

FACULTY OF VISUAL ARTS & PERFORMING ARTS

SYLLABUS

FOR

**BACHELOR OF FINE ARTS
(Semester I – VIII)**

Examination: 2016-17



**GURU NANAK DEV UNIVERSITY
AMRITSAR**

- Note:**
- (i) Copy rights are reserved.
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 - (ii) Subject to change in the syllabi at any time.
Please visit the University website time to time.**

Bachelor of Fine Arts (Semester – I)

Duration: 3 Hrs.**Total Marks: 50****Instructions for Paper Setters / Examiners:**

1. Paper setter is requested to send two sets of paper.
2. Paper setter is requested to study the syllabus thoroughly in order to avoid any confusion or complication.
3. Due care should be taken for the distribution of marks for the practical papers.
4. Questions will be set in 3 categories:
 - a. 10 compulsory objective type questions of 1 mark each.(10 marks total)
 - b. Short answer type questions of one or two paragraph of length, 5 marks each.(30 marks total)
(8 questions to be set & 6 to be attempted out of 8)
 - c. Essay type questions of 10 marks each. 1 question to be attempted out of 3 questions.
(10 marks total)

SCHEME**Semester – I:**

| Paper | | Ext. Marks | Total Marks | Duration of Examination |
|-------------------------------------|-------------|-----------------------|------------------------|------------------------------------|
| Drawing | (Practical) | 50 | 50 | 6 Hrs. |
| Design 2D | (Practical) | 50 | 50 | 6 Hrs. |
| Design 3D | (Practical) | 50 | 50 | 6 Hrs. |
| Color | (Practical) | 50 | 50 | 6 Hrs. |
| Print Making | (Practical) | 50 | 50 | 12 Hrs. (6 hrs per day) |
| History of Art | (Theory) | 50 | 50 | 3 Hrs. |
| Communication Skills in English – I | (Theory) | | 50 | 3 Hrs. |
| Punjabi / Basic Punjabi | | 50 | 50 | 3 Hrs. |
| | | | 400 | |

Note:**EVS Paper will be common for all options.**

Bachelor of Fine Arts (Semester-I)

Paper- I: Drawing (Practical)

Max. Marks: 50

- (a) To develop the sense of structure. Study from any kind of forms in nature-pods, shell, butterflies, flowers, plants, insects, minerals, human bones etc.

To understand how these forms achieve their structural unity through adherence to principles with physical nature of the material being observed and studied through various rendering media and techniques in various light conditions.

- (b) Drawing from human figure-mainly based on general form and gesture.
Drawing from object: drawing from cubes, cones, cylindrical objects, casts, drapery, still life group etc. observed and studied in various rendering media and techniques in various light condition.
- c) Understanding and practising the perspective of near and far objects. Texture, Physical appearance and quality of various objects, effect of lights on different surfaces. Practising shading, rendering, hatching, cross hatching, line drawing, stippling and other various methods of drawing.
- d) Drawing from memory: to develop the sense of observation and the capacity to retain and recall images and their co-ordination.

Bachelor of Fine Arts (Semester-I)

Paper-II: Design – 2D (Practical)

Max. Marks: 50

- Study of two-dimensional space and its organizational possibilities.
- Elements of pictorial expression related to concepts of space and forms.
- Developing an awareness of pictorial elements such as point, line, shape, volume texture, light and colour, Basic design problems.
- Study of various types of objects (natural and man-made) with a view to transform them into flat pictorial images.
- Understanding and exercising the Principles of design and arranging the elements of design in Black & White including Unity, Harmony, Balance, Emphasis, Rhythm, Proportion, Distribution of Space etc.
- Exercising arrangements of basic forms by creating and practicing high key, meddle key and low key.

Bachelor of Fine Arts (Semester-I)

Paper – III: Design 3D (Practical)

Max. Marks: 50

To develop the sense of structure.

Operational problems in building up structure.

Gravitational and mechanical principles.

Principles of composition and the study of the principles that hold the structure.

Simple assignments in organizing various units though.

Symmetrical load bearing structure.

Expanding structure through unit etc. Experiments through various types of material and their combinations such as :- Paper, Cardboard, wood block, wire, clay, plastiline, plaster of paris, metal sheets, plastic foam, thermo-coll, string, gums and adhesives, wax found objects etc.

Bachelor of Fine Arts (Semester-I)

Paper-IV: Colour (Practical)

Max. Marks: 50

- To understand the formal structure of colour through analysis of colour theory and notation.
- Practising colour theory, colour properties, light & colour, colour & pigment keys, perception and vision.
- Experience of colour through experiments in various media.
- Transparent colours (Water colour, Waterproof ink, etc.)
- Opaque Colours (Poster colour etc.)
- Pastels wax crayons. Transparent papers (Cellophane)
- Experience of colour as: Visual effects What is light? What is colour? Function of Eye.
- Physical properties. Hue: Value, Chroma, Tint, Shade and Tone, gray scale, chromatic value scale and colour value scale.
- Primary (Pigment and light theory) Secondary, Tertiary, Quaternary, Achromatic, Monochromatic, Polychromatic, High Average, and lower, High average and low contrast,

Bachelor of Fine Arts (Semester-I)

Paper-V: Print Making (Practical)

Max. Marks: 50

- Anticipatory and imaginative use of gathering impressions.
- Fundamentals of various methods of taking prints.
- Observation of intrinsic texture of various surfaces and the textures of natural and man-made things. Assignments in :
- Rubbing, potato prints, monoprint, Lino cut, wood cut.
- Preparing sketches for Lino or wood cut printing. Cutting the Lino or Wood block in reference to the sketch followed by the details of understanding and practicing the relief printing process from carved Lino or Wood block in Black & White.
- Techniques of taking prints in Mono colour

Bachelor of Fine Arts (Semester-I)

Paper–VI: History of Art (Theory)

Max. Marks: 50

Prehistoric Art

Pre Historic Rock Shelters in India including Rock Paintings, Location, Discovery, Phases of Development.

Early medieval Indian Cave Paintings including Ajanta Caves, its discovery, location, Murals Technique, Chronology. Bagh Caves including its excavation, location, paintings. Badami Temple Caves and its location), Sittanavasal Jain Caves Complex, its location and technique used. Ellora, its discovery, location, various Hindu, Jain and Buddhist Caves and the famous Frescos.

Landmarks of Indian art during Indus valley civilization, Indus valley Sculptures and seals (Dancing Girl in Bronze, Bust of Priest, Pashupati shiva seal)

Art during Mauryan Dynasty .(Lion capital from Sarnath, Yakshi from Didarganj)

Shunga Dynasty(Bharhut Stupa–Mahakappi jataka katha, Kuber yaksha , Dream of mayadevi)

Sanchi Stupa(Eastern Torana)

Bachelor of Fine Arts (Semester-I)

PAPER – VII: COMMUNICATION SKILLS IN ENGLISH – I**Time: 3 Hours****Max. Marks: 50****Course Contents:**

- 1. Reading Skills:** Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings; Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- Active reading of passages on general topics
- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

- 2. Writing Skills:** Guidelines for effective writing; writing styles for application, resume, personal letter, official/ business letter, memo, notices etc.; outline and revision.

Activities:

- Formatting personal and business letters.
- Organising the details in a sequential order
- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/ boards

Suggested Pattern of Question Paper:

The question paper will consist of five skill-oriented questions from Reading and Writing Skills. Each question will carry 10 marks. The questions shall be phrased in a manner that students know clearly what is expected of them. There will be internal choice wherever possible.

10x5=50 Marks

- Multiple choice questions on the language and meanings of an unseen passage.
- Comprehension questions with short answers on content, progression of ideas, purpose of writing etc. of an unseen passage.
- Personal letter and Official/Business correspondence
- Making point-wise notes on a given speech/ technical report **OR**
Writing notices for public circulation on topics of professional interest
- Do as directed (10x1= 10 Marks) (change of voice, narration, combination of 2 simple sentences into one, subject-verb agreement, using appropriate tense, forms of verbs.

Recommended Books:

- Oxford Guide to Effective Writing and Speaking* by John Seely.
- English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

Bachelor of Fine Arts (Semester-I)

PAPER – VIII: ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ),
(ਸੰਪਾ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ,
ਅੰਮ੍ਰਿਤਸਰ।
ਲੇਖ : ਪਹੀਆ ਪ੍ਰਦੂਸ਼ਣ, ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ, ਨਾਰੀ ਸ਼ਕਤੀ, ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ
ਅਤੇ ਮਨੁੱਖ, ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ।
2. **ਆਤਮ ਅਨਾਤਮ** (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
(ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ, ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ, ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ, ਸੁਰਜੀਤ ਪਾਤਰ, ਪਾਸ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
3. **ਪੈਰੂਾ ਰਚਨਾ**
4. **ਪੈਰੂਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।**
5. (ੳ) **ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ** : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ, ਸੁਰ।
(ਅ) **ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ** : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ
ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।
6. **ਮਾਤ ਭਾਸ਼ਾ ਦਾ ਅਧਿਆਪਨ**
(ੳ) ਪਹਿਲੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ
(ਅ) ਦੂਜੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) । 10 ਅੰਕ
2. **ਆਤਮ ਅਨਾਤਮ** : ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ, ਕਲਾ ਪੱਖ 10 ਅੰਕ
3. ਪੈਰੂਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰੂਾ ਲਿਖਣ ਲਈ 05 ਅੰਕ
ਕਿਹਾ ਜਾਵੇ ।
4. ਪੈਰੂਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ। 05 ਅੰਕ
5. ਨੰਬਰ 5 ਉੱਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ 'ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
6. ਨੰਬਰ 6 ਵਿਚ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਪਹਿਲੀ ਭਾਸ਼ਾ ਅਤੇ ਦੂਜੀ ਭਾਸ਼ਾ ਵਜੋਂ
ਅਧਿਆਪਨ, ਮਹੱਤਵ ਅਤੇ ਸਮੱਸਿਆਵਾਂ ਬਾਰੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ,
ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। 5×2=10 ਅੰਕ

Bachelor of Fine Arts (Semester-I)

PAPER – VIII: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

1. ਪੈਂਤੀ ਅੱਖਰੀ; ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ, ਲਗਾਂ ਮਾਤਰਾਂ
2. ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ)
3. (ੳ) ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ,
(ਅ) ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਲਿੰਗ ਅਤੇ ਵਚਨ

ਅੰਕ ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਪੈਂਤੀ ਅੱਖਰੀ ਦੀ ਬਣਤਰ ਅਤੇ ਤਰਤੀਬ ਨਾਲ ਸੰਬੰਧਿਤ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
(ਦੋ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ)
ਕਵਰਗ, ਚਵਰਗ, ਤਵਰਗ, ਟਵਰਗ ਆਦਿ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾ ਸਕਦਾ ਹੈ। ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਲਗਾਂ ਮਾਤਰਾਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਸੰਬੰਧਿਤ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ) 10 ਅੰਕ
2. ਬਿੰਦੀ, ਟਿੱਪੀ ਅਤੇ ਅੱਧਕ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ 10 ਅੰਕ
3. (ੳ) ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ 10 ਅੰਕ
(ਅ) ਨਾਂਵ ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ ਅਤੇ ਲਿੰਗ ਵਚਨ ਸੰਬੰਧੀ ਮੁੱਢਲੀ ਕਿਸਮ ਦੇ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ) 10 ਅੰਕ

Bachelor of Fine Arts (Semester – II)

Instructions for Paper Setters / Examiners:

1. Paper setter is requested to send two sets of paper.
2. Paper setter is requested to study the syllabus thoroughly in order to avoid any confusion or complication.
3. Due care should be taken for the distribution of marks for the practical papers.
4. Questions will be set in 3 categories:
 - a. 10 compulsory objective type questions of 1 mark each.(10 marks total)
 - b. Short answer type questions of one or two paragraph of length, 5 marks each.(30 marks total) (8 questions to be set & 6 to be attempted out of 8)
 - c. Essay type questions of 10 marks each. 1 question to be attempted out of 3 questions. (10 marks total)

SCHEME**Semester – II:**

| Paper | | Ext. Marks | Total Marks | Duration of Examination |
|--------------------------------------|-------------|-------------------|--------------------|--------------------------------|
| Drawing | (Practical) | 50 | 50 | 6 Hrs. |
| Design 2D | (Practical) | 50 | 50 | 6 Hrs. |
| Design 3D | (Practical) | 50 | 50 | 6 Hrs. |
| Color | (Practical) | 50 | 50 | 6 Hrs. |
| Print Making | (Practical) | 50 | 50 | 12 Hrs. (6 hrs per day) |
| History of Art | (Theory) | 50 | 50 | 3 Hrs. |
| Communication Skills in English – II | (Theory) | Th.35+Pr.15 | 50 | 3 Hrs. |
| Punjabi / Basic Punjabi | | 50 | 50 | 3 Hrs. |
| | | | 400 | |

Bachelor of Fine Arts (Semester-II)

Paper–I: Drawing (Practical)

Max. Marks: 50

Introduction to elements of perspective: study of basic solids, plan and elevation, main aspects of parallel and triangular perspective.

Calligraphy:

1. Basic discipline of beautiful handwriting, sense of letter form – Simultaneous judgment.
2. Basic Study of calligraphy style in English and Hindi.
3. Practising Gothic type, its construction of letters and spacing.
4. Practising Roman type, its construction of letters and spacing.
5. Of the composition of letters spacing organization – intuitive and logical planning of writing development of style.

Out Door Sketching: Rapid sketching from any object from places like street's market, Station etc. and also from museum and zoo. Student should be exposed to such drawing Made by master artists of different times.

Bachelor of Fine Arts (Semester-II)

Paper-II: Design 2D (Practical)

Max. Marks: 50

- Developing an awareness of pictorial space- division of space form and relation with space- observation of primitive, folk and miniature paintings as well as graphic designs.
- Developing an awareness of inter-Relation of different shapes and forms relative values.
- Understanding the colour qualities in its variations of warm and cool colours, harmony and contrast. Creating coloured designs with regular irregular forms with Mosaic/Mural/Flat Gradation effect.
- Activation of space through form and colour- Optical illusions. Handling of various types of material for pictorial organization and rendering, such as; Pencil, pen, brushes, water colours, poster paints, pastel crayon, inks, cellophanes, oil newsprint and other college material, gums and adhesives, wax crayon with inks, etc.

A coordinated series is basic design problems with aesthetic and analytical approach.

Bachelor of Fine Arts (Semester-II)

Paper–III: Design -3D (Practical)

Max. Marks: 50

Cantilever construction.

Flexibility and ability to stretch.

Geometrical regularity.

Arched structure.

Control of tensions.

Hinge construction

Sculptural experience (round and relief) in various light conditions (Natural as well as artificial):-

1. Carved
2. Modelled
3. Perforated (bored through)
4. Mobile
5. Various methods of joining such as interlocking, plastering etc.

A Coordinated series and basic design problems with analytical approach. Colour should be introduced at various stages of experiments.

Bachelor of Fine Arts (Semester-II)

Paper-IV: Colour (Practical)

Max. Marks: 50

Experience in Colour Harmonies:

Complementary split. Double split complementary, Analogous. Warm and cool.

Naturalization of colour. Optical Illusion. Advancing and receding colors. Simultaneous and successive contrast. Visual mixing.

Experience in Rendering Methods:–

Wash, broken, impasto, super imposition etc. Color and Mood

Students should be made aware of all these principles of colour harmony by exposing them to the actual works of art done in various periods and styles.

Bachelor of Fine Arts (Semester-II)

Paper-V: Print Making (Practical)

Max. Marks: 50

- Preparing sketches for Lino or wood cut printing. Cutting the Lino or Wood block in reference to the sketch followed by the details of understanding and practicing the relief printing process from carved Lino or Wood block in coloured relief printing (maximum three colours).
- Experience of printing different types of surfaces:
- Rice Paper
- Hand made paper
- Various types of Fabrics (Cloth)
- Experience of hand printing with wood blocks, Printing through press, Methods of inking.
- Screen Printing

Bachelor of Fine Arts (Semester-II)

Paper – VI: History of Art (Theory)

Max. Marks: 50

- Sculpture during Kushana dynasty Mathura and Gandhara (Enthroned figure of King Vima Kadphises and King Kanishka from Mathura, Friezes from Gandhara depicting Buddha's life)
- Gupta Dynasty Mathura and Sarnath(Standing Buddha from Mathura, Buddha Preaching the Law from Sarnath) Ajanta Wall Paintings(Dark Princess, Flying Apsara, Mother And Child Before Buddha)

Bachelor of Fine Arts (Semester-II)

Paper – VII: COMMUNICATION SKILLS IN ENGLISH (THEORY)**Time: 3 Hours****Max. Marks: 50**
Theory Marks: 35
Practical Marks: 15**Course Contents:**

- 1. Listening Skills:** Barriers to listening; effective listening skills; feedback skills. Attending telephone calls; note taking.

Activities:

- Listening exercises – Listening to conversation, News and TV reports
- Taking notes on a speech/lecture

- 2. Speaking and Conversational Skills:** Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.

The study of sounds of English, stress
 Situation based Conversation in English
 Essentials of Spoken English

Activities:

- Making conversation and taking turns
- Oral description or explanation of a common object, situation or concept
- Giving interviews

Suggested Pattern of Question Paper:

The question paper will consist of seven questions related to speaking and listening Skills. Each question will carry 5 marks. The nature of the questions will be as given below:-

Two questions requiring students to give descriptive answers.

Three questions in the form of practical exercises requiring students to give an appropriate response to a question, a proposal, a proposition, an invitation etc. For example, the paper setter may give a proposition and ask the students to agree or disagree with it or introduce a character giving invitations and ask the students to accept or refuse it etc.

Two questions requiring students to transcribe simple words in IPA symbols, marking stress.

PRACTICAL / ORAL TESTING**Marks: 15****Course Contents:**

- Oral Presentation with/without audio visual aids.
- Group Discussion.
- Listening to any recorded or live material and asking oral questions for listening comprehension.

Questions:

- Oral Presentation will be of 5 to 10 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio visual aids is desirable.
- Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

Note: Oral test will be conducted by external examiner with the help of internal examiner.

Bachelor of Fine Arts (Semester-II)

PAPER – VIII: ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ) (ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007
ਲੇਖ : ਸਾਹਿਤ ਤੇ ਲੋਕ ਸਾਹਿਤ, ਅੱਖਾਂ, ਅਚੇਤਨ ਦਾ ਗੁਣ ਤੇ ਸੁਭਾਅ, ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ, ਮਨੁੱਖੀ ਅਧਿਕਾਰ।
2. **ਆਤਮ ਅਨਾਤਮ** (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) (ਕਹਾਣੀਆਂ) **ਪਠਾਣ ਦੀ ਧੀ** (ਸੁਜਾਨ ਸਿੰਘ), **ਸਾਂਝੀ ਕੰਧ** (ਸੰਤੋਖ ਸਿੰਘ ਧੀਰ), **ਉਜਾੜ** (ਕੁਲਵੰਤ ਸਿੰਘ ਵਿਰਕ), **ਘੋਟਣਾ** (ਮੋਹਨ ਭੰਡਾਰੀ), **ਦਲਦਲ** (ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
3. **ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ** : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
4. **ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ**
5. **ਪੈਰ੍ਹਾ ਰਚਨਾ**
6. **ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ**
7. **ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ**

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) । 10 ਅੰਕ
2. **ਆਤਮ ਅਨਾਤਮ** : ਸਾਰ, ਵਿਸ਼ਾ ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਣ, ਸਾਹਿਤ ਨੂੰ ਦੇਣ 10 ਅੰਕ
- 3-4. 3-4 ਨੰਬਰ ਉੱਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
5. ਪੈਰ੍ਹਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰ੍ਹਾ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇ । 05 ਅੰਕ
6. ਪੈਰ੍ਹਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 05 ਅੰਕ
7. ਨੰਬਰ 7 ਵਿਚ ਅੱਠ ਅਖਾਣ ਅਤੇ ਅੱਠ ਮੁਹਾਵਰੇ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਪੰਜ-ਪੰਜ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨੇ ਹੋਣਗੇ।

5+ 5=10 ਅੰਕ

Bachelor of Fine Arts (Semester-II)

PAPER – VIII: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ – ਕ੍ਰਮ

- | | | |
|----|--|--------|
| 1. | ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ | 20 ਅੰਕ |
| 2. | ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ | 15 ਅੰਕ |
| 3. | ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ ਸਾਧਾਰਨ ਵਾਕ: ਕਿਸਮਾਂ ਸੰਯੁਕਤ ਵਾਕ: ਕਿਸਮਾਂ ਮਿਸ਼ਰਤ ਵਾਕ: ਕਿਸਮਾਂ ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਵਿਭਿੰਨ ਸਮਾਜਿਕ ਪ੍ਰਸੰਗ | 15 ਅੰਕ |

ਯੂਨਿਟ ਅਤੇ ਥੀਮ

- ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ:** ਸੰਯੁਕਤ ਸ਼ਬਦ; ਸਮਾਸੀ ਸ਼ਬਦ (ਜਿਵੇਂ ਲੋਕ ਸਭਾ); ਦੋਹਰੇ ਸ਼ਬਦ / ਦੁਹਰਰੁਕਤੀ (ਜਿਵੇਂ ਧੁੜ ਧਾੜ / ਭਰ ਭਰ), ਮਿਸ਼ਰਤ ਸ਼ਬਦਾਂ ਦੀ ਬਣਤਰ/ਸਿਰਜਨਾ; ਅਗੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਉਪ ਭਾਸ਼ਾ), ਪਿਛੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਰੰਗਲਾ), ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ: ਪੜਨਾਵੀਂ ਰੂਪ, ਕਿਰਿਆ/ਸਹਾਇਕ ਕਿਰਿਆ ਦੇ ਰੂਪ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ: ਰੁੱਤਾਂ, ਮਹੀਨਿਆਂ, ਮੌਸਮਾਂ, ਗਿਣਤੀ ਨਾਲ ਸੰਬੰਧਿਤ।
- I. ਭਾਸ਼ਾ ਅਤੇ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਮਹੱਤਵ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ
II. ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ
- ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ:** ਕਰਤਾ ਕਰਮ ਕਿਰਿਆ; ਸਾਧਾਰਨ ਵਾਕ, ਬਿਆਨੀਆ, ਪ੍ਰਸ਼ਨਵਾਚਕ, ਆਗਿਆਵਾਚਕ, ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕਾਂ ਦੀਆਂ ਕਿਸਮਾਂ; ਸੁਤੰਤਰ ਅਤੇ ਅਧੀਨ ਉਪਵਾਕ; ਸਮਾਨ (ਤੇ/ਅਤੇ) ਅਤੇ ਅਧੀਨ (ਜੋ/ਕਿ) ਯੋਜਕਾਂ ਦੀ ਵਰਤੋਂ; ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ: ਵਿਭਿੰਨ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ; ਘਰ ਵਿਚ, ਬਾਜ਼ਾਰ ਵਿਚ, ਮੇਲੇ ਵਿਚ, ਸ਼ੋਪਿੰਗ ਮਾਲ/ਸਿਨੇਮੇ ਵਿਚ, ਵਿਆਹ ਵਿਚ, ਧਾਰਮਿਕ ਸਥਾਨਾਂ ਵਿਚ, ਦੋਸਤਾਂ ਨਾਲ ਆਦਿ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

- ਪਹਿਲੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਨਾਲ ਸੰਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।
ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਸੰਬੰਧਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ (ਆਬਜੈਕਟਿਵ) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
20 ਅੰਕ
- ਦੂਜੇ ਯੂਨਿਟ ਵਿੱਚ ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ ਨਾਲ ਸੰਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।
15 ਅੰਕ
- ਤੀਜੇ ਯੂਨਿਟ ਵਿੱਚ ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ ਨਾਲ ਸੰਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਦੋ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।
ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਿਹਾਰਕ ਵਰਤੋਂ ਨਾਲ ਸੰਬੰਧਿਤ 5 ਅੰਕਾਂ ਦਾ ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ, ਜਿਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ਵਿਚ ਵਰਤੇ ਜਾਂਦੇ ਪੰਜ ਵਾਕ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਰੱਖੀ ਜਾਵੇ।
15 ਅੰਕ

Bachelor of Fine Arts (Semester – III)

After completion of II Semester the students shall be required to select one of the main subjects out of Painting & Applied Arts.

(PAINTING)**Division of Marks (Theory)**

| S.No. | Subject | Theory/ Practical | External Marks | Total Marks | Duration of Exam |
|-------|--|----------------------|-------------------|----------------|---------------------|
| I. | History of Indian Art | Theory | 50 | 50 | 3 hrs. |
| II. | Aesthetics | Theory | 50 | 50 | 3 hrs. |
| III. | Method & Materials | Theory | 50 | 50 | 3 hrs. |
| IV. | *EVS (Compulsory) (Common for Painting & Applied Art) | Theory | 50 | 50 | 3 hrs. |

Division of Marks (Practical's)

| | | | | | |
|------|---------------------------|-----------|-----|-----|---------|
| V. | Portrait Head Study | Practical | 100 | 100 | 24 hrs |
| VI. | Painting from Full Figure | Practical | 100 | 100 | 30 hrs. |
| VII. | Composition Painting | Practical | 100 | 100 | 36 hrs. |

Opt any one subject from Sr.No. (4) and the same will continue till 4th year.

| | | | | | |
|-------|--|-----------|-----|-----|--|
| VIII. | | Viva | | | |
| a) | Composition Mural | (Marks | | | |
| | or | based on | 100 | 100 | |
| b) | Computer Graphics | sessional | | | |
| | (Print Making or | works) | | | |
| | Photography or Ceramics or | | | | |
| | Composition B-3D or | | | | |
| | Composition Graphics) | | | | |

For Paper No. VIII students will be marked on the basis of the sessional work, one Mural of 8 ft x 4 ft. duly certified by the Teacher/Head and funded by the institute. Students opting for graphics will submit 5 assignments duly certified by the teacher.

NOTE: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

***EVS (Compulsory Paper) Marks will not be included in the total marks.**

Bachelor of Fine Arts (Painting) (Semester-III)

Paper – I: History of Indian Art (Theory)

Time: 3 Hrs.

Max. Marks: 50

Paper pattern applied for All Theory papers.

Questions will be set in three Categories:

1. Compulsory 10 objective type Questions of 1 Mark each (10 marks). $1 \times 10 = 10$
2. Short Answer type 6 Questions of 5 Mark each (Any 6 out of 8 to be Attempted) $6 \times 5 = 30$
3. One Long Essay type Question of 10 marks (Any one out of two) (10 marks) $1 \times 10 = 10$

Indian Art:

1. Chandella Dynasty– Sculptural Art
2. Khajuraho–Sculptural Art
3. Orissan Sculptures
4. Rashtrakuta–Kailash Temple
5. Elephanta Caves Shiva Trimurti
6. Pallava Dynasty– Sculptural Art
7. Mahabali Puram–Five Rathas
8. Chola Art– Shiva Natraja ,Parvati

Bachelor of Fine Arts (Painting) (Semester-III)

Paper–II: Aesthetics (Theory)**Time: 3 Hrs****Max. Marks: 50****Paper pattern applied for all theory papers:****Questions will be set in three categories:**

- 1. Compulsory objective type questions of 1 mark each (10 Marks)**
- 2. Short answer type questions of 5 mark each (any 6 out of 8 to be attempted) (30 Marks)**
- 3. Long essay type question of 10 marks (any 1 out of 2) (10 Marks)**

1. What is Art (Functions, uses and Aims of Art)
2. Indian Concept of Beauty –According to Veda & Literature
3. Indian Aesthetics
4. Principles of Art
5. Abhinav Gupta's Theory on Art

Bachelor of Fine Arts (Painting) (Semester-III)

Paper–III: Method and Materials (Theory)

Time: 3 Hrs

Max. Marks: 50

Paper pattern applied for all theory papers

Questions will be set in three categories:

- 1. Compulsory objective type questions of 1 mark each (10 Marks)**
- 2. Short Answer type questions of 5 mark each (any 6 out of 8 to be attempted) (30 Marks)**
- 3. Long essay type question of 10 marks (Any 1 out of 2) (10 Marks)**

1. Importance of the Study of method and materials
2. Permanence
 - a) Beautiful Material b) Deterioration of Painting
3. Nature and characteristics of various drawing and Painting Media, Pencil Drawing, Crayon black and red chalk-Drawing, Pen Drawing, Charcoal Drawing, Water Colour Painting, Oriental Ink Painting and Water Colour, Pastel Gouche, Oil Painting.

Bachelor of Fine Arts (Painting) (Semester-III)

**Paper–IV: ESL-221: ENVIRONMENTAL STUDIES-I (Compulsory)
(Common for Painting & Applied Art)****Time: 3 Hrs.****Max. Marks: 50****Theory Lectures: 1½ Hours/ Week**

Section–A: (15 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

Section–B: (20 Marks): It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

Section–C: (15 Marks): It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

1. The Multidisciplinary Nature of Environmental Studies:

- Definition, scope & its importance.
- Need for public awareness.

2. Natural Resources:

- Natural resources and associated problems:
 - a) **Forest Resources:** Use of over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
 - b) **Water Resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
 - c) **Mineral Resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - d) **Food Resources:** World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, salinity, case studies.
 - e) **Energy Resources:** Growing of energy needs, renewable and non-renewable energy resources, use of alternate energy sources, case studies.
 - f) **Land Resources:** Land as a resource, land degradation, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

3. Ecosystem:

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystems:

Bachelor of Fine Arts (Painting) (Semester-III)

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

4. Social Issues and Environment:

- From unsustainable to sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environmental Protection Act:
 - Air (prevention and Control of Pollution) Act.
 - Water (prevention and Control of Pollution) Act.
 - Wildlife Protection Act.
 - Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.

5. National Service Scheme

- **Introduction and Basic Concepts of NSS:** History, philosophy, aims & objectives of NSS; Emblem, flag, motto, song, badge etc.; Organizational structure, roles and responsibilities of various NSS functionaries.
- **Health, Hygiene & Sanitation:** Definition, needs and scope of health education; Food and Nutrition; Safe drinking water, water borne diseases and sanitation (Swachh Bharat Abhiyan); National Health Programme; Reproductive health.

References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar.
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

Bachelor of Fine Arts (Painting) (Semester-III)

Paper-V: Portrait Head Study (Practical)

Time: 24 Hrs. (6^{Hrs} x 4 Days)

Total Marks: 100

Construction of skull, planes, masses of the head, understanding and creating details such as the eyes, the mouth, the nose etc, bust from different angles and eye levels, adding of details, and finishing. Character of the solid shapes of different parts and their modeling.

Display:

Size of the portrait should not be less than half imperial.

6 portrait drawings in any medium (pencil, dry/soft and oil pastels, charcoal etc)

At least 3 portrait studies on canvas in any medium (acrylic, oil colors, mixed media)

Bachelor of Fine Arts (Painting) (Semester-III)

Paper–VI: Painting from Full Figure (Practical)

Time: 30 Hrs. (6^{Hrs} x 5^{Days})

Total Marks: 100

Study from life model to develop understanding of the human structure; volume in perspective and foreshortening proportion of male and female, rhythmic curves as uniting factors in all parts of the body; balance of parts, study of anatomy; various media.

Submission and Display:

- 5 life study Drawings in any medium (pencil, and dry/soft and oil pastels, charcoal etc.) atleast. Size should not be less than half imperial.
- 3 life studies (Full figure with the understanding and practise of human anatomy, proportions, planes and masses, posture and rhythmic unity of body parts) in any medium (water, acrylic, oil colors, mixed media).Size should not be less than 24inches x 36inches on Canvas.
- At-least 100 sketches in any medium. Size should not be less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester-III)

Paper–VII: Composition Painting (Practical)

Time: 24 Hrs. (6^{Hrs} x 6^{Days})

Total Marks: 100

The two dimensional surface and its structural possibilities elements of plastic expression related to the concepts of space and form and use of colors and textural values; form and contents; compositional exercises based on objects, forms and animals; various media. Out door or indoor selection of spot, picture frame observation and study of nature in its variable forms and textures, addition and elimination, simplification, eye levels and perspective, balance and rhythms to be used in composition.

Submission and display:

- 10 compositions on sheets in any medium (pencil, and dry/soft and oil pastels, charcoal, water and poster colours etc) atleast.
Size should not be less than half imperial.
- 3 compositions on canvas in any medium (acrylic, oil colors, mix media).
Size should not be less than 24*36 inches.
- Atleast 300 sketches in any medium, not less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester-III)

Paper–VIII (a): Composition Mural

Total Marks: 100

Study of principles and elements of design as applied to mural considering size situation and material and material concept of space and dissertation as applied to mural.

Bachelor of Fine Arts (Painting) (Semester-III)

Paper–VIII (b): Computer Graphics:

Total Marks: 100

Introduction to computers, hardware and software, introduction to windows, working with Paints.

Creating an understanding between vector graphics and raster graphics.

Introduction to basic vector softwares like Corel Draw in latest available version.

Introduction to basic raster software like Adobe Photoshop in its latest available version.

Bachelor of Fine Arts (Applied Art) (Semester-III)

SCHEME**(APPLIED ART)****Division of Marks (Theory):**

| S.No. | Subject | Theory/ Practical | External Marks | Total Marks | Duration of Exam |
|-------|--|----------------------|-------------------|----------------|---------------------|
| I | Advertising Profession and Practice | Theory | 50 | 50 | 3 hrs. |
| II | History of Art | Theory | 50 | 50 | 3 hrs. |
| III | Aesthetics | Theory | 50 | 50 | 3 hrs. |
| IV | *EVS (Compulsory) (Common for Painting & Applied Art) | Theory | 50 | 50 | 3 hrs. |

Practical's (Principal Group):

| | | | | | |
|------|-------------------------------|-----------|-----|-----|---------|
| V | Drawing and Illustration | Practical | 50 | 50 | 10 hrs |
| VI | Typography & Editorial Design | Practical | 100 | 100 | 10 hrs. |
| VII | Press/Magazine Advertisement | Practical | 50 | 50 | 18 hrs. |
| VIII | Outdoor Print Media | Practical | 100 | 100 | 18 hrs. |

Subsidiary Group:

| | | | | | |
|----|---|------|----|----|--|
| IX | Photography | Viva | 50 | 50 | |
| X | Computer Graphics (coral draw, Photoshop, Illustrator Page maker/quark express) | Viva | 50 | 50 | |

NOTE: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

Assignments:

- 1. One illustrating Book about 15 Pages to be submitted.**
- 2. 5 Work Assignments to be submitted**
- 3. About 8 worksheets to be submitted**
- 4. About 8 works to be submitted**

Subsides 1. Photo Essay of 15 to 25 photo on (Particular topic) to be submitted

***EVS (Compulsory Paper) Marks will not be included in the total marks.**

Bachelor of Fine Arts (Applied Art) (Semester-III)

INSTRUCTIONS:

Use of reference materials is allowed (all Practical subjects). Works should be executed digitally using computers, as well as manually, wherever required. (all Practical subjects)

NOTE: NFE indicates the topics to be covered in class but not to be included in Examination Question paper.

PRINCIPAL GROUP (Practical)

1. DRAWING AND ILLUSTRATION:

Study of human figure, drape and undrape, still life, perspective drawing of objects and composition, rendering in various medium. Study of human anatomy (block of masses with the aid of light and shade), 3d models of facial planes, Illustrative Layout, Product rendering in line, halftone and color from the reproduction point of view. Book illustration, introduction to different styles and types of illustration (cartoon, realistic, abstract, photographic). Drawing from life and its application through memory. (Drawing and illustrations with special reference to their utilization in advertising/communication design and reproduction through various printing process.

* **GRAPHIC DESIGN** – (All subjects are compulsory)

2. TYPOGRAPHY AND EDITORIAL DESIGN:- Lettering as a design form. Study of various styles of lettering, principles of typography, Monogram, Symbol, Signages, Logo Design. Book jacket design, various formats and arrangements, type families, and appearance. Free hand calligraphy. Execution of all the above using computers, as well as manual execution should be used wherever necessary. Layout for different printing processes. Text composing, spacing, illustration with text, photograph with text, scanning of line and continuous tone art at different resolution. Understanding the basic Principles of typography, Type families, design suitability of various Types, legibility and readability of printed matter, study of typography measurements and specifications. Creating master pages.

3. PRESS AND MAGAZINE ADVERTISEMENTS: Logo Design, Corporate identity, Press advt. and layout for magazines, (main importance should be given to the creative execution of magazine and press layout Execution of all the above should be done using computers as well as manually where ever necessary.

4. OUTDOOR PRINT MEDIA: Understanding the history of Posters and Hoardings. Poster design, study of different schools of posters and its application, Show cards, Hoardings, and other popular outdoor advt. medium like transit advertising (NFE) etc. Execution of works should be done using computers, as well as manually using airbrush and hand illustrated, wherever necessary.

Bachelor of Fine Arts (Applied Art) (Semester-III)

SUBSIDIARY GROUP – Viva and submission of works.

1. Workshop per semester to be conducted for duration of 7 days each. In order to get professional guidance and updated knowledge in advertising and design by calling guest faculty from advertising and design related fields.

FIELD TRIPS (In groups) every year: - To enable the college/University to offer unparalleled resources as a part of educational working and behind the scene activities of their future career through visiting various places of advertising and design agencies and studios. Places of artistic and design interest (museums, art exhibitions, places of tourist interest, photography, related to art and history. Each student will have to submit his observation in a folder form. A particular amount of marks will be allotted to each student according to his/her performance and observation for field trip in the final year.

WEEKLY Exhibits Display: Working time for each subject can be extended from 2 days as per subject demand.

GUEST LECTURES: - Presentation of lectures by guest lectures, should be arranged in order to bring each student into contact with famous and successful personalities from wide variety of business and profession. Overall teaching programme should be supported by visuals, lectures discussions seminars, written exercises and tests.

NOTE – (Not for Exam.): (For Communicating English and Personality Development Papers) Exams. To be conducted by the teacher-in-charge in the college itself. University Examination should not be conducted and marks not to be added in detail marks sheet.

SUBSIDIARY GROUP: (Photography and Computers is compulsory).

1. PHOTOGRAPHY: Handling of SLR Camera or DSLR camera, (photography in relation to design and communication (advertising). Understanding of various kinds of films, taking picture in various light conditions, using flash, studio lamps and tripod, (indoor as well as out door). B/W printing, developing and enlarging

2. COMPUTER GRAPHICS: Basics of computer hardware and software.

Windows XP • CORAL DRAW (Latest version updated from time to time) As applicable to advertising design/ visual communication class. Using menu, what is vector graphics, standard property bar and dialog boxes, drawing lines of all sizes and shapes, manipulating texts according to using layers, object manager, color management scanning, auto tracing, using the paint tool, internet setting, effects, using plug ins. and clip art.

• **PHOTOSHOP** (Latest version updated from time to time) As applicable to advertising design/communication class. Using menu, standard and property bar, automation of photoshop. Using photoshop for www. Tool bar, importing & exporting images, understanding resolution and digital image. Using filters and plugins, photoshop for web. Individual projects to be done according to the use of photoshop and its practice.

Bachelor of Fine Arts (Applied Art) (Semester-III)

Paper-I: ADVERTISING PROFESSION AND PRACTICE (Theory)

Time: 3 Hrs.

Max. Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 2 marks each (5 questions of 10 marks total)
2. Short Answer type questions 5 marks each (any 2 to be attempted out of 3)
3. Long Essay type questions of 15 marks each (any 2 questions out of 4)

1. What is visual Communication, its various mediums.
2. Introduction to advertising and its history.
3. A short introduction of Indian advertising,
4. Principles of design,
5. Printing process, different types of modern printing process

Bachelor of Fine Arts (Applied Art) (Semester-III)

Paper-II: HISTORY OF ART (Theory)**Time: 3 Hrs.****Max. Marks: 50****Questions will be in three categories:**

1. Compulsory objective type questions of 1marks each. (10 Marks)
2. Short Answer type questions of 5 marks each (any 6 out of 8 to be attempted) (30 Marks)
3. Long Essay type questions of 10 marks. (any 1 out of 3) (10 Marks)

Indian Art:

- Chandella dynasty
- Khajuraho and Sculptures
- Orissan Sculptures
- Rashtra Kuta – Kailash Temple
- Elephanta Caves – Shiva Trimurti
- Pallva Dynasty
- Mahabali puram – Five Rathas
- Chola period – Shiva Natsaja

Bachelor of Fine Arts (Applied Art) (Semester-III)

Paper-III: AESTHETICS (Theory)

Time: 3 Hrs.

Max. Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 2 marks each (5 questions of 10 marks total)
2. Short Answer type questions 5 marks each (any 2 to be attempted out of 3)
3. Long Essay type questions of 15 marks each (any 2 questions out of 4)

- What is Art, Functions uses and Aims of Art.
- Indian Concept of Beauty according to Veda and Literature
- Indian Aesthetics(General View)
- Principles of Art
- Abhinav Gupta's Theory of Art.

Bachelor of Fine Arts (Applied Art) (Semester-III)

Paper-V: DRAWING AND ILLUSTRATION (Practical)

Time: 10 Hrs/Week

Total Marks: 50

Practicals (Principal Group)

* **GRAPHIC DESIGN** – (All subjects are compulsory)

Study of human figure, drape and undrape, still life, perspective drawing of objects and composition, rendering in various medium. Study of human anatomy (block of masses with the aid of light and shade), 3d models of facial planes, book illustration, introduction to different styles and types of illustration (cartoon, realistic, abstract, photographic). Drawing from life and its application through memory. (Drawing and illustrations with special reference to their utilization in advertising/communication design and reproduction through various printing process.

Bachelor of Fine Arts (Applied Art) (Semester-III)

Paper-VI: TYPOGRAPHY AND EDITORIAL DESIGN (Practical)**Time: 10 Hrs/Week****Total Marks: 100**

Lettering as a design form.

Study of various styles of lettering, principles of typography.

Monogram, Symbol, Signages, Emblem, Icon, Mascot, Lettertype, Logo Design.

Instrumental lettering practice including understanding and plasticising of Gothic, Serif & Sans serif, Italic & script type.

Stationary design (Letter head, Logo type, Visiting Card, Envelop)

Book jacket design, various formats and arrangements, type families, and appearance.

Free hand calligraphy.

Execution of all the above using computers, as well as manual execution should be used wherever necessary. Layout for different printing processes. Text composing, spacing, illustration with text, photograph with text, scanning of line and continuous tone art at different resolution.

Bachelor of Fine Arts (Applied Art) (Semester-III)

Paper-VII: PRESS/MAGAZINE ADVERTISEMENTS (Practical)

Time: 18 Hrs/Week

Total Marks: 50

Press advt. and layout for magazines, (main importance should be given to the creative execution of magazine and press layout Execution of all the above should be done using computers as well as manually where ever necessary.

Bachelor of Fine Arts (Applied Art) (Semester-III)

Paper-VIII: OUTDOOR PRINT MEDIA (Practical)

Time: 18 Hrs/Week

Total Marks: 100

Poster design, study of different schools of posters and its application, Show cards, Hoardings, and other popular outdoor advt. medium like transit advertising (NFE) etc. Execution of works should be done using computers, as well as manually using airbrush and hand illustrated, wherever necessary.

Creating master pages.

Bachelor of Fine Arts (Applied Art) (Semester-III)

Paper-IX: PHOTOGRAPHY (Viva)

Total Marks: 50

SUBSIDIARY GROUP: (Photography and Computers is compulsory).

1. PHOTOGRAPHY: Handling of SLR Camera or DSLR camera, (photography in relation to design and communication (advertising). Understanding of various kinds of films, taking picture in various light conditions, using flash, studio lamps and tripod, (indoor as well as out door). B/W printing, developing and enlarging

Bachelor of Fine Arts (Applied Art) (Semester-III)

Paper-X: COMPUTER GRAPHICS (Viva)

Total Marks: 50

COMPUTER GRAPHICS: Basics of computer hardware and software.

Windows XP • CORAL DRAW (Latest version updated from time to time) **As applicable to advertising design/ visual communication class.** Using menu, what is vector graphics, standard property bar and dialog boxes, drawing lines of all sizes and shapes, manipulating texts according to using layers, object manager, color management scanning, auto tracing, using the paint tool, internet setting, effects, using plug ins. and clip art.

• **PHOTOSHOP** (Latest version updated from time to time) **As applicable to advertising design/communication class.** Using menu, standard and property bar, automation of photoshop. Using photoshop for www. Tool bar, importing & exporting images, understanding resolution and digital image. Using filters and plugins, photoshop for web. Individual projects to be done according to the use of photoshop and its practice.

Bachelor of Fine Arts (Semester-IV)

(PAINTING)

| S.No. | Subject | Theory/ Practical | External Marks | Total Marks | Duration of Exam |
|-------|--|----------------------|-------------------|----------------|---------------------|
| I. | History of Art | Theory | 50 | 50 | 3 hrs. |
| II. | Aesthetics | Theory | 50 | 50 | 3 hrs. |
| III. | Method & Materials | Theory | 50 | 50 | 3 hrs. |
| IV. | *EVS (Compulsory) (Common for Painting & Applied Art) | Theory | 50 | 50 | 3 hrs. |

Division of Marks (Practical)

| | | | | | |
|------|------------------------|-----------|-----|-----|---------|
| V. | Portrait Head Study | Practical | 100 | 100 | 24 hrs |
| VI. | Study From Full Figure | Practical | 100 | 100 | 30 hrs. |
| VII. | Composition Painting | Practical | 100 | 100 | 36 hrs. |

Opt any one subject from Sr. No. (4) and the same will continue till 4th year.

| | | | | |
|-------|---|---|-----|-----|
| VIII. | a) Composition Mural or b) Computer Graphics (Print Making or Photography or Ceramics or Composition B-3D or Composition Graphics) | Viva (Marks based on sessional works) | 100 | 100 |
| | | | | |

For Paper No. VIII students will be marked on the basis of the sessional work, one Mural of 8 ft x 4 ft. duly certified by the Teacher/Head and funded by the institute. Students opting for graphics will submit 5 assignments duly certified by the teacher.

***EVS (Compulsory Paper) Marks will not be included in the total marks.**

Bachelor of Fine Arts (Painting) (Semester-IV)

Paper – I: History of Art (Theory)**Time: 3 Hrs.****Max. Marks: 50****Questions will be in three categories:**

1. Compulsory objective type questions of 1 mark each. (10 Marks)
2. Short Answer type questions of 5 marks each (any 6 out of 8 to be attempted) (30 Marks)
3. Long Essay type questions of 10 marks. (any 1 out of 3) (10 Marks)

Western Art:

- Greek Art: (Kore Korous, Delphi Charioteer, Disco bolos, Three fates of Parthenon, Herms)
- Roman Art (Arch of Titus, Column of Trajan)
- Manuscripts Paintings: Early Christian Art (St. Mathew from a gospel manuscript, King Harold swears an oath to Duke William of Normandy from the Bayeux Tapestry)
- Byzantine Art–Hagia Sophia
- Gothic Art–Giotto–Lamentation, Madonna Enthroned

Bachelor of Fine Arts (Painting) (Semester-IV)

Paper-II: AESTHETICS (Theory)**Time: 3 Hrs****Max. Marks: 50****Paper pattern applied for all theory papers:****Questions will be set in three categories:**

- 1. Compulsory objective type questions of 1 mark each (10 Marks)**
- 2. Short answer type questions of 5 mark each (any 6 out of 8 to be attempted) (30 Marks)**
- 3. Long essay type question of 10 marks (any 1 out of 3) (10 Marks)**

1. Theory of Rasa and Bhava (Theory by Anandvardhna, Bharat Muni, Abhinavgupta)
2. Elements of Art
3. Art and Morality
4. Art and Society

Bachelor of Fine Arts (Painting) (Semester-IV)

Paper–III: METHOD AND MATERIALS

Time: 3 Hrs

Max. Marks: 50

Paper pattern applied for all theory papers:

Questions will be set in three categories:

- 1. Compulsory objective type questions of 1 mark each (10 Marks)**
- 2. Short answer type questions of 5 mark each (any 6 out of 8 to be attempted) (30 Marks)**
- 3. Long essay type question of 10 marks (any 1 out of 3) (10 Marks)**

1. The Glues
2. Varnishes
3. Preparation of Canvases
4. Oil Paints and Oil, Drying oils, Thinners and siccatives
5. Gesso Grounds, Gesso Panels.

Bachelor of Fine Arts (Painting) (Semester-IV)

ESL-222: ENVIRONMENTAL STUDIES-II (Compulsory)
(Common for Painting & Applied Art)**Time: 3 Hrs.****Max. Marks: 50****Theory Lectures: 1½ Hours/ Week**

Section–A: (15 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

Section–B: (20 Marks): It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

Section–C: (15 Marks): It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

1. Biodiversity and its Conservation:

- Definition: Genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of Biodiversity: Consumptive use; productive use, social, ethical, aesthetic and option values.
- Biodiversity of global, National and local levels.
- India as mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to Biodiversity: Habitat loss, poaching of wild life, man wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of Biodiversity: In situ and Ex-situ conservation of biodiversity.

2. Environmental Pollution:

- Definition, causes, effects and control measures of:
 - a) Air Pollution
 - b) Water Pollution
 - c) Soil Pollution
 - d) Marine Pollution
 - e) Noise Pollution
 - f) Thermal Pollution
 - g) Nuclear Hazards
 - h) Electronic Waste
- Solid Waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster Management: Floods, Earthquake, Cyclone and Landslides.

Bachelor of Fine Arts (Painting) (Semester-IV)

3. Human Population and the Environment

- Population growth, variation among nations.
- Population explosion-Family welfare programme.
- Environment and human health.
- Human rights.
- Value education.
- HIV/AIDS.
- Women and child welfare.
- Role of information technology in environment and human health.
- Case studies.
- Road Safety Rules & Regulations: Use of Safety Devices while Driving, Do's and Don'ts while Driving, Role of Citizens or Public Participation, Responsibilities of Public under Motor Vehicle Act, 1988, General Traffic Signs.
- Accident & First Aid: First Aid to Road Accident Victims, Calling Patrolling Police & Ambulance.

4. National Service Scheme

- **Entrepreneurship Development:** Definition & Meaning; Qualities of good entrepreneur; Steps/ ways in opening an enterprise; Role of financial and support service Institutions.
- **Civil/Self Defense:** Civil defense services, aims and objectives of civil defense; Needs for self defense training.

5. Field Visits:

- Visit to a local area to document environmental assets–river/forest/grassland/hill/mountain.
- Visit to a local polluted site–Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystems–pond, river, hill slopes etc.
- Contribution of the student to NSS/any other social cause for service of society.

Note: In this section the students will be required to visit and write on the environment of an area/ ecosystem/village industry/disaster/mine/dam/agriculture field/waste management/hospital etc. with its salient features, limitations, their implications and suggestion for improvement.

References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

Bachelor of Fine Arts (Painting) (Semester-IV)

Paper–V: PORTRAIT HEAD STUDY (Practical)

Time: 24 Hrs. (6^{Hrs} x 4^{Days})

Total Marks: 100

Students shall work on portrait study on different age from life models groups showing characteristics, resemblance, proportions, features etc., and develop the skills of handling and treating colors in various ways suitable for portraiture.

Emphasis shall be on developing the concepts of drawing.

Submission and Display:

Size of the portrait should not be less than half imperial.

6 portrait drawings in any medium (pencil, dry/soft and oil pastels, charcoal etc) at least.

3 portrait studies on canvas in any medium (acrylic, oil colors, mixed media) at least.

Bachelor of Fine Arts (Painting) (Semester-IV)

Paper–VI: STUDY FROM FULL FIGURE (Practical)

Time: 30 Hrs. (6^{Hrs} x 5 Days)

Total Marks: 100

Students shall work on figure from different age groups showing their characteristics, features and proportions. They should deal in different planes of the body, chiaroscuro effects, body perspective and foreshortening etc.

Emphasis shall be on developing the concepts of drawing.

Submission and Display:

5 life study drawings in any medium (pencil, and dry / soft and oil pastels, charcoal etc) atleast.

Size should not be less than half imperial.

3 life studies on canvas in any medium (acrylic, oil colors, mix media) atleast. Size should not be less than 24*36 inches

Atleast 100 sketches in any medium. Size should not be less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester-IV)

Paper–VII: COMPOSITION PAINTING (Practical)

Time: 36 Hrs. (6^{Hrs} x 6^{Days})

Total Marks: 100

This studio practice is focused on observe and interpret the visible world in two dimensional forms through painting, crossing over a wide range of mediums and dealing with a variety of issues-the personal, formal, social etc.

Students are encouraged to create a working process that incorporates technical skills and adventurous thinking and experimentation with space and color.

Submission and Display:

10 compositions on sheets in any medium (pencil, and dry/soft and oil pastels, charcoal, water and poster colours etc) atleast.

Size should not be less than half imperial.

3 compositions on canvas in any medium (acrylic, oil colors, mix media) atleast size should not be less than 24*36 inches.

Atleast 300 sketches in any medium, not less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester-IV)

Paper-VIII (a): COMPOSITION MURAL

Total Marks: 100

Students are required to study the approach and design of different mural practices deeply and its implementation in real situations. Further study of richness and various diversities of different materials used in mural practices.

Bachelor of Fine Arts (Painting) (Semester-IV)

Paper–VIII (b): COMPUTER GRAPHICS

Total Marks: 100

Introduction to computer, hardware to software introduction to windows drawings to basic design with coral draw as per r.

Books Suggested (For History of Advertising Paper):

1. Born in 1842 (A history of Advertising), published by Mundocan-2006, Paris.
2. Contemporary Advertising by William F. Arens & Cout Land JL. Bovee.
3. The Design of Advertising by Roy Paul Nelson, University of Orezon U.S.A.
4. Layout by Russel Rutter Published in 1956.
5. Visual Imagination by Bruce D. Kurtz.
6. The Advertising Budget by Simon Broad Bent, New York.

Bachelor of Fine Arts (Semester-IV)

SCHEME**(APPLIED ART)****Division of Marks (Theory)**

| S.No. | Subject | Theory/ Practical | External Marks | Total Marks | Duration of Exam |
|-------|--|----------------------|-------------------|----------------|---------------------|
| I. | Advertising Profession and Practice | Theory | 50 | 50 | 3 hrs. |
| II. | History of Art & Advertising | Theory | 50 | 50 | 3 hrs. |
| III. | Aesthetics | Theory | 50 | 50 | 3 hrs. |
| IV. | *EVS (Compulsory) (Common for Painting & Applied Art) | Theory | 50 | 50 | 3 hrs. |

Practical's (Principal Group)

| | | | | | |
|-------|---------------------------------|-----------|-----|-----|---------|
| V. | Drawing and Illustration | Practical | 050 | 050 | 10 hrs |
| VI. | Sales Promotion & Direct Mail | Practical | 100 | 100 | 10 hrs. |
| VII. | Press/Magazine Advertisement | Practical | 050 | 050 | 18 hrs. |
| VIII. | Packaging Design | Practical | 100 | 100 | 18 hrs. |

Subsidiary Group

| | | | | | |
|-----|---|------|----|----|--|
| IX. | Photography | Viva | 50 | 50 | |
| X. | Computer Graphics (Coral Draw, Photoshop, Illustrator Page Maker/Quark Express) | Viva | 50 | 50 | |

NOTE: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

***EVS (Compulsory Paper) Marks will not be included in the total marks.**

Bachelor of Fine Arts (Applied Art) (Semester-IV)**INSTRUCTIONS:**

Use of reference materials is allowed (all Practical subjects)

Works should be executed digitally using computers, as well as manually, wherever required. (all Practical subjects)

NOTE: NFE indicates the topics to be covered in class but not to be included in Examination Question paper.

SUBSIDIARY GROUP – Viva and submission of works.

1. Workshop per semester to be conducted for duration of 7 days each. In order to get professional guidance and updated knowledge in advertising and design by calling guest faculty from advertising and design related fields.

FIELD TRIPS (In groups) every year: - To enable the college/University to offer unparalleled resources as a part of educational working and behind the scene activities of their future career through visiting various places of advertising and design agencies and studios. Places of artistic and design interest (museums, art exhibitions, places of tourist interest, photography, related to art and history. Each student will have to submit his observation in a folder form. A particular amount of marks will be allotted to each student according to his/her performance and observation for field trip in the final year.

WEEKLY Exhibits Display: Working time for each subject can be extended from 2 days as per subject demand.

GUEST LECTURES: - Presentation of lectures by guest lectures, should be arranged in order to bring each student into contact with famous and successful personalities from wide variety of business and profession. Overall teaching programme should be supported by visuals, lectures discussions, seminars, written exercises and tests.

NOTE – (Not for Exam.): (For Communicating English and Personality Development Papers) Exams. To be conducted by the teacher-in-charge in the college itself. University Examination should not be conducted and marks not to be added in detail marks sheet.

Bachelor of Fine Arts (Applied Art) (Semester-IV)

Paper-I: ADVERTISING PROFESSION AND PRACTICE (Theory)**Time: 3 Hrs.****Total Marks: 50****Questions will be in three categories:**

1. Compulsory objective type questions of 2 marks each (5 questions of 10 marks total)
 2. Short Answer type questions 5 marks each (any 2 to be attempted out of 3)
 3. Long Essay type questions of 15 marks each (any 2 questions out of 4)
-
1. General introduction to various mediums of advertising. Understanding Print Media- Newspaper, Magazine, Direct mail, Supplementary Media. (Advantages & Disadvantages of various media mentioned above). Role of artist in advertising profession.
 2. Color theory and its application in advertising.
 3. Basic rules of typography.

Bachelor of Fine Arts (Applied Art) (Semester-IV)

Paper-II: HISTORY OF ART & ADVERTISING (Theory)**Time: 3 Hrs.****Total Marks: 50****Questions will be in three categories:**

1. Compulsory objective type questions of 1 marks each **(10 Marks)**
2. Short Answer type questions 5 marks each (any 6 to be attempted out of 8) **(30 Marks)**
3. Long Essay type questions of 10 marks each (any 1 questions out of 3) **(10 Marks)**

- History of Advertising in Western Countries
- History of Advertising in India

WESTERN ART:

- Greek Art: (Kore, Korous, Delphi Charioteer, Doryphorous, Discobolos, Three fates of Parthenon Herms)
- Roman Art (Architecture of Titus, Column of Tragan)
- Early Christian Art: (Manuscripts Paintings)
- Byzantine Art: (Hegia Sophia)
- Gothic Art: (Giotto-Lamination, Madonna Enthroned)

Bachelor of Fine Arts (Applied Art) (Semester-IV)

Paper-III: AESTHETICS (Theory)**Time: 3 Hrs.****Total Marks: 50****Questions will be in three categories:**

1. Compulsory objective type questions of 1 marks each **(10 Marks)**
2. Short Answer type questions 5 marks each (any 6 to be attempted out of 8) **(30 Marks)**
3. Long Essay type questions of 10 marks each (any 1 questions out of 3) **(10 Marks)**

- Theory of Rasa & Bhava: Anand Vardhan, Bharat Muni, Abhinav Gupta
- Ñ Elements of Art (general view)
- Ñ Art & Morality

Bachelor of Fine Arts (Applied Art) (Semester-IV)

Paper-V: DRAWING AND ILLUSTRATION (Practical)

Time: 10 Hrs/Week

Total Marks: 50

PRINCIPAL GROUP (Practical)

Study of human figure, drape and undrape, still life, perspective drawing of objects and composition, rendering in various medium. Study of human anatomy (block of masses with the aid of light and shade), 3d models of facial planes, book illustration, introduction to different styles and types of illustration (cartoon, realistic, abstract, photographic). Problem solving illustrations. Product operating diagrams, exploded view of products. Illustrative Layouts, product illustrations and symbolic/creative illustrations with printing promotional point of view.

Drawing from life and its application through memory. (Drawing and illustrations with special reference to their utilization in advertising/communication design and reproduction through various printing process.

* **GRAPHIC DESIGN** – (All subjects are compulsory)

Bachelor of Fine Arts (Applied Art) (Semester-IV)

Paper-VI: SALES PROMOTION AND DIRECT MAIL (Practical)

Time: 10 Hrs/Week

Total Marks: 100

Brochures, pamphlets, stickers, letter head and other Direct Mailers, POP, cinema slides, and other forms of popular supplementary medium or sales promotion. Execution of all the above using computers as well as manual execution should be used wherever necessary.

Bachelor of Fine Arts (Applied Art) (Semester-IV)

Paper-VII: PRESS/MAGAZINE ADVERTISEMENT (Practical)

Time: 18 Hrs/Week

Total Marks: 50

Logo Design, Corporate identity, Press advt. and layout for magazines, (main importance should be given to the creative execution of magazine and press layout Execution of all the above should be done using computers as well as manually where ever necessary.

Bachelor of Fine Arts (Applied Art) (Semester-IV)

Paper-VIII: PACKAGING DESIGN (Practical)

Time: 18 Hrs/Week

Total Marks: 100

Label and carton design, tags design, knowledge of various materials, method of packaging.

Bachelor of Fine Arts (Applied Art) (Semester-IV)

Paper-IX: PHOTOGRAPHY (Viva)

Total Marks: 50

SUBSIDIARY GROUP: (Photography and Computers is compulsory).

Handling of DSLR Camera, Understanding D.S.L.R. Camera, Product photography, portrait photography, landscape photography. Understanding photography as an art. Using filters. Understanding digital camera and its workings, using digital (D.S.L.R.) camera for photography (Viva) and submission of work.

Bachelor of Fine Arts (Applied Art) (Semester-IV)

Paper-X: COMPUTER GRAPHICS (Viva)

Total Marks: 50

- **ILLUSTRATOR CS-6:** 10 (or Latest version updated from time to time) **As applicable to advertising design/communication class & special reference to illustrations.** Tool bar, menu bar, standard and property bar, settings, importing and exporting of images, using filters and plugins, preparing an artwork for printing. Layer concept, grids, what is vector and raster graphics.
- **ADOBE IN-DESIGN CS 6** (Latest version updated from time to time) **As applicable to advertising design/visual communication class.** Working knowledge of the software. Tool bar, menu bar, standard and property bar, settings, importing and exporting of images and files.

Bachelor of Fine Arts (Painting) (Semester System)

Semester – V**(PAINTING)****Division of Marks (Theory):**

| Subject | Theory | External Marks | Total Marks | Duration of Exams |
|-----------------------------------|--------|----------------|-------------|-------------------|
| Paper – I: History of Art | Theory | 50 | 50 | 3Hrs |
| Paper – II: Aesthetics | Theory | 50 | 50 | 3Hrs |
| Paper – III: Method and Materials | Theory | 50 | 50 | 3Hrs |

Division of Marks (Practical's):

| | | | | |
|-----------------------------------|-----------|-----|-----|--------|
| Paper – IV: Portrait Head Study | Practical | 100 | 100 | 24Hrs |
| Paper – V: Study From Full Figure | Practical | 100 | 100 | 24Hrs |
| Paper – VI: Composition Painting | Practical | 150 | 150 | 24 Hrs |

Opt. any one subject from Sr. No. (4) and the same will continue till 4th year

| | | | |
|--|--|-----|-----|
| Paper – VII: A. Composition Mural or B. Composition Graphics (Print Making or Photography or Ceramics or Composition B-3D or Computer Graphics) | Viva (Marks based on sessional works) | 100 | 100 |
|--|--|-----|-----|

For Paper No. VII students will be marked on the basis of the sessional work, one mural of 8 ft. x 4 ft. duly certified by the teacher / head and funded by the institute. Students opting for graphics will submit 5 assignments duly certified by the teacher.

Note: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

Bachelor of Fine Arts (Painting) (Semester – V)

PAPER – I: History of Art (Theory)

Time: 3 Hrs.

Total Marks: 50

Paper pattern applied for all theory papers

Questions will be set in three categories:

1. Compulsory objective type questions of 1 mark each (10 Marks)
2. Short answer type questions of 5 mark each (any 6 out of 8 to be attempted) (30 Marks)
3. Long essay type question of 10 marks (any 1 out of 2) (10 Marks)

Indian Art:

1. Miniature Painting

- a) Rajasthani Miniature Painting (Mewar, Bundi, Kishangarh)
- b) Mughal Miniature Painting (Akbar and Jahangir's time paintings)
- c) Pahari Miniature Painting (Kangra, Basohli)

2. Company School

Bachelor of Fine Arts (Painting) (Semester – V)

PAPER – II: AESTHETICS (Theory)

Time: 3Hrs

Total Marks: 50

Questions will be set in three categories:

- 1. Compulsory objective type questions of 1 mark each(10 marks)**
- 2. Short answer type questions of 5 mark each(any 6 out of 8 to be attempted)-(30 marks)**
- 3. Long essay type question of 10 marks (any 1 out of 2)-(10marks)**

1. Six limbs of Indian Paintings.
2. Introduction to Western aesthetics-nature of beauty Plato, Aristotle, Hegel, Kant, Croce
3. Creative Process

Bachelor of Fine Arts (Painting) (Semester – V)

PAPER – III: METHOD & MATERIALS (Theory)

Time:3 Hrs

Total Marks: 50

Questions will be set in three categories:

- 1. Compulsory objective type questions of 1 mark each(10 marks)**
- 2. Short answer type questions of 5 mark each(any 6 out of 8 to be attempted)-(30 marks)**
- 3. Long essay type question of 10 marks (any 1 out of 2)-(10marks)**

1. Classification of colors
2. Sources, characteristics and durability of pigments
3. Causes of colors changing
4. List of permanent colors
5. Priming and ground recipes

Bachelor of Fine Arts (Painting) (Semester – V)

PAPER – IV: PORTRAIT HEAD STUDY (Practical)

Time: 24hrs (6 Hrs. 4 Days)

Total Marks: 100

Construction of skull, planes, masses of the head; editing details such as the eyes, the mouth, the nose etc. Character of the solid shapes of different parts and their modeling. Studying various features along with exercising various expressions in facial and muscular forms.

Display:

Size of the portrait should not be less than half imperial.

6 portrait drawings in any medium (pencil, dry/soft and oil pastels, charcoal etc)

At-least 3 portrait studies on canvas in any medium (acrylic, oil colors, and mixed media).

Bachelor of Fine Arts (Painting) (Semester – V)

PAPER – V: STUDY FROM FULL FIGURE (Practical)

Time: 24hrs (6 Hrs. 4 Days)

Total Marks: 100

Study from life model to develop understanding of the human structure ; volume in perspective and foreshortening proportion of male and female, rhythmic curves as uniting factors in all parts of the body; balance of parts, study of anatomy; various media; emphasis on delineation of character, various expressions and composition of figure in different settings and environment.

Submission and Display:

5 life study drawings in any medium (pencil and dry / soft and oil pastels, charcoal etc). atleast. Size should not be less than half imperial.

3 life studies in any medium (water, acrylic, oil colors, mixed media). Size should not be less than 24x36 inches.

Atleast 100 sketches in any medium. Size should not be less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester – V)

PAPER – VI: COMPOSITION PAINTING (Practical)

Time: 24hrs (6 Hrs. 4 Days)

Total Marks: 150

The two dimensional surface and its structural possibilities elements of plastic expression related to the concepts of space and form and use of colors and textural values; form and contents; compositional exercises based on objects, forms and animals; various media.

Exercises based on compositional studies of objects (singular and in groups), consideration of space in composition, study on locales or surroundings.

Analysis of compositions in paintings alongwith the use of colours and textures.

Submission and Display:

10 compositions on sheets in any medium (pencil and dry / soft and oil pastels, charcoal, water and poster colours etc) at-least.

Size should not be less than half imperial.

3 compositions on canvas in any medium (acrylic, oil colors, mix media) atleast.

Size should not be less than 24x36 inches.

At-least 300 sketches in any medium not less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester – V)

PAPER – VII(A): COMPOSITION MURAL

Total Marks: 100

Study of principles of design as applied to mural considering size situation and material and material concept of space and dissertation as applied to mural.

Bachelor of Fine Arts (Painting) (Semester – V)

PAPER – VII(B): COMPUTER GRAPHICS

Total Marks: 100

Introduction to computer, hardware to software introduction to windows drawings, Information Technology and networking like email, website. Introduction to basic design with coral draw as per requirement of painting. Understanding the software coral draw, practicing of coral draw its tools and its applications and creation of digital art works using tools demonstrated in class.

Bachelor of Fine Arts (Applied Art) (Semester System)

EXAMINATION SCHEME BFA**Semester – V****(APPLIED ART)****Division of Marks (Theory)**

| S.No. | Subject | Theory/ Practical | External Marks | Total Marks | Duration of Exam |
|-------|-------------------------------------|----------------------|-------------------|----------------|---------------------|
| 1. | Advertising Profession and Practice | Theory | 50 | 50 | 3 Hrs. |
| 2. | History of Art | Theory | 50 | 50 | 3 Hrs. |
| 3. | Aesthetics | Theory | 50 | 50 | 3 Hrs. |

Practicals (Principal Group)

| | | | | | |
|----|------------------------------|-----------|-----|-----|---------------------|
| 1. | Drawing and Illustration | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 2. | Packaging | Practical | 100 | 100 | 12 Hrs. (2 Days) |
| 3. | Press/Magazine Advertisement | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 4. | Outdoor Media | Practical | 100 | 100 | 12 Hrs. (2 Days) |

Subsidiary Group

| | | | | | |
|----|---|-----------|----|----|---------------------|
| 1. | Photography | Practical | 50 | 50 | 12 Hrs. (2 Days) |
| 2. | Computer Graphics (Corel Draw, Photoshop, Illustrator) | Practical | 50 | 50 | 12 Hrs. (2 Days) |
| 3. | Mini Campaign | Display | 50 | 50 | 06 Hrs. (1 Day) |

NOTE: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

Bachelor of Fine Arts (Applied Art) (Semester System)

INSTRUCTIONS:

Use of reference materials is allowed (all Practical subjects). Works should be executed digitally using computers, as well as manually, wherever required. (All Practical subjects)

SUBSIDIARY GROUP – Viva and submission of works.

1. Workshop per semester to be conducted for duration of 7 days each. In order to get professional guidance and updated knowledge in advertising and design by calling guest faculty from advertising and design related fields.

FIELD TRIPS (In groups) every year: - To enable the college/University to offer unparalleled resources as a part of educational working and behind the scene activities of their future career through visiting various places of advertising and design agencies and studios. Places of artistic and design interest (museums, art exhibitions, places of tourist interest, photography, related to art and history. Each student will have to submit his observation in a folder form. A particular amount of marks will be allotted to each student according to his/her performance and observation for field trip in the final year.

WEEKLY Exhibits Display: Working time for each subject can be extended from 2 days as per subject demand.

GUEST LECTURES: - Presentation of lectures by guest lectures, should be arranged in order to bring each student into contact with famous and successful personalities from wide variety of business and profession. Overall teaching programme should be supported by visuals, lectures discussions, seminars, written exercises and tests.

Bachelor of Fine Arts (Applied Art) (Semester System)

PRIMARY GROUP:

1. DRAWING AND ILLUSTRATION:

Includes Drawing, painting of human figure & nature, study of natural and manmade objects and forming good composition which help to complete the story board for Audio Visual advertisement. Using various viewpoints and angles perspective drawing of product as well as composition. Using illustration and composition, sketching as an aid for visualizing designs. Learning various medias and techniques of creating illustrations with special reference to their utilization in advertising and further reproduction through various painting processes.

Different styles of illustration in various medium. Cartooning (realistic, abstract, photographic), (illustrator should be used for computer illustration)

Drawing from life and its application through memory. Anatomy study bone and muscles study, in action and still. Understanding curves and mass of body. Foreshortening of figures and objects. Reproduction through various printing process. (computer illustration)

**Book and editorial illustration, Story Board
Outdoor Sketching.**

GRAPHIC DESIGN (All subjects are compulsory)

2. PACKAGING DESIGN:

Label and carton design, principles of packaging, knowledge of various materials, method of Packaging. Cost estimation, and other latest packaging methods and its design.

3. PRESS AND MAGAZINE ADVT.:-

Comparative study of magazine advertisements, different types of press layouts, its types and uses, creativity and originality of ideas should be nurtured. Designing for press and magazine advertisements, other promotional layouts like brochures, folders, booklet, book jacket, study of selection of typefaces, calculation of copy according to space etc. in colour. Applying manually technique using airbrush, hand illustration, photographs wherever necessary, but computer using only for slogan & copy matter which we can cut & paste method adopted for final art work.

4. OUT DOOR MEDIA:-

Posters, Show cards, Kiosks, transslides (NFE), single & multi sheet posters, Hoardings, window display (3D, NFE) and other popular outdoor advt. Medium like transit advertising (NFE) etc. Execution of works should be done using camera, as well as manually using airbrush, wherever necessary tools. Studying, understanding and practicing the technical limitations and possibilities.

Bachelor of Fine Arts (Applied Art) (Semester System)

SUBSIDIARY GROUP: (Photography and Computers is compulsory)

1. PHOTOGRAPHY:- Handling of camera, (photography in relation to design and communication (advertising).- **STILL (manual/digital)**-Understanding of various kinds of films, taking picture in various light conditions, using flash using studio lamps and tripod, (indoor as well as outdoor). Product photography thematic photography using digital (SLR) camera for photography.

2. COMPUTER GRAPHICS:- Basics of computer hardware & software, windows-XP, Basic Internet technologies, what is internet, introduction to interactive design.

-COREL DRAW – 13 (latest version updated from time to time) **As applicable to advertising design and visual communication class.** Continuing further advance study carried out in the previous year.

-PHOTOSHOP – CS-3 (latest version updated from time to time) **As applicable to advertising design and visual communication class.** Using menu, standard and property bar, and automation of photoshop. Scanning of images using photoshop for WWW. Toolbar, importing & exporting images, understanding resolution and digital image. Using filters and plugins, photoshop for web. Individual projects to be done according to the use of photoshop and its practice. Continuing further advance study carried out in the previous year.

- ILLUSTRATOR:- CS-3 (or latest version updated from time to time) **As applicable to advertising design and visual communication class & special reference to illustrations.** Tool bar, menu bar, standard and property bar, settings, importing and exporting images, using filters and plugins, preparing an artwork for printing, layer concept, grids, what is vector and raster graphics. Continuing further advance study carried out in the previous year.

- ADOBE PREMIER:- CS-3 **As applicable to advertising design & visual communication class.** Introduction to the software, understanding & using tool bar, menu bar, standard & property bar, its use for developing commercials, short film.

Bachelor of Fine Arts (Applied Art) (Semester – V)

PAPER – I: ADVERTISING PROFESSION AND PRACTICE (THEORY)

Time: 3 Hrs.

Total Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 2 marks each (5 questions of 10 marks total)
2. Short Answer type questions 5 marks each (any 2 to be attempted out of 3)
3. Long Essay type questions of 15 marks each (any 2 questions out of 4)

- 1) Types of advertising
- 2) General introduction to the trends and development of modern advertising.
- 3) USP. Application of USP
- 4) Introduction to advt. Campaign planning
 - a) campaign objectives
 - b) basic principles to campaign planning
 - c) appeal objectives, continuity
- 5) Selection of medias

Bachelor of Fine Arts (Applied Art) (Semester – V)

PAPER – 2: HISTORY OF ART (THEORY)

Time: 3 Hrs.

Total Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 2 marks each (5 questions of 10 marks total)
2. Short Answer type questions 5 marks each (any 2 to be attempted out of 3)
3. Long Essay type questions of 15 marks each (any 2 questions out of 4)

INDIAN ART:

a. Miniature Painting

Rajasthani Miniature Painting (Mewar, Bundi, Kishan Garh)

Mughal Miniature Paintings

Pahari Miniature Paintings

b. Company Paintings

WESTERN ART :

a. Renaissance (early and high)

Painters & Sculptors

Bachelor of Fine Arts (Applied Art) (Semester – V)

Paper – 3: AESTHETICS (THEORY)

Time: 3 Hrs.

Total Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 2 marks each (5 questions of 10 marks total)
2. Short Answer type questions 5 marks each (any 2 to be attempted out of 3)
3. Long Essay type questions of 15 marks each (any 2 questions out of 4)

- 1) Six limbs of Indian Paintings
- 2) Fundamental of Indian Art as in Sukhranitisara, Shilpratna and vishnudharmottra
Puranam
- 3) Creative Process

Bachelor of Fine Arts (Painting) (Semester – VI)

Semester – VI**Division of Marks (Theory):**

| Subject | Theory | External Marks | Total Marks | Duration of Exams |
|-----------------------------------|--------|----------------|-------------|-------------------|
| Paper – I: History of Art | Theory | 50 | 50 | 3Hrs |
| Paper – II: Aesthetics | Theory | 50 | 50 | 3Hrs |
| Paper – III: Method And Materials | Theory | 50 | 50 | 3Hrs |
| | | | | |

Division of Marks (Practicals):

| | | | | |
|-----------------------------------|-----------|-----|-----|--------|
| Paper – IV: Portrait Head Study | Practical | 100 | 100 | 24Hrs |
| Paper – V: Study From Full Figure | Practical | 100 | 100 | 24Hrs |
| Paper – VI: Composition Painting | Practical | 150 | 150 | 24 Hrs |

Opt. any one subject from Sr. No. (4) and the same will continue till 4th year:

| | | | |
|--|---|-----|-----|
| Paper – VII: A. Composition Mural or B. Composition Graphics (Print Making or Photography or Ceramics or Composition B-3D or Computer Graphics) | Viva (Marks based on sessional works) | 100 | 100 |
|--|---|-----|-----|

For Paper No. VII students will be marked on the basis of the sessional work, one mural of 8 ft. x 4 ft. duly certified by the teacher / head and funded by the institute. Students opting for graphics will submit 5 assignments duly certified by the teacher.

Note: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

Bachelor of Fine Arts (Painting) (Semester – VI)

PAPER – I: History of Art (Theory)

Time: 3 Hrs

Max Marks: 50

Questions will be set in three categories:

- 1. Compulsory objective type questions of 1 mark each(10 marks)**
- 2. Short answer type questions of 5 mark each(any 6 out of 8 to be attempted)–(30 marks)**
- 3. Long essay type question of 10 marks (any 1 out of 2)–(10marks)**

Western Art:

1. Early Renaissance –Giberti, Donatello,Massaccio,Botticelli
2. High Renaissance–Michelangelo,Leonardo–da–vinci
3. Baroque– Rembrandt,Rubens
4. Classicism–David,Ingres
5. Romanticism–Delacroix, J. M. W. Turner

Bachelor of Fine Arts (Painting) (Semester – VI)

PAPER – II: AESTHETICS (THEORY)

Time: 3 hrs

Marks: 50

Questions will be set in three categories:

1. Compulsory objective type questions of 1 mark each(10 marks)
2. Short answer type questions of 5 mark each(any 6 out of 8 to be attempted)-(30 marks)
3. Long Essay type questions of 10 marks each(any 1 out of 2 to be attempted)-(10 marks)

1. Fundamental of Indian Art as in Sukranitisara, Shilparatna and Vishnudharmottra Puranam
2. Art and Nature
3. Art and Religion

Bachelor of Fine Arts (Painting) (Semester – VI)

PAPER– III: METHOD & MATERIAL (THEORY)

Time: 3 Hrs

Max. Marks: 50

Questions will be set in three categories:

1. Compulsory objective type questions of 1 mark each(10 marks)
2. Short answer type questions of 5 mark each(any 6 out of 8 to be attempted)-(30 marks)
3. Long Essay type questions of 10 marks each(any 1 out of 2 to be attempted)-(10 marks)

- 1.Application of oil paints
- 2.The glazes
- 3.Distemper
- 4.Case in painting
- 5.Plano graphic and intaglio painting

Bachelor of Fine Arts (Painting) (Semester – VI)

PAPER – IV: PORTRAIT: HEAD STUDY (PRACTICAL)

Time: 24 Hrs

Total Marks: 100

Students shall work on portrait study on different age from life models groups showing characteristics, resemblance, proportions, features etc., and develop the skills of handling and treating colors in various ways suitable for portraiture.

Emphasis shall be on developing the concepts of drawing.

Submission and display:

Size of the portrait should not be less than half imperial.

6 portrait drawings in any medium (pencil, dry/soft and oil pastels, charcoal etc)

At-least.

3 portrait studies on canvas in any medium (acrylic, oil colors, mixed media)at-least.

Bachelor of Fine Arts (Painting) (Semester – VI)

PAPER–V: STUDY FROM FULL FIGURE (PRACTICAL)

Time: 24 Hrs

Total Marks: 100

Students shall work on figure from different age groups showing their characteristics, features and proportions. They should deal in different planes of the body, chiaroscuro effects, body perspective and foreshortening etc.

Advanced study from life model to develop a volume, conception, human structure equilibrium and locomotion in various mediums.

Emphasis shall be on developing the concepts of drawing.

Submission and Display:

5 life study drawings in any medium (pencil and dry / soft and oil pastels, charcoal etc.) atleast.

Size should not be less than half imperial.

3 life studies on canvas in any medium (acrylic, oil colors, mix media) atleast.

Size should not be less than 24x36 inches.

Atleast 100 sketches in any medium. Size should not be less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester – VI)

PAPER – VI: COMPOSITION PAINTING (PRACTICAL)

Time: 24 Hrs

Total Marks: 150

This studio practice is focused on observe and interpret the visible world in two dimensional forms through painting, crossing over a wide range of mediums and dealing with a variety of issues-the personal, formal, social etc.

Understanding the pictorial space including figure and ground, the third dimension and the picture field, sub-division and grouping in work of painting, static and dynamic composition: compositions based on objects, figures, interiors and landscape subjects in various mediums.

Students are encouraged to create a working process that incorporates technical skills and adventurous thinking and experimentation with space and color.

Submission and Display:

10 compositions on sheets in any medium (pencil, and dry / soft and oil pastels, charcoal, water and poster colours etc.) atleast.

Size should not be less than half imperial.

3 compositions on canvas in any medium (acrylic, oil colors, mix media) atleast.

Size should not be less than 24x36 inches.

Atleast 300 sketches in any medium, not less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester – VI)

PAPER – VII (A): COMPOSITION MURAL

Total Marks: 100

Students are required to study the approach and design of different mural practices deeply and its implementation in real situations. Further study of richness and various diversities of different materials used in mural practices.

Advanced exercises in mural design, practicing the use of different materials i.e. tempera fresco and mosaic, work out sample projects in various styles of design and materials.

Bachelor of Fine Arts (Painting) (Semester – VI)

PAPER – VII (B): COMPUTER GRAPHICS

Total Marks: 100

Introduction to computer, hardware to software introduction to windows drawings to basic design with coral draw as per requirement of Painting by understanding the software.

Bachelor of Fine Arts (Applied Art) (Semester System)

EXAMINATION SCHEME
Semester – VI**Division of Marks (Theory)**

| S.No. | Subject | Theory/ Practical | External Marks | Total Marks | Duration of Exam |
|-------|-------------------------------------|----------------------|-------------------|----------------|---------------------|
| 1. | Advertising Profession and Practice | Theory | 50 | 50 | 3 Hrs. |
| 2. | History of Art | Theory | 50 | 50 | 3 Hrs. |
| 3. | Aesthetics | Theory | 50 | 50 | 3 Hrs. |

Practicals (Principal Group)

| | | | | | |
|----|---------------------------------|-----------|-----|-----|---------------------|
| 1. | Drawing and Illustration | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 2. | Sales Promotion & Direct Mail | Practical | 100 | 100 | 12 Hrs. (2 Days) |
| 3. | Press/Magazine Advertisement | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 4. | Audio-Visual | Practical | 100 | 100 | 12 Hrs. (2 Days) |

Subsidiary Group

| | | | | | |
|----|---|-----------|-----|-----|---------------------|
| 1. | Photography | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 2. | Computer Graphics (Corel Draw, Photoshop, Illustrator) | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 3. | Mini Campaign | Display | 050 | 050 | 06 Hrs. (1 Day) |

NOTE: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

Bachelor of Fine Arts (Applied Art) (Semester System)

INSTRUCTIONS:

Use of reference materials is allowed (all Practical subjects) Works should be executed digitally using computers, as well as manually, wherever required. (All Practical subjects)

SUBSIDIARY GROUP – Viva and submission of works.

1. Workshop per semester to be conducted for duration of 7 days each. In order to get professional guidance and updated knowledge in advertising and design by calling guest faculty from advertising and design related fields.

FIELD TRIPS (In groups) every year: - To enable the college/University to offer unparalleled resources as a part of educational working and behind the scene activities of their future career through visiting various places of advertising and design agencies and studios. Places of artistic and design interest (museums, art exhibitions, places of tourist interest, photography, related to art and history. Each student will have to submit his observation in a folder form. A particular amount of marks will be allotted to each student according to his/her performance and observation for field trip in the final year.

WEEKLY Exhibits Display: Working time for each subject can be extended from 2 days as per subject demand.

GUEST LECTURES: - Presentation of lectures by guest lectures, should be arranged in order to bring each student into contact with famous and successful personalities from wide variety of business and profession. Overall teaching programme should be supported by visuals, lectures discussions, seminars, written exercises and tests.

Bachelor of Fine Arts (Applied Art) (Semester System)

PRIMARY GROUP:

1. DRAWING AND ILLUSTRATION:

Includes Drawing, painting of human figure & nature, study of natural and man made objects and forming good composition which help to complete the story board for audio visual advertisement. Using various viewpoints and angles perspective drawing of product as well as composition. (NFE) Using illustration and composition, sketching as an aid for visualizing designs.

Advanced learning of various medias and techniques of creating illustrations with special reference to their utilization in advertising and further reproduction through various painting processes.

Different styles of illustration in various medium. Cartooning (realistic, abstract photographic), (illustrator should be used for computer illustration)

Drawing from life and its application through memory. Anatomy study bone and muscles study, in action and still. Understanding curves and mass of body. Foreshortening of figures and objects. Reproduction through various printing process. (computer illustration)

Book and editorial illustration, Story Board

Outdoor Sketching.

GRAPHIC DESIGN (All subjects are compulsory)

2. SALES PROMOTIONS & DIRECT MAILERS:-

POP, counter display, other popular sales promotional activities, collaterals, direct mailers, film slides design (NFE). Execution of works should be done using computers, as well as manually using airbrush, and art work wherever necessary.

3. PRESS AND MAGAZINE ADVT.:-

Comparative study of magazine advertisements, press layouts, its types and Uses, creativity and originality of ideas should be nurtured. Applying manually technique using airbrush, hand illustration, photographs wherever necessary, but computer using only for slogan & copy matter which we can cut & paste method adopted for final art work. Designing for press and magazine advertisements, other promotional layouts like brochures, folders, booklet, book jacket, study of selection of typefaces, calculation of copy according to space etc. in colour.

4 AUDIO VISUAL MEDIA:-

Audiovisual communication. TV commercials, short films for promotions, (preparing and basic editing of audio visuals) basic editing of sound. Preparing jingles. Radio advertisements. Script writing.(Projects should be selected by students as a team or group).

Bachelor of Fine Arts (Applied Art) (Semester System)

SUBSIDIARY GROUP: (Photography and Computers is compulsory)

1. PHOTOGRAPHY: Comprehensive photography in any three selected areas: (1) Product photography, (2) Interiors and Architectural photography, (3) Art Photography, (4) People photography, (5) Photography outdoor (Nature)

- **STILL (manual/digital):** Understanding of various kinds of films, taking picture in various light conditions, using flash using studio lamps and tripod, (indoor as well as out door). Product photography thematic photography using digital (SLR) camera for photography.

2. COMPUTER GRAPHICS:- Basics of computer hardware & software, windows-XP, Basic Internet technologies, what is internet, introduction to interactive design.

-**COREL DRAW – 13** (latest version updated from time to time) **As applicable to advertising design and visual communication class.** Continuing further advance study carried out in the previous year.

-**PHOTOSHOP – CS-3** (latest version updated from time to time) **As applicable to advertising design and visual communication class.** Using menu, standard and property bar, and automation of photoshop. Scanning of images using photoshop for WWW. Toolbar, importing & exporting images, understanding resolution and digital image. Using filters and plugins, photoshop for web. Individual projects to be done according to the use of photoshop and its practice. Continuing further advance study carried out in the previous year.

- **ILLUSTRATOR:-** CS-3 (or latest version updated from time to time) **As applicable to advertising design and visual communication class & special reference to illustrations.** Tool bar, menu bar, standard and property bar, settings, importing and exporting images, using filters and plugins, preparing an artwork for printing, layer concept, grids, what is vector and raster graphics. Continuing further advance study carried out in the previous year.

- **ADOBE PREMIER: CS-3** **As applicable to advertising design & visual communication class.** Introduction to the software, understanding & using tool bar, menu bar, standard & property bar, its use for developing commercials, short film.

Bachelor of Fine Arts (Applied Art) (Semester – VI)

Paper – I: ADVERTISING PROFESSION AND PRACTICE (THEORY)

Time: 3 Hrs.

Total Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 2 marks each (5 questions of 10 marks total)
2. Short Answer type questions 5 marks each (any 2 to be attempted out of 3)
3. Long Essay type questions of 15 marks each (any 2 questions out of 4)

1. Working of an advertising agency
 - a) its structure
 - b) function of its various departments
2. Color printing.
3. Plate making.
4. Introduction to audio visual advt,
radio advt (audio), its advantages & disadvantages,
5. What is Marketing & Market Research.

Note: NFE means Not for Examination

Bachelor of Fine Arts (Applied Art) (Semester – VI)

Paper – 2: HISTORY OF ART (THEORY)

Time: 3 Hrs.

Total Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 2 marks each (5 questions of 10 marks total)
2. Short Answer type questions 5 marks each (any 2 to be attempted out of 3)
3. Long Essay type questions of 15 marks each (any 2 questions out of 4)

WESTERN ART :

- a. Mannerism (16th Century)
Painters – Tinto-retto. EL Greco
- b. Baroque Art
Rembrandt, Vermeer, Rubens, Poussin & Bernini
- c. Classicism
David, Ingress
- d. Romanticism
Goya, Delacroix, Constable, Turner

Bachelor of Fine Arts (Applied Art) (Semester – VI)

Paper – 3: AESTHETICS (THEORY)

Time: 3 Hrs.

Total Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 2 marks each (5 questions of 10 marks total)
2. Short Answer type questions 5 marks each (any 2 to be attempted out of 3)
3. Long Essay type questions of 15 marks each (any 2 questions out of 4)

1. Introduction to western aesthetics-nature of beauty

Plato, Aristotle, Hegel, Kant, Croce

2. Art & Nature
3. Art & Religion

Bachelor of Fine Arts (Painting) (Semester – VII)

Division of Marks (Theory):

| Subject | Theory | External Marks | Total Marks | Duration of Exams |
|--------------------------------|--------|----------------|-------------|-------------------|
| Paper-I: History of Art | Theory | 50 | 50 | 3 Hrs. |
| Paper-II: Aesthetics | Theory | 50 | 50 | 3 Hrs. |
| Paper-III: Method and Material | Theory | 50 | 50 | 3 Hrs. |

Division of Marks (Practical's):

| Subject | Practical | External Marks | Total Marks | Duration of exams |
|---------------------------------|-----------|----------------|-------------|-------------------|
| Paper-IV: Portrait Head Study | Practical | 100 | 100 | 24 Hrs. |
| Paper-V: Study From Full Figure | Practical | 100 | 100 | 24 Hrs. |
| Paper-VI: Composition Painting | Practical | 150 | 150 | 24 Hrs. |

Opt. any one subject from Sr. No. (4) and same will continue till 4th year:

| | | | |
|---|--|-----|------------|
| Paper – VII: A. Composition Mural OR B. Composition Graphics (Print Making or Photography or Ceramics or Composition B-3D or Computer Graphics) | Viva (Marks based on Sessional Works) | 100 | 100 |
| Total: | | | 600 |

For Paper No. VII students will be marked on the basis of the sessional work, one mural of 8 ft. x 4 ft. duly certified by the teacher / head and funded by the institute. Students opting for graphics will submit 5 assignments duly certified by the teacher.

Note: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

Bachelor of Fine Arts (Painting) (Semester – VII)

PAPER – I: HISTORY OF ART (THEORY)

Time: 3 Hrs

Total Marks: 50

Questions will be set in three categories:

- 1. Compulsory objective type questions of 1 mark each (10 marks)**
- 2. Short answer type questions of 5 mark each (any 6 out of 8 to be attempted)-(30 marks)**
- 3. Long essay type question of 10 marks (any 1 out of 2)-(10marks)**

WESTERN ART:

- Realism
Courbet, Millet
- Impressionism
Manet, Monet, Renoir, Degas
- Post Impressionism
Van Gogh, Gauguin, Cezzane
- Fauvism
Henry Matisse
- Cubism
Pablo Picasso, George Braque
- Expressionism
Edward Munch
- Abstraction in European Art
Suprematism, Abstract Expressionism, De Stijl
- Surrealism
Salvador Dali, John Miro
 - Eminent Sculptures of Modern European Art
Rodin, Henry Moore, Brancusi

Bachelor of Fine Arts (Painting) (Semester – VII)

PAPER – II: AESTHETICS

Time: 3 Hrs.

Total Marks: 50

Questions will be set in three categories:

- 1. Compulsory objective type questions of 1 mark each (10 marks)**
- 2. Short answer type questions of 5 mark each (any 6 out of 8 to be attempted)-(30 marks)**
- 3. Long essay type question of 10 marks (any 1 out of 2)-(10marks)**

- Roll of Subconscious in artistic creation
- Theories related to work of art

Form and content

Expressiveness

- Abstraction in art

(common for painting, applied art, sculpture)

Bachelor of Fine Arts (Painting) (Semester – VII)

PAPER – III: METHOD AND MATERIAL

Time: 3 Hrs.

Total Marks: 50

Questions will be set in three categories:

- 1. Compulsory objective type questions of 1 mark each (10 marks)**
- 2. Short answer type questions of 5 mark each (any 6 out of 8 to be attempted)-(30 marks)**
- 3. Long essay type question of 10 marks (any 1 out of 2)-(10marks)**

- 1 Fresco: Wall, Plastering, Painting, Colours.
- 2 The Jaipur Method.
- 3 Secco Painting: Glaze and Distemper Media.
- 4 Ajanta Technique
- 5 Mosaic: Materials: Tools walls: Plastering & Laying.
 - a) Direct Method
 - b) Indirect Method
- 6 Encaustic Painting

Bachelor of Fine Arts (Painting) (Semester – VII)

PAPER – IV: PORTRAIT: HEAD STUDY (PRACTICAL)

Time: 24 Hrs

External Marks: 100

Total Marks: 100

Students shall work on portrait study on different age from life models groups showing characteristics, resemblance, proportions, features etc., and develop the skills of handling and reating colors in various ways suitable for portraiture.

Demarcation of character and its expression, gesture, posture, drapery and individualistic style of execution.

Emphasis shall be on developing the concepts of drawing.

Submission and display:

Size of the portrait should not be less than half imperial.

6 portrait drawings in any medium (pencil, dry/soft and oil pastels, charcoal etc)

At-least.

3 portrait studies on canvas in any medium (acrylic, oil colors, mixed media) at-least.

Bachelor of Fine Arts (Painting) (Semester – VII)

PAPER–V: STUDY FROM FULL FIGURE (PRACTICAL)

Time: 24 Hrs

External Marks: 100

Total Marks: 100

Students shall work on figure from different age groups showing their characteristics, features and proportions. They should deal in different planes of the body, chiaroscuro effects, body perspective and foreshortening etc.

Advanced study of the human figure with emphasis on the demarcation of character in terms of variation of physiques, posture language and expression stressing upon the drawing and composition.

Emphasis shall be on developing the concepts of drawing.

Submission and Display:

5 life study drawings in any medium (pencil and dry / soft and oil pastels, charcoal etc.) atleast.

Size should not be less than half imperial.

3 life studies on canvas in any medium (acrylic, oil colors, mix media) atleast.

Size should not be less than 24x36 inches.

Atleast 100 sketches in any medium. Size should not be less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester – VII)

PAPER – VI: COMPOSITION PAINTING (PRACTICAL)**Time: 24 Hrs****Max. Marks: 150****External Marks: 150**

This studio practice is focused on observe and interpret the visible world in two dimensional forms through painting, crossing over a wide range of mediums and dealing with a variety of issues-the personal, formal, social etc.

Further enhanced study of previous compositional experience towards a complete Pictorial depiction, theme and expression; expressive symbolisation and expressing various moods. Creating emotional guided dramatization and distortion. Dealing with advanced studio and tools with importance to independent creative work.

Students are encouraged to create a working process that incorporates technical skills and adventurous thinking and experimentation with space and color.

Submission and Display:

10 compositions on sheets in any medium (pencil, and dry / soft and oil pastels, charcoal, water and poster colours etc.) atleast.

Size should not be less than half imperial.

3 compositions on canvas in any medium (acrylic, oil colors, mix media) atleast.

Size should not be less than 24x36 inches.

Atleast 300 sketches in any medium, not less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester – VII)

PAPER – VII (A): COMPOSITION MURAL

External Marks: 100

Total Marks: 100

Students are required to study the approach and design of different mural practices deeply and its implementation in real situations. further study of richness and various diversities of different materials used in mural practices.

Advanced study from the previous experience; to plan, visualize and execute project in any of the fresco secco or fresco buono processes or mosaic with the understanding of space in relation to the theme possibilities of the materials.

Bachelor of Fine Arts (Painting) (Semester – VII)

PAPER – VII (B): COMPUTER GRAPHICS

External Marks: 100

Total Marks: 100

Introduction to computer, hardware to software introduction to windows drawings to basic design with coral draw as per requirement of Painting by understanding the software. Advanced study and exercises in Corel Draw and Photoshop.

Bachelor of Fine Arts (Painting) (Semester – VIII)

(PAINTING)**Division of Marks (Theory):**

| Subject | Theory | External Marks | Total Marks | Duration of exams |
|--------------------------------|--------|----------------|-------------|-------------------|
| Paper-I: History of Art | Theory | 50 | 50 | 3 Hrs. |
| Paper-II: Aesthetics | Theory | 50 | 50 | 3 Hrs. |
| Paper-III: Method and Material | Theory | 50 | 50 | 3 Hrs. |

Division of Marks (Practicals):

| Subject | Practical | External Marks | Total Marks | Duration of exams |
|---------------------------------|-----------|----------------|-------------|-------------------|
| Paper-IV: Portrait Head Study | Practical | 100 | 100 | 24 Hrs. |
| Paper-V: Study From Full Figure | Practical | 100 | 100 | 24 Hrs. |
| Paper-VI: Composition Painting | Practical | 100 | 100 | 24 Hrs. |

Opt. any one subject from Sr. No. (4) and same will continue till 4th year:

| | | | |
|---|--|-----|------------|
| Paper – VII: A. Composition Mural OR B. Composition Graphics (Print Making or Photography or Ceramics or Composition B-3D or Computer Graphics) | Viva (Marks based on Sessional Works) | 100 | 100 |
| Study Tour | | | 50 |
| Total: | | | 600 |

For Paper No. VII students will be marked on the basis of the sessional work, one mural of 8 ft. x 4 ft. duly certified by the teacher / head and funded by the institute. Students opting for graphics will submit 5 assignments duly certified by the teacher.

Note: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

Bachelor of Fine Arts (Painting) (Semester – VIII)

PAPER – I: HISTORY OF ART (THEORY)

Time: 3 Hrs

Total Marks: 50

Questions will be set in three categories:

- 1. Compulsory objective type questions of 1 mark each (10 marks)**
- 2. Short answer type questions of 5 mark each (any 6 out of 8 to be attempted)-(30 marks)**
- 3. Long essay type question of 10 marks (any 1 out of 2)-(10marks)**

Indian Modern Art

• Bengal School

Abinindranath Tagore

Ganendranath Tagore

Nandlal Bose

• Post Independence Art

Amrita Shergill

Rabindranath Tagore

Jamini Roy

D.P. Roy Chodhury

• Progressive artist group

Raza, M.F.Hussain, Souza

- Calcutta group 43

- Delhi Shilp Chakra

- Chola Mandal Group

- Abstraction in Indian Modern Art

- Tantra Art in Indian Modern Art

- Development in Contemporary Indian art Painting and Sculpture

Ram Kinkar Baij, Dhanraj Bhagat, Ram Kumar, Satish Gujral, Somnath Hore, K.K.Hebber

Bachelor of Fine Arts (Painting) (Semester – VIII)

PAPER – II: AESTHETICS

Time: 3 Hrs.

Total Marks: 50

Questions will be set in three categories:

1. Compulsory objective type questions of 1 marks each (10 marks total).
2. Short answer type questions 5 marks each (any 6 to be attempted out of 8).
3. Long Essay type questions of 10 marks each (any 1 questions out of 2).

- Theories related to response and appreciation

Empathy

Physical Distance

Pleasure

Art & Society

- Comparative Study of Oriental and occidental aesthetics

Bachelor of Fine Arts (Painting) (Semester – VIII)

PAPER – III: METHOD AND MATERIAL

Time: 3 Hrs.

Total Marks: 50

Questions will be set in three categories:

1. Compulsory objective type questions of 1 marks each (10 marks total).
2. Short answer type questions 5 marks each (any 6 to be attempted out of 8).
3. Long Essay type questions of 10 marks each (any 1 questions out of 3).

- Egg Tempra
 - 1 Simplified Tempera Painting
 - 2 Egg Emulsions
- Ceramic and Terracotta tiles: Glass
- Why oil painting cracks
- Care of Oil Painting
 - 1 Projection of the reverse side of canvas
 - 2 Removing Varnish, cleaning
 - 3 Reviving colours
 - 4 Retouching
 - 5 Repairing ripe and holes
- Relief printing serigraphy with stencil application

Bachelor of Fine Arts (Painting) (Semester – VIII)

PAPER – IV: PORTRAIT: HEAD STUDY (PRACTICAL)

Time: 24 Hrs

Total Marks: 100

Students shall work on portrait study on different age from life models groups showing characteristics, resemblance, proportions, features etc., and develop the skills of handling and treating colors in various ways suitable for portraiture.

Emphasis shall be on developing the concepts of drawing.

Submission and display:

Size of the portrait should not be less than half imperial.

6 portrait drawings in any medium (pencil, dry/soft and oil pastels, charcoal etc)

At-least.

3 portrait studies on canvas in any medium (acrylic, oil colors, mixed media)at-least.

Bachelor of Fine Arts (Painting) (Semester – VIII)

PAPER–V: STUDY FROM FULL FIGURE (PRACTICAL)

Time: 24 Hrs

Total Marks: 100

Students shall work on figure from different age groups showing their characteristics, features and proportions. They should deal in different planes of the body, chiaroscuro effects, body perspective and foreshortening etc.

Emphasis shall be on developing the concepts of drawing.

Submission and Display:

5 life study drawings in any medium (pencil and dry / soft and oil pastels, charcoal etc.) atleast.

Size should not be less than half imperial.

Size should not be less than 24x36 inches.

Atleast 100 sketches in any medium. Size should not be less than 1/4 imperial.

Bachelor of Fine Arts (Painting) (Semester – VIII)

PAPER – VI: COMPOSITION PAINTING (PRACTICAL)

Time: 24 Hrs

Total Marks: 100

This studio practice is focused on observe and interpret the visible world in two dimensional forms through painting, crossing over a wide range of mediums and dealing with a variety of issues-the personal, formal, social etc.

Students are encouraged to create a working process that incorporates technical skills and adventurous thinking and experimentation with space and color.

Submission and Display:

10 compositions on sheets in any medium (pencil, and dry / soft and oil pastels, charcoal, water and poster colours etc.) atleast.

Size should not be less than half imperial.

3 compositions on canvas in any medium (acrylic, oil colors, mix media) atleast.

Size should not be less than 24x36 inches.

Atleast 300 sketches in any medium, not less than 1/4 imperial

Bachelor of Fine Arts (Painting) (Semester – VIII)

PAPER – VII (A): COMPOSITION MURAL

Total Marks: 100

Students are required to study the approach and design of different mural practices deeply and its implementation in real situations. Further study of richness and various diversities of different materials used in mural practices.

Bachelor of Fine Arts (Painting) (Semester – VIII)

PAPER – VII (B): COMPUTER GRAPHICS

Total Marks: 100

Introduction to computer, hardware to software introduction to windows drawings to basic design with coral draw as per requirement of Painting by understanding the software.

Bachelor of Fine Arts (Applied Art) (Semester – VII)

SCHEME**(APPLIED ART)****Division of Marks (Theory)**

| S. No. | Subject | Theory/ Practical | External Marks | Total Marks | Duration of Exam. |
|--------|-------------------------------------|----------------------|-------------------|----------------|----------------------|
| 1 | Advertising Profession and Practice | Theory | 50 | 50 | 3 Hrs. |
| 2 | History of Art | Theory | 50 | 50 | 3 Hrs. |
| 3 | Aesthetics | Theory | 50 | 50 | 3 Hrs. |

Practicals (Principal Group)

| | | | | | |
|---|----------------------------------|-----------|-----|-----|---------------------|
| 1 | Drawing and Illustration | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 2 | Interactive & Audio Visual Media | Practical | 100 | 100 | 12 Hrs. (2 Days) |
| 3 | Press/Magazine Advertisement | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 4 | Sales Promotion & Outdoor Media | Practical | 050 | 050 | 12 Hrs. (2 Days) |

Subsidiary Group

| | | | | | |
|---|---|-------------------------|-----|------------|---------------------|
| 5 | Photography | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 6 | Computer Graphics (Coral Draw, Photoshop, Illustrator Free Hand, Adobe Flash, Adobe Premier, Sound Forge, After Effects, Quark Express / PAGE Maker) | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 7 | Summer Training | Certificate | - | 050 | |
| 8 | Educational Tour/Industrial Visit | Submission of Report | - | 050 | |
| | Total: | | | 600 | |

NOTE: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

AFTER FINAL EXAMS SUMMER TRAINING PROJECT FOR BFA 3RD YEAR DURATION-2 MONTHS (AFTER 3RD YEAR FINAL EXAMS) MARKS TO BE ADDED IN 4TH YEAR (50 MARKS) AFTER SHOWING CERTIFICATE OF TRAINING

Bachelor of Fine Arts (Applied Art) (Semester – VII)

Instructions to be followed:

Subsidiary Group: Viva and submission of works.

WORKSHOPS: 2 Workshops to be conducted in a year for a duration 7 days each. In order to get professional guidance and updated knowledge in advertising and design field. by calling guest faculty etc. in various advertising and design related fields.

FIELD TRIPS: (in Groups):- To enable the College/ University to offer unparalleled resources as a part of educational working and behind the scene activities of their future career through visiting various places of advertising and design agencies and studios. Places of artistic and design interest.

Each student will have to submit his observation in a folder form. A particular amount of marks will be allotted to each student according to his/her performance and observation for field trip in the final year.

- **Weekly assessment of works.**

- **One full campaign, end of the year (last 4 months) using any number of mediums and minimum of 16 works.**

- **Reference materials and computer should be used.**

- **Group Discussions.**

- **Guest Lectures:-** Presentation of lectures by guest lectures, should be arranged in order to bring each student into contact with famous and successful personalities from wide variety of business and profession.

- **Submission of project files:-** (department will entrust a project work to the students for which they will do the market research and if possible, pursue, there campaign on the same topic and fix up an internship program with any firm if possible)

NOTE:- The syllabus of B.F.A.(Applied Art) is made according to the present demands of the market, the content should be changed according to the latest IT development and market trend in advertising, from time to time.

NOTE:-(not for Exam):- exams to be conducted by the teacher in charge in the college itself. University Examination should not be conducted and marks not to be added in detail marks sheet.

Overall teaching programs should be supported by visuals, lectures, discussions seminars, written exercises and tests.

Bachelor of Fine Arts (Applied Art) (Semester – VII)

PRACTICALS:

- **PRIMARY GROUP:-**

1. **DRAWING AND ILLUSTRATION:** Using illustration and sketching as an aid for Visualizing design. Life study and rapid sketching.

(illustrator & photoshop should be used for computer illustration)

Study of drawing and painting from still life, Human figure draped or undraped, study of anatomy and proportion, block of mass with the aid of light and shade. Learning and exploring various medias and techniques of making illustration with special reference to their utilization in advertising and further reproduction through various printing processes.

Drawing from life and its application through memory. Foreshortening of figures and objects, Book and editorial illustration, **Story Board**, book illustration, illustration for advertisements.

Animactics (NFE)

- **GRAPHIC DESIGN .(All Subjects are compulsory)**

2. **MAGAZINE AND PRESS ADVT.**

Exploring and executing different styles and their application to press and magazine advertisement. Co-operative study of different types of Press Layout in colours, a knowhow of selection of a consumer Product/Service followed by relevant research on mini campaign through press/magazine advertisements etc.

Magazine advertisements, press layouts, its types and its applications, Creativity and originality of ideas should nurtured. Planning of campaign. Use of References materials should be allowed. Execution of works should done using Computers, as well as manually using airbrush, wherever necessary. **Story Board** For advertisements/ interactive media (concept development).

3. **INTERACTIVE MEDIA & AUDIO VISUAL MEDIA**

Advertising design for the web different sizes and purpose. Designing for the web and TV graphics. Audiovisual communication. TV commercials, short films for promotions, documentaries (preparing and basic editing of visuals).Evolution of new ideas. Graphic interpretation of ideas through computers, camera and hand illustrations. Other new promotional activities in demand.(projects should be selected by students as a team or group).

4. **SALES PROMOTIONS & OUT DOOR MEDIA**

POP, counter display, danglers, collaterals, window display (nft) direct mailers, coupons, other new promotional activities in demand. Out door advertising, advance exercises carried out in previous year.

Study and develop an understanding of Outdoor Media as strong visual communication, appropriate to variety of consumer's Product/Services. The impact of modern trends of designing posters, show cards, hoardings, and study of posters for designing in advertising.

Execution of works should be done using computers, as well as manually using airbrush, and art work wherever necessary.

Bachelor of Fine Arts (Applied Art) (Semester – VII)

- **SUBSIDIARY GROUP: (Photography and Computer is compulsory)**

5. PHOTOGRAPHY:- Handling of camera, {photography in relation to design and communication (advertising)– **STILL (manual/digital)-** Understanding of various kinds of films, taking picture in various light conditions, using flash, using studio lights and tripod, (indoor as well as out door). Product photography, thematic photography Using digital (SLR) camera for photography.

VIDEO- Understanding video camera its various parts and functions, using video camera for shooting TV commercials, video camera techniques, thematic shoot, documentation & 16 mm short films. (Viva and submission of works)

6. COMPUTER GRAPHICS:- Basics of computer hardware and software windows XP.

- **WWW, introduction to Internet, search engines, utility sites, add on for web.**

Exercises based on digital illustrations, creative promotional, characters, story animation, comics should be practised and executed as projects with the help of following softwares.

- **PHOTOSHOP:- 7/CS.** (latest version updated from time to time) **As applicable to advertising design and communication class and Image editing,** Continuing further advance study carried out in the previous year
- **ILLUSTRATOR: - 10** (latest version updated from time to time) **As applicable to advertising design and communication class & special reference to illustrations.** Continuing further advance study carried out in the previous year
- **ADOBE PREMIER Pro : - As applicable to advertising design and communication class.** Continuing further advance study carried out in the previous year
- **ADOBE AFTER EFFECT: -** (latest version updated from time to time) **As applicable to advertising design and communication class & special reference to illustrations.** Advance works accordingly used to supplement advertising/communication design works.
- **SOUND FORGE: -** (latest version updated from time to time) **As applicable to advertising design and communication class & special reference to illustrations.** Advance works accordingly used to supplement advertising/communication design works.
- **FLASH MX** (latest version updated from time to time) **As applicable to advertising design and communication class & special reference to illustrations.** Advance works accordingly used to supplement advertising/communication design works.

Bachelor of Fine Arts (Applied Art) (Semester – VII)

1. ADVERTISING PROFESSION AND PRACTICE (THEORY)

Time: 3 Hrs.

Total Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 1 marks each **(10 Marks)**
2. Short Answer type questions 5 marks each (any 6 to be attempted out of 8) **(30 Marks)**
3. Long Essay type questions of 10 marks each (any 1 questions out of 3) **(10 Marks)**

1 Copy writing, basic ingredients of copy, types of copy

2 Importance of marketing and consumer behavior in advertising,

3 Market research and motivational research.

Bachelor of Fine Arts (Applied Art) (Semester – VII)

2. HISTORY OF ART**Time: 3 Hrs.****Total Marks: 50****Questions will be in three categories:**

- | | |
|--|-------------------|
| 1. Compulsory objective type questions of 1 marks each | (10 Marks) |
| 2. Short Answer type questions 5 marks each (any 6 to be attempted out of 8) | (30 Marks) |
| 3. Long Essay type questions of 10 marks each (any 1 questions out of 3) | (10 Marks) |

- **Bengal School**
Abinindranath Tagore
Ganendranath Tagore
- **Post Independence**
Amrita Shergill
Jamini Roy
D.P. Roy Chodhury

WESTERN ART:

(introduction various art movements and its impact)

- **Realism**
Courbet
 - **Impressionism**
Monet, Renoir, Degas
 - **Post Impressionism**
Van gaugh, Paul Gaugin, Cezzane
- 6 Fauvism**
Henry Matisse

Bachelor of Fine Arts (Applied Art) (Semester – VII)

3. AESTHETICS**Time: 3 Hrs.****Total Marks: 50****Questions will be in three categories:**

1. Compulsory objective type questions of 1 marks each **(10 Marks)**
2. Short Answer type questions 5 marks each (any 6 to be attempted out of 8) **(30 Marks)**
3. Long Essay type questions of 10 marks each (any 1 questions out of 3) **(10 Marks)**

1. Roll of Subconscious in artistic creation
2. Theories related to response and appreciation
 - Empathy
 - Physical Distance
 - Pleasure
3. Comparative Study of Oriental and occidental aesthetics

Bachelor of Fine Arts (Applied Art) (Semester – VII)

4. PERSONALITY DEVELOPMENT (Not for Exam.)

1. **Learning:** What is learning? Theories of Learning – Classical conditioning, Operant conditioning, social learning.
2. **Values:** What is value? Personal values – Honesty, hard work, wisdom, obedience, autonomy, social values, - peace, cooperation, Collaboration, democracy, respect for others, altruism; Work values- income, benefits, safety/security, self fulfillment, Conflict of values- factors causing conflict: economic class, race, ethnic background, life style; conflict and compromise.
3. **Interpersonal Relations :** (i) Getting on well with others- transactional analysis (ego states, transactions, and life positions). (ii) Handling interpersonal conflict- factors responsible for conflict, conflict handling strategies. (iii) Communication- communication process, improving communication.

Practical Work:

1. Case study- Learning/memory
 2. Interview 5 adults whom you respect. Ask them to list 10 strongly held values. Be listener and do not try to influence your interviewees. Discuss one of your lists in class, indicating which values you share and which you do not. Explain your reaction to list (Group Project)
 3. Listening Behavior- Structured exercise
 4. Interview 5 success managers or businessmen. Ask them to list 5 qualities (non-intellectual and non-technical) which they believe they possess and are responsible for their professional success. Discuss one of your lists to the class and deliberate on how these can be developed.
- **(Not for Exam.):** Exams to be conducted by the teacher-in-charge in the college itself. University Examination should not be conducted and marks not to be added in detail marks sheet.
 - Overall teaching programme should be supported by visuals, lectures, discussions seminars, written exercises and tests.

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Division of Marks (Theory)

| S. No. | Subject | Theory/ Practical | External Marks | Total Marks | Duration of Exam. |
|--------|-------------------------------------|----------------------|-------------------|----------------|----------------------|
| 1 | Advertising Profession and Practice | Theory | 50 | 50 | 3 Hrs. |
| 2 | History of Art | Theory | 50 | 50 | 3 Hrs. |
| 3 | Aesthetics | Theory | 50 | 50 | 3 Hrs. |

Practicals (Principal Group)

| | | | | | |
|---|----------------------------------|-----------|-----|-----|---------------------|
| 1 | Interactive & Audio Visual Media | Practical | 100 | 100 | 12 Hrs. (2 Days) |
| 2 | Press/Magazine Advertisement | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 3 | Sales Promotion & Outdoor Media | Practical | 050 | 050 | 12 Hrs. (2 Days) |

Subsidiary Group

| | | | | | |
|---|---|------------|-----|------------|---------------------|
| 5 | Photography | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 6 | Computer Graphics (Coral Draw, Photoshop, Illustrator Free Hand, Adobe Flash, Adobe Premier, Sound Forge, After Effects, Quark Express/PAGE Maker) | Practical | 050 | 050 | 12 Hrs. (2 Days) |
| 7 | Campaign | Display | 100 | 100 | |
| 8 | Campaign Investigation Result (Report) | Submission | 050 | 050 | |
| | Total: | | | 600 | |

NOTE: Submission of works or project files and viva will be done by external examiner, for subsidiary subject.

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Instructions to be followed:

Subsidiary Group: Viva and submission of works.

WORKSHOPS- 2 Workshops to be conducted in a year for a duration 7 days each. In order to get professional guidance and updated knowledge in advertising and design field by calling guest faculty etc. in various advertising and design related fields.

FIELD TRIPS:-(in Groups):- To enable the College/ University to offer unparalleled resources as a part of educational working and behind the scene activities of their future career through visiting various places of advertising and design agencies and studios. Places of artistic and design interest.

Each student will have to submit his observation in a folder form. A particular amount of marks will be allotted to each student according to his/her performance and observation for field trip in the final year.

- **Weekly assessment of works.**

- **One full campaign, end of the year (last 4 months) using any number of mediums and minimum of 16 works.**

- **Reference materials and computer should be used.**

- **Group Discussions.**

- **Guest Lectures:-** Presentation of lectures by guest lectures, should be arranged in order to bring each student into contact with famous and successful personalities from wide variety of business and profession.

- **Submission of project files:-** (department will entrust a project work to the students for which they will do the market research and if possible, pursue, there campaign on the same topic and fix up an internship program with any firm if possible)

NOTE: The syllabus of B.F.A.(Applied Art) is made according to the present demands of the market, the content should be changed according to the latest IT development and market trend in advertising, from time to time.

NOTE: (not for Exam):- exams to be conducted by the teacher in charge in the college itself. University Examination should not be conducted and marks not to be added in detail marks sheet.

Overall teaching programs should be supported by visuals, lectures, discussions seminars, written exercises and tests.

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PRACTICALS:

- **PRIMARY GROUP:-**

GRAPHIC DESIGN .(All Subjects are compulsory)

1. INTERACTIVE MEDIA & AUDIO VISUAL MEDIA

Advertising design for the web different sizes and purpose. Designing for the web and TV graphics. Audiovisual communication. TV commercials, short films for promotions, documentaries (preparing and basic editing of visuals). Evolution of new ideas. Graphic interpretation of ideas through computers, camera and hand/digital illustrations. Other new promotional activities in demand (projects should be selected by students as a team or group).

2. MAGAZINE AND PRESS ADVT.

Magazine advertisements, press layouts, its types and its applications, Creativity and originality of ideas should be nurtured. Planning of campaign. Use of reference materials should be allowed after the initial original visualization and rough sketches of the ideas. Execution of works should be done using Computers, as well as manually using airbrush, wherever necessary. **Story Board** For advertisements/ interactive media (concept development).

3. SALES PROMOTIONS & OUT DOOR MEDIA

POP, counter display, danglers, collaterals, window display (nft) direct mailers, coupons, other new promotional activities in demand. Out door advertising, advance exercises carried out in previous year. Execution of works should be done using computers, as well as manually using airbrush, and art work wherever necessary.

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- **SUBSIDIARY GROUP: (Photography and Computer is compulsory)**

5. PHOTOGRAPHY: Handling of camera, {photography in relation to design and communication (advertising)– **STILL (manual/digital)**- Understanding of various kinds of films, taking picture in various light conditions, using flash, using studio lights and tripod, (indoor as well as out door). Product photography, thematic photography Using digital (SLR) camera for photography.

VIDEO- Understanding video camera its various parts and functions, using video camera for shooting TV commercials, video camera techniques, thematic shoot, documentation & 16 mm short films. (Viva and submission of works)

6. COMPUTER GRAPHICS: - Basics of computer hardware and software windows XP Advanced learning, exercises based on digital illustrations, creative promotional, characters, story animation, comics should be practised and executed as projects with the help of following softwares.

- **WWW, introduction to Internet, search engines, utility sites, add on for web.**
- **PHOTOSHOP:- 7/CS.** (latest version updated from time to time) **As applicable to advertising design and communication class and Image editing,** Continuing further advance study carried out in the previous year. Digital art meant for Pr
- **ILLUSTRATOR: 10** (latest version updated from time to time) **As applicable to advertising design and communication class & special reference to illustrations.** Continuing further advance study carried out in the previous year
- **ADOBE PREMIER Pro: - As applicable to advertising design and communication class.** Continuing further advance study carried out in the previous year
- **ADOBE AFTER EFFECT: -** (latest version updated from time to time) **As applicable to advertising design and communication class & special reference to illustrations.** Advance works accordingly used to supplement advertising/communication design works.
- **SOUND FORGE: -** (latest version updated from time to time) **As applicable to advertising design and communication class & special reference to illustrations.** Advance works accordingly used to supplement advertising/communication design works.
- **FLASH MX** (latest version updated from time to time) **As applicable to advertising design and communication class & special reference to illustrations.** Advance works accordingly used to supplement advertising/communication design works.

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THEORY

1. ADVERTISING PROFESSION AND PRACTICE

Time: 3 Hrs.

Max. Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 1 marks each **(10 Marks)**
2. Short Answer type questions 5 marks each (any 6 to be attempted out of 8) **(30 Marks)**
3. Long Essay type questions of 10 marks each (any 1 questions out of 3) **(10 Marks)**

1 Social, economical and legal aspects of advertising.

2 Design approach of campaign, campaign planning and its objectives, complete campaign.

3 Future of advertising design in other new medias.

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2. HISTORY OF ART**Time: 3 Hrs.****Max. Marks: 50****Questions will be in three categories:**

- | | |
|--|-------------------|
| 1. Compulsory objective type questions of 1 marks each | (10 Marks) |
| 2. Short Answer type questions 5 marks each (any 6 to be attempted out of 8) | (30 Marks) |
| 3. Long Essay type questions of 10 marks each (any 1 questions out of 3) | (10 Marks) |

INDIAN ART:

1 Introduction to progressive art group and other groups at Delhi, Calcutta and Madras
(Chola Mandalam, Shilpi Chakra)

WESTERN ART:

(introduction various art movements and its impact)

1 Cubism

Picasso and Braque

2 Futurism-

Boccioni

3 Dadaism-

Duchamp

4 Surrealism

Salvador dali

5 Abstract Art-

Wassily Kandinsky, Piet Mondrian

6 Pop Art-

Andy Warhole, Roy Lichenstein

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3. AESTHETICS

Time: 3 Hrs.

Max. Marks: 50

Questions will be in three categories:

1. Compulsory objective type questions of 1 marks each **(10 Marks)**
2. Short Answer type questions 5 marks each (any 6 to be attempted out of 8) **(30 Marks)**
3. Long Essay type questions of 10 marks each (any 1 questions out of 3) **(10 Marks)**

1 Art & Society

2 Theories related to work of art
Form and content
Expressiveness

3 Abstraction in art

Bachelor of Fine Arts (Applied Art) (Semester – VIII)

4. PERSONALITY DEVELOPMENT (Not for Exam.)

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