



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. – 1.1.2
employability/ entrepreneurship/ skill development

under the
Criteria – I
(Curriculum Design and Development)

Key Indicator - 1.1

in
Matric No. – 1.1.2

MASTER OF FINE ARTS IN APPLIED ARTS

2000


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

Mapping of course to:



Employability



Entrepreneurship



Skills Development

MFA- APPLIED ART

Syllabus

Semester-I

			Credit
Course-1	Theory:	Philosophy of Art & Aesthetics-I	03
Course-2	Theory:	Theory of Applied Art-I	03
Course-3	Practical:	Campaign Visualization-I / Photography-I / Illustration-I	10
Course-4	Practical:	Sketching-I	04
Total :			20

Semester-II

			Credit
Course-5	Theory:	Philosophy of Art & Aesthetics-II	03
Course-6	Theory:	Theory of Applied Art-II	03
Course-7	Practical:	Campaign Visualization-II / Photography-II / Illustration-II	10
Course-8	Practical:	Sketching-II	04
Total :			20

Semester-I

Course-1, Theory: Philosophy of Art & Aesthetics –I

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- Unit I** : Ancient Greek History of Aesthetics in Western Philosophy, Socrates Plato, Aristotle.
- Unit II** : Plotinus' mysticism in relation to aesthetics. Descartes' intellectualistic, early Christian era, Renaissance, and aesthetic currents.
- Unit III** : Absolutist Aesthetics of Hegal, Froud, Rogerfry, Clive Bell, and Herbert Reed; British Aesthetic Thinkers; German Aesthetic Current; Transcendental Aesthetics of Kant.
- Unit IV** : Schopenhauer and Croce's Comparative Survey of Western and Indian Aesthetics
- Unit V** : An introduction to the fundamental ideas of Indian philosophy and religion, in Comparison to western Philosophy.

Course-2, Theory: Theory of Applied Art-I

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- Unit-I** : Science and creativity, Interactive advertng, integrated marketing communication, Globalization, Consumer power relationship marketing and customization
- Unit-II** : Advertising and society- Advertising business offers employment, Advertising creates demand and consequently sales, Advertising reduces selling cost, Advertising establishes reputation and prestige, Truth in advertising, Advertising tries to raise the standard of living.
- Unit-III** : Ethics, regulation and social responsibilities taste and advertising, stereo typing in advertising, advertising to children, advertising controversial products.
- Unit-IV** : Advertising and Public Relation, Meaning and Structure of Public Relation, Alignment of Public relation, Public Relation stage, Relation between Advertising and Public Relation
- Unit-V** : Advertising promotes of press, Information and freedom of choice, Advertising creates employment.

Course-3, Practical: Campaign Visualization-I/Photography-I/Illustration-I

L	T	P	C
0	0	20	10

Specialization on any one of the followings.

Campaign Visualization

Develop new concept and brand. Complete ad Campaign minimum 17 media, 70% percent work digital and 30% work manual

- Commercial Campaign (Minimum13 Media)
- Social Campaign (Minimum17 Media)

Photography

Shoot new Composition, Creative and Concept base photograph. Shoot a topic minimum 5 photos. Cover 5 topics in a Semester.

(Portrait, Product, Micro, Conceptual, Fashion, Landscape)

Illustration

Draw illustration with any type media. Develop the self-Illustration style.

- Illustration(Cartoon) – 7 (any topic)
- Comic (Min 10 page with Cover page)
- Children Poem/Story book (12 page + Cover page)

Course-4, Practical: Sketching-I

L	T	P	C
0	0	8	4

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

- Sketching – 250 A³Paper
- Portrait – 05
- Full Figure – 02

Course Outcomes :

Student learn advanced and professional technique of Cartoon anatomy, action and expression sketching

II Semester**Course-5, Theory: Philosophy of Art & Aesthetics –II**

L	T	P	C
3	0	0	3

Unit I : An Introduction to Indian Aesthetics provides a historical overview of the concept of beauty based on ancient texts and discusses its application to the arts.

- Unit II :** Development of the Rasa Theory, Dhvani, Alankara, Auchitya, Riti- Vratti, Guna, Dosha, and Vyanjana. Bharat Muni's Rasa Theory is discussed in his Natyashastra.
- Unit III :** Experience, aesthetics, and its commentators, Batta, Lollata, BhattaShankuka, and Bhatt Nayaka.
- Unit IV :** Abinav Gupta's Theory in Abinav Bharti, Anandvardhana's, Dhvanyaloka, Vishnu Dharmottar purana, and Other Art Literature.
- Unit V :** Rabindranath Tagore, Shadang (Six Canons) and Ananda Coomarswami's aesthetic Theories.

Course-6, Theory: Theory of Applied Art-II

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- Unit-I :** Campaign planning objectives and basic principles, Campaign objectives, Factors influencing the planning of advertising campaign, The selling methods, Campaigning a new product, Layout design principles.
- Unit-II :** Creative side of the advertising – what is creative advertising, Creative leap, Creative concept, Strategy and creativity, Creativity and strategy in the message design, Creative thinking, Creative brief, Decision about the message exestuation, Grating print advertising.
- Unit-III :** Level aspects of advertising – copyright, Trade mark, Consequences of advertising, Status of advertising agents – outdoor advertising, advertisements in newspapers and magazine,
- Unit-IV :** Advertising Effectiveness
What is test, When to test, why measure at all, Pre testing print media Ads Post testing the Ads, Progress tests, Research on how ads work
- Unit-V :** cinematography – radio and television advertising. Advertising contracts, consequences of advertising, defamation, slander of goods, copy right.

Course-7, Practical: Campaign Visualization-II/Photography-II/Illustration-II

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Campaign Visualization

Develop new concept and brand. Complete ad Campaign minimum 17 media, 70% percent work digital and 30% work manual

- Government Scheem Campaign (Minimum13 Media)
- Political Campaign / Agricultural Campaign (Minimum17 Media)

Photography

Shoot new Composition, Creative and Concept base photograph. Shoot a topic minimum 5 photos. Cover 5 topics in a Semester.

(Creative, Modeling, Wildlife, Nature, Industrial, Monument/Architectural)

Illustration

Draw illustration with any type media. Develop the self-Illustration style.

- Illustration(Semi Realistic) – 7 (any topic)
- Comic (Min 10 page with Cover page)
- Children Poem/Story book (12 page + Cover page)

Course-8, Practical: Sketching-II

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

- Sketching – 250 A⁴ Paper
- Portrait – 05
- Full Figure - 02

Course Outcomes :

Student learn advanced and professional Drawing from life and memory. Animal figure study

Semester-III

			Credit
Course-9	Theory:	Theory of Applied Art-III	03
Course-10	Seminar:	Seminar	03
Course-11	Practical:	Campaign Visualization-III/ Photography-III/ Illustration-III	10
Course-12	Seminar:	Sketching-III	04
			Total 20

Course-13	Practical	Open Elective–III	04
(Drawing/Mural/Paper Mache/Terracotta)			

Note – Open Elective Choose the course given in open elective.

Semester-IV

			Credit
Course-14	Theory:	Theory of Applied Art-IV	03
Course-15	Practical:	Dissertation and Viva voce	03
Course-16	Practical:	Campaign Visualization-IV/ Photography-IV/ Illustration-IV	10
Course-17	Seminar:	Sketching-IV	04
			Total 20

Course-18	Practical	Open Elective–III	04
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(Drawing/Mural/Paper Mache/Terracotta)

Note – Open Elective Choose the course given in open elective.

Semester-III**Course-9, Theory: Theory of Applied Art-III**

L	T	P	C
3	0	0	3

Unit-I : Principal of Design & Composition.**Unit-II :** Interactive advertising, Introduction & definition, Interactive advertising objectives, Element of Interactive advertising, Interactive advertising and its benefits, The future of Interactive advertising.**Unit-III :** Sales Promotion-Meaning & Definitions, Characteristics of sales promotion, Relation of sales promotion with advertising and personal selling, Distinction between advertising and sales promotion, Sales Promotion department, Methods of sales promotion, Importance or advantages or utility of sales promotion.**Unit-IV :** **Main Advertising Agencies**

Ogilvy and Mather, Lowe Lintas, McCann Erickson, Mudra, J.W.T., FCB- Ulka, Leo Burnett, B.B.D.O. Madican World, Gray worldwide etc.

Unit-V : **Gandhian Philosophy**
Gandhi ji and advertising**Course -10, Theory: Seminar-I**

L	T	P	C
0	4	0	4

Student selects any One (1) of the following topic and Write paper approximate 30 pages under the guidance of concern teacher

- Renowned Photographer/ Graphic Designer.
- Renowned Cartoonist/ Illustrator.
- Movements in Advertising Agency / Image Library in India.
- Contemporary Advertising Art in India.
- Biography of eminent artist of India.

Course-11, Practical: Campaign Visualization-III/Photography-III/Illustration-III

L	T	P	C
0	0	20	10

Campaign Visualization

Develop new concept and brand. Complete ad Campaign minimum 17 media, 70% percent work digital and 30% work manual

- Corporate Campaign (Minimum13 Media)
- Educational Campaign (Minimum17 Media)

Photography

Shoot new Composition, Creative and Concept base photograph. Shoot a topic minimum 5 photos. Cover 5 topics in a Semester.

(Creative, Modeling, Wildlife, Nature, Industrial, Monument/Architectural)

Illustration

Draw illustration with any type media. Develop the self-Illustration style.

- Illustration(Semi Realistic) – 7 (any topic)
- Comic (Min 10 page with Cover page)
- Children Poem/Story book (12 page + Cover page)

Course-12, Practical: Sketching-III

L	T	P	C
0	0	8	4

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

- Sketching – 250 A³Paper
- Portrait – 05
- Full Figure – 02

Semester-IV

Course-14, Theory: Theory of Applied Art-IV

L	T	P	C
3	0	0	3

Unit-I : Advertising and culture – Effect of advertising in music, religion, education, society, children, adult, women. Role of research – Advertising research, type of research.

Unit-II : The advertising budget. Step in advertising budget making process. Other Method of budgeting. Competitive parity method. Instrumental concept approach to advertising budget. Other considerations. Administering the Budget.

Unit-III : Public relation in India. Meaning and development public relation in India. Public relation and advertising. Public relation and propagandas. Need, place and functions of public relation.

Unit-IV : Direct marketing – Cinema, Direct marketing, Qualities of direct mailers, Costs, clutter problem, direct response ads. Quality of data base. Professional vendors of data bases, Cinema

Unit-V : **Popular Advertisement (Case Study)**
Vodafone – Ju Ju, Cadbury dairy milk, Fevicol ,Onida TV, Lux, Amul, Mile Sur mera Tumahara, Surf, Liril, Lead India, etc.

Course-15, Theory: Dissertation

L	T	P	C
0	3	0	3

Student selects any One of the following topic and Write Dissertation approximate 100 pages under the guidance of concern teacher

- Advertising related topic.
- Photography related topic.
- Illustration related topic.

Course-16, Practical: Campaign Visualization-IV/Photography-IV/Illustration-IV

L	T	P	C
0	0	20	10

Campaign Visualization

Develop new concept and brand. Complete ad Campaign minimum 17 media, 70% percent work digital and 30% work manual

1. Medical/Health related Campaign (Minimum13 Media)
2. Product Campaign (Minimum17 Media)

Photography

Shoot new Composition, Creative and Concept base photograph. Shoot a topic minimum 5 photos. Cover 5 topics in a Semester.

(Creative, Modeling, Wildlife, Nature, Industrial, Monument/Architectural)

Illustration

Draw illustration with any type media. Develop the self-Illustration style.

1. Illustration(Semi Realistic) – 7 (any topic)
2. Comic (Min 10 page with Cover page)
3. Children Poem/Story book (12 page + Cover page)

Course-17, Practical: Sketching-IV

L	T	P	C
0	0	8	4

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

- Sketching – 250 A³Paper
- Portrait – 05
- Full Figure – 02

Course -13 & 18 Open Elective

Choose the course given in open elective.

OE-1 : Drawing

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Unit-I : To develop the sense of structure. Study from any kind of forms in nature pods, shells, butterflies, flower, plants, insects, minerals, bones etc. to understand how these forms achieve there structural unity through adherence to principles with physical nature of the material being observed and studied through various rendering media and Technique in various light conditions.

Unit-II : Drawing from life, Icons and other object with a view to study in structural harmony of the object. Reference drawings for the chosen measure (Composition or Portraiture)

Unit-III : Rendering it as complete work of art, leading to individuality and technical competence.

Sketch (Full Sheet) - 25 Pages

OE-2 : Mural

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Unit-I : Exercise work in different aspects and medium. Fiber / POP/ waste material.

Unit-II : Understanding of the meaning and material value by assembling different chosen material on surface.

Unit-III : Students have to experiment in different media and material. The emphasis is on the conceptualization and experimentation.

Sketch (Full Sheet) - 25 Pages

OE-3 : Paper Mache

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Unit-I : Introduction and preparation of Paper Mache, sketches, drawings and maquettes. Relief composition in clay suited for a Paper Mache medium, casting in Paper Mache.

Unit-II : Round composition in Paper Mache by direct use on armature with preparatory sketches, drawing and maquettes.

Unit-III : Composition work, exploring the Experimental possibilities Paper Mache medium & techniques.

Sketch (Full Sheet) - 25 Pages

OE-4 : Terracotta

L T P C
0 0 8 4

Unit-I : Introduction to Terracotta both as forms of pottery and sculpture. Preparation of Terracotta clay, basic coil work and slab work.

Unit-II : Relief composition in Terracotta with preparatory sketches & drawings.

Unit-III : Round composition work in Terracotta, exploring the Experimental possibilities Terracotta medium & techniques. Preparatory sketches, drawings & maquettes. Use of kilns for firing of these objects (pots & sculpture) use.

Sketch (Full Sheet) - 25 Pages

Employability

Entrepreneurship

Skill Development