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11-5-2022

21/5/22

Lalit Kala Sansthan
Minutes of the meeting of the Academic Committee
Friday, 30 April 2022 (4 PM)

A meeting of the Academic Committee was convened in the Sansthan at 4 PM.

ARC Acader
21/5/22

The following members were present:

1. Prof. Meenakshi Thakur, Department of Drawing and Painting, DEI, Agra
2. Prof. R.N. Pandey, Department of Sculpture, IFA, Dr. SMP University, Lucknow
3. Dr. Bindu Awasthi, Department of Drawing and Painting, BDK Agra
4. Dr. Shardool Mishra, LKS
5. Dr. Arvind K. Rajput, LKS
6. Dr. Mamta Bansal, LKS, Special Invitee
7. Mr. Devashish Ganguly, LKS, Special Invitee
8. Mr. Devendra Kumar Singh, LKS, Special Invitee
9. Mr. Ganesh Kushwah, LKS, Special Invitee
10. Mr. Deepak Kulshrestha, LKS, Special Invitee
11. Dr. Manoj Kumar, LKS, Special Invitee
12. Prof. Sanjay Choudhary (Convener), Director, LKS

A. The Committee confirmed the minutes of its last meeting.

B. The Course Structure of **BFA, MFA, Diploma and Certificate** courses are modified as per enclosure.

C. The following amendments in Ordnances, Rules and regulations are being proposed and approved.

SP 30/4/22
26/4/22
30/4/22
30/4/22
30/4/22
Manoj

2/10
11-5-2022

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F. Jaiswal

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Deven Singh
SP 30/04/22
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Sanjay 30/04/22
Manoj
Manoj
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Ordinances:

S. No.	Existing	Proposed & approved	
1.	<u>Departments:</u> 1. Painting 2. Applied Art 3. Sculpture 4. Indian Music 5. Performing Art	1. Painting 2. Applied Art 3. Sculpture 4. Indian Music 5. Theatre Art	

2.	Degree	<u>Number of Seats(Intake) at Present</u>	<u>Proposed & Approved</u>
	BFA(Painting)	25	35
	BFA(Applied Art)	25	35
	BFA(Sculpture)	10	15
	BFA(Indian Music) (Vocal/Instrumental)	10 (5/5)	15(10/5)
	BFA(Performing Art) Dance(Kathak/Oddisi), Theatre	20 (10/10)	20 (10/10)

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30/April/22

Devaraj S/S

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3.	<u>Departments:</u>	<u>Practical examination for BFA/MFA at Present</u>	<u>Proposed & approved</u>
	1. Painting 2. Applied Art 3. Sculpture 4. Indian Music 5. Performing Art	<u>Odd Semester</u> External (60%) Internal (40%) <u>Even Semester</u> External (60%) Internal (40%)	<u>Odd Semester</u> External (100%) <u>Even Semester</u> Internal (100%)

4.	<u>Diploma</u>	<u>Number of Seats(Intake) at Present</u>	<u>Proposed & approved</u>
	1. Painting (Portrait/ Landscape/Miniature / Creative)	40	20
	2. Applied Art (Digital Design/Photography)	40	Photography 10 Digital Design 10
	3. Sculpture	20	10
	4. Indian Music (Vocal/Sitar/Tabla)	30	15
	5. Performing Art (Dance Kathak/Oddisi/Theatr e)	25	15

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5.	Degree	Number of Seats(Intake) at Present	Proposed & Approved
	MFA(Painting)	20	20
	MFA(Applied Art)	20	20
	MFA(Sculpture)	20	20
	MFA(Indian Music) (Vocal/Instrumental)	10 (5/5)	10
	MFA(Performing Art) Dance(Kathak/Oddisi), Theatre	20 (10/10)	20 (10/10)

D. Following new Course are introduced from session 2022-23

(i) **Diploma in Fine Art (Two Semester)**

The detail of the Diploma as per enclosure.

(ii) **B.A. (Drawing and Painting, Fine Art, History, Music Vocal), Faculty of Fine Art : 6 semesters, 60 seats**

The details about B.A. program are as per NEP-2020 structure. State Govt./ University already framed the course structure, syllabus, ordinances etc., (Government Order No. 401/70-3-2022 dated 09.02.2022 National Education Policy 2020 (NEP-2020)). This GO with NEP-2020 syllabus and ordinance is accepted for Under-Graduate course in Faculty of Fine Art, started from the session 2022-23. Syllabus for these Courses is as per NEP.

(Prof. Meenakshi Thakur) ^{30/4/22} (Prof. R.N. Pandey)

(Dr. Bindu Awasthi)

(Dr. Shardool Mishra) ^{30/04/22}

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(Deepak Kulshrestha)

(Dr. Manoj Kumar)

(Prof. Sanjay Chaudhary) ^{30/4/22}

BFA- APPLIED ART

Syllabus

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-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-3, Practical: Drawing	100
<p>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.</p> <p>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.</p> <p>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.</p>	

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-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-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

Semester-II

Course-7, Theory : Fundamental of Fine Arts and Artist **50**

Unit-I : Introduction of Print Making

Deep under standing 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-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-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-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-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-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

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

- Unit-I** : Rock Cut Architecture and Sculpture (Budhist, 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-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-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-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-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

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

- Unit-I :** Franco Cantbrbrian 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-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 mannal and 50 percent work digital

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

Course-22, Practical: Photography-II 100

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

- Model shoot – 5
- Symmetrical shoot – 3

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-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

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 Apabrashna 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 –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-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-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-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-30, Practical: Letter writing & typography-I

100

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

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

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 consequenti 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-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.
Uni-V : international Gothic style, Differences between Gothic and Renaissance, Early Renaissance quattrocento Brunelleschi, Ghiberti.

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-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-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-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

Semester-VII

(Max. Mark)

Course -37	Theory:	History of Indian Art & Aesthetics-III	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-III	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 -III (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-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-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-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-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-42, Practical: Letter writing & typography-I

100

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

- Hindi quotes-3
- English quotes-3

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-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 : Evaluativeapproches to Art, Test, Discrimination and Aesthetics concepts.
Unit-V : Neoclassicism, Romanticism and British Artist Turner, David cox, Constable, William, blake, Rousscau.

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-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-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-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 readiability and principles

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