

**FACULTY OF VISUAL ARTS & PERFORMING ARTS**

**SYLLABUS**

**FOR**

**MASTER IN FINE ARTS  
(APPLIED ART)  
(SEMESTER: I – IV)**

**Session: 2019-20**



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**GURU NANAK DEV UNIVERSITY  
AMRITSAR**

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- Note:** (i) **Copy rights are reserved.**  
**Nobody is allowed to print it in any form.**  
**Defaulters will be prosecuted.**
- (ii) **Subject to change in the syllabi at any time.**  
**Please visit the University website time to time.**

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – I)

**OBJECTIVE:**

The programme of post graduate studies in Applied Art is designed to emphasize upon the professional aspects. The main concern of training in Graphic Arts is aesthetic sensitization, and to understand the problems of communication as well as transfer graphically the information received and analyzed. It is aimed for further developments in the knowledge of design and of skills acquired during undergraduate studies.

**ELIGIBILITY FOR ADMISSION:**

A candidate seeking admission to the Course must have passed the Bachelor of Fine Art Degree (BFA) only, in Applied Art (Specialization) of four year duration after 10+2 offered by Guru Nanak Dev University or an examination recognized equivalent thereto with 50% or more marks in the aggregate.

**METHOD OF SELECTION:**

The candidate will be required to appear before a Selection Committee along with a Portfolio of Practical Work and for Viva of the Program of Study submitted with the Application Form. Weightage of 60% marks will be given to exhibition display of the Portfolio of works and Viva of Program of Study. Weightage of 40% marks will be given for marks secured by the candidate in the last qualifying examination

**RULES FOR EXHIBITION DISPLAY/EXAMINATION:**

The entire semester's work in practical subjects will be evaluated by a Jury consisting of one external and one internal examiner appointed by Guru Nanak Dev University. Written examination will be taken by the University for theory subjects. Report, Dissertation and Viva Voce will be conducted internally by a jury consisting of an internal examiner and an external examiner appointed by the University which will send their marks to the University.

**EXAMINATION AND GRADING SYSTEM:**

There will be University examination at the end of each semester in all the subjects of specialization of the two years master's Degree course in Fine Arts. 20% of total marks are allotted for Internal Exhibition display marks which will be added in the total marks obtained by the students. Works will be evaluated in the end of every semester. One must get minimum of 40% marks in practical and theory, and 35% in aggregate in order to pass. The successful candidates at the semester Examination shall be classified as follows: (a) Candidates securing, 75 % and more shall be placed in First Division with Distinction. (b) And 60 to 74.4 % in First Division. (c) And 50 to 59.4 % in Second Division. (d) And 40 to 49.4 % in Third Division. A candidate must clear the final year Examination within a period of four years from the date of admission to the first year of the course.

**SUPPLEMENTARY EXAMINATIONS:**

A candidate who fails or fails to appear in theory paper of M.F.A. Final Examinations will be allowed to appear in Supplementary Examination.

**ATTENDANCE:**

75% of attendance in theory as well as in Practical courses will be compulsory for all M.F.A. students. The assignment in each of the practical subjects will be given by the supervisor concerned.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – I)

**SCHEME**

<b>Sr. No.</b>	<b>Paper No.</b>	<b>Exhibit Display</b>	<b>External</b>	<b>Total</b>	<b>Time Duration</b>
<b>1.</b>	<b>Paper – I: Technical Theory of Advertising (Theory)</b>	–	<b>100</b>	<b>100</b>	<b>3 Hrs.</b>
<b>2.</b>	<b>Paper – II: Visualization (Practical)</b>	<b>20</b>	<b>80</b>	<b>100</b>	<b>6 Hrs.</b>
<b>3.</b>	<b>Paper – III: (Any one Specialization) (Practical)</b> 1. Photography 2. Illustration 3. Animation & TV Graphics	<b>20</b>	<b>80</b>	<b>100</b>	<b>6 Hrs.</b>
<b>4.</b>	<b>Report &amp; Viva-Voce (Submission)</b>	–	<b>100</b>	<b>100</b>	

**Total: 400**

**Note:** Examination of Paper 2 & 3 will contain the display of the works submitted, to be assessed by the external jury. Passing marks for the theory examination is 35% and 45% for the practical subjects.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – I)

**PAPER – I: TECHNICAL THEORY OF ADVERTISING  
(THEORY)**

**Time: 3 Hrs.**

**M.M.: 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 economics and Function of advertising  
Economic impact of Advertising:- Effects of Advertising on Production Cost, Effects of Advertising on Distribution Costs, Effects of Advertising on Consumer Prices.  
Function of advertising :- Promotion of Sales, Introduction of New Product, Creation of Good Public Image, Mass Production, Research, Education of People, Education of People

**SECTION-B**

2. Importance of research in Product: Meaning of Advertising research, Need and importance of Advertising Research, Types of Advertising Research, Testing of an Advertisement, Evaluating Advertising Effectiveness, Pre-testing and Post-testing methods
3. Advertising Concept: Creativity, idea generation, how ideas are shaped, chance encounter, competitors advertising appeal, Brainstorming, creative brief, the creative process.

**SECTION-C**

4. Market and Marketing: What is a Market, types of Market, What is Marketing, Nature & scope of marketing, 4 P's of Marketing
5. Attitude & Consumer Behavior : Buying behavior of consumer, factors influencing consumer behavior ,Personal elements influence on consumer behavior, Environmental influence (Family, Society, Reference group, culture, subculture, opinion leader) on consumer behavior

**SECTION-D**

6. Branding and Packaging  
Branding: - what is brand, how has brand management evolved, life cycle of a brand, Brand positioning & role of advertising, Brand consumer relationship, need to measure brand value, Power brands, Characteristics of power brand. The concept of super brands, corporate brand, brand equity, brand image, what builds a brand?  
Packaging: what is Packaging, Packaging qualities, copy on packages, Packaging decision (size, material, colour, shape), labeling.
7. Different channels of Communication in relation to Media of Advertising.  
Understanding Print Media-Newspaper, Magazine, Radio Advertising, Internet Advertising, Television Advertising, Outdoor or Mural Advertising, Direct mail, Supplementary Media. (Advantages & Disadvantages of various media mentioned above).

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – I)

**PAPER – II: VISUALIZATION (PRACTICAL)**

**Time: 6 Hours**

**External: 80**  
**Exhibition: 20**  
**Total Marks: 100**

- Visual communication for media appropriate to variety of consumer's products/services.
- Corporate identity and Collaterals for various firms i.e., logo & stationary etc.
- Poster designs indoor and outdoor
- Publication design for magazine and news paper

**Assignment:** Execution of one Integrated Marketing communication on product and execution of one Integrated Marketing communication on service or idea per semester in appropriate media including television, internet and mobile phone, as per need and covering all topics. Total fifty rough works of idea or concept to be submitted along with final work.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – I)

**PAPER – III: PRACTICAL**

**Time: 6 Hours**

**External: 80**  
**Exhibition (Internal): 20**  
**Total Marks: 100**

Students can choose any one of the following along with integrated marketing Communication.

**(Specializations) 1. Animation 2. Illustration & 3. Photography**

Students can opt for any one specialization in the MFA Previous and will continue the same in the MFA Final year.

**1. Animation and TV Graphic:**

Creation of 2D-3D motion picture by use of various techniques like stop motion, clay animation, cutout animation etc. The design for programs, station identifies signs, symbols, commercial advertisements, trademarks and short films etc.

**Assignments:** Animation or television graphics on any one event or advertisement for duration of one minutes. Total fifty rough works of idea or concept to be submitted along with final work

**2. Illustration:**

- Control drawings to convey characters. Advanced study of human figure & gestures and manmade objects/products in different mediums and techniques.
- Illustrations for Various Magazines
- Thematic Illustrations
- Illustration for books meant for different age groups. Comprehensive illustration for book (1) Book Design; (2) Story Illustration for children
- Character design for animation and story board illustration.

**Assignment:**

Two final assignments from first three topics given.

One book illustration on any topic of (16) pages including book cover.

One story board on any advertisement or documentary or fiction story with minimum of five exclusive character designs which are in the storyboard.

A minimum of (10) ten sketches per character and fifty sketches on each book or story board to be submitted each semester.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – I)

**3. Photography:**

Comprehensive photography in any three selected areas:

1. Product Photography
2. Portrait Photography
3. Nature Photography
4. People Photography
5. Geometrical Photography

Historical introduction of Photography, The Camera - types and uses - the accessories. The lens and the shutter. Practical techniques of focusing and making a successful exposure.

Assignment: Photography on any three topics consisting of approx. 50 selected photographs per topic with layout of the relevant photos. A written combined report of 1000 words has to be submitted (both hard copy and soft copy) along with the photos and Viva-voce.

**Note:**

- Photoshoot can be done in both formats; JPEG and Raw mode.
- Photos can be edited in Photoshop and Lightroom.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – I)

**PAPER – IV: REPORT & VIVA-VOCE**

**M.M.: 100**

Report will be submitted on the subjects chosen by the student and approved by the Guide.



Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – II)

**SCHEME**

<b>Sr. No.</b>	<b>Paper No.</b>	<b>Exhibit Display (Internal)</b>	<b>External</b>	<b>Total</b>	<b>Time Duration</b>
<b>1.</b>	<b>Paper – I: Technical Theory of Advertising (Theory)</b>		<b>100</b>	<b>100</b>	<b>3 Hrs.</b>
<b>2.</b>	<b>Paper – II: Visualization(Practical)</b>	<b>20</b>	<b>80</b>	<b>100</b>	<b>6 Hrs.</b>
<b>3.</b>	<b>Paper III: (Any one Specialization) (Practical)</b> 1. Photography 2. Illustration 3. Animation & TV Graphics	<b>20</b>	<b>80</b>	<b>100</b>	<b>6 Hrs.</b>
<b>4.</b>	Report & Viva-Voce (Submission)		<b>100</b>	<b>100</b>	

**Total: 400**

**Note:** Examination of Paper 2 & 3 will contain the display of the works submitted, to be assessed by the internal/external jury. Passing marks for the theory examination is 35% and 45% for the practical subjects.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – II)

**PAPER – I: HISTORY AND TECHNICAL THEORY OF  
ADVERTISING (THEORY)**

**Time: 3 Hrs.**

**M.M.: 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. Advertising agencies (Indian & International-5 each)**

- a) Their clients and achievements etc.
- b) Contribution towards the Society

**SECTION-B**

- 2. A detailed study of Advertising and personal selling:** Nature of personal selling, Advantages & Disadvantages, Role of personal selling, Steps in personal selling, Integration with promotion mix, Personal selling and Public relation, Personal selling with direct marketing, Personal selling and sales promotion.

**SECTION-C**

- 3. Merchandising:** Meaning of Merchandising, Distinction between sales Promotion and Merchandising, Types of merchandising (Internal Merchandising, on shop Translites or Glow sign, Product display, External Merchandising), Trends in Merchandising, Problems of Merchandising in India.

**SECTION-D**

- 4. Public Relation:** Define PR, Objectives of PR, Public Relation Tools (Media Relations, Sponsorships, Lobbying, Advocacy, Management, Counseling and Employee, Motivation, Commemorative occasions, Future Media- Citizen Journalists, Mobile phones.)

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – II)

**PAPER – II: VISUALIZATION  
(PRACTICAL)**

**Time: 6 Hours**

**External: 80  
Exhibition (Internal): 20  
Total Marks: 100**

- Concepts of ad films
- Exploring media / formats
- Promotional activities. (Teasers, kiosks, mailers, danglers etc.)
- Road show
- Visual communication for media appropriate to variety of consumer's products/services.  
Advance exercises in designing of symbols, trademarks, logotypes, signs etc.

**Assignment:** Execution of one Integrated Marketing communication on product and execution of one Integrated Marketing communication on service or idea per semester in appropriate media including television, internet and mobile phone, as per need and covering all topics. Total fifty rough works of idea or concept to be submitted along with final work

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – II)

**PAPER – III: PRACTICAL**

**Time: 6 Hours**

**External: 80**  
**Exhibition (Internal): 20**  
**Total Marks: 100**

Students can choose any one of the following along with Integrated marketing communication.

**(Specializations) 1. Animation & TV Graphics, 2. Illustration & 3. Photography.**

Students can opt for any one specialization in the MFA Previous and will continue the same in the MFA Final year.

**1. Animation and TV Graphic:**

Creation of 2D-3D motion picture by use of various techniques like stop motion, clay animation, cutout animation etc. The design for programmes, station identifies signs, symbols, commercial advertisements, trademarks and short films etc.

**Assignments:** Animation or television graphics on any one event or advertisement for duration of one minute. Total fifty rough works of idea or concept to be submitted along with final work.

**2. Illustration:**

- Traditional Illustrations, Graphic Illustrations
- Fashion Illustrations, Fantasy Illustrations, Sequential Art and Comic Book Art
- Wildlife Illustrations (Creature Design) , Character Illustrations
- Combination Of The Above Using Vector Graphics
- Illustration for books meant for different age groups. Comprehensive illustration for book  
(1) Book Design; (2) Story Illustration for teenagers

**Assignment:**

Two Final Works each for first three topics

One book illustration on any topic of (16) pages including book cover, one story board on any advertisement or documentary or fiction story with minimum of five exclusive character designs which are in the storyboard. A minimum of (10) ten sketches per character and fifty sketches on each book or story board to be submitted each semester.

**3. Photography:**

Comprehensive photography in any three selected areas:

1. Product Photography
2. Portrait Photography
3. Nature Photography
4. People Photography
5. Geometrical Photography

Historical introduction of Photography, The Camera - types and uses - the accessories. The lens and the shutter. Practical techniques of focussing and making a successful exposure.

Assignment: Photography on any three topics consisting of approx. 50 selected photographs per topic with layout of the relevant photos. A written combined report of 1000 words has to be submitted (both hard copy and soft copy) along with the photos and Viva-voce.

**Note:**

- Photoshoot can be done in both formats; JPEG and Raw mode.
- Photos can be edited in Photoshop and Lightroom.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – II)

**PAPER – IV: REPORT & VIVA VOCE**

**M.M.: 100**

Report will be submitted on the subjects chosen by the student and approved by the Guide.  
(On the basis of Advertising Research)

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – III)

<b>Sr. No.</b>	<b>Paper No.</b>	<b>Exhibit Display</b>	<b>External</b>	<b>Total</b>	<b>Time Duration</b>
<b>1.</b>	<b>Paper – I:</b> History and Technical Theory of Advertising and Graphic Design ( <b>Theory</b> )	-	<b>100</b>	<b>100</b>	<b>3 Hrs.</b>
<b>2.</b>	<b>Paper – II:</b> Visualization ( <b>Practical</b> )	<b>20</b>	<b>80</b>	<b>100</b>	<b>6 Hrs.</b>
<b>3.</b>	<b>Paper – III: (Any one Specialization) (Practical)</b> 1. Photography 2. Illustration 3. Animation & TV Graphics	<b>20</b>	<b>80</b>	<b>100</b>	<b>6 Hrs.</b>
<b>4.</b>	<b>Paper – IV: Dissertation &amp; Viva-voce (Submission)</b>		<b>100</b>	<b>100</b>	

**Total: 400**

**Note:** Examination of Paper 2 & 3 will contain the display of the works submitted, to be assessed by the external jury. Passing marks for the theory examination is 35% and 45% for the practical subjects.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – III)

**PAPER-I: HISTORY & TECHNICAL THEORY OF ADVERTISING  
AND GRAPHIC DESIGN (THEORY)**

**Time: 3 Hrs.**

**M.M.: 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. Pioneers of Indian and western advertising**

Detailed study about their works and contribution towards advertising and society

**Section-B**

**2. Age of Print**

**3. Industrial revolution and emergence of consumer society**

**Section-C**

**4. Creative side of Advertising**

- a) What is Creative Advertising, Creative Leap, Creative Thinking
- b) Product Category Strategies
- c) Decision about the Message Execution
- d) Layout Stages, Layout Design Principle

**Section-D**

**5. History of Typefaces and Graphic styles.**

**6. Advertising and intellectual Property rights (Patents, Design, Trademark, Copyright)**

**Suggest Readings:**

The Principles and Practice of Graphic Design ( David Dabner, Sandra Stewart, Eric Zempol)  
A Graphic Style Manual for Understanding How Color Affects Design ( Aaris Sherin)  
William Lidwell, Kritina Holden, Jill Butler

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – III)

**PAPER – II:  
VISUALIZATION  
(PRACTICAL)**

**Time: 6 Hours**

**External: 80  
Exhibition: 20  
Total Marks: 100**

- Visual communication for media appropriate to variety of consumer's products/services.
- Advance exercises in designing of symbols, trademarks, logotypes, signs etc.
- Web design - home page with links
- Transit and Outdoor Medias

**Assignment:** Execution of one Integrated Marketing communication on product or service or idea in appropriate media including print, television, internet as per need and covering all topics. 30 rough works of idea or concept to be submitted along with final work.



Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – III)

**PAPER – III: PRACTICAL**  
(Any one Specialization) (Practical)

1. Photography
2. Illustration
3. Animation & TV Graphics

**Time: 6 Hours**

**External: 80**  
**Exhibition: 20**  
**Total Marks: 100**

Students can choose any one of the following along with integrated marketing communication.

**(Specializations) 1. Animation & TV Graphics, 2. Illustration & 3. Photography.**

Students can opt for any one specialization in the MFA Previous and will continue the same in the MFA Final year.

**1. Animation and TV Graphic:**

Creation of 2D-3D motion picture by use of various techniques like stop motion, clay animation, cutout animation etc. The design for programmes, station identifies signs, symbols, commercial advertisements, trademarks and short films etc.

**Assignments:** Animation or television graphics on any one event or advertisement for duration of one minute. Total fifty rough works of idea or concept to be submitted along with final work

**2. Illustration:**

- Illustrations through Caricatures
- Character Design (Character Drawing, Cartooning) Product Illustrations, Service/Institutional Illustrations
- Digital Illustrations using Adobe Illustrator/CorelDraw and Adobe Photoshop
- Illustration for books meant for different age groups. Comprehensive illustration for book (1) Book Design (2) Story Illustration for Adults, Storyboard.

**Assignment:**

Two final Assignments for first four topics

One book illustration on any topic of (16) pages including book cover, one story board on any advertisement or documentary or fiction story with minimum of five exclusive character designs which are in the storyboard. A minimum of (10) ten sketches per character and fifty sketches on each book or story board to be submitted each semester.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – III)

**3. Photography:**

Comprehensive photography in any three selected areas:

1. Photo Essay (Social and People)
2. Architectural and Monuments
3. Photography in relation to Advertising
4. Still life
5. Art Photography

Both indoor and outdoor formats to explore. Knowledge of various equipments used while shooting.

Assignment: Photography on any three topics consisting of approx. 50 selected photographs per topic with layout of the relevant photos. A written combined report of 1000 words has to be submitted (both hard copy and soft copy) along with the photos and Viva-voce.

**Note:**

- Photoshoot can be done in both formats; JPEG and Raw mode.
- Photos can be edited in Photoshop and Lightroom.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – III)

**PAPER – IV: DISSERTATION & VIVA-VOCE**

**M.M.: 100**

Dissertation will be submitted on the subjects chosen by the student and approved by the Guide.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – IV)

Sr. No.	Paper No.	Exhibit Display	External	Total	Time Duration
1.	<b>Paper – I:</b> History and Technical Theory of Advertising and Graphic Design ( <b>Theory</b> )		<b>100</b>	<b>100</b>	<b>3 Hrs.</b>
2.	<b>Paper – II:</b> Visualization ( <b>Practical</b> )	<b>20</b>	<b>80</b>	<b>100</b>	<b>6 Hrs.</b>
3.	<b>Paper – III: (Any one Specialization) (Practical)</b> 1. Photography 2. Illustration 3. Animation & TV Graphics	<b>20</b>	<b>80</b>	<b>100</b>	<b>6 Hrs.</b>
4.	<b>Paper IV Dissertation &amp; Viva-Voce</b> (Submission)		<b>100</b>	<b>100</b>	

**Total: 400**

**Note:** Examination of Paper 2 & 3 will contain the display of the works submitted, to be assessed by the external jury. Passing marks for the theory examination is 35% and 45% for the practical subjects.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – IV)

**PAPER – I: HISTORY & TECHNICAL THEORY OF ADVERTISING  
& GRAPHIC DESIGN (THEORY)**

**Time: 3 Hrs.**

**M.M.: 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. **Globalization in India Advertising**
  - a) What does globalization mean?
  - b) Global Brands (India)
  - c) Global Media.
2. **Analysis and Understanding of 4 (each) Indian and Western Brands and Services**  
(Case studies, advertising campaigns)

**Section-B**

3. **Understanding advertising from the perspective of:**
  - (i) **Budgeting for Advertising and Promotion approaches to budgeting:**
    - (a) Percentage of Sales
    - (b) Use of Sale, Competitive Parity
    - (c) All you can afford
    - (d) Objective Method
  - (ii) **Use of Sales Forecasts in Budgeting influences:**
    - (a) Newness of the Product
    - (b) Type of Product
    - (c) Importance of the Retailer
    - (d) Scope of the market
    - (e) Competition.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – IV)

**Section-C**

**(iii) Measuring the effectiveness of Advertising and Promotion:**

- (a) To Test or not to test
- (b) What should be tested?
- (c) Classification Schemes for measuring effectiveness.
- (i) Pre-Testing & Post-Testing, (ii) Communication and Sales Effects, (iii) Laboratory, (iv) Measures and Field Testing, (v) Experiments and Surveys, (vi) Message and Media Effect, (vii) Individual Advertisements & Campaign , (viii) Advertising on Product Related Test.

**Section-D**

**4. Designing and Advertising effectiveness Evaluation Programme:**

- (a) What should be evaluated?
- (i) Budget Evaluation (ii) Media Evaluation (iii) Creative Evaluation
- (iv) Total Plan Evaluation.

**Suggest Readings**

1. Binode Behari Mukherjee, Appaswamy, New Delhi, Lalit Kala Academy, 1965.
2. Great Artist Series, London, Parkin, 1993.
3. Satish Gujral, New Delhi, Lalit Kala Academy.
4. Karel Sterjskal, European Art in the 14th Century, London, Octopus Books Ltd., 1978.
5. H.W. Janson, History of Art, New York, Harry N. Abrams, Inc., 1991.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – IV)

**PAPER – II: VISUALIZATION**  
**(PRACTICAL)**

**Time: 6 Hours**

**External: 80**  
**Exhibition: 20**  
**Total Marks: 100**

- Visual communication for media appropriate to variety of consumer's products/services.
- Social services
- Electronic and new media
- Concepts of ad films

**Assignment:** Execution of one Integrated Marketing communication on product or service or idea in appropriate media including print, television, internet as per need and covering all topics. 30 rough works of idea or concept to be submitted along with final work.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – IV)

**PAPER – III: PRACTICAL**  
**(Any one Specialization) (Practical)**

- 1. Photography**
- 2. Illustration**
- 3. Animation & TV Graphics**

**Time: 6 Hours**

**External: 80**  
**Exhibition: 20**  
**Total Marks: 100**

Students can choose any one of the following along with Integrated marketing Communication.

**(Specializations) 1. Animation & TV Graphics, 2. Illustration & 3. Photography**

Students can opt for any one specialization in the MFA Previous and will continue the same in the MFA Final year.

**1. Animation and TV Graphic:**

Creation of 2D-3D motion picture by use of various techniques like stop motion, clay animation, cutout animation etc. The design for programmes, station identifies signs, symbols, commercial advertisements, trademarks and short films etc.

**Assignments:** Animation or television graphics on any one event or advertisement for duration of one minute. Total fifty rough works of idea or concept to be submitted along with final work.

**2. Illustration:**

- Creative Illustrations
- Medical Illustrations
- Data Illustrations
- Illustration for books meant for different age groups. Comprehensive illustration for book  
(1) Book Design (2) Illustration for Graphic Novels, Storyboard

**Assignment:**

Two Final Assignments for first three topics

One book on Graphic Novel on any topic of (20) pages including book cover, one story board on any advertisement or documentary or fiction story with minimum of five exclusive character designs which are in the storyboard. A minimum of (10) ten sketches per character and fifty sketches on each book or story board to be submitted each semester.



Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – IV)

### **3. Photography:**

#### **STILL:-**

Comprehensive photography in any three selected areas:

1. Thematic photos on a particular subject
2. Close up photos/Micro photos
3. People photos of your city
4. Night photos of the city/Historical places
5. Motion blur effect

#### **VIDEO:-**

Photo features on any social topic

Understanding of basic usages of video camera 3ccd operation, shooting and editing

#### **Assignment:**

- (a) Photography on any three topics consisting of approx. 50 selected photographs per topic with layout of the relevant photos. A written combined report of 1000 words has to be submitted (both hard copy and soft copy) along with the photos and Viva-voce.
- (b) Submission of one social shoot maximum of 2-3 minutes

#### **Note:**

- Photoshoot can be done in both formats; JPEG and Raw mode.
- Photos can be edited in Photoshop and Lightroom.

Masters in Fine Arts (MFA) Specialization (Applied Art)  
(Semester – IV)

**Paper – IV: DISSERTATION & VIVA-VOCE**

**M.M.: 100**

Dissertation will be submitted on the subjects chosen by the student and approved by the Guide.  
(On the basis of Advertising & Marketing-Research)

**Suggested Readings:**

<b>Sr. No.</b>	<b>Name of the Books</b>	<b>Author</b>
1.	Advertising Principal and Practice 4 <sup>th</sup>	William Bells
2.	Advertising Principal and Practice 6 <sup>th</sup>	John J. Burnett Sandra Morjesty, Bimon & Schuster Company
3.	Applied Art Handbook	Prof. S. K. Luthra
4.	Letter Assembly in Printing	D. Wooldridge
5.	Graphics Designing and Reproduction Techniques	Peter Croy
6.	Visual Merchandising	Swati Bhalla, Anurag S., Tata McGraw Hill
7.	The Design of Advertising 4 <sup>th</sup>	Roy Paul Nilson (University of Oregon) <a href="http://www.c.browncompanypublisherdubguru.howa">www.c.browncompanypublisherdubguru.howa</a>
8.	Visual Imagination	Bruce D. Kurtz. Prentice Hall, INC, Englewood Cliffs, New Jersey-07632
9.	Contemporary Advertising (5 Ed)	Willam F.Arens& Courtland L.Bovee.