

FACULTY OF VISUAL ARTS & PERFORMING ARTS

SYLLABUS

FOR

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

Examination: 2019-20



**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: 75****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. Theory Papers ‘History of Art and Aesthetics’ syllabus will be common in Painting and Applied Art Stream
5. Result will be declared separately for Painting and Applied Art stream.

SCHEME**Semester – I:**

S. No.	Paper		Ext. Marks	Total Marks	Duration of Examination
I	Drawing	(Practical)	75	75	6 Hrs.
II	Design 2D/Colour	(Practical)	75	75	12 Hrs.
III	Design 3D	(Practical)	50	50	6 Hrs.
IV	Print Making	(Practical)	50	50	12 Hrs. (6 Hrs. per day)
V	History of Art	(Theory)	50	50	3 Hrs.
VI	Communication Skills in English – I	(Theory)		50	3 Hrs.
VII	Punjabi (Compulsory) / OR * Punjab History & Culture (From Earliest Times to C 320) / OR * ਮੁੱਢਲੀ ਪੰਜਾਬੀ		50	50	3 Hrs.
VIII	** Drug Abuse: Problem, Management and Prevention (Compulsory Paper)	(Theory)	–	50	3 Hrs.
			Total Marks = 400		

Note:

- * **Special Paper in lieu of Punjabi Compulsory, for those students who are not domicile of Punjab**
- ** **Marks of this Paper will not be included in the Total Marks.**

Bachelor of Fine Arts (Semester-I)

Paper – I: DRAWING (Practical)

Max. Marks: 75

- (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, nature study, 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/ COLOUR (Practical)**Max. Marks: 75****DESIGN 2D:-**

- 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, middle key and low key.

COLOUR:-

- 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 – III: DESIGN 3D (Practical)

Max. Marks: 50

Experiment through various types of materials:

1. To develop the sense of structure in clay (Basic form like Spherical, Conical and Cylindrical).
2. Terracotta mural/cement.
3. M-seal/Shilpkar work in relief sculpture.
4. 3D Design in thermocol

Note: Students must submit 4 works at the end of Semester.

Bachelor of Fine Arts (Semester-I)

Paper – IV: 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 :
- 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 – V: HISTORY OF ART (Theory)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section-A

1. Pre-historic Period (Bhimbetika Caves)
2. Indus Valley Civilization: Sculptures and seals (Dancing Girls in Bronze, Bust of Priest, Pashupati Shiva seal, Terracotta figurines)

Section-B

3. Art during Mauryan Dynasty–Lion capital from Sarnath, Yakshi from Didarganj Shunga Dynasty

Section-C

4. Shunga Period-terms related to Buddhist architecture of stupa, chaitya & viharas
Bharhut Stupa – Mahakappi Jataka Katha, Kuber yaksha, Dream of Mayadevi) Sanchi Stupa (Great Departure from Kapilvastu and Chhadanta jataka.

Section-D

5. Early Satavahanas-
Sanchi & Amaravati

Suggested Books:

1. The Art and Architecture of Indian Sub-Continent (The Yale University Press Pelican History of Arts Series) by J. C Harle (Author)
2. Indian Art: A Concise History (World of Art) by Roy C. Craven
3. History of Fine Arts in India and the West (CC) by Tomory E.

Bachelor of Fine Arts (Semester-I)

PAPER–VI: COMMUNICATION SKILLS IN ENGLISH – I**Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

The syllabus is divided in four sections as mentioned below:**Section–A**

Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

Section–B

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

Section–C

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities:

- Formatting personal and business letters.
- Organising the details in a sequential order

Section–D

Resume, memo, notices etc.; outline and revision.

Activities:

- 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

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–VII: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ),
(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਪ੍ਰਸ਼ਾਸਨ ਸਾਹਿਤ ਵਿਆਖਿਆ, ਸਾਰ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ,
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ । (ਲੇਖ 1 ਤੋਂ 6)
(ਨਿਬੰਧ ਦਾ ਸਾਰ, ਲਿਖਣ-ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ) ਪੈਰਾ ਰਚਨਾ
(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ,
ਸੁਰ-ਪ੍ਰਬੰਧ।
(ਅ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ
ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ।
ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ
ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

Bachelor of Fine Arts (Semester – I)

PAPER–VII: Punjab History & Culture (From Earliest Times to C 320)

**(Special Paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)**

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section–A

1. Physical features of the Punjab and its impact on history.
2. Sources of the ancient history of Punjab

Section–B

3. Harappan Civilization: Town planning; social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home and settlements in Punjab.

Section–C

5. Social, Religious and Economic life during *Rig* Vedic Age.
6. Social, Religious and Economic life during Later Vedic Age.

Section–D

7. Teachings and impact of Buddhism
8. Jainism in the Punjab

Suggested Readings:

1. L. M Joshi (ed.), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Patiala 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
5. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

Bachelor of Fine Arts (Semester – I)

PAPER–VII: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)
(For those students who are not domicile of Punjab)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ)
 ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
 (ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

ਸੈਕਸ਼ਨ-ਸੀ

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇ-ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

ਸੈਕਸ਼ਨ-ਡੀ

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Bachelor of Fine Arts (Semester – I)

**PAPER – VIII: DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION
(COMPULSORY PAPER)**

PROBLEM OF DRUG ABUSE

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

Meaning of Drug Abuse:

Meaning, Nature and Extent of Drug Abuse in India and Punjab.

Section – B

Consequences of Drug Abuse for:

Individual	:	Education, Employment, Income.
Family	:	Violence.
Society	:	Crime.
Nation	:	Law and Order problem.

Section – C

Management of Drug Abuse:

Medical Management: Medication for treatment and to reduce withdrawal effects.

Section – D

Psychiatric Management: Counselling, Behavioural and Cognitive therapy.

Social Management: Family, Group therapy and Environmental Intervention.

Bachelor of Fine Arts (Semester – I)

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characteristics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

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.

SCHEME**Semester – II:**

S. No.	Paper		Ext. Marks	Total Marks	Duration of Examination
I	Drawing	(Practical)	75	75	6 Hrs.
II	Design 2D/Color	(Practical)	75	75	12 Hrs.
III	Design 3D	(Practical)	50	50	6 Hrs.
IV	Print Making	(Practical)	50	50	12 Hrs. (6 hrs. per day)
V	History of Art	(Theory)	50	50	3 Hrs.
VI	Communication Skills in English – II	(Theory)	Th.35+Pr.15	50	3 Hrs.
VII	Punjabi (Compulsory) / OR * Punjab History & Culture (C 320 to 1000 B.C.) / OR * ਮੁੱਢਲੀ ਪੰਜਾਬੀ		50	50	3 Hrs.
VIII	** Drug Abuse: Problem, Management and Prevention (Compulsory Paper)	(Theory)	–	50	3 Hrs.
Total Marks = 400					

Note:

- * **Special Paper in lieu of Punjabi Compulsory, for those students who are not domicile of Punjab**
- ** **Marks of this Paper will not be included in the Total Marks.**

Bachelor of Fine Arts (Semester-II)

Paper-I: DRAWING (Practical)

Max. Marks: 75

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, Block Letters (Condense and Normal) type, its construction of letters and spacing.
4. Practising Roman type, its construction of letter and spacing
5. Off the composition of letters, spacing organisations- 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/ COLOUR (Practical)**Max. Marks: 75****DESIGN 2D:-**

- 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.

COLOUR:-**Experience in Colour Harmonies:**

- Complementary split. Double split complementary, Analogous. Warm and cool.
- Naturalization of colour. Optical Illusion. Advancing and receding colours. Simultaneous and successive contract. Visual mixing.

Experience in Rendering Methods:-

- Wash, broken, impasto, super imposition etc.
- Colour 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–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, plasting etc.

A Coordinated series and basic design problems with analytical approach. Colour should be introduced at various stages of experiments. Experiments through various types of material and their Combinations such as :– Paper, Cardboard, wood block, wire, clay, plastizine, plaster of paris, metal sheets, plastic from thermo–cole, string, gums and adhesives, wax found objects etc.

Bachelor of Fine Arts (Semester-II)

Paper–IV: 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
- Handmade paper
- Various types of Fabrics (Cloth)
- Experience of hand printing with wood blocks and Linoleum sheet
- Screen Printing

Bachelor of Fine Arts (Semester-II)

Paper – V: HISTORY OF ART (Theory)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section- A

Sculpture during Kushana dynasty

- Mathura (Enthroned figure of King Vima Kadphises and King Kanishka from Mathura, Buddha Head)
- Gandhara (Friezes from Gandhara depicting Buddha's life and Buddha Head)

Section- B

Gupta Dynasty

- Mathura : Standing Buddha from Mathura
- Sarnath: Buddha Preaching the Law from Sarnath

Section- C

Early medieval Indian Cave Paintings

- Ajanta Caves: Its discovery, location, Murals Technique, Chronology
- Bagh Caves: Its excavation, location, paintings

Section- D

- (i) Early western:- Chalukyas of Badami
- (ii) Hoysalas

Suggested Books:

1. The Art and Architecture of Indian Sub-Continent (The Yale University Press Pelican History of Arts Series) by J. C Harle (Author)
2. Indian Art: A Concise History (World of Art) by Roy C. Craven
3. History of Fine Arts in India and the West (CC) by Tomory E.

Bachelor of Fine Arts (Semester-II)

PAPER–VI: COMMUNICATION SKILLS IN ENGLISH – II**Time: 3 Hours****Max. Marks: 50
Theory Marks: 35
Practical Marks: 15****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Course Contents:**SECTION–A**

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

SECTION–B

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

SECTION–C

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.

Activities: 1) Making conversation and taking turns

2) Oral description or explanation of a common object, situation or concept

SECTION–D

The study of sounds of English,
Stress and Intonation,
Situation based Conversation in English,
Essentials of Spoken English.

Activities: Giving Interviews

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

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

Questions:-

1. Oral Presentation will be of 5 to 10 minutes duration (Topic can be given in advance or it can be student's own choice). Use of audio visual aids is desirable.
2. 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-VII: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਹਾਣੀ ਭਾਗ),
(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਨ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ,
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ। (ਲੇਖ 7 ਤੋਂ 12)
(ਸਾਰ, ਲਿਖਣ ਸੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ) ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
(ਅ) ਸ਼ਬਦ ਸ੍ਰਣਾਅ

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ) ਸੰਖੇਪ ਰਚਨਾ
(ਅ) ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

Bachelor of Fine Arts (Semester – II)

PAPER–VII: Punjab History & Culture (C 320 to 1000 B.C.)

**(Special Paper in lieu of Punjabi compulsory)
(For those students who are not domicile of Punjab)**

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section–A

1. Alexander's Invasion and its Impact
2. Punjab under Chandragupta Maurya and Ashoka.

Section–B

3. The Kushans and their Contribution to the Punjab.
4. The Panjab under the Gupta Empire.

Section–C

5. The Punjab under the Vardhana Emperors
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

Section–D

7. Development of languages and Education with Special reference to Taxila
8. Development of Art & Architecture

Suggested Readings:

1. L. M Joshi (ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd Edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol. I, Punjabi University, Patiala, 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

Bachelor of Fine Arts (Semester – II)

PAPER-VII: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)
(For those students who are not domicile of Punjab)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ
 (ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
 (ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)
 (ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਸੀ

ਪੈਰ੍ਹਾ ਰਚਨਾ
 ਸੰਖੇਪ ਰਚਨਾ

ਸੈਕਸ਼ਨ-ਡੀ

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)
 ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Bachelor of Fine Arts (Semester – II)

**PAPER – VIII: DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION
(COMPULSORY PAPER)**

DRUG ABUSE: MANAGEMENT AND PREVENTION

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

Prevention of Drug abuse:

Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

Section – B

School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

Section – C

Controlling Drug Abuse:

Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

Section – D

Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

Bachelor of Fine Arts (Semester – II)

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug Epidemic Among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug Abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking Obscenity*, New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characteristics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

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

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

Division of Marks (Theory)

S.No.	Subject	Theory/ Practical	External Marks	Total Marks	Duration of Exam
I.	History of Art	Theory	75	75	3 Hrs.
II.	Aesthetics	Theory	75	75	3 Hrs.
III.	Method and Materials	Theory	100	100	3 Hrs.

Practical

IV.	Portrait	Practical	75	75	18 Hrs.
V.	Life Drawing	Practical	75	75	18 Hrs.
VI.	Composition Painting	Practical	100	100	24 Hrs.
VII.	A. Composition Mural OR B. Computer Graphics	Practical	100	100	6 Hrs.
Total Marks = 600					

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

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

Paper – I: HISTORY OF ART (Theory)**Time: 3 Hrs.****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A**Indian Art:**

1. Chandella Dynasty– Sculptural Art
2. Khajuraho–Sculptural Art

Section - B

3. Orissan Sculptures
4. Rashtrakuta–Kailash Temple

Section - C

5. Elephanta Caves Shiva Trimurti
6. Pallava Dynasty– Sculptural Art

Section - D

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: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

1. What is Art (Definition, Functions and Aims of Art)
2. Categories of Art–Visual and Performing Arts. Inter–relationship between the visual and performing arts.

Section – B

3. Difference between art and craft

Section – C

4. Elements of Art–Line, form, colour, texture, tone

Section – D

5. Principles of Art–balance, Harmony, Perspective, Proportion, Emphasis, Rhythm, Movement.

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

Paper–III: METHOD AND MATERIALS (Theory)**Time: 3 Hrs.****Max. Marks: 100****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

1. Importance of the Study of method and materials

Section – B

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

Section – C

Pen Drawing, Charcoal Drawing, Water Colour Painting

Section – D

Oriental Ink Painting and Water Colour, Pastel Gouche, Oil Painting.

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

Paper-IV: PORTRAIT (Practical)**Time: 18 Hrs.****Max. Marks: 75**

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.

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)

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

Paper-V: LIFE DRAWING (Practical)

Time: 18 Hrs.

Max. Marks: 75

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–VI: COMPOSITION PAINTING (Practical)

Time: 24 Hrs.

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

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

Paper–VII (A): COMPOSITION MURAL (Practical)

Time: 6 Hrs.

Max. Marks: 100

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

Submission and display:

- Prepare a mural of 4x3 ft. on any medium.

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

Paper–VII (B): COMPUTER GRAPHICS (Practical)

Time: 6 Hrs.

Max. Marks: 100

Introduction to Operating Systems: Hardware and software, Introduction to windows, Various features of Windows, Difference between Operating systems.

Working with Paint

MS-Office (MS-Word, MS-PowerPoint)

- **Ms-Word:** Various operations on a file, Toolbars (Standard, Format), Page setup, Boarder and Shading, Mail merge.
- **MS–Power Point:** Operations on a file, Application, Various view of slides.

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	History of Art	Theory	75	75	3 Hrs.
II	Aesthetics	Theory	75	75	3 Hrs.
III	Advertising Profession and Practice	Theory	75	75	3 Hrs.

Practical's (Principal Group):

IV	Drawing and Illustration	Practical	75	75	12 Hrs.
V	Typography & Editorial Design	Practical	75	75	12 Hrs.
VI	Outdoor Print Media	Practical	75	75	12 Hrs.
VII	Photography	Practical	75	75	12 Hrs.
VIII	Computer Graphics	Practical	75	75	12Hrs.
Total Marks = 600					

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

Paper – I: HISTORY OF ART (Theory)**Time: 3 Hrs.****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A**Indian Art:**

1. Chandella Dynasty– Sculptural Art
2. Khajuraho–Sculptural Art

Section – B

3. Orissan Sculptures
4. Rashtrakuta–Kailash Temple

Section – C

5. Elephanta Caves Shiva Trimurti
6. Pallava Dynasty– Sculptural Art

Section – D

7. Mahabali Puram–Five Rathas
8. Chola Art– Shiva Natraja ,Parvati

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

Paper-II: AESTHETICS (Theory)**Time: 3 Hrs.****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

1. What is Art (Definition, Functions and Aims of Art)

Section – B

2. Categories of Art–Visual and Performing Arts. Inter–relationship between the visual and performing arts.

Section – C

3. Difference between art and craft

Section – D

4. Elements of Art–Line, form, colour, texture, tone
5. Principles of Art–balance, Harmony, Perspective, Proportion, Emphasis, Rhythm, Movement.

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

Paper-III: ADVERTISING PROFESSION AND PRACTICE (Theory)**Time: 3 Hrs.****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

1. What is Visual Communication, its various mediums.
2. Introduction to advertising and its history.

Section – B

3. A short introduction of Indian advertising.

Section – C

4. Principles of design.

Section – D

5. Printing process, different types of modern printing process.

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

Paper-IV: DRAWING AND ILLUSTRATION (Practical)

Time: 12 hrs.

Max. Marks: 75

- 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-V: TYPOGRAPHY & EDITORIAL DESIGN (Practical)**Time: 12 Hrs.****Max. Marks: 75**

- Lettering as a design form. Study of various styles of lettering, principles of typography.
- 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.
- Monogram, Symbol, Signages, Emblem, Icon, Mascot, Logo Design, Visiting Card and Envelops.
- Instrumental lettering practice including understanding of Gothic, Serif & Sans serif, Italic & script type.
- Free hand calligraphy.
- Layout and designing of quotations with different text formats.

(Execution of all the above using computers, as well as manual execution should be used wherever necessary).

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

Paper-VI: OUTDOOR PRINT MEDIA (Practical)

Time: 12 Hrs.

Max. Marks: 75

- Study of different types of outdoor media (along with sizes, formats, measurements etc.) and its application.
- Poster design, Hoardings, Kiosks and other popular outdoor advt. medium.
- Conversion of outdoor media into social and relevant latest topics.

(Execution of works should be done using computers, as well as manually using airbrush and hand illustrated, wherever necessary).

Submission: 3 work assignments should be submitted.

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

Paper-VII: PHOTOGRAPHY (Practical)

Time: 12 Hrs.

Max. Marks: 75

- Types of Cameras
- Handling of DSLR camera (understanding different kinds of camera and exposures)
- Understanding different kinds of Camera formats
- Camera– Parts & Lenses
- Function– Aperture, Shutter Speed, Film, ISO
- Experiment with different light & angles
- Using flash, studio lamps and tripod
- Indoor and outdoor photography (Portrait and Nature)
- Composition & layout
- Basic understanding of the dark room (How a picture can be developed and printed in B/W)

The photos to be edited in Photoshop if required.

Bachelor of Fine Arts (Applied Art) (Semester-III)
Paper-VIII: COMPUTER GRAPHICS (Practical)

Time: 12 Hrs.

Max. Marks: 75

Basics of computer hardware and software. Windows Applications.

Objective: The objective is to know the fundamentals of computer.

- Computer Application
- Concepts in Operating System
- Introduction to JPEG, PDF, MPEG, MHEG, MP3 & AVI.

COREL DRAW :

(Latest version updated from time to time)

Corel DRAW is an intuitive graphics design application that is built to meet the demands of today's graphics professionals. Whether you work in advertising, printing, publishing, sign making, engraving, or manufacturing, Corel DRAW offers the tools that you need to create accurate and creative vector illustrations and professional-looking page layouts.

- 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)

Photoshop is an image-editing program to be used to alter images like photos, downloaded icons, or scanned artwork. Altering an image includes doing such things as changing the colors within an image, modifying the size and scale of an image, or putting one picture "within" another, Create stunning photos and illustrations, designs for web and print, 3D imagery, video, and more.

- A know-how of the workspace of Photoshop (Using Drop down and Menu Bars, Various Selection methods, by Area, by Color, standard and property bar, automation of Photoshop, Tool bars, Brushes, Color swatches)
- Using and making patterns, importing & exporting images, understanding resolution and digital image.
- Using filters and plugins, Photoshop for web.
- Working with layer styles, fill opacity, exploring the filter gallery opacity,
- Adjusting composited images, using layer effects, designing with type, improving the design layout with filters, using the spot healing, patch, clone stamp tool, understanding blending modes, drawing altering shapes, exploring the brush panel, using automated tasks, using the histogram panel, using auto adjustments.

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

PAINTING

S.No.	Subject	Theory/ Practical	External Marks	Total Marks	Duration of Exam
I.	History of Art	Theory	75	75	3 Hrs.
II.	Aesthetics	Theory	75	75	3 Hrs.
III.	Method and Materials	Theory	100	100	3 Hrs.

Division of Marks (Practical)

IV.	Portrait	Practical	75	75	18 Hrs
V.	Life Drawing	Practical	75	75	18 Hrs.
VI.	Composition Painting	Practical	100	100	24 Hrs.
VII.	A. Composition Mural or B. Computer Graphics	Practical	100	100	6 Hrs.

Total Marks = 600

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.

* (ESL-221) EVS (Compulsory) (Common for Painting & Applied Art)	Theory		100	3 Hrs.
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*** 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: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

1. Development of Indian 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)

Section – B

2. Company School

Section – C

3. Kalighat Painting

Section – D

4. Tanjore Painting

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

Paper-II: AESTHETICS (Theory)**Time: 3 Hrs.****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

1. Art and Communication

Section – B

2. Art as Expression

Section – C

3. Art and Morality

Section – D

4. Art and Nature

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

Paper–III: METHOD AND MATERIALS (Theory)

Time: 3 Hrs.

Max. Marks: 100

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

1. The Glues
2. Varnishes

Section – B

3. Preparation of Canvases

Section – C

4. Oil Paints and Oil, Drying oils, Thinners and siccatives

Section – D

5. Gesso Grounds, Gesso Panels.

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

Paper–IV: PORTRAIT (Practical)**Time: 18 Hrs.****Max. Marks: 75**

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–V: LIFE DRAWING (Practical)**Time: 18 Hrs.****Max. Marks: 75**

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) at least.
Size should not be less than half imperial.
- 3 life studies on canvas in any medium (acrylic, oil colors, mix media) at least. Size should not be less than 24*36 inches
- At least 100 sketches in any medium. Size should not be less than 1/4 imperial.

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

Paper–VI: COMPOSITION PAINTING (Practical)**Time: 24 Hrs.****Max. 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) 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 24*36 inches.
- At least 300 sketches in any medium, not less than 1/4 imperial.

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

Paper-VII (A): COMPOSITION MURAL (Practical)

Time: 6 Hrs.

Max. 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.

Submission and display:

- Create any 4x3 ft. wall mural with any medium.

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

Paper–VII (B): COMPUTER GRAPHICS (Practical)

Time: 6 Hrs.

Max. Marks: 100

Introduction to Illustrator:

- Difference between Vector Graphics and Bitmap Graphics
- Creating, Opening, Closing & Saving a file
- Tool Bar
- Palettes
- Grid & Guideline
- Ruler Setting
- Paths–with all options
- Importing & Exporting
- Printing a document
- Filters
- Layers
- All Menu

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

**ESL–221 Environmental Studies (Compulsory Paper)
(Common for Painting and Applied Art)****Time: 3 Hrs.****Max. Marks: 100****Teaching Methodologies**

The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2019.

Exam Pattern: **End Semester Examination- 75 Marks**
 Project Report/Field Study- 25 Marks [based on submitted report]
 Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 Marks

Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII. Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – 50 Marks

Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:**Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]**

The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM_{2.5} or PM₁₀) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

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

Unit-I**The multidisciplinary nature of environmental studies**

Definition, scope and importance, Need for public awareness

(2 lectures)**Unit-II****Natural Resources: Renewable and non-renewable resources:**

Natural resources and associated problems.

- (a) Forest resources: Use and 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, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
 - (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
 - (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 Lectures)**Unit-III****Ecosystems**

- 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 ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

(6 Lectures)**Unit-IV****Biodiversity and its conservation**

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

(8 Lectures)

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

Unit-V**Environmental Pollution:**

Definition:

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- 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

(8 Lectures)**Unit-VI****Social Issues and the Environment**

- From unsustainable to sustainable development
- Urban problems and 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, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

(7 Lectures)**Unit-VII****Human Population and the Environment**

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- 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

(6 Lectures)**Unit-VIII****Field Work**

- 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

(Field work equal to 5 lecture hours)

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

References:

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2. Down to Earth, Centre for Science and Environment, New Delhi.
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4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

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

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

S.No.	Subject	Theory/ Practical	External Marks	Total Marks	Duration of Exam
I.	History of Art	Theory	75	75	3 Hrs.
II.	Aesthetics	Theory	75	75	3 Hrs.
III.	Advertising Profession and Practice	Theory	75	75	3 Hrs.

Practical

IV.	Drawing and Illustration	Practical	75	75	12 Hrs
V.	Press/Magazine Advertisement	Practical	75	75	12 Hrs.
VI.	Sales Promotion & Packaging Design	Practical	75	75	12 Hrs.
VII.	Photography	Practical	75	75	12 Hrs
VIII.	Computer Graphics	Practical	75	75	12 Hrs.
Total Marks = 600					

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

Paper – I: HISTORY OF ART (Theory)**Time: 3 Hrs.****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

1. Development of Indian 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)

Section – B

2. Company School

Section – C

3. Kalighat Painting

Section – D

4. Tanjore Painting

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

Paper-II: AESTHETICS (Theory)**Time: 3 Hrs.****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

- | | |
|--------------------------|--------------------|
| 1. Art and Communication | Section – A |
| 2. Art as Expression | Section – B |
| 3. Art and Morality | Section – C |
| 4. Art and Nature | Section – D |

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

Paper-III: ADVERTISING PROFESSION AND PRACTICE (Theory)**Time: 3 Hrs.****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section – A

1. General introduction to various mediums of Advertising. Understanding Print Media- Newspaper, Magazine, Direct mail, Supplementary Media. (Advantages & Disadvantages of various media mentioned above).

Section – B

2. Role of artist in Advertising profession.

Section – C

2. Color theory and its application in advertising.

Section – D

3. Basic rules of typography.

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

Paper-IV: DRAWING AND ILLUSTRATION (Practical)**Time: 12 Hrs.****Max. Marks: 75**

- Study of human figure, Still life, Outdoor sketching, 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).
- Product illustrations.
- 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-IV)

PAPER-V: PRESS/MAGAZINE ADVERTISEMENT (Practical)

Time: 12hrs.

Max Marks: 75

- Layout for Press advertisement 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).

Submission:

5 work assignments to be submitted.

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

Paper-VI: SALES PROMOTION AND PACKAGING DESIGN (Practical)**Time: 12 Hrs.****Max. Marks: 75****Sales Promotion:**

- Brochures, pamphlets, stickers, letter head and other Direct Mailers, POP, cinema slides, and other forms of popular supplementary medium or sales promotion.

Packaging Design:

- Approaches to the successful use of a package as a marketing tool:
Understanding:
 - The type of product and function of the package.
 - The type of marketing channels to be used for the product
 - The prime prospects for the product.
 - Promotion and advertising for the product and its package.
 - The relationship to other packages in a product line.
 - The typical consumer use of the product.

Package design research:

- Several aspects of assessing a package design:
 - Recognition, Imagery, Structure, Behavior of the Packaging
 - Label and carton design, tags design, knowledge of various materials, method of packaging.
 - Brand Label • Descriptive Label • Grade Label

(Execution of all the above using computers as well as manual execution should be used wherever necessary).

Submission:

5 work assignments to be submitted.

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

Paper-VII: PHOTOGRAPHY (Practical)

Time: 12 Hrs.

Max. Marks: 75

Photography in relation to design and communication (Advertising)

- Product photography
- Portrait photography
- Landscape photography

Using filters and other equipments (Indoor as well as outdoor)

The photos to be edited in Photoshop if required.

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

Paper-VIII: COMPUTER GRAPHICS (Practical)

Time: 12 Hrs.

Max. Marks: 75

COREL DRAW:

(As applicable to advertising design/communication class)

Making Pages & Layouts

Creating Press and Magazines, Posters, Leaflets, Hoarding, Packaging design, Material for Sales promotion by using Templates and styles, color styles, pages and layout tools and tables.

Using Bitmaps

- Working with bitmaps, their color modes, Tracing bitmaps and editing, traced results.
- Importing and exporting files To import a file into an active drawing, To import a bitmap as an externally linked image, resample crop a bitmap while importing.
- Exporting files To export a file, to Microsoft Office or WordPerfect Office, save a file to a different format, Exporting to PDF (PDF is a file format designed to preserve fonts, images, graphics, and formatting of an original application file.)
- Including hyperlinks, bookmarks, and thumbnails, Reducing the size of PDF files,
- Customizing Corel DRAW, Using macros to automate task.
- Printing basics
- Printing Art works, Laying out print jobs, Previewing, Applying print styles, Fine-tuning print jobs, confirming colors accuracy, Printing to a PostScript printer.
- Using print merge
- Viewing pre-flight summaries, Web graphics, Creating objects for the web

PHOTOSHOP:

(As applicable to advertising design/communication class)

Creating Composite Images

- Cropping Backgrounds, Making Collages, Coloring Black and white pictures into Color
- Defining the project, brainstorming the project, placing images, adding layer styles to text, designing for a different audience.
- Arranging multiple open documents, working with adjustment and mask layer
- Working with a hue saturation, merging photos with the merge to hdr pro command, using content aware fill, using patch tool.
- Editing of photos according to the advertisement requirements.
- Scanning an image, creating a web photo gallery, using adobe bridge, improving image composition with cropping.

Submission: 3 assignments to be submitted by the student.

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	75	75	3Hrs
Paper – II: Aesthetics	Theory	75	75	3Hrs
Paper – III: Method and Materials	Theory	100	100	3Hrs

Division of Marks (Practical's):

Paper – IV: Portrait	Practical	75	75	18 Hrs
Paper – V: Life Drawing	Practical	75	75	18 Hrs
Paper – VI: Composition Painting	Practical	100	100	24 Hrs
Paper – VII: A. Composition Mural or B. Computer Graphics	Practical	100	100	6 Hrs.
Total Marks = 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.

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

Paper – I: HISTORY OF ART (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

- Western Art: Pre–Historic Art –Altamira, Lascaux
- Greek Art: Kore, Korous, Delphi Charioteer, Discobolos, Three fates of Parthenon
- Roman Art: Arch of Titus, Column of Trajan
- Early Christian Art (St. Mathew from a gospel manuscript)
- Byzantine Art – Hegia Sophia
- Gothic Art – Giotto – Lamentation, Madonna Enthroned

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

Paper – II: AESTHETICS (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

1. Introduction to Indian aesthetics

a) Theory of Rasa & Bhava: Anand Vardhan, Bharat Muni, Abhinav Gupta

b) Six limbs of Indian Paintings (Shadangas).

2. Fundamentals in Indian Art as (i) in Chitrasutra and Pratimalakshana of Vishnudharmottram

(ii) Shilparatna (iii) Sukranitisara

3. Indian concept of Beauty according to Veda and Literature

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

Paper – III: METHOD AND MATERIALS (Theory)

Time: 3 Hrs.

Max. Marks: 100

Questions will be set in three categories:

- | | |
|--|-------------------|
| 1. Compulsory 10 objective type questions of 2 marks each | (20 Marks) |
| 2. Short answer type 5 questions of 8 marks each (out of 8 questions) | (40 Marks) |
| 3. Long essay type question of 10 marks (any 4 out of 6) | (40 Marks) |

1. Classification of colours
2. Sources, characteristics and durability of pigments
3. Causes of colours changing
4. Priming and ground recipes

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

Paper – IV: PORTRAIT (Practical)

Time: 18 Hrs.

Max. Marks: 75

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.

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, and mixed media).

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

Paper – V: LIFE DRAWING (Practical)**Time: 18 Hrs.****Max. Marks: 75**

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: 24 Hrs.

Max. 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.

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 along with 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 (Practical)

Time: 6 Hrs.

Max. 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.

Submission and Display:

- Create 4x3 ft. mural with any medium.

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

Paper – VII (B): COMPUTER GRAPHICS (Practical)

Time: 6 Hrs.

Max. Marks: 100

Adobe Photoshop:

- Introduction to graphics, vector graphics & bitmaps
- Understanding image size & resolution
- Relation between resolution, File sizes & output
- Using Menu & Colour palettes
- Concept of Path (Segment, Anchor, Curved, Closed, Open, Subpath)
- Working with Photoshop Tools
- Working with Masks & Histogram
- Importing & Exporting images
- Working with Layers, Channels & paths, Actions, History
- Using navigator & Photoshop plugins.
- Integrating with Web pages
- Understanding Digital Images

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

Semester – V

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

S.No.	Subject	Theory/ Practical	External Marks	Total Marks	Duration of Exam
1.	History of Art	Theory	75	75	3 Hrs.
2.	Aesthetics	Theory	75	75	3 Hrs.
3.	Advertising Profession and Practice	Theory	75	75	3 Hrs.

Practicals

4.	Drawing and Illustration	Practical	75	75	12 Hrs.
5.	Outdoor Media	Practical	75	75	12 Hrs.
6.	Press/Magazine Advertisement	Practical	75	75	12 Hrs.
7.	Photography	Practical	75	75	12 Hrs.
8.	Computer Graphics	Practical	75	75	12 Hrs.
Total Marks = 600					

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

Paper – I: HISTORY OF ART (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**
 - Western Art: Pre–Historic Art –Altamira, Lascaux
 - Greek Art: Kore, Korous, Delphi Charioteer, Discobolos, Three fates of Parthenon
 - Roman Art: Arch of Titus, Column of Trajan
 - Early Christian Art (St. Mathew from a gospel manuscript)
 - Byzantine Art – Hegia Sophia
 - Gothic Art – Giotto – Lamentation, Madonna Enthroned

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

Paper – II: AESTHETICS (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- | | |
|--|-------------------|
| 1. Compulsory 10 objective type questions of 2 marks each | (20 Marks) |
| 2. Short answer type 5 questions of 7 marks each (out of 8 questions) | (35 Marks) |
| 3. Long essay type question of 10 marks (any 2 out of 3) | (20 Marks) |

1. Introduction to Indian aesthetics

a) Theory of Rasa & Bhava: Anand Vardhan, Bharat Muni, Abhinav Gupta

b) Six limbs of Indian Paintings (Shadangas).

2. Fundamentals in Indian Art as (i) in Chitrasutra and Pratimalakshana of Vishnudharmottram

(ii) Shilparatna (iii) Sukranitisara

3. Indian concept of Beauty according to Veda and Literature

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

Paper – III: ADVERTISING PROFESSION AND PRACTICE (Theory)**Time: 3 Hrs.****Max. Marks: 75****Questions will be set in three categories:**

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

- 1) Types of Advertising
- 2) General introduction to the trends and development of modern advertising.
- 3) USP. Application of USP
- 4) Introduction to Advertising Campaign planning
 - a) Campaign objectives
 - b) Basic principles to Campaign planning
 - c) Appeal objectives, Unity and Continuity
- 5) Selection of Medias

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

Paper – IV: DRAWING AND ILLUSTRATION (Practical)

Time: 12 Hrs.

Max. Marks: 75

- 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.

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

Paper – V: OUTDOOR MEDIA (Practical)

Time: 12 Hrs.

Max. Marks: 75

- Posters, Show cards, Kiosks, Translides.
- Single & multi sheet posters, hoardings, window display (3D) and other popular outdoor advt. Medium like Transit advertising 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 – V)

Paper – VI: PRESS/MAGAZINE ADVERTISEMENT (Practical)

Time: 12 Hrs.

Max. Marks: 75

- Comparative study of magazine advertisements, different types of press layouts, its types and uses.
- 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. Creativity and originality of ideas should be nurtured.

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

Paper – VII: PHOTOGRAPHY (Practical)

Time: 12 Hrs.

Max. Marks: 75

Photography

- Photography in relation to design and communication (advertising).
- Thematic photography
- Art photography
- People photography(Outdoor)

Adobe Lightroom:

- Introduction
- Lightroom Workflow and Interface
- Panels
- Filmstrip
- Setting Preferences
- Frequently used keyboard shortcuts
- Library
- Importing and reviewing images
- Editing and ranking images
- Quick Develop mode
- Using Collections
- Asset management–Metadata and Keywords
- Recommended Workflow

Photos to be edited in Lightroom and Photoshop according to the need.

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

Paper VIII: COMPUTER GRAPHICS (Practical)

Time: 12 Hrs.

Max. Marks: 75

ILLUSTRATOR:

(latest version updated from time to time)

Illustrator is the software for vector graphic creation. It is used to create multiple documents with artboards, add color to artwork with swatches etc.

Topics include:

- Opening, creating, saving, and closing documents
- Working with artboards
- Zooming and panning
- Drawing lines, arcs, grids, and spirals
- Drawing shapes
- Working in RGB vs. CMYK color modes
- Creating and applying swatches
- Adjusting the line weight of strokes
- Formatting text
- Freeform drawing with the Pencil

IN DESIGN: (latest version updated from time to time)

Adobe InDesign is a desktop publishing software application. It can be used to create works such as posters, flyers, brochures, magazines, newspapers, presentations, books and ebooks. Graphic designers and production artists are the principal users, creating and laying out periodical publications, posters, and print media.

Topics include:

- Setting preferences
- Creating files
- Creating reusable artwork and formatting
- Creating a content library with CC Libraries
- Creating wireframe screens
- Setting up alternate layouts

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	75	75	3Hrs
Paper – II: Aesthetics	Theory	75	75	3Hrs
Paper – III: Method And Materials	Theory	100	100	3Hrs

Division of Marks (Practical):

Paper – IV: Portrait	Practical	75	75	18Hrs
Paper – V: Life Drawing	Practical	75	75	18Hrs
Paper – VI: Composition Painting	Practical	100	100	24 Hrs

Opt. any one subject from Paper – VII and the same will continue till 8th Semester.

Paper – VII: A. Composition Mural or B. Computer Graphics	Practical	100	100	6 Hrs.
Total Marks = 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.

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

Paper – I: HISTORY OF ART (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

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.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

1. Introduction to Western Aesthetics: Aesthetic thought during Greek classical period– cultural background of the thought;
2. Nature of Beauty– Plato, Aristotle, Hegel, Kant, Croce
3. Art in relation to society
4. Comparative study of Oriental and Occidental Aesthetics

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

Paper– III: METHOD AND MATERIALS (Theory)

Time: 3 Hrs.

Max. Marks: 100

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 8 marks each (out of 8 questions) (40 Marks)**
- 3. Long essay type question of 10 marks (any 4 out of 6) (40 Marks)**

1. Application of oil paints
2. The glazes
3. Distemper
4. Plano graphic and intaglio painting
5. New Wood two color printing

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

Paper – IV: PORTRAIT (Practical)**Time: 18 Hrs.****Max. Marks: 75**

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: LIFE DRAWING (Practical)

Time: 18 Hrs.

Max. Marks: 75

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.

Max. 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.

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

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

S.No.	Subject	Theory/ Practical	External Marks	Total Marks	Duration of Exam
1.	History of Art	Theory	75	75	3 Hrs.
2.	Aesthetics	Theory	75	75	3 Hrs.
3.	Advertising Profession and Practice	Theory	75	75	3 Hrs.

Practical

4.	Drawing and Illustration	Practical	75	75	12 Hrs.
5.	Outdoor and New Media	Practical	75	75	12 Hrs.
6.	Photography	Practical	75	75	12 Hrs.
7.	Computer Graphics	Practical	75	75	12 Hrs.
8.	Audio/Visual Media	Practical	75	75	12 Hrs.
Total Marks = 600					

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

Paper – I: HISTORY OF ART (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

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 (Applied Art) (Semester – VI)

Paper – II: AESTHETICS (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

1. Introduction to Western Aesthetics: Aesthetic thought during Greek classical period– cultural background of the thought;
2. Nature of Beauty– Plato, Aristotle, Hegel, Kant, Croce
3. Art in relation to society
4. Comparative study of Oriental and Occidental Aesthetics

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

Paper – III: ADVERTISING PROFESSION AND PRACTICE (Theory)**Time: 3 Hrs.****Max. Marks: 75****Questions will be set in three categories:**

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

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 Advertising,
Radio Advertising (audio), its advantages & disadvantages
5. What is Marketing & Market Research.

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

Paper – IV: DRAWING AND ILLUSTRATION (Practical)

Time: 12 Hrs.

Max. Marks: 75

Drawing:

- Study of Furniture, Buildings, Automobiles
- Study of objects in wood, glass, metal, fabric
- Drawing of 3d objects from 4 different views

Illustration:

- Introduction to Illustration
- Different styles of Illustrations
- Illustrations in Adobe Illustrator and Corel Draw

Submission and Display:

10 assignments should be submitted by the student.

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

Paper – V: OUTDOOR AND NEW MEDIA (Practical)

Time: 12 Hrs.

Max. Marks: 75

- Exploring and experimenting with waste material.
- Communicating an idea or advertising message through a print, installation, product, demonstration or mix medias etc. according to material need.
- Works to be created for outdoor spaces' theme.

Execution of works should be done digitally, using camera, as well as manually wherever necessary.

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

Paper – VI: PHOTOGRAPHY (Practical)**Time: 12 Hrs.****Max. Marks: 75****(A) Photography:**

- Comprehensive photography in any three selected areas:
- Interiors and Architectural photography
- Fashion Photography
- Photography outdoor (Nature)
- Social theme photography(Photo-essay on any 7-10 pictures)
- Composition Photography

(B)Editing in Adobe Lightroom:**Develop**

- Navigating the image and view options
- Using and creating Presets, Snapshots and History
- Making Color and Tonal Adjustments
- Using Adjustment brushes and the Gradient Tool
- Creating Grayscale or Toned images
- Detail and Lens Corrections
- Exporting and Photoshop workflow integration

Slideshow

- Building a slideshow
- Image selection
- Configuring the Slideshow
- Using Templates and settings
- Playing and Exporting

Print

- Selecting photos
- Using Templates
- Print Layout
- Output Settings–Color management

Web

- Selecting photos
- Gallery templates
- Customizing settings
- Uploading website via FTP

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

Paper VII: COMPUTER GRAPHICS (Practical)

Time: 12 Hrs.

Max. Marks: 75

ILLUSTRATOR:

Continuing further advance study carried out in previous semester.

- Drawing with the Curvature tool
- Creating compound paths
- Building custom paths with the Shape Builder and Join tools
- Painting and erasing artwork
- Painting with a tablet

IN DESIGN:

Continuing further advance study carried out in previous semester.

- Creating a prototype
- Working with multi-state objects
- Creating animations
- Exporting prototypes to interactive PDF and Publish Online

Submission: 3 assignments to be submitted by student.

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

Paper VIII: AUDIO/VISUAL MEDIA (Practical)

Time: 12 Hrs.

Max. Marks: 75

PREMIER-PRO:

(latest version updated from time to time)

- Introduction to the software, starting a project by specifying project settings and save project, which stores references to all the clips in that file and information about how you arranged the clips. Including transitions and effects.
- Add and remove clips, organize clips into bins within the project and clip libraries outside the project.
- Understanding & using tool bar, menu bar, standard & property bar, its use for developing commercials, short film.
- Capturing and importing a source clip, editing video and transition.
- Mixing videos and creating titles, superimposing and compositing, mixing audio.

AUDITION:

Adobe Audition is a digital audio workstation from Adobe Systems featuring both a multitrack, non-destructive mix/edit environment and a destructive-approach waveform editing view.

- Import, edit and enhance audio basics.
- Understanding the Audition workflow
- Importing and e-cording audio, editing audio, adding audio effects,
- Working with noise reduction and restoration effects, using diagnostic tools, Stretching time, changing pitch, building multi track sessions,
- Saving and exporting your finished product.

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

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

Subject	Theory	External Marks	Total Marks	Duration of Exams
Paper–I: History of Art	Theory	75	75	3 Hrs.
Paper–II: Aesthetics	Theory	75	75	3 Hrs.
Paper–III: Method and Material	Theory	100	100	3 Hrs.

Division of Marks (Practical's):

Subject	Practical	External Marks	Total Marks	Duration of exams
Paper–IV: Portrait	Practical	75	75	18 Hrs.
Paper–V: Life Drawing	Practical	75	75	18 Hrs.
Paper–VI: Composition Painting	Practical	100	100	24 Hrs.

Opt. any one subject from Paper VII and same will continue till 8th Semester.

Paper – VII: A. Composition Mural or B. Computer Graphics	Practical	100	100	6 Hrs.
Total Marks = 600				

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.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

INDIAN ART:

- **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
- **Fauvism**
Henry Matisse

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

Paper – II: AESTHETICS (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- | | |
|--|-------------------|
| 1. Compulsory 10 objective type questions of 2 marks each | (20 Marks) |
| 2. Short answer type 5 questions of 7 marks each (out of 8 questions) | (35 Marks) |
| 3. Long essay type question of 10 marks (any 2 out of 3) | (20 Marks) |

1. Creative Process
2. Role of Imitation in Art
3. Role of Intuition in Art
4. Role of Subconscious in artistic creation
5. Theories related to work of art – Form and content, Expressiveness

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

Paper – III: METHOD AND MATERIALS (Theory)

Time: 3 Hrs.

Max. Marks: 100

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 8 marks each (out of 8 questions) (40 Marks)**
- 3. Long essay type question of 10 marks (any 4 out of 6) (40 Marks)**

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 (Practical)

Time: 18 Hrs.

Max. Marks: 75

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 creating 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: LIFE DRAWING (Practical)

Time: 18 Hrs.

Max. Marks: 75

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: 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.

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 (Practical)

Time: 6 Hrs.

Max. 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.

Submission and Display:

- Create 6x3 ft. mural with any medium.

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

Paper – VII (B): COMPUTER GRAPHICS (Practical)

Time: 6 Hrs.

Max. Marks: 100

Corel Draw:

- Aligning, Distributing, Copying, Pasting & Cloning
- Enveloping & perspective, Extruding, Blending & Countering
- Lens, Transparency & Power-clip
- Colour-Management, Scanning and Auto Tracing
- Importing & Opening Files, Exporting & Saving Files.
- Page Setup, Printing, Styles, Templates & Scrapbooks
- Creating Custom Arrowheads, Patterns, Symbols & Line Styles

Submission and Display:

- Five assignments should be submitted by the student.

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	History of Art	Theory	75	75	3 Hrs.
2	Aesthetics	Theory	75	75	3 Hrs.
3	Advertising Profession and Practice	Theory	75	75	3 Hrs.

Practicals:

4	Press/Magazine Advertisement	Practical	50	50	12 Hrs.
5	Outdoor and New Media	Practical	75	75	12 Hrs.
6	Photography	Practical	50	50	12 Hrs.
7	Computer Graphics	Practical	75	75	12 Hrs.
8	Interactive and Audio Visual Media	Practical	75	75	12 Hrs.
9	Summer Training	Certificate	-	50	
Total Marks = 600					

NOTE: After final exams of BFA 6th semester, for Summer Training project (duration 30-45 days), 50 marks to be added in 7th semester after submitting certificate of training.

(Training can be done in Graphic design studios, Advertising agencies, Publication houses, Newspapers, Photography Studios etc.)

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

Paper – I: HISTORY OF ART (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

INDIAN ART:

- **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
- **Fauvism**
Henry Matisse

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

Paper – II: AESTHETICS (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- | | |
|--|-------------------|
| 1. Compulsory 10 objective type questions of 2 marks each | (20 Marks) |
| 2. Short answer type 5 questions of 7 marks each (out of 8 questions) | (35 Marks) |
| 3. Long essay type question of 10 marks (any 2 out of 3) | (20 Marks) |

1. Creative Process
2. Role of Imitation in Art
3. Role of Intuition in Art
4. Role of Subconscious in artistic creation
5. Theories related to work of art – Form and content, Expressiveness

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

Paper –III: ADVERTISING PROFESSION AND PRACTICE (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 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)

Paper – IV: PRESS/MAGAZINE ADVERTISEMENT (Practical)

Time: 12 Hrs.

Max. Marks: 50

- Exploring and executing different styles, types, layouts and their application to Press and Magazine advertisement.
- Study of different types of Press/Magazine layout in colours.
- A know-how of selection of a consumer Product/Service followed by relevant research on mini campaign through press/magazine advertisements etc.
- Planning of Campaign.
- Story Board for Advertisements/interactive media (Concept development).

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

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

Paper – V: OUTDOOR AND NEW MEDIA (Practical)

Time: 12 Hrs.

Max. Marks: 75

- Design a concept sheet for the new media project (a know-how of methodology of how they are to be created).
- Create a new media graphical design on a subject/theme using background graphics, illustrations, waste materials, collage, light and sound effects (as per need) to enhance the promotion of the advertised product or service or idea/concept.
- Communicate an advertising/marketing message through an interactive poster in public space wherever relevant.
- On the theme of sustain ability, create a Environment-friendly artwork, communicating a social awareness message.

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

Paper – VI: PHOTOGRAPHY (Practical)**Time: 12 Hrs.****Max. Marks: 50****(A) Still Photography**

Continuing further advance study carried out in previous semester. Making a Collage, Montage, Using Lighting effects, Photo Effects

(B) Video Photography:

- Understanding video camera
- Its various parts and functions
- Video camera techniques
- Thematic shoot
- Using video camera for shooting TV commercials and social issues
- Documentation & 16 mm short films

(C) Editing:

1. Nondestructive Workflow: Getting Camera Ready, Computer equipment's, Importing and Backing Up originals, Final Output, Calibrating Monitor
2. Streamlining Camera Raw: Save to DNG, Leveling and Cropping in Camera Raw, Understanding and Automating Camera Raw, Difference between Camera Raw in Photoshop and Photoshop Elements 5
3. Nondestructive Layering and Overall Adjustments: Nondestructive Editing, levels and Curves, Adjustment layer Advantages, Blending Modes, Changing Hue and Saturation, Color Balancing Techniques.

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

Paper – VII: COMPUTER GRAPHICS (Practical)

Time: 12 Hrs.

Max. Marks: 75

ILLUSTRATOR:

(As applicable to advertising design and visual communication class & special reference to illustrations)

- Preparing an artwork for magazine illustrations, comic books, making cartoons for newspaper
- Storyboard and illustrations for articles

IN DESIGN:

(As applicable to advertising design and visual communication class)

- Designing for publications like books, articles, journals, periodicals, magazines, catalogs.
- Business cards, postcards, letterhead, envelopes.
- Large format signs or banners.
- Sales sheets, certificates, invoices, contracts, quote templates, terms statements, pricing guides, questionnaires, flyers, portfolios/lookbooks, resumes, for print as well as e-publishing.

Submission: 5 assignments to be submitted by the student.

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

Paper – VIII: INTERACTIVE & AUDIO VISUAL MEDIA (Practical)**Time: 12 Hrs.****Max. Marks: 75****FLASH:**

(latest version updated from time to time)

Adobe Flash is a multimedia applications software platform used for production of animations, rich Internet, desktop, mobile applications, mobile games and embedded web browser video players. Flash displays text, vector graphics and raster graphics to provide animations, video games and applications. It allows streaming of audio and video, and can capture mouse, keyboard, microphone and camera input.

ADOBE PREMIER-PRO: As applicable to advertising design and communication class. Giving different audio visual clips and make a project by cutting, and arrange as per theme.

ADOBE AFTER EFFECT:

(latest version updated from time to time)

Adobe After Effects is a powerful tool for time based compositing, two dimensional animation, and visual effects. After Effects is designed for use in video, film, multimedia and world wide web. You can composite layers in a variety of ways, apply and combine sophisticated visuals and audio effects and animate both objects and effects. In After Effects, every animation starts as a project – a collection of video footage, still images (such as Adobe Illustrator or Adobe Photoshop files), and audio files which you arrange in the composition within the project.

- Working with projects
- Preparing and importing footage
- Building a composition
- Managing layers
- Animating Layers
- Fine-tuning Animation
- Working with Masks and Transparency
- Applying effects
- Rendering a movie

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

Paper –IX: SUMMER TRAINING (Practical)

Max. Marks: 50

As every student must work as a Trainee in any organization which is recommended by the College or student's own choice. The training is to further enhance the skills learnt during the course of study and prepare for working in the environment of industry/profession.

- Training can be done in Graphic design studios, Advertising Agencies, Publication Houses, Newspapers, Photography Studio etc.

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	75	75	3 Hrs.
Paper–II: Aesthetics	Theory	75	75	3 Hrs.
Paper–III: Method and Material	Theory	75	75	3 Hrs.

Division of Marks (Practical's):

Subject	Practical	External Marks	Total Marks	Duration of exams
Paper–IV: Portrait	Practical	75	75	18 Hrs.
Paper–V: Life Drawing	Practical	75	75	18 Hrs.
Paper–VI: Composition Painting	Practical	75	75	24 Hrs.
Paper-VII: Study Tour: Landscape Composition	Practical	50	50	6 Hrs.

Opt. any one subject from Paper VII and same will continue till 8th Semester.

Paper – VIII: A. Composition Mural or B. Computer Graphics	Practical	100	100	6 hrs.
Total Marks = 600				

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.****Max. Marks: 75****Questions will be set in three categories:**

- | | |
|--|-------------------|
| 1. Compulsory 10 objective type questions of 2 marks each | (20 Marks) |
| 2. Short answer type 5 questions of 7 marks each (out of 8 questions) | (35 Marks) |
| 3. Long essay type question of 10 marks (any 2 out of 3) | (20 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

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

Paper – II: AESTHETICS (Theory)**Time: 3 Hrs.****Max. Marks: 75****Questions will be set in three categories:**

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

- 1) Theories related to response and appreciation
Empathy
Physical Distance/Psychical Distance
Pleasure
- 2) Criterion for appreciating a work of art
- 3) Narration in visual arts
- 4) Abstraction in art

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

Paper – III: METHOD AND MATERIALS (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

- 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 (Practical)

Time: 18 Hrs.

Max. Marks: 75

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: LIFE DRAWING (Practical)**Time: 18 Hrs.****Max. Marks: 75**

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 – VIII)

Paper – VI: COMPOSITION PAINTING (Practical)**Time: 24 Hrs.****Max. Marks: 75**

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: STUDY TOUR: LANDSCAPE COMPOSITION (Practical)

Time: 6 Hrs.

Max. Marks: 50

Study Tour:

- On the spot landscape composition from hill area.
- 1 canvas (3x2 ft.) is compulsory for each student.
- 50 Outdoor Sketches (A3 size)
- 1 Project file of study tour to be submitted by each students.

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

Paper – VIII (A): COMPOSITION MURAL (Practical)

Time: 6 Hrs.

Max. 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.

Submission and Display:

- Create 6x3 ft. mural with any medium.

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

Paper – VIII (B): COMPUTER GRAPHICS (Practical)

Time: 6 Hrs.

Max. Marks: 100

Adobe Photoshop:

- Applying concepts of digital graphics, image editing for print and publishing, creating rich multimedia content for print or TV ads, logos and advertisements.
- Introduction and Overview of Photoshop, windows, palettes, features, Masks and Channels, Advance Layer Techniques, Basic Web Images.
- About bitmap images and vector graphics, about paths and the Pen tool, Importing Smart object, using paths with artwork, Vector Drawing techniques, creating a vector graphic from an image, Vector Compositing.
- Color Spaces & Color Modes, The Variations Command, The Auto Commands, Adjusting Levels, Adjust Curves, Non-Destructively, with Adjustment Layers, Advanced Color –correction techniques.
- Working with 3D Images, Manipulating 3D objects, Adding 3D objects, merging 3D layers to share the same 3D space, positioning objects in a scene, Applying materials to 3D objects, Lighting a 3D scene and Rendering a 3D scene.
- Various Digital imaging Techniques, Morphic Blending, Creative Photo manipulation effects, Motionscape effect, Lomo photography.

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

Division of Marks (Theory)

S. No.	Subject	Theory/ Practical	External Marks	Total Marks	Duration of Exam.
1	History of Art	Theory	75	75	3 Hrs.
2	Aesthetics	Theory	75	75	3 Hrs.
3	Advertising Profession and Practice	Theory	100	100	3 Hrs.

Practicals (Principal Group)

4	Campaign	Practical	125	125	12 Hrs.
5	Photography	Practical	100	100	12 Hrs.
6	Interactive and Audio Visual Media	Practical	125	125	12 Hrs.

Total Marks = 600

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

Paper – I: HISTORY OF ART (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 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

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

Paper – II: AESTHETICS (Theory)

Time: 3 Hrs.

Max. Marks: 75

Questions will be set in three categories:

- 1. Compulsory 10 objective type questions of 2 marks each (20 Marks)**
- 2. Short answer type 5 questions of 7 marks each (out of 8 questions) (35 Marks)**
- 3. Long essay type question of 10 marks (any 2 out of 3) (20 Marks)**

- 1) Theories related to response and appreciation
Empathy
Physical Distance/Psychical Distance
Pleasure
- 2) Criterion for appreciating a work of art
- 3) Narration in visual arts
- 4) Abstraction in art

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

Paper –III: ADVERTISING PROFESSION AND PRACTICE (Theory)

Time: 3 Hrs.

Max. Marks: 100

Questions will be set in three categories:

- | | |
|--|-------------------|
| 1. Compulsory 10 objective type questions of 2 marks each | (20 Marks) |
| 2. Short answer type 5 questions of 8 marks each (out of 8 questions) | (40 Marks) |
| 3. Long essay type question of 10 marks (any 4 out of 6) | (40 Marks) |

1. Social, Economical and Legal aspects of Advertising.
2. Design approach of Campaign. Creative criteria of:
 - Campaign planning and its objectives
 - Complete campaign.
3. Future of Advertising design in other new medias.

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

Paper – IV: Campaign (Practical)

Time: 12 Hrs.

Max. Marks: 125

Execution of an Integrated Marketing communication on product or service or idea in media appropriate to variety of consumer's products/services.

Medias may include:

- Promotional activities (Posters, hoardings, danglers, merchandise etc.)
- Publication design for Magazine or Newspaper
- Electronic media, web design - home page with links

Students should choose their own topic in discussion with the concerned faculty (Guide) in executing the final project (Campaign).

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

Paper –V: PHOTOGRAPHY (Practical)

Time: 12 Hrs.

Max. Marks: 100

Continuing further advance study carried out in previous semester.

- Making a story board
- TV commercial of 10-30 seconds
- Social documentary of maximum 5 minutes

Post-Processing:

- Digital Workflow, Raw Advantage, Multi-Raw Processing,
- Understanding HDR, HDR Software, Monochromatic Conversions,
- Lab colors and Tonal Adjustments.

Editing of video shoot in Premier-Pro, After effects (supported softwares).

Submission: 2 work assignments to be submitted.

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

Paper – VI: INTERACTIVE & AUDIO VISUAL MEDIA (Practical)

Time: 12 Hrs.

Max. Marks: 125

FLASH or (Animate):

(latest version updated from time to time)

Producing Flash graphics, development of interactive animations, video games, web applications, desktop applications and mobile applications.

ADOBE PREMIER Pro:

Audiovisual communication. TV commercials, short films for promotions, documentaries (preparing and editing of visuals). Continuing further advance study carried out in previous semester.

ADOBE AFTER EFFECT:

Doing projects with compositing, editing in two dimensional animation, and visual effects. Evolution of new ideas.

(Advance works as according to supplement advertising/communication design works).

Submission: 5 assignments to be submitted by the student.