

PANDIT LAKHMI CHAND
STATE UNIVERSITY OF PERFORMING AND VISUAL ARTS, ROHTAK
(A State University established under Haryana Act No. 24 of 2014)



FACULTY OF VISUAL ARTS
MASTER OF VISUAL ARTS (APPLIED ART/PAINTING)
SCHEME OF EXAMINATION AND SYLLABUS

Programme Code: MVA
Duration – 2 Years Full Time
CHOICE BASED CREDIT SYSTEM
ACADEMIC SESSION 2019-20 (Onwards)

SCHEME OF EXAMINATION

SEMESTER – I
(COMMON TO APPLIED ARTS/ PAINTING)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/101	10	Drawing-I	75	175	250	Portfolio Submission/ Jury/Viva
CORE	MVA/102A	10	Creative Composition-I	75	175	250	
	OR						
	MVA/102B	10	Illustration-I				
	OR						
	MVA/102C	10	Visualization-I				
DSE	MVA/103	04	History of Modern Art-I (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/104	02	Report & Viva-I	-	50	50	Submission
DSE	MVA/105	02	Life Study-I	15	35	50	
SEC	MVA/106A	02	Printmaking-I	15	35	50	
	OR						
	MVA/106B	02	Computer Graphics-I				
List of Open Elective subjects for Visual Arts students							
OE	M/OE/111	2	Urban Design	15	35	50	2 hours
OE	M/OE/112	2	Film Appreciation	15	35	50	2 hours
OE	M/OE/114	2	Design Thinking	15	35	50	2 hours
		32	Total Marks			800	

Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

Students may choose 01 subject from 03 Open Elective subjects listed above.

SEMESTER – II

GROUP-A (APPLIED ARTS)

Students need to opt from the group-A and Group-B in Second Semester as a specialization and the opted specialization will remain same in Semester-III and Semester-IV.

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
Core	MVA/AA/201A	10	Illustration-II	75	175	250	Portfolio Submission/Jury/Viva
	OR						
	MVA/AA/201B	10	Visualization-II				
Core	MVA/AA/202	10	Digital Illustration-I	75	175	250	
DSE	MVA/AA/203	04	Advertising and Marketing Research (Theory)	30	70	100	3 Hours (Exam)
DSE	MVA/AA/204	02	Report & Viva-II	-	50	50	Submission
DSE	MVA/AA/205	02	Poster-I	15	35	50	
SEC	MVA/AA/206A	02	Silk Screen (Screen Printing)-I	15	35	50	
	OR						
	MVA/AA/206B	02	Graphic Design-I				
List of Open Elective subjects for Visual Arts (Applied Art) students							
OE	M/OE/211	2	Planning for Tourism	15	35	50	2 hours
OE	M/OE/212	2	Cinema of the World	15	35	50	2 hours
OE	M/OE/214	2	Design Philosophy and Critique	15	35	50	2 hours
		32	Total Marks			800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

- Students may choose 1 subject from the list of Open Elective subjects.

SEMESTER – II (Contd.)

GROUP-B (PAINTING)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/PN/201	10	Drawing-II	75	175	250	Portfolio Submission/Jury/Viva
CORE	MVA/PN/202	10	Creative Composition-II	75	175	250	
DSE	MVA/PN/203	04	History of Modern Art-II (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/PN/204	02	Report & Viva-II	-	50	50	Submission
DSE	MVA/PN/205	02	Life Study-II	15	35	50	
SEC	MVA/PN/206A	02	Printmaking-II	15	35	50	
	OR		Computer Graphics-II				
	MVA/PN/206B	02	Computer Graphics-II				
List of Open Elective subjects for Visual Arts (Painting) students							
OE	M/OE/211	2	Planning for Tourism	15	35	50	2 hours
OE	M/OE/212	2	Cinema of the World	15	35	50	2 hours
OE	M/OE/214	2	Design Philosophy and Critique	15	35	50	2 hours
		32	Total Marks			800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

- Students may choose 01 subject out of 03 Open Elective subjects listed above.

SEMESTER – III
GROUP-A (APPLIED ART)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/AA/301A	10	Illustration-III	75	175	250	Portfolio Submission/ Jury/Viva
	OR						
	MVA/AA/301B	10	Visualization-III				
COORE	MVA/AA/302	10	Digital Illustration-II	75	175	250	
DSE	MVA/AA/303	04	Advertising and Business Organization-I (Theory)	30	70	100	3 Hours (Exam)
DSE	MVA/AA/304	02	Report & Viva-III	-	50	50	Submission
DSE	MVA/AA/305	02	Poster-II	15	35	50	
SEC	MVA/AA/306A	02	Silk Screen (Screen Printing)-II	15	35	50	
	OR						
	MVA/AA/306B	02	Graphic Design-II				
SEC	MVA/AA/307	02	Mural	15	35	50	
		32	Total Marks	225	575	800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

GROUP-B (PAINTING)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/PN/301	10	Drawing-III	75	175	250	Portfolio Submission/Jury/Viva
CORE	MVA/PN/302	10	Creative Composition-III	75	175	250	
DSE	MVA/PN/303	04	Art criticism-I (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/PN/304	02	Report & Viva-III	-	50	50	Submission
DSE	MVA/PN/305	02	Life Study-III	15	35	50	
SEC	MVA/PN/306A	02	Printmaking-III	15	35	50	
	OR						
	MVA/PN/306B	02	Computer Graphics-III				
SEC	MVA/PN/307	02	Mural	15	35	50	
		32	Total Marks	225	575	800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

SEMESTER – IV
GROUP-A (APPLIED ARTS)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/AA/401A	12	Illustration-IV	90	210	300	Portfolio Submission/Jury/Viva
	OR		Visualization-IV				
	MVA/AA/401B	12					
CORE	MVA/AA/402	12	Graphic Design-III	90	210	300	
DSE	MVA/AA/403	04	Advertising and Business Organization-II (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/AA/404	04	Dissertation & Viva- Voce & Display	-	100	100	Submission
		32	Total Marks	210	590	800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

GROUP-B (PAINTING)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/PN/401	12	Drawing-IV	90	210	300	Portfolio Submission/Jury/Viva
CORE	MVA/PN/402	12	Creative Composition-IV	90	210	300	
DSE	MVA/PN/403	04	Art criticism-II (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/PN/404	04	Dissertation & Viva- Voce & Display	-	100	100	Submission
		32	Total Marks	210	590	800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

SYLLABUS

SEMESTER – I

(COMMON TO APPLIED ARTS/ PAINTING)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/101	10	Drawing-I	75	175	250	Portfolio Submission/ Jury/Viva
CORE	MVA/102A	10	Creative Composition-I	75	175	250	
	OR						
	MVA/102B	10	Illustration-I				
	OR						
	MVA/102C	10	Visualization-I				
DSE	MVA/103	04	History of Modern Art-I (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/104	02	Report & Viva-I	-	50	50	Submission
DSE	MVA/105	02	Life Study-I	15	35	50	
SEC	MVA/106A	02	Printmaking-I	15	35	50	
	OR						
	MVA/106B	02	Computer Graphics-I				
List of Open Elective subjects for Visual Arts							
OE	M/OE/111	2	Urban Design	50	-	50	2 hours
OE	M/OE/112	2	Film Appreciation	15	35	50	2 hours
OE	M/OE/114	2	Design Thinking	15	35	50	2 hours
		32	Total Marks			800	

Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

Paper-1 : Drawing–I

Paper Code: MVA/101

Course Credits: 10

Course Content:

- This course is also to execute creative drawing based on life experience or to depict socio cultural aspect or conceptualization of new ideas. Creative drawing to be based on the element like observation, distortion, simplification, symbolic, experimentation, photo-realistic or conceptual.

Paper-2A : Creative Composition–I

Paper Code: MVA/102A

Course Credits: 10

Course Contents:

- Studios will be provided and students will settle down: Identifying areas of interest of individuals based on their earlier body of work, suitable exercises will be given. Drawing for warming up and exploration from life, from surrounding etc.
- Individual discussion (one to one).
- Assessment

Paper-2B : Illustration–I

Paper Code: MVA/102B

Credit Credits: 10

Course Content:

Illustration

- Creative illustration Introduction. Illustration Style (Hand Work and Computer Work), Tools and strategies for design thinking and the illustration process, Studio practices and creative material usage and manipulation.
- With assignments.

Paper-2C: Visualisation–I

Paper Code: MVA/102C

Credit Credits: 10

Course Content:

- Visualisation: visual communication for media appropriate to variety of consumer's products/ services. Creation of image for visual communication, advance exercises in designing in different media of symbols. Trademarks, logotypes, page layouts, graphic design, signs etc.

Paper-3 : History of Modern Art-I (Theory)

Paper Code: MVA/103

Credit Credits: 04

Course content:

Indian: Post Independence Art

1. Other Progressive Schools/ Groups:

- a. Cholamandal Artists' Village : K. C. S. Paniker, M. Reddeppa Naidu, J. Sultan Ali, P. V. Janakiraman, C. Dakshinamurthy, S. Nandagopala, S. G. Vidhyashankar Stapathy
- b. Delhi Silpi Chakra: B. C. Sanyal and P. N. Mago, other artists - Shankar Pillai, Kanwal Krishna, K. S. Kulkarni, Dhanraj Bhagat, Harkrishan Lall, Satish Gujral, Ram Kumar, Jaya Appasamy, Bishamber Khanna, Krishen Khanna

2. Other important artists

- a. N. S. Bendre, Sankho Chaudhuri, K. G. Subramanyan, K. K. Hebbar,
- b. 1950's onwards - Shanti Dave, G. R. Santosh, Jyothi Bhatt, Nagji Patel
- c. 1960's onwards
- d. Group 1890 : Ambadas, Jeram Patel, Gulam Mohammad Sheikh, Himmat Shah, Jyoti Bhatt, J. Swaminathan, Bhupen Khakhar

Western Art -20th Century

1. Abstract Expressionism
 - a. Two distinct categories
 - i. Action or Gesture painters Jackson Pollock, Willem de Kooning, James Brook, Franz Kline, Krasner, Robert Motherwell, Bardley Walter Tomlin
 - ii. Colour Field pictures Barnett Newman, Mark Rothko, A.D. Reinhardt - simple, unified blocks of colour
 - b. Two periodicals Possibilities and Tiger's Eye
2. Suprematism
 - a. Kazimir Malevich (1879 1935)
3. Constructivism
 - a. Valdimir Tatlin (1885 1953)
 - b. Naum Gabo (1890 - 1977)
 - c. Aleksander Rodchenko
4. De Stijl
 - a. Theo van Doesburg
 - b. Piet Mondrian
5. Bauhaus
 - a. Eclectic attitude and multidisciplinary approach

Paper-4 : Report and Viva-I

Paper Code: MVA/104

Course Credits: 02

Course Objective:

- This course has an aim to be as one of the most important aspects in the process of artistic growth and for enrichment of knowledge. This will lead for awareness of contemporary art scene. The students will be given the task to prepare report on various art exhibitions and museum visits near their neighborhood.

Course Content:

- Viewing art exhibitions and visiting art museums or visiting advertising agencies, print media houses or advertising expo or advertising commercial activities.
- Preparation of report on art exhibitions and museum visits or any particular artist's style or exhibition. This can be based on the students own artistic practice in reference to any artist or theory Indian or western.

Paper-5 : Life Study-I

Paper Code: MVA/105

Credit Credits:02

Course Content:

Full Figure

- Advanced drawing study of human head and full body (male & female) exploring complex detailing and finishing from different viewpoints and angles using suitable drapery background and surrounding.
- Exploration of mix media, other innovative mediums and other surfaces/support.

Paper-6A : Printmaking-I

Paper Code: MVA/106A

Course Credits: 02

Course content:

- Developing works in any area of printmaking technique, Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

Paper-6B : Computer Graphics-I

Paper Code: MVA/106B

Course Credits: 02

Course content:

- Developing works in any software for computer graphics, Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

Paper-7 : Mural-I (Open Elective for Students of other Departments)

Paper Code: M/OE/113

Course Credits: 02

Course content:

- Developing works in Mosaic Technique of wall mural, Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

SEMESTER – II

GROUP-A (APPLIED ARTS)

Students need to opt from the group-A and Group-B in Second Semester as a specialization and the opted specialization will remain same in 3rd and 4th Semester.

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
Core	MVA/AA/201A	10	Illustration-II	75	175	250	Portfolio Submission/Jury/Viva
	OR						
	MVA/AA/201B	10	Visualization-II				
Core	MVA/AA/202	10	Digital Illustration-I	75	175	250	
DSE	MVA/AA/203	04	Advertising and Marketing Research (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/AA/204	02	Report & Viva-II	-	50	50	Submission
DSE	MVA/AA/205	02	Poster-I	15	35	50	
SEC	MVA/AA/206A	02	Silk Screen (Screen Printing)-I	15	35	50	
	OR						
	MVA/AA/206B	02	Graphic Design-I				
List of Open Elective subjects for Visual Arts (Applied Art)							
OE	M/OE/211	2	Planning for Tourism	50	-	50	2 hours
OE	M/OE/212	2	Cinema of the World	15	35	50	2 hours
OE	M/OE/214	2	Design Philosophy and Critique	15	35	50	2 hours
		32	Total Marks			800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

Paper-1A : Illustration - II

Paper Code: MVA/AA/201A

Course Credits: 10

Course Contents:

Life Study

- Theory of Illustration (Tools of Technic), Life study from life model, Communication and presentation tools and techniques

Creative Illustration

- Creative illustration, Illustration Style and Technic, Study of Corrector Design, Figure Design, Cartoons Illustration, full Figure Illustration, Figure Composition, and etc.
- Creation and Reproduction of images: Study of Famous Illustrator (Indian and Western) (05 each) (Hand Work and Computer Work)

Paper-1B : Visualization-II

Paper Code: MVA/AA/202A

Course Credits: 10

Course Content:

- Visual communication for appropriate media to a variety of consumer's products/services.
- Assignments : Execution of TWO advertising Campaigns on consumer's product or
- Institutional (Service or Social) related with any of the appropriate medias including Print,
- Television, Film etc. and in various techniques available.

Paper-2 : Digital Illustration-I

Paper Code: MVA/AA/202

Credit Credits: 10

Course Content:

- This course explores the possibilities of the computer as a medium to create images and illustration through the use of popular software. Concepts and sketches are developed technically and the computer is applied as a tool to produce finished pieces. Personal approach and style are emphasized and consistency is encouraged.
 1. Create images and illustration through the use of computer as a medium
 2. Creative Illustration
- Creative illustration (figurative/non-figurative).

- Concepts and sketches are developed technically and the computer is applied as a tool to produce finished pieces. Personal approach and style are emphasized and consistency is encouraged.

Paper-3 : Advertising and Marketing Research (Theory)

Paper Code: MVA/AA/203

Course Credits: 04

Course content:

Unit – 1 : Campaign Planning Objectives and Basic Principles

Campaigns Objectives, Factors Influencing the Planning of Advertising Campaign. The Selling Methods, Campaigning for New Products etc:-

Unit–2: Introduction of Advertising and Marketing Research

Define advertising, Types of Advertising, the Advertising and Advertising Agency, Budget, The Media Venders, The Target Audience, The Age of Print, the Industrial Revolution and emergence of Consumer Society, Modern Advertising Agencies, Science and Creativity, Interactive Advertising, Integrated Marketing, Communication, Globalization, Consumer Power, Relationship, Marketing and Customization.

Unit–3 : Advertising and Marketing

Marketing Plan, Advertising role in Marketing, Types of Market, Approaching Market. The marketing Concept and Relationship Marketing, Channel of distribution, Pricing.

Unit– 4

Modern advertising agencies and its structure, the Advertiser, publicity, propaganda. Radio and T.V. Advertising, .Interactive Advertising. Advertising and Marketing Research

Paper-4 : Report & Viva-II

Paper Code: MVA/AA/204

Course Credits: 02

Course Objective:

- This course has an aim to be as one of the most important aspects in the process of artistic Advertising growth and for enrichment of field knowledge. This will lead for awareness of contemporary advertisement and Digital advertising scene.

Course Content:

- Viewing Advertising Agency and Advertising famous personality. Preparation of report Advertising Agency and Advertising famous personality or any particular Graphic Designer and Illustrator artist's style. This can be based on the students own artistic scene.

Assessment:

- Project Report work: Illustration visual research, written project report/summary, Information, and final major project. 20 to 25 pages
- (Report will be submitted on given subject on and before one month of completion of the session.)

Paper-5 : Poster-I

Paper Code: MVA/AA/205

Course Credits: 02

Course Content:

Hand Made Poster Design

- Study of Illustration Based or Graphic Based poster design
- Aria: Product and Social

Creative Poster Design:

- Study of Creative Illustration and Creative Graphic poster design
- Aria: Product and Social
- For Creative Poster Layout Design: Create images and illustration through the use of computer as a medium.

Paper-6: Silk Screen (Screen Printing)-I

Course Code: MVA/AA/206

Course Credits: 02

Course Content:

Hand Made Poster Design

- Introduction to Silk Screen Printing and Studio Base Practice.

Creative Poster Design with the technique of silk screen

- Introduction to Silk Screen Printing and Studio Base Practice.
- Advertising Campaign, Poster, Press Ads and other.

Paper-7 : Graphic Design-I

Paper Code: MVA/AA/207

Course Credits: 02

Course Contents

Graphic Design Basics

- Graphic Design Tools, Typography, color Theory, White Space, Famous Designer, Basic Print Media Design, Design Case Study: Helvetica

Creative Graphics Design

- How to sketch and produce visuals, Problem Solving the Design Process, Re-Production Graphic Design. Graphics Illustration and Visual Design
- Creating visuals in book design, advertising and web design
- Design case study : Time Roman

Paper-8 : Mural-II (Open Elective)**Paper Code: M/OE/213****Course Credits: 02****Course Content:**

- Developing works in Mosaic Technique of wall mural, Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

SEMESTER – II

GROUP-B (PAINTING)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/PN/201	10	Drawing-II	75	175	250	Portfolio Submission/Jury/Viva
CORE	MVA/PN/202	10	Creative Composition-II	75	175	250	
DSE	MVA/PN/203	04	History of Modern Art-II (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/PN/204	02	Report & Viva-II	-	50	50	Submission
DSE	MVA/PN/205	02	Life Study-II	15	35	50	
SEC	MVA/PN/206A	02	Printmaking-II	15	35	50	
	OR		Computer Graphics-II				
<u>List of Open Elective subjects for Visual Arts (Painting)</u>							
OE	M/OE/211	2	Planning for Tourism	50	-	50	2 hours
OE	M/OE/212	2	Cinema of the World	15	35	50	2 hours
OE	M/OE/214	2	Design Philosophy and Critique	15	35	50	2 hours
		32	Total Marks			800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

Paper-1: Drawing-II

Paper Code: MVA/PN/201

Course Credits: 10

Course Contents:

- Independent studio practice, further strengthening the ideation and execution, exploration of various means and methods, group/Individual critique, presentation.

Paper-2 : Creative Composition-II

Paper Code: MVA/PN/202

Course Credits: 10

Course Content:

- Independent studio practice/work under supervision of Faculty assigned.
- Focus on producing original works in chosen medium. Identify individual style and technique and develop original concepts in reference to history of Indian and Western art.
- Group & Individual critique.
- Assessment.

Paper-3 : History of Modern Art-II (Theory)

Paper Code: MVA/PN/203

Course Credits: 04

Course content:

Indian : Post Independence Art

1. Feminism :

- a. Introduction to feminist theory and study of the same through works of artists : Arpita Singh, Navjot Altaf, Nalini Malani, Rumanan Hussain, Anita Dube, Aparna Caur, Nilima Sheikh, Rekha Rodwittiya,
- b. Newer ways of looking at feminism through New Media works, lesbianism, consumerism, etc – Mithu Sen, Tejal Shah, Pushpamala N., Koumudi Patil

2. 1980's onwards the change in the Indian art scenario with the advent of globalization:

- a. Study of notions of : global economy, internationalism, identity : Reference to prominent show - Place for People, 1981 – Gulam Mohammed Sheikh, Vivan Sundaram, Nalini Malani, Bhupen Khakhar, Sudhir Patwardhan and Jogen Chowdhury
- b. The Third Sotheby's Prize Exhibition 1982: Natraj Sharma, Baiju Parthan, Anju Dodiya, Jitish Kallat and Sudarshan Shetty
- c. Study of works of :Sudhir Patwardhan, Vivan Sundaram, Atul Dodiya, Baiju Parthan, Jitish Kallat, T.V. Santhosh, Sudarshan Shetty, Subodh Gupta, Ranbir Kaleka

Western Art -20th Century:

1. Pop Art

- a. Overview of - late capitalism, consumerist society, mass production, advertising and mass media
- b. Great Britain - Formation of the Independent Group
 - i. Broadening taste into more popular, less academic art
- c. North America lived in experience
 - i. Difference in -Fine Art and Pop
 - ii. Art objects or mass culture objects
- d. Prominent Artists -Andy Warhol, Roy Lichtenstein, Richard Hamilton, Jasper Jones, David Hockney, R. B. Kitaj, Sigmar Polke, Robert Rauschenberg

2. Conceptual Art

- a. Dominance of cerebral over emotive aspect of art - Dematerialization
- b. Concept as a machine to make art
- c. Prominent Artists - Joseph Beuys, Joseph Kosuth, Yves Klein, Piero Manzoni, Gilbert Proesch and George Passmore
- d. Feminist artists - Cindy Sherman, Kiki Smith, Barbara Kruger, Guerrilla Girls, Judy Chicago

3. Neo-Conceptual Art

- a. Stuckists

- b. YBA Young British Artists
 - i. Show titled - Brilliant!
 - ii. Prominent artists - Jake and Dinos Chapman, Tracey Emin, Damien Hirst, Sarah Lucas, etc

Paper-4 : Report & Viva-II

Paper Code: MVA/PN/204

Course Credits:02

Course Objective:

- This course has an aim to be as one of the most important aspects in the process of artistic growth and for enrichment of knowledge. This will lead for awareness of contemporary art scene. The students will be given the task to prepare report on various art exhibitions and museum visits near their neighborhood.

Course Content:

- Viewing art exhibitions and visiting art museums.
- Preparation of report on art exhibitions and museum visits or any particular artist's style or exhibition. This can be based on the students own artistic practice in reference to any artist or theory Indian or western.

Paper-5 : Life Study-II

Paper Code: MVA/PN/205

Course Credits: 02

Course Content:

- Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

Paper-6A : Printmaking-II

Paper Code: MVA/PN/206A

Course Credits: 02

Course content:

- Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Any medium of their own choice and style of presentation, experimentation etc. Group & Individual critique. Presentation of selected works.

Paper-6B: Computer Graphics-II

Paper Code: MVA/PN/206B

Course Credits: 02

Course Content:

- Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

Paper-7 : Mural-II (Open Elective)

Paper Code: M/OE/213

Course Credits: 02

Course Content:

- Developing works in Mosaic Technique of wall mural, Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

SEMESTER – III

GROUP-A (APPLIED ARTS)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/AA/301A	10	Illustration-III	75	175	250	Portfolio Submission/ Jury/Viva
	OR						
	MVA/AA/301B	10	Visualization-III				
CORE	MVA/AA/302	10	Digital Illustration-II	75	175	250	
DSE	MVA/AA/303	04	Advertising and Business Organization-I (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/AA/304	02	Report & Viva-III	-	50	50	Submission
DSE	MVA/AA/305	02	Poster-II	15	35	50	
SEC	MVA/AA/306A	02	Silk Screen (Screen Printing)-II	15	35	50	
	OR						
	MVA/AA/306B	02	Graphic Design-II				
SEC	MVA/AA/307	02	Mural	15	35	50	
		32	Total Marks	225	575	800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

Paper-1A : Illustration-III

Paper Code: MVA/AA/301A

Course Credits: 10

Course Content:

Life Study:

- Professional Illustration Design (Tools of Technic) Life study from life model. Digital Illustration & Hand Made Illustration (Digital tools for design and realization)

Creative Illustration:

- Introduction to Publication illustration, Illustration Style and Technic, Media: Books Illustration, Story Illustration, Magazine Illustration, News Paper Illustration and etc.

- Study of Famous Illustrator Indian and Western (each 05-05) (Hand Work and Computer Work)

Paper-1B : Visualisation-III

Paper Code: MVA/AA/301B

Course Credits: 10

Course Content:

- Visual communication for appropriate media to a variety of consumer's products/services.

Assignments:

- Execution of TWO advertising Campaigns on consumer's product or Institutional (Service or Social) related with any of the appropriate medias including Print, Television, Film etc. and in various techniques available.

Paper-2 : Digital Illustration-II

Paper Code: MVA/AA/302

Course Credits: 10

Course Content:

- This course explores the possibilities of the computer as a medium to create images and illustration through the use of popular software. Concepts and sketches are developed technically and the computer is applied as a tool to produce finished pieces. Personal approach and style are emphasized and consistency is encouraged.

1. Create images and illustration through the use of computer as a medium.
2. Creative Illustration

- Creative illustration (figurative/non-figurative).
- Concepts and sketches are developed technically and the computer is applied as a tool to produce finished pieces. Personal approach and style are emphasized and consistency is encouraged.

Paper-3 : Advertising and Business Organization-I (Theory)

Paper Code: MVA/AA/303

Course Credits: 04

Course Content:

Unit – 1 : Advertising and Marketing Research

Creative side of the Advertising: What is Creative Advertising, Creative Leap, Creative Concept, Strategy and Creativity, Creativity and Creative Brief, Decision About the Message Execution, Creating Print Advertising, Common Newspaper Advertisements, Magazine Advertisements, Layout Stages, Layout Design Principles.

Unit- 2 : Marketing and Research

Strategy in the Message Design, Creative Thinking, Art Direction, Product Category Strategies, Nature and Scope of marketing, Consumer Re-action, Product Development, Motivation Research, Brand Image, Direct Marketing, Data Base Marketing Planning and Prototype, Production and Packaging, Distribution, Transportation, Sales and Consumer Reaction, Direct Marketing Strategies Integrated Marketing, Linking the Channels, Reproduction,

Paper-4 : Report & Viva-III

Paper Code: MVA/AA/304

Course Credits: 02

Course Content:

- Viewing Advertising Agency and Advertising famous personality; Preparation of report Advertising Agency and Advertising famous personality or any particular Graphic Designer and Illustrator artist's style. This can be based on the students own artistic scene.

Assessment:

- Project Report work: Illustration visual research, written project report/summary, Information, and final major project. 20 to 25 pages

Paper-5 : Poster-II

Paper Code: MVA/AA/305

Course Credits: 02

Course Content:

Hand Made Poster Design :

- Study of Illustration Based or Graphic Based Poster Design
- Aria: Product and Social

Creative Poster Design:

- Study of Creative Illustration and Creative Graphic poster design
- Aria: Product and Social
- For Creative Poster Layout Design: create images and illustration through the use of computer as a medium

Paper-6A : Silk Screen (Screen Printing)-II

Paper Code: MVA/AA/306A

Course Credits: 02

Course Content:

Hand Made Poster Design:

- Introduction to Silk Screen Printing and Studio Base Practice.

Creative Poster Design with the technique of silk screen:

- Introduction to Silk Screen Printing and Studio Base Practice.
- Advertising Campaign, Poster, Press Ads and other.

Paper-6B : Graphic Design-II

Paper Code: MVA/AA/306B

Course Credits: 02

Course Content:

Graphic Design Basics:

- Graphic Design Tools, Typography, color Theory, White Space, Famous Designer, Basic Print Media Design, Design Case Study: Helvetica

Creative Graphics Design:

- How to sketch and produce visuals, Problem Solving the Design Process, Re-Production Graphic Design. Graphics Illustration and Visual Design.

- Creating visuals in book design, advertising and web design.
- Design case study : Time Roman.

Paper-7 : Mural

Paper Code: MVA/AA/307

Course Credits: 02

Course content:

- Developing works in Mosaic Technique of wall mural, Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

SEMESTER – III

GROUP-B (PAINTING)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/PN/301	10	Drawing-III	75	175	250	Portfolio Submission/Jury/Viva
CORE	MVA/PN/302	10	Creative Composition-III	75	175	250	
DSE	MVA/PN/303	04	Art criticism-I (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/PN/304	02	Report & Viva-III	-	50	50	Submission
DSE	MVA/PN/305	02	Life Study-III	15	35	50	
SEC	MVA/PN/306A	02	Printmaking-III	15	35	50	
	OR						
	MVA/PN/306B	02	Computer Graphics-III				
SEC	MVA/PN/307	02	Mural-I	15	35	50	
		32	Total Marks	225	575	800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

Paper-1: Drawing-III

Paper Code: MVA/PN/301

Course Credits: 10

Course Content:

- Exploring newer ideas of Drawing in reference to contemporary artist using various ways and means to draw and challenging the conventional aspect of drawing. group/Individual critique, presentation.

Paper-2 : Creative Composition-III

Paper Code: MVA/PN/302

Course Credits: 10

Course Content:

- Independent studio practice/work under supervision of Faculty assigned.

- Focus on producing original works in chosen medium. Identify individual style and technique and develop original concepts in reference to history of Indian and Western art.
- Group & Individual critique.
- Assessment

Paper-3 : Art Criticism-I (Theory)

Paper Code: MVA/PN/303

Course Credits: 04

Course Content:

- Importance and necessary criticism and evaluation of Art works; understanding of Modern and Post-Modern Art Trends from the western and eastern points of view.
- **Western:** History of Art criticism- development of Art History as human discipline- connoisseurship and methodology; visual analysis; symbolism and iconography; Psycho-analytic and Anthropological viewpoints; knowledge of relevant writings of Aristotle, Alberti, Vasari, Bellori, Ruskin, Wolffin, Roger Fry, Arnheim, Langer, Herbert Read.

Paper-4 : Report & Viva-III

Paper Code: MVA/PN/304

Course Credits: 02

Course Objective:

- This course has an aim to be as one of the most important aspects in the process of artistic growth and for enrichment of knowledge. This will lead for awareness of contemporary art scene. The students will be given the task to prepare report on various art exhibitions and museum visits near their neighborhood.

Course Content:

- Viewing art exhibitions and visiting art museums.
- Preparation of report on art exhibitions and museum visits or any particular artist's style or exhibition. This can be based on the students own artistic practice in reference to any artist or theory Indian or western.

Paper-5 : Life Study-III

PaperCode : MVA/PN/305

Course Credits: 02

Course content:

- Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

Paper-6A : Printmaking-III

Paper Code: MVA/PN/306A

Course Credits: 02

Course content:

- Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Any medium of their own choice and style of presentation, experimentation etc. Group & Individual critique. Presentation of selected works.

Paper-6B : Computer Graphics-III

Paper Code: MVA/PN/306B

Course Credits: 02

Course content:

- Developing works in any software for computer graphics, Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

Paper-7 : Mural-I

Paper Code: MVA/PN/307

Course Credits: 02

Course Content:

- Developing works in Mosaic Technique of wall mural, Individual Project as assigned by teachers to strengthen the individual practice of the student as an artist. Group & Individual critique. Presentation of selected works.

SEMESTER – IV

GROUP-A (APPLIED ARTS)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
CORE	MVA/AA/401A	12	Illustration-IV	90	210	300	Portfolio Submission/Jury/Viva
	OR						
	MVA/AA/401B	12	Visualization-IV				
CORE	MVA/AA/402	12	Graphic Design-III	90	210	300	
DSE	MVA/AA/403	04	Advertising and Business Organization-II (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/AA/404	04	Dissertation & Viva- Voce & Display	-	100	100	Submission
		32	Total Marks	210	590	800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

Paper-1A : Illustration-IV

Paper Code: MVA/AA/401A

Course Credits: 12

Course Content:

Life Study:

- Professional Illustration Design. Development of Illustration for subjective Campaign (Computer Digital Illustration and Hand Made Illustration)

Creative Illustration:

- Publication illustration, Media: Books Illustration, Story Illustration, Magazine Illustration, News Paper Illustration and etc.
- Campaign on social Subject and Product with any other Publication Media; Study of Famous Illustrator Indian and Western (each 05-05) (Hand Work and Computer Work)

Paper-1B : Visualisation-III

Paper Code: MVA/AA/401A

Course Credits:12

Course Content:

- Visual communication for appropriate media to a variety of consumer's products/services.

Assignments:

- Execution of TWO advertising Campaigns on consumer's product or
- Institutional (Service or Social) related with any of the appropriate medias including Print,
- Television, Film etc. and in various techniques available. (Mini Campaign)

Paper-2 : Graphic Design-III

Paper Code: MVA/AA/402

Course Credits: 12

Course Content:

Graphic Design Basics:

- Graphic Design Tools, Typography, color Theory, White Space, Famous Designer, Basic Print Media Design, Design Case Study: Helvetica

Creative Graphics Design:

- How to sketch and produce visuals, Problem Solving the Design Process, Re-Production Graphic Design. Graphics Illustration and Visual Design.
- Creating visuals in book design, advertising and web design.
- Design case study : Time Roman.

Paper-3 : Advertising and Business Organization-II (Theory)

Paper Code: MVA/AA/403

Course Credits:04

CourseContent:

Unit –1 : Advertising and Marketing Research

Creative side of the Advertising:What is Creative Advertising, Creative Leap, Creative Concept, Strategy and Creativity, Creativity and Creative Brief, Decision About the Message Execution, Creating Print Advertising, Common Newspaper Advertisements, Magazine Advertisements, Layout Stages, Layout Design Principles.

Unit- 2 : Marketing and Research

Strategy in the Message Design, Creative Thinking, Art Direction, Product Category Strategies, Nature and Scope of marketing, Consumer Re-action, Product Development, Motivation Research, Brand Image, Direct Marketing, Data Base Marketing Planning and Proto Type, Production and Packaging, Distribution, Transportation, Sales and Consumer Reaction, Direct Marketing Strategies Integrated Marketing, Linking the Channels, Reproduction,

Paper-4 : Dissertation, Viva- Voce & Display

Paper Code: MVA/AA/404

Course Credits: 12

Course content:

1. For the dissertation, the following areas of study may be concerned.
 - a. The student must write on his/her works of art including one of the following:
 - i. A critical and analytical aspect of history of advertising or contemporary advertising with special reference to the current time.
 - ii. Advertising personalities
 - b. The student must write on any relevant topic happening in the advertising field including experimentation of the current events of advertising.

Note: Submission of printed dissertation paper (Two copies).

SEMESTER – IV

GROUP-B (PAINTING)

Course Category	Paper Code	Total Credit	Nomenclature of the paper	Internal Evaluation	External Evaluation	Total	Examination (Hrs.)
Core	MVA/PN/401	12	Drawing-IV	90	210	300	Portfolio Submission/Jury/Viva
Core	MVA/PN/402	12	Creative Composition-IV	90	210	300	
DSE	MVA/PN/403	04	Art criticism-II (Theory)	30	70	100	3 hours (Exam)
DSE	MVA/PN/404	04	Dissertation & Viva- Voce & Display	-	100	100	Submission
		32	Total Marks	210	590	800	

Note: Portfolio Submission/Jury/Viva; One OR Two External Members (from outside OR other Department of the University to act as External Member); One OR Two Internal Members (from the Department or Faculty of Visual Arts)

Paper-1 : Drawing-IV

Paper Code: MVA/PN/401

Course Credits: 12

Course content:

- Intensive studio work:
 - All works to be finished.
 - Exploration of ideas of presentation
 - Group critique.
 - Presentation of selected works.

Paper-2 : Creative Composition-IV

Paper Code: MVA/PN/402

Course Credits: 12

Course content:

- Intensive studio work:

- All works to be finished.
- Exploration of ideas of presentation
- Group critique.
- Presentation of selected works.

Paper-3 : Art Criticism-II (Theory)

Paper Code: MVA/PN/403

Course Credits: 04

Course content:

- Oriental: Theories of art and aesthetics in India and Chinese tradition and their critical examination; Material for Lectures to be drawn from : (a) writing of Bharata to Bhamana, Abhinavagupta to Vishwanath; (b) Selected texts from silpashastra on technique and Iconography; (c) Critical reference on paintings and sculptures from ancient and medieval literature; (d) Writing on Indian Art by Modern Indian and Western writers; (e) Principles of Chinese paintings, and; (f) The Chinese theory of art based on compilations by Lin Yatang and Zen Theories.

Paper-4 : Dissertation, Viva-Voce & Display

Paper Code: MVA/PN/404

Course Credits:04

Course content:

- Preparation and presentation of a written document of about 4000 words is regarded as a major subject. It is meant to reflect an understanding of the critical, historical and philosophical issues from the past or present in consultation with the Head of the Department and work on it under his guidance or a teacher approved by him and the Dean by the end of 1st Term of Junior MVA. The dissertation should be prepared in the prescribed manner and handed over to the Dean, through the Head of the Department positively before the commencement of the Theory examinations.
- Research and exploration in the chosen area of creative expression.
 - Elective project report to be submitted.
 - Choose dissertation topic.
 - Start work on Dissertation topic.
 - Individual one to one discussion.
 - Studio visit by professional artists.
 - Individual critique and assessment.

Note : Submission of printed dissertation paper (Two copies).