve Sales of product.

Course-39, Practical: Advertising Graphics -I

100

Design the advertisement media with principle and measurement, Work finish with appropriate size. 50 percent work manual and 50 percent work digital

- Magazine ads – 2
- Press ads – 2
- Packaging design – 2
- Label design – 1
- Unipole ads – 1

Course Outcomes :

To gain knowledge and skill development of design and media advertising.

Course-40, Practical: Photography-I

100

Micro and Nature (Insect, flower, Plant etc.) Shoot with arrangement and technique. Use necessary lance, equipment and light etc.

- Natural – 5
- Micro – 3

Course Outcomes :

Students gain knowledge and skill development of photography. It will help to understand how to shoot natural and micro photography.

Course-41, Practical: Illustration-I

100

Study of full figure (Human & Animal) with finish pencil shading and colour, Landscape study with water colour. Study of human portrait.

- Sketching – 100 A³Paper
- Illustration – 05
- Portrait – 03

Course Outcomes :

Knowledge and skill development of Illustration. It will help to understand full figure study and landscape creation and it's technique.

Course-42, Practical: Letter writing & typography-I **100**

Study of Techari, Alchemy, BND, Arabic, Sweezy, Block, Replywood, Circlejerry, Xplor, Tarocoo types letter with good rediability and principles.

- Hindi quotes-3
- English quotes-3

Course Outcomes :

Students gain knowledge of various types of typography. It will help to understand different types of font shape.

Semester-VIII**Course-43, Theory: Theory of Applied Art-II** **50**

- Unit-I** : Advertising Campaign
Campaign, process of Advertising Campaign, Basic are of Advertising Campaign
Roll of Advertising Agency in Advertising Campaign,
- Unit-II** : Market Research
Research Process, Advertising research, media research, copy research, Motivation research, Product research, Techniques and tool of marketing research.
- Unit-III** : Printing
Letter press, xerography, Hologram, Screen printing, lithography, offset printing, dai printing, emboss printing, velvet printing, stencil printing, flexography, thermograph.
- Unit-IV** : **Advertising acts and code of conduct**
- Unit-VI** : Brand
Brand Image, Brand Equity, Brand Ambassador, Awareness for Brand.

Course Outcomes :

- CO-1:** Get knowledge of Art Critic EB Havel Ananad Coomasswamy.
- CO-2:** Learn about the Groups of Indian Artist.
- CO-3:** Understand Aesthetics attitude and approaches.
- CO-4:** Get knowledge of Contemporary Sculpture Artist - Devi Prasad ray chaudhary, Ram Kinkar Baij, prodosh Dasgupta, Chintamani kaur, Shanko Choudhary, Dhanraj Bhagat, Somnath Hore, Meera Mukherji, Nagji patel, Balbeer Singh Katt, Mrinolini Mukharji, Anish Kapoor, Subodh Gupta, Dhruv Choudhry, Ram V. Sutar
- CO-5:** Gain knowledge of Contemporary Painting Artist – Vikash Bhattachrya, Abbas Batlibala, Jhangir Sababala, A. Ram Chandran, Vibhan Sundram, Vijendra Sharma, Manju Nath Kamanth, Vasudev Kamath. Jatin Das. contemporary Sculpture and Painting Artist.

Course-44 Theory: History of Western Art & Aesthetics –III **50**
(17th to 19th Century)

- Unit-I** : Renaissance in Spain El-Greco.
Unit-II : Mannerism C 1520-1600, The Style of Art, The origins and Development of mannerism.
Unit-III : Baroque paintings Caravaggio, Pietro da cortona, Bernini, Rubens, Van Dyck, Velozquez, Zurboran, Musillo, Frans Hals, Rambrandt.17th 18th Centuries Art, Poussien, Lorrain, La Tour and realism rococo Style and Artist.
Unit-IV : Evaluative approaches to Art, Test, Discrimination and Aesthetics concepts.
Unit-V : Neoclassicism, Romanticism and British Artist Turner, David cox, Constable, William, blake, Rousscau.

Course Outcomes :

- CO-1:** Learn about Renaissance in Spain.
CO-2: Get knowledge of Mannerism and Development of it.
CO-3: Learn about Baroque paintings and its Artist, Rococo Style and Artist.
CO-4: Get knowledge of Aesthetics concepts and how its approaches to Arts.
CO-5: Learn about Neoclassicism, Romanticism and British Landscaped Artist.

Course 45, Practical- Advertising Graphics -II **100**

Design the advertising media with principle and measurement work finish with appropriate size, so percent work manual and 50 percent work digital.

2 min Campaign design (Social and Commercial) (Minimum 6 media)

Course Outcomes :

To gain knowledge and skill development of advertising design. It will help to understand campaign thought.

Course-46, Practical: Photography-II **100**

Creative and theme base photography with necessary light, lance and other equipment. Shoot new composition with good quality.

- Creative – 10
- Theme base – 5

Course Outcomes :

Studenta gain knowledge and skill development of how to shoot creative and theme base photography. It will help to understand light and lance technique.

Course-47, Practical: Illustration-II **100**

Study of human, Animal, Cartoon, Architecture, Landscape and product with finishing. Study of portrait

- Sketching -100 A³Paper
- Illustration – 05
- Portrait – 03

Course Outcomes :

Knowledge and skill development of Illustration. It will help to understand different types of form and creation.

Course-48, Practical: Letter writing & typography-II

100

Study of Bello, Cuicida, Morice, Art Script, Paperback, Typesetter, Bouyes(trianglecuts), Distorted, Horror, Graffiti, Cartoon, Types, Letter with good readability and principles

- Hindi typography (Any famous thoughts)-3
- English typography (Any famous thoughts)-3

Course Outcomes :

To gain knowledge and skill development of various types of typography. It will help to understand different types of font shape.