

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
DEPARTMENT OF APPLIED ART
BACHELOR OF VISUAL ARTS (APPLIED ART)
SCHEME OF EXAMINATION AND SYLLABUS
Programme Code: BVA
Duration – 4 Years Full Time
CHOICE BASED CREDIT SYSTEM
ACADEMIC SESSION 2019-20 ONWARDS

SCHEME OF EXAMINATION

SEMESTER - III

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/ AA /301	Drawing & Illustration-I	CORE	06	45	105	150	Portfolio Submission/ Jury/Viva
BVA/ AA /302	Lettering & Typography-I	CORE	06	45	105	150	
BVA/HA/303	History of Art-I (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/304	Aesthetics-I (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/305	Theory of Advertising-I (Theory)	DSE	02	15	35	50	2 hours
BVA/ AA / 306	Graphic Design-I	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/ AA / 307A	Poster-I OR	SEC	05	40	85	125	
BVA/ AA / 307B	Press Ad-I OR						
BVA/ AA / 307C	Photography-I						
BVA/ OE/ 310	Pictorial Painting	OE	02	15	35	50	
BVA/ OE/ 311	Mural	OE	02	15	35	50	
Total			32	245	555	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

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/AA/401	Drawing & Illustration—II	CORE	06	45	100	150	Portfolio Submission /Jury/Viva
BVA/AA/402	Lettering & Typography-II	CORE	06	45	100	150	
BVA/HA/403	History of Art-II (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/404	Aesthetics-II (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/405	Theory of advertising-II (Theory)	DSE	02	15	35	50	2 hours
BVA/AA/406	Graphic Design-II	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/AA/407A	Poster-II OR	SEC	05	40	85	125	
BVA/AA/407B	Press Ad-II OR						
BVA/AA/407C	Photography-II						
BVA/OE/410	Pictorial Painting	OE	02	15	35	50	
BVA/OE/411	Mural	OE	02	15	35	50	
Total			32	245	555	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 - V

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/AA/501	Drawing & Illustration-III	CORE	06	45	105	150	Portfolio Submission/ Jury/Viva
BVA/AA/502	Lettering & Typography-III	CORE	06	45	105	150	
BVA/HA/503	History of Art-III (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/504	Aesthetics-III (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/505	Theory of advertising-III (Theory)	DSE	02	15	35	50	2 hours
BVA/AA/506	Graphic Design-III	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/AA/507A	Poster-III OR	SEC	05	40	85	125	
BVA/AA/507B	Press Ad-III OR						
BVA/AA/507B	Photography-III						
BVA/OE/510	Pictorial Painting	SEC/OE	02	15	35	50	
BVA/OE/511	Mural	SEC/OE	02	15	35	50	
Total			32	245	555	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 - VI

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/AA/601	Drawing & Illustration-IV	CORE	06	45	105	150	Portfolio Submission/ Jury/Viva
BVA/AA/602	Lettering & Typography-IV	CORE	06	45	105	150	
BVA/HA/603	History of Art-IV (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/604	Aesthetics-IV (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/605	Theory of advertising-IV (Theory)	DSE	02	15	35	50	2 hours
BVA/AA/606	Graphic Design-IV	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/AA/607A	Poster—IV OR	SEC	05	40	85	125	
BVA/AA/607B	Press Ad-IV OR						
BVA/AA/607C	Photography-IV						
BVA/OE/610	Pictorial Painting	OE	02	15	35	50	
BVA/OE/611	Mural	OE	02	15	35	50	
Total			32	245	555	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 - VII

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/AA/701	Product Campaign-I	CORE	08	60	140	200	Portfolio Submission/ Jury/Viva
BVA/AA/702	Social Campaign-I	CORE	08	60	140	200	
BVA/HA/703	History of Art-V (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/704	Aesthetics-V (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/705	Theory of advertising-V (Theory)	DSE	02	15	35	50	2 hours
BVA/AA/706	Graphic Design-V	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/AA/707A	Poster-V OR	SEC	05	40	85	125	
BVA/ AA /707B	Photography-V OR						
BVA/ AA /707C	Pre-production-I						
Total			32	245	555	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 - VIII

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/PN/801	Product Campaign-II	CORE	08	60	140	200	Portfolio Submission/ Jury/Viva
BVA/PN/802	Service Campaign-II	CORE	08	60	140	200	
BVA/HA/803	History of Art-VI (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/804	Aesthetics-VI (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/805	Theory of advertising-VI (Theory)	DSE	02	15	35	50	2 hours
BVA/PN/806	Graphic Design-VI	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/PN/807A	Poster-VI OR	SEC	05	40	85	125	
BVA/ AA /807B	Photography-VI OR						
BVA/AA/807C	Pre-production-II						
Total			32	245	555	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 - III

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/ AA / 301	Drawing & Illustration-I	CORE	06	45	105	150	Portfolio Submission/ Jury/Viva
BVA/ AA / 302	Lettering & Typography-I	CORE	06	45	105	150	
BVA/ HA/ 303	History of Art-I (Theory)	DSE	02	15	35	50	2 hours
BVA/ AS/ 304	Aesthetics-I (Theory)	DSE	02	15	35	50	2 hours
BVA/ TA/ 305	Theory of Advertising-I (Theory)	DSE	02	15	35	50	2 hours
BVA/ AA / 306	Graphic Design-I	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/ AA / 307A	Poster-I OR	SEC	05	40	85	125	
BVA/ AA / 307B	Press Ad-I OR						
BVA/ AA / 307C	Photography-I						
BVA/ OE/ 310	Pictorial Painting	SEC/OE	02	15	35	50	
BVA/ OE/ 311	Mural	SEC/OE	02	15	35	50	
Total			32	245	555	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 & ILLUSTRATION-I

Paper Code: BVA/AA/301

Course Credits : 06

Course objective:

The objective of the course is to:

- Understand, communicate and interact with the environment through drawings.
- Introduce the students to free hand and technical drawing skills of human figure.
- Acquaint students with knowledge of perspective and develop the skill of sketching architectural spaces both indoor and outdoor.

Course Content:

- Study of basic drawing with emphasis on composition & conceptual exercises.
- Study of human anatomy; Free hand sketching of Human body parts & postures and Head study/ Portrait
- Study of Nature
- Study of Architecture; Indoor & Outdoor etc.
- Illustration and Conceptual drawing.
- Colour Illustration with Brush
- Black & White Illustration with pen or Ink

Textbooks &References:

1. Turner, James R..*Drawing with confidence*. Van Nostrand Reinhold.
2. Edward, Betty. *Drawing on the artist within*, Fontana.
3. Gill, Robert W. *Rendering with pen and ink*. Thames & Hudson.
4. Cameron, Julia.*The artists' way*. Pan McMillan.
5. Escher, M.C. *The complete work*. Harry N. Abrahams.
6. Nogrdzij,Gerrit.*Letter letter*. Hartley & Marks.
7. Stayner, Peter andRosenberg,Terry.*Landscape Drawing : From first principles*. Arcturus Publishing.
8. Escher, M.C. *Exploring the infinite*. Harry N. Abrahams.

PAPER–2 : LETTERING & TYPOGRAPHY-I

Paper Code: BVA/AA/302

Course Credits : 06

Course objective:

The objective of the course is to:

- Exploring different types of typographical styles for advanced communication.
- Understand and apply typographical styles through various medium.

Course Content:

- Expressive Power of typography; Designing typography title for book/ novel/ films, Poster, Quotes, etc.
- One point & two point perspective, POP, origami, scrap, etc.
- Typography and Logo Design; Use of typography in designing corporate Identity and Branding.
- Understanding of calculating letters, words, mechanical and optical spacing, grid system, gutter space with the help of pica scale.

Textbooks & References:

1. Friedrich, Friedl, Nicolaus, O.H. and Bernard, Stein. *Typography: An Encyclopedia Survey of Type Design and Techniques throughout History*. New York : Black Dog & Leventhal Publishers, 1998.
2. Maryanne, Grebenstein. *Calligraphy Bible: A complete guide to more than 100 essential projects and techniques*. New York : Watson Guptill Publishing, 2012.
3. Ilene, Strizver. *Type Rules: The Designers Guide to Professional Typography* 4thed. New York: John Wiley, 2013.
4. Choi, David etc. *Typography*. Choi's Gallery Publishing, 2014.
5. John, Lewis. *Design & Practice, Typography*, Huddersfield: Jeremy Mills Publishing, 2007.
6. Emil, Ruder. *Textbook of DesignTypography*. Sulgen, Switzerland: Niggi-Verlag, 2008.
7. Jim, Felici. *The Contemporary Manual of Typography*. Adobe Publishers. 2002.
8. Ina, Saltz. *Typography Essentials: 100 design principles for working with Type (design essentials)*. London : ,Rockport Publishing. 2011.
9. Eleanor, Winters. *Mastering Copperplate Calligraphy (lettering, calligraphy, typography)*. New York : Dover Publishing, 2003.
10. Maryanne, Grebenstein. *Calligraphy Bible: A complete guide to more than 100 essential projects and techniques*. New York : Watson Guptill Publishing, 2012.
11. Heller, Steven. *New Vintage Type: Classic Fonts for the Digital Age*. New York : Watson Guptill, 2007.
12. Ruari, McLean. *Typography*, London UK, Thames & Hudson Publishing, 1980.
13. Crisp, Denise G and Temple, William F. *Typography (Graphic Design in Context)* London : Thames & Hudson, 2012.

PAPER -3 : HISTORY OF ART-I (Theory)

Paper Code : BVA/HA/303

Course Credits : 02

Course Objective:

The objective of teaching history of art is to acquaint the students with visual cultures from the earliest time to the present. The course is designed on the conviction that the learners can understand its relation to his own time and the technology at his command through an awareness of the relationship to his artistic predecessors.

Course Contents:

Module I : Mauryan Period, Sunga Period, Kushan Period, Gandhara Period
Module II : Ceylon, Cambodia
Module III : Early Christian Period

Textbooks & References:

Textbooks:

Indian

1. Dasgupta, S.N. : Fundamentals of Indian Art.
2. Coomaraswamy, A.K. : History of Indian and Indonesian Art.

Western

1. Janson : History of Art.
2. Gardner, Helen : Art through the ages.

References:

1. Rowland, Benjamin : The Art and Architecture of India.
2. Bhattacharya, S.,K. : The Story of Indian Art.
3. Shivaramaurti : 5000 Years of Indian Art.
4. Tomory, Edith : A History of Fine Arts in India and West.
5. Coomaraswamy, A.K. : Dance of Shiva.
6. Coomaraswamy, A.K. : Transformation of Nature in Art.
7. Croce, Benedetto : Aesthetics.
8. Bosanquet : History of Aesthetics.
9. Van Loon : Art of Mankind.
10. Van Loon : Civilization of Mankind.
11. Bazin, Germain : Concise History of Art. Vol. 1 & 2.
12. Binyon, Lawrence : Introduction of Chinese Art.
13. Rowland, Benjamin : History of Indian and Indonesian Art.
14. Berenson, Bernard : Italian Painters of the Renaissance.
15. Read, Herbert : Art Now
16. Read, Herbert : Grassroot of Art.
17. Arnason, H.H. : History of Modern Art.
18. Janson : History of Painting.
19. Newton, Eric : History of Western Painting.

PAPER-4 : AESTHETICS-I (Theory)

Paper Code : BVA/AS/304

Course Credits : 02

Course Objective:

This course is essential for all the students acquiring fine arts skill to improve their sense of beauty. An artist must have a clear concept regarding theory of beauty to execute their idea in proper way.

Course Contents:

Module I : The importance of Aesthetics for a fine artist; Introduction to Indian Aesthetics and its brief historical background; Concept of beauty based on ancient scriptures and their relevance of art.

Module II: Elements of art- Five Schools of Indian Aesthetics; Inter-relationship of Visual and performing art.

Textbooks & References:

Textbooks:

1. Hospers, John : Introductory Reading in Aesthetics.

References:

1. Croce, Benedetto : Aesthetics.
2. Bosanquet : History of Aesthetics.
3. Carritt, E. F. : Philosophy of Beauty.
4. Read, Herbert : Art Now.

PAPER -5 : THEORY OF ADVERTISING-I

Paper Code: BVA/TA/305

Course Credits : 02

Course objective:

The objective of the course is to:

- Study the history of advertising and explore it as a tool for publicity
- Introduction to principles of art and commercial art, various mediums and techniques and its scope.

Course Content:

- Introduction to Principle of art, Introduction to commercial art and its importance.
- Commercial art and Scope of commercial art, aims and objectives.
- Role of commercial artist and the qualities
- History of Advertising.
- Various medium in art, material used in commercial art and techniques.

Textbooks & References:

1. Pettit, Raymond. *Learning from Winners: How the ARF OGIIVY Award Winners use Market research to create advertising success.* New York : Psychology Press, 2007.
2. Fletcher, A. D and Bowers, T.A. *Fundamentals of Advertising Research.* California : Wadsworth Publishing, 1988.
3. Jigenheimer. *Advertising Media.* William C. Brown, 1992.
4. Moriarty, Sandra E. *Creative advertising: Theory & Practice.* New Jersey : Prentice-Hall Publishing, 1990.
5. Stead, William. *The Art of Advertising: Its Theory and Practice Fully Described.* Charleston, USA : Nabu Press, 2010.
6. Gupta, A. *Principles of Advertising Concepts and Theories.* New Delhi : Cyber Tech, 2012.
7. Dennison, Dell. *The Advertising handbook.*
8. Kuntz, Roderick. White. *Advertising.*
9. Behrens, Ray R. *Design in the Visual arts.*
10. Rege G. M. *Advertising Art & Ideas.*
11. Bruce, D. *Visual Imagination.*
12. Jennings Simon. *Advanced Illustration and Design.*
13. Jeavons, Terry and Beaumont, Michael. *Introduction to typography.*
14. Croy, Peter. *Graphic Design and Reproduction Technique.*
15. Sims Mitzi. *Sign Design- Graphic, Material & Technique.*
16. Lorisieber and Balla, Lisa. *Making a good layout.*
17. Luthra, S. K. *Applied art handbook.*
18. Mathew, Deepak John.. *Principle of Design through Photography.*
19. Dunn, S.W. *Advertising: Its role in modern marketing.*

PAPER -6 : GRAPHIC DESIGN-I

Paper Code: BVA/AA/306

Course Credits: 05

Course objective:

- The objective of the course is to understand and explore various applications of Graphic Design.

Course Content:

- A. Study and history of letter forms: both Roman and Vernacular.
- Interrelation of Negative and Positive space.
- Exercises with basic shapes and textures in relation to space
- Designing symbol, Logo, monograms, Book cover etc.
- Exercises of illustration with the different media on stories, poems & myths for designing of books for kids.

Textbooks & References:

1. Bruce D. Kurty (1987). *Visual imagination – An introduction of Art*, Prentice Hall.
2. Albert W Porter. *Elements of Design-Space and Form*.
3. Rowland Kurt (1964). *Looking & seeing Vol. 1-4*. London : Ginn& Co.
4. Hayashi Studio (1994). *Water Colour Rendering*, Graphic-Shaw Publishing.
5. Robert W. Gill (1984). *Manual of Rendering in pen and ink*, Thames and Hudson.
6. Wong Wucius (1977). *Principles of three dimensional Design*, Van Nostrand Reinhold.
7. Maurice de Sansmarg (1964). *Basic Design: the Dynamics of Visual Form*. Herbert Press.
8. Albert W Porter. *Elements of Design-Line*.
9. Saraswati BaidyaNath (2001). *The nature of man and culture: alternative paradigms in anthropology*. New Delhi : Indira Gandhi National Centre for the Arts.
10. Wong Wucius (1977). *Principles of two dimensional Design*. Van Nostrand Reinhold.

PAPER -7 : POSTER-I

Paper Code: BVA/AA/307

Credit Points: 05

Course objective:

The objective of the course is to:

- Understand various types of posters; indoor, outdoor etc
- Understand and apply elements & principles of design in poster making.

Course Content:

- Study of different schools of posters

Textbooks & References:

1. Evans, Poppy (2005). *Exploring Publication Design*. Boston MA. USA. Delmar Cengage Learning.
2. Charlotte Rivers (2007). *Poster-Art: Innovation in Poster Design*. Brighton :Rotovision.
3. Kroner, Alexander (2001). *Adaptive Layout of Dynamic Web Pages*. Amsterdam: IOS Press.
4. Kloos, Gerhard. (2007). *Matrix Methods for Optical Layout*. Bellingham, USA: SPIE Press
5. Book. Albert C. (1997). *Fundamentals of Copy and Layout*. New York : McGraw-Hill.
6. Wasmuht, Barbara (2008). *Branding and Corporate Identity*. Saarbrücken, Germany: VDM-Verlag.
7. Hodgson, F. W. & Giles, VIC(1996). *Creative Newspaper Design*. 2nd ed. Oxford : Focal Press.
8. Moen, Daryl (2000). *Newspaper Layout and Design: A Team Approach*. 4thed.. New Jersey: Wiley-Blackwell.
9. Foster, John (2012), *New Masters of Poster Design. Vo. 2: Poster Design for This Century and beyond*: London : Rockport.
10. Carter, David. And Branding, E. (2000). *The Power of Market Identity*. New York : Watson Guptill.

PAPER -8 : PRESS AD-I

Paper Code: BVA/AA/308

Course Credits : 05

Course objective:

- The objective of the course is to understand various types of layouts to make good layout design.

Course Content:

- Study of fundamental elements of layout
- Practical application of layout design:
- Preparation of simple typographical layouts for Newspapers.

Textbooks & References:

1. Kroner, Alexander. (2001). *Adaptive Layout of Dynamic Web Pages*. Amsterdam :IOS Press.
2. Kloos, Gerhard. (2007). *Matrix Methods for Optical Layout* .Bellingham : SPIE Press.
3. Book. Albert C. (1997). *Fundamentals of Copy & Layout*. New York : McGraw-Hill.
4. Hodgson, F. W. & Giles, VIC.(1996). *Creative Newspaper Design*. 2nd ed. Okford: Focal Press.
5. Moen, Daryl. (2000). *Newspaper Layout & Design: A Team Approach*. 4th ed. New Jersey :Wiley-Blackwell Publishing.
6. Evans, Poppy. (2005). *Exploring Publication Design*. Boston : Delmar Cengage Learning.
7. Charlotte Rivers. (2007). *Poster-Art: Innovation in Poster Design*. Brighton : Rotovision.
8. Foster, John. (2012).*New Masters of Poster Design. V. 2- Poster Design for This Century and beyond*. London : Rockport Publishers.
9. Carter, David. E. Branding: (2000). *The Power of Market Identity*. New York : Watson Guptill.
10. Wasmuht, Barbara. (2008). *Branding & Corporate Identity*. Saarbrucken, Germany. VDM-Verlag.

PAPER -9 : PHOTOGRAPHY-I

Paper Code: BVA/AA/309

Course Credits : 05

Course objective:

- The objective of the course is to understand the basic knowledge and skill of photography.

Course Content:

- Use of camera; observation and selection of subject.
- Composition; exposing outdoors and indoors.

Textbooks & References:

1. Langford Michael. (1989). *Advanced Photography*. 5thed. Oxford : Focal Press.
2. Dahlin Eric. (2013). *Advanced Photography*. Providence,Utah : Eric Dahlin Publication.
3. Ang Tom. (2003). *Advanced Digital Photography*. London : Mitchell Beazley Publication.
4. Langford Michael & Bilissi Efthimia. (2007). *Langford's Advanced Photography*.7thed. Oxford : Focal Press.
5. Allen Elizabeth. (2010). *the Manual of Photography*. 10thed. Oxford : Focal Press.

PAPER -10 : PICTORIAL PAINTING

Paper Code: BVA/OEAA/3010

Course Credits : 02

Syllabus will be developed by the concerned faculty

PAPER -11 : MURAL

Paper Code: BVA/OEAA/3011

Course Credits : 02

Syllabus will be developed by the concerned faculty

SEMESTER - IV

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/AA/401	Drawing & Illustration—II	CORE	06	45	100	150	Portfolio Submission /Jury/Viva
BVA/AA/402	Lettering & Typography-II	CORE	06	45	100	150	
BVA/HA/403	History of Art-II (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/404	Aesthetics-II (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/405	Theory of advertising-II (Theory)	DSE	02	15	35	50	2 hours
BVA/AA/406	Graphic Design-II	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/AA/407A	Poster-II OR	SEC	05	40	85	125	
BVA/AA/407B	Press Ad-II OR						
BVA/AA/407C	Photography-II						
BVA/OE/410	Pictorial Painting	OE	02	15	35	50	
BVA/OE/411	Mural	OE	02	15	35	50	
Total			32	245	555	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 & ILLUSTRATION-II

Paper Code: BVA/AA/401

Course Credits : 06

Course objective:

The objective of the course is to:

- Understand, communicate and interact with the environment through drawings.
- Introduce the students to free hand and technical drawing skills of human figure.
- Acquaint students with knowledge of perspective and develop the skill of sketching architectural spaces both indoor and outdoor.

Course Content:

- Continuation of basic drawing with emphasis on composition & conceptual exercises.
- Study of human anatomy; Free hand sketching of Human body parts & postures and Head study/ Portrait
- Study of Nature; Animals, Plants etc.,
- Study of Architecture; Indoor & Outdoor etc.
- Illustration and Conceptual drawing.

Textbooks & References:

1. Francis D. K. Ching, *Design Drawing*, John Wiley.
2. Edward, Betty. *Drawing on the artist within*, Fontana.
3. Edward, Betty. *Drawing on the right side of the brain*. Fontana.
4. Cameron, Julia. *The artists' way*. Pan McMillan.
5. Turner, James R. *Drawing with confidence*, Van Nostrand Reinhold.
6. Escher, M.C. *The complete work*. Harry N. Abrahams.
7. Escher, M.C. *Exploring the infinite*. Harry N. Abrahams.
8. Stayner, Peter and Terry Rosenberg. *Landscape Drawing 'From first principles'*. Arcturus Publishing.
9. Gill, Robert W. *Rendering with pen and ink*. Thames & Hudson
10. Nogrduzij, Gerrit. *Letter letter*. Hartley & Marks.

PAPER -2 : LETTERING & TYPOGRAPHY-II

Paper Code: BVA/AA/402

Course Credits: 06

Course objective:

- The objective of the course is to:understand variety of typographical styles for advanced communication.

Course Content:

- Exploring more into expressive aspects of typography. Studying the different Ways in which letterform, layout and color can be utilized in Graphic Design.
- Expressive power of typography; Designing typography title for book/ novel/ films, Poster, Quotes, etc.
- Copy oriented advertisement; posters, magazine ad, newspaper ads, etc. Understanding of calculating letters, words, mechanical and optical spacing, grid system, gutter space with the help of pica scale.

Textbooks & References:

1. McLean Ruari. (1980).*Typography*. London : Thames & Hudson.
2. Crisp Denise G & Temple William F. (2012).*Typography : Graphic Design in Context*. London : Thames & Hudson.
3. Friedl Friedrich , Nicolaus OH and Stein Bernard. (1998).*Typography: An Encyclopedia survey of Type Design and Techniques throughout History*. New Yorkk : Black Dog & Levnthal Publishers.
4. David Choi, Lynn and Lei Znang (2014).*Typography*. Chois Gallery Publishing.
5. Lewis John. (2007).*Design and Practice Typography*. Huddersfield : Jeremy Mills Publishing.
6. Ruder Emil. (2008).*A Textbook of DesignTypography*.Sulgen, Switzerland :Niggi-Verlag.
7. Strizver Ilene (2013).*Type Rules: The Designers Guide to Professional Typography*. 4thed. New York : John Wiley.
8. Felici Jim. (2002). *The Contemporary Manual of Typography*. Adobe Publishers.
9. Saltz Ina. (2011).*Typography Essentials: 100 design principles for working with Type (design essentials)*. London: Rockport Publishing.
10. Winters Eleanor. (2003).*Mastering Copperplate Calligraphy (lettering, calligraphy, typography)*. New York : Dover Publishing
11. Grebenstein Maryanne. (2012).*Calligraphy Bible: A complete guide to more than 100 essential projects and techniques*. New York : Watson Guptill.
12. Heller, Steven. (2007). *New Vintage Type: Classic Fonts for the Digital Age*. New York : Watson Guptill.
13. Friedl Friedrich, Nicolaus OH and Stein Bernard (1998).*Typography: An Encyclopedia survey of Type Design and Techniques Throughout History*. New York : Black Dog & Levnthal Publishers.
14. Lewis John. (2007).*Design and Practice: Typography*. Huddersfield : Jeremy Mills Publishing.
15. Strizver Ilene. (2013).*Type Rules: The Designers Guide to Professional Typography*. 4thed. New York : John Wiley.
16. Winters Eleanor. (2003).*Mastering Copperplate Calligraphy (lettering, calligraphy, typography)*. New York : Dover Publishing.
17. Grebenstein Maryanne. (2012).*Calligraphy Bible: A complete guide to more than 100 essential projects and techniques*.New York : Watson Guptill.

PAPER-3 : HISTORY OF ART -I1 (Theory)

Paper Code : BVA/HA/403

Course Credits : 02

Course Objective:

The objective of teaching history of art is to acquaint the students with visual cultures from the earliest time to the present. The course is designed on the conviction that the learners can understand its relation to his own time and the technology at his command through an awareness of the relationship to his artistic predecessors.

Course Contents:

Module I : Gupta Period: Mathura, Sarnath, Deogarh, Udaygiri and other centres in Western, Central and Eastern India.

Module II : Java Art

Module III : Byzantine period, Romanesque period: Architecture - c. 1050 - 1200- Western Europe with regional variation, increase in structural solidity.

Textbooks & References:

Textbooks:

Indian Art

1. Dasgupta, S.N. : Fundamentals of Indian Art.
2. Coomaraswamy, A.K. : Dance of Shiva.
3. Coomaraswamy, A.K. : Transformation of Nature in Art.

Western Art

1. Janson : History of Art.
2. Van Loon : Art of Mankind.
3. Van Loon : Civilization of Mankind.

References:

1. Gardener, Helen : Art through the ages.
2. Rowland, Benjamin : The Art and Architecture of India.
3. Bhattacharya, S.,K. : The Story of Indian Art.
4. Shivaramaurti : 5000 Years of Indian Art.
5. Coomaraswamy, A.K. : History of Indian and Indonesian Art.
6. Tomory, Edith : A History of Fine Arts in India and West.
7. Croce, Benedetto : Aesthetics.
8. Bosanquet : History of Aesthetics.
9. Bazin, Germain : Concise History of Art. Vol. 1 & 2.
10. Binyon, Lawrence : Introduction of Chinese Art.
11. Rowland, Benjamin : History of Indian and Indonesian Art.
12. Berenson, Bernard : Italian Painters of the Renaissance.
13. Read, Herbert : Art Now
14. Read, Herbert : Grassroot of Art.
15. Arnason, H.H. : History of Modern Art.
16. Janson : History of Painting.
17. Newton, Eric : History of Western Painting.
18. Binyon, Lawrence : Introduction to Chinese Art.

PAPER-4 : AESTHETICS-II (Theory)

Paper Code : BVA/AS/404

Course Credits : 02

Course Objective:

- This course is essential for all the students acquiring fine arts skill to improve their sense of beauty. An artist must have a clear concept regarding theory of beauty to execute their idea in proper way.

Course Contents:

Module I : Development of theories of Rasa, Dhvani, Bhava, Alankar, Auchitya, Riti, Guna-Dosh, Vyanjana etc.

Module II : Detail study on the applications of Rasa theories in Indian Art. Related study on Western art.

Textbooks & References:

Textbooks:

1. Hospers, John : Introductory Reading in Aesthetics.

References:

1. Croce, Benedetto : Aesthetics.
2. Bosanquet : History of Aesthetics.
3. Carritt, E. F. : Philosophy of Beauty.
4. Read, Herbert : Art Now.

PAPER-5 : THEORY OF ADVERTISING-II

Paper Code: BVA/TA/405

Course Crédits : 02

Course objective:

The objective of the course is to:

- Study and explore the history of world advertising as a tool for publicity and mass communication.
- Understand the profession of advertising as an art, science, business and its impact on daily life style.

Course Content:

- Introduction to Advertising, personal selling, marketing, public relation, communication, Publicity etc.
- Elements of Advertising: Headline, Sub headline, Illustration, Copy, Trade mark, Tag line, etc.
- History of Advertising.
- Social & economic aspects of advertising. Ethics in advertising.
- Evolution of advertising in India and present advertising scenario.
- Introduction of communication. What is communication? Elements of communication. Function of Communication. Communication objectives. Picture vs. Words Communication, etc.
- Role of advertising in mass communication.

Textbooks & References:

1. Shaw, Mark. (2012). *Copy Writing: Successful Writing for Design, Advertising & Marketing*. London : Laurence King Publishing
2. Wells, William D, Burnett, John J. and Moriarty, Sandra. (1997). *Advertising: Principles and Practices*. New Jersey : Pearson Education Publishing.
3. Jigenheimer. (1992). *Advertising Media*. Brown (William C) Publishing.
4. Moriarty, Sandra E. (1990) .*Creative advertising: Theory and Practice*. New Jersey : Prentice-Hall.
5. Herbert Holtje (1978).*Theory and Problems of Advertising*. New York : McGraw Hill.
6. Stead, William. (2010). *The Art of Advertising: Its Theory & Practice Fully Described*. Charleston USA : Nabu Press.
7. Pettit, Raymind. (2007). *learning from Winners: How the ARF OGILVY Award Winners use Market research to create advertising success*. New York : Psychology Press.
8. Gupta, A. (2012). *Principles of Advertising Concepts and Theories*. New Delhi : Cyber Tech Publication.
9. Dennison, Delll. *The Advertising handbook*
10. White, Roderick . *Advertising*.
11. Rege, G.M.*Advertising Art and Ideas*.
12. Kurtz, Bruce D. *Visual Imagination*
13. Behrens, Ray R. *Design in the Visual arts*.
14. Jennings Simon.*Advanced Illustration and Design*.
15. Terry Jeavons and Michael Beaumont. *Introduction to typography*.
16. Peter Croy.*Graphic Design and Reproduction Technique*.
17. Mitzi Sims. *Sign Design :Graphic Material and technique*.
18. S. W. Dunn.*Modern marketing*.

PAPER-6 : GRAPHIC DESIGN-II

Paper Code: BVA/AA/406

Course Credits: 05

Course objective:

The objective of the course is to:

- Understand and explore various applications of Graphic Design.
- Enable students to make the digital artworks/illustrations/designs utilizing the designing software like CorelDraw, Adobe Photoshop, etc.

Course Content:

- Creation of logo/symbol – culmination of logotype and symbol into one integrated design for a given product / service brand or public welfare initiative.
- Conducting research and documenting case study of any product/service brand/company.
- Creation of brand identity program for a given product / service brand. Logo design and its application to create stationery e.g. Letterhead, Visiting Card, envelope, merchandise, signage's for the outlets, table tops, signage, table calendar, t-shirt, etc.
- Introduction to CorelDraw; designing computer aided illustration, graphic, etc. using the menus, standard tool bar, property bar, etc.
- Introduction to Adobe Photoshop; editing images using various modes, adjusting layers, colour correction, colour management using filters, saving & exporting files in various file formats, Digital painting, etc.

Textbooks & References:

1. Broome, Gerald F. (1974). *Elements of Design: Space*. Worcester : Davis Publications.
2. Albert W Porter. *Elements of Design-Space and Form*.
3. Albert W Porter. *Elements of Design-Line*.
4. Rowland Kurt. (1964) Looking and seeing. Vol. 1-4. London : Ginn&Co.
5. Bruce D. Kurty. (1987). *Visual imagination – An introduction of Art*. New Jersey : Prentice Hall.
6. Hayashi Studio. (1994). *Water Colour Rendering*. Graphic-Shaw Publishing.
7. Robert W. Gill. (1984). *Manual of Rendering in pen and ink*. London : Thames and Hudson.
8. Wong Wucius. (1977). *Principles of three dimensional Design*. New York : Van Nostrand Reinhold.
9. Wong Wucius. (1977). *Principles of two dimensional Design*. New York : Van Nostrand Reinhold.
10. Maurice de Sansmarg. (1964). *Basic Design: The Dynamics of Visual Form*. Herbert Press.
11. Albert, Josef. (1963). *Interaction of Colors*, Yale University Press.
12. Saraswati Baidya nath, (2001), *the nature of man and culture: alternative paradigms in anthropology*. New Delhi : Indira Gandhi National Centre for the Arts.
13. Marian L.Dawis. (1987). *Visual Design in Drers*. 2nd ed. Englewood Cliffs : Prentice-Hall.

PAPER-7 : POSTER-II

Paper Code: BVA/AA/407

Course Credits : 05

Course objective:

The objective of the course is to:

- Understand various types of posters; indoor, outdoor etc
- Understand and apply elements & principles of design in poster making.

Course Content:

- Their application to the project; making of posters, show cards, multi-sheet posters etc.

Textbooks & References:

1. Evans, Poppy. (2005). *Exploring Publication Design*. Boston : Delmar Cengage Learning.
2. Charlotte Rivers. (2007). *Poster-Art: Innovation in Poster Design*. Brighton :Rotovision.
3. Kroner, Alexander. (2001). *Adaptive Layout of Dynamic Web Pages*. Amsterdam : IOS Press.
4. Kloos, Gerhard. (2007). *Matrix Methods for Optical Layout*. Bellingham : SPIE Press.
5. Book. Albert C. (1997). *Fundamentals of Copy & Layout*. New York :McGraw-Hill.
6. Wasmuht, Barbara. (2008). *Branding & Corporate Identity*. Saarbrucken, Germany : VDM-Verlag.
7. Hodgson, F. W. and Giles, VIC.(1996). *Creative Newspaper Design*. 2nd ed. Oxford : Focal Press.
8. Moen, Daryl. (2000). *Newspaper Layout and Design: A Team Approach*. 4thed. New Jersey :Wiley-Blackwell Publishing.
9. Foster, John. (2012).*New Masters of Poster Design, Vol. 2- Poster Design for This Century and beyond*. London : Rockport Publisher.
10. Carter, David. And E. Branding. (2000). *The Power of Market Identity*. New York : Watson Guptill.

PAPER-8 : PRESS AD-II

Paper Code: BVA/AA/408

Course Credits : 05

Course objective:

- The objective of the course is to understand and apply elements & principles of design in print media advertising layouts.

Course Content:

- Different Types of Layout & Grids in advertising.
- Newspaper: its construction, different parts, format & page design, different sizes of columns and different types of newspaper ads.
- Magazine: Information about it, Layout Design; format & page design and different types of magazines ads.

Textbooks & References:

1. Kroner, Alexander. (2001). *Adaptive Layout of Dynamic Web Pages*. Amsterdam : IOS Press.
2. Kloos, Gerhard. (2007). *Matrix Methods for Optical Layout*. Bellingham : SPIE Press.
3. Book. Albert C. (1997). *Fundamentals of Copy and Layout*. New York : McGraw-Hill.
4. Hodgson, F. W. and Giles, VIC.(1996). *Creative Newspaper Design*. 2nd ed. Okford : Focal Press.
5. Moen, Daryl. (2000). *Newspaper Layout and Design: A Team Approach*. 4thed. New York: Wiley-Blackwell Publishing.
6. Evans, Poppy. (2005). *Exploring Publication Design*. Boston : Delmar Cengage Learning.
7. Charlotte Rivers. (2007). *Poster-Art: Innovation in Poster Design*. Brighton : Rotovision.
8. Foster, John. (2012). *New Masters of Poster Design. Vol. 2 - Poster Design for This Century and beyond*. London :Rockport Publisher.
9. Carter, David. And E. Branding. (2000). *The Power of Market Identity*. New York : Watson Guptill.
10. Wasmuht, Barbara. (2008). *Branding and Corporate Identity*. Saarbrucken, Germany: VDM -Verlag.

PAPER-9 : PHOTOGRAPHY-II

Paper Code: BVA/AA/409

Course Credits : 05

Course objective:

- The objective of the course is to practice photography and explore nature, landscape, portrait, etc. through camera.

Course Content:

- Knowledge of ISO, Shutter speed, aperture, depth of field etc.
- Use of Photoshop and other software related to photography

Textbooks & References:

1. Langford Michael. (1989). *Advanced Photography*. 5thed. Oxford : Focal Press.
2. Dahlin Eric. (2013). *Advanced Photography*. Providence, Utah :Eric Dahlin Publication.
3. Ang Tom. (2003). *Advanced Digital Photography*. London : Mitchell Beazley Publication.
4. Langford Michael and Bilissi Efthimia. (2007). *Langford's Advanced Photography*.7thed. Oxford : Focal Press.
5. Allen Elizabeth. (2010). *Manual of Photography*. 10thed. Oxford : Focal Press.

PAPER-10 : PICTORIAL PAINTING

Paper Code: BVA/OEAA/410

Course Credit : 02

Syllabus will be developed by the concerned faculty

MURAL

Course Code: BVA/OEAA/411

Course Credits : 02

Syllabus will be developed by the concerned faculty

SEMESTER - V

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/AA/501	Drawing & Illustration-III	CORE	06	45	105	150	Portfolio Submission/ Jury/Viva
BVA/AA/502	Lettering & Typography-III	CORE	06	45	105	150	
BVA/HA/503	History of Art-III (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/504	Aesthetics-III (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/505	Theory of advertising-III (Theory)	DSE	02	15	35	50	2 hours
BVA/AA/506	Graphic Design-III	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/AA/507A	Poster-III OR	SEC	05	40	85	125	
BVA/AA/507B	Press Ad-III OR						
BVA/AA/507B	Photography-III						
BVA/OE/510	Pictorial Painting	SEC/OE	02	15	35	50	
BVA/OE/511	Mural	SEC/OE	02	15	35	50	
Total			32	245	555	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 & ILLUSTRATION-III

Paper Code: BVA/AA/501

Course Credits: 06

Course objective:

The objective of the course is to:

- Observe, understand and develop the skill of fluent sketching and drawing from natural and manmade objects.
- Acquaint students with skills of sketching human anatomy.
- Enable the students to develop drawing skills with the focus on illustrations.

Course Content:

- Life Drawing: Figure drawing and construction, stressing line and form. Study of human anatomy (the basis for understanding the human figure) in Pencil, Charcoal and Ink.
- Advertising Illustration; creating illustrations for Press ad, Poster, Book Cover, etc.
- Conceptual Illustration exercises.

PAPER-2 : LETTERING & TYPOGRAPHY-III

Paper Code: BVA/AA/502

Course Credits : 06

Course objective:

- The objective of the course is to express and apply typographical styles through various media or purposes.

Course Content:

- Exploring more into expressive aspects of typography. Studying the different Ways in which letterform, layout and color can be utilized in Graphic Design.
- Expressive Power of typography; Designing typography title for book/ novel/ films, Poster, Quotes, etc.
- Copy oriented advertisement; posters, magazine ad, newspaper ads, etc. Understanding of calculating letters, words, mechanical and optical spacing, grid system, gutter space with the help of pica scale.

PAPER-3 : HISTORY OF ART-III

Paper Code : BVA/HA/503

Course Credits : 02

Course Objective:

The objective of teaching history of art is to acquaint the students with visual cultures from the earliest time to the present. The course is designed on the conviction that the learners can understand its relation to his own time and the technology at his command through an awareness of the relationship to his artistic predecessors.

Course Contents:

Module I : Pallava Period, Chola Period, Chalukya Period, Rastrakuta Period, Chandela Period

Module II : Gothic Period: The age of Cathedrals- Political background Spread of the architectural style- through France to other parts of Europe; Early Gothic, High Gothic- Functional study of prominent architectural elements through cross sectional plans, understanding weight bearing mechanism and notion of verticalism.

Sculptures and Paintings- Figures placed in architectural framework; symmetry and clarity , in tympanum spaces, pillars; Classic High Gothic

Textbooks & References:

Textbooks:

Indian Art

1. Dasgupta, S.N. : Fundamentals of Indian Art.
2. Coomaraswamy, A.K. : Dance of Shiva.
3. Coomaraswamy, A.K. : Transformation of Nature in Art.

Western Art

1. Janson : History of Art.
2. Van Loon : Art of Mankind.
3. Van Loon : Civilization of Mankind.

References:

5. Gardener, Helen : Art through the ages.
6. Rowland, Benjamin : The Art and Architecture of India.
7. Bhattacharya, S.,K. : The Story of Indian Art.
8. Shivaramaurti : 5000 Years of Indian Art.
5. Coomaraswamy, A.K. : History of Indian and Indonesian Art.
6. Tomory, Edith : A History of Fine Arts in India and West.
7. Croce, Benedetto : Aesthetics.
8. Bosanquet : History of Aesthetics.
9. Bazin, Germain : Concise History of Art. Vol. 1 & 2.
10. Binyon, Lawrence : Introduction of Chinese Art.
11. Rowland, Benjamin : History of Indian and Indonesian Art.
12. Berenson, Bernard : Italian Painters of the Renaissance.
13. Read, Herbert : Art Now
14. Read, Herbert : Grassroot of Art.
15. Arnason, H.H. : History of Modern Art.
16. Janson : History of Painting.
17. Newton, Eric : History of Western Painting.
18. Binyon, Lawrence : Introduction to Chinese Art.
19. Janson : History of painting.

PAPER-4 : AESTHETICS-III

Paper Code : BVA/AS/504

Course Credits : 02

Course Objective:

This course is essential for all the students acquiring fine arts skill to improve their sense of beauty. An artist must have a clear concept regarding theory of beauty to execute their idea in proper way.

Course Contents:

Module I : Brief introduction to the basic principles of Indian philosophy as related to the arts- Evolution of the Aesthetic Concepts-Natayashastra of Bharat Muni.

Module II : Detail studies related to Rasa- Nishpathi

Module III : Fundamentals of Indian art based on Hindu Silpa Texts.

Textbooks & References:

Textbooks:

1. Hospers, John : Introductory Reading in Aesthetics.

References:

1. Croce, Benedetto : Aesthetics.
2. Bosanquet : History of Aesthetics.
3. Carrington, E. F. : Philosophy of Beauty.
4. Read, Herbert : Art Now.

PAPER-5 : THEORY OF ADVERTISING-III

Paper Code: BVA/TA/505

Course Credits : 02

Course objective:

The objective of the course is to:

- Understand the basics of creative advertising, its planning, designing & execution.
- Enable students to identify different types of advertising and their functions.
- Know the concept of marketing & market research.
- Empower students to identify different elements of copy used in advertisements and understand their role in the same.

Course Content:

- Creative Advertising: Classification of Advertising. Types of Advertising (The Hard-Sell - The Soft-sell, Reminder, Prestige, Humorous, Consumer, Distributer, Retail, Travel & Entertainment, Testimonial, Direct-mail, Industrial, Financial, Cooperative, advertisement by government bodies or public bodies, local, National, International, media wise, etc.)
- Present scenario in advertising: covert advertising, ambient advertising, gorilla advertising, product placement, etc.
- Planning & execution of advertisement, USPs, Advertising appeals, Theme, Visualization – Invention of Advertising Ideas,
- Copy platform: what is copy platform? - Copywriting, functions of advertising copy, approach of writing copy, the headline, text copy, tagline, etc.
- Introduction to Typography, its evolution/development, basic principles typography and Classification of Typography.

PAPER-6 : GRAPHIC DESIGN-III

Paper Code: BVA/AA/506

Course Credits : 05

Course objective:

The objective of the course is to:

- Explore various applications of Graphic Design.
- Enable students to visualize and construct designs for effective product promotion.
- Introduce the principles of structure and functional packaging design and developing the knowledge of various materials, their suitability and costing of package.
- Enable students to make the digital artworks/illustrations/designs utilizing the designing software like Adobe Illustrator, In-design, etc.

Course Content:

- Sales promotion and POPs design.
- Poster design using creative techniques like 3D projection, cut-out etc.
- Introduction of packaging and its type, packaging and labelling design for lifestyle products, baby care products, cosmetics, special edition products, Luxury Products, Mass products, Food products, etc.
- Introduction to Adobe Illustrator; Designing computer illustration, Graphics, Characters, Typographical Illustration, Corporate Identity, Publication design, etc. Introduction to In-design; Designing for publication both print and web utilizing the various tools, menu, layout templates, etc.

PAPER-7 : POSTER-III

Paper Code: BVA/AA/507

Credit Units: 05

Course objective:

- The objective of the course is to understand and apply elements & principles of design in poster making.

Course Content:

- Their application to the project; making of posters making of posters, show cards, multi-sheet posters etc.

Textbooks & References:

1. Book. Albert C. (1997). *Fundamentals of Copy and Layout*. New York : McGraw-Hill.
2. Wasmuht, Barbara. (2008). *Branding and Corporate Identity*. Saarbrucken, Germany: VDM-Verlag.
3. Hodgson, F. W. & GilesEvans, Poppy. (2005). *Exploring Publication Design*. Boston : Delmar Cengage Learning.
4. Charlotte Rivers. (2007). *Poster-Art: Innovation in Poster Design*. Brighton : Rotovision.
5. Kroner, Alexander. (2001). *Adaptive Layout of Dynamic Web Pages*. Amsterdam, : IOS Press.
6. Kloos, Gerhard. (2007). *Matrix Methods for Optical Layout*. Bellingham : SPIE Press.
7. Hodgson, F. W. and Giles, VIC.(1996). *Creative Newspaper Design*. 2nd ed. Okford : Focal Press
8. Moen, Daryl. (2000). *Newspaper Layout and Design: A Team Approach*. 4thed. New Jersey : Wiley-Blackwell Publishing.
9. Foster, John. (2012).*New Masters of Poster Design*. Vol. 2 - *Poster Design for This Century and beyond*. London : Rockport Publisher.
10. Carter, David. And E. Branding. (2000). *The Power of Market Identity*. New York : Watson Guptill.

PAPER-8 : PRESS AD-III

Paper Code: BVA/AA/508

Course Credit : 05

Course objective:

- The objective of the course is to understand and apply elements & principles of design in print media advertising layouts.

Course Content:

- Different Types of Layout & Grids in advertising.
- Newspaper: its construction, different parts, format & page design, different sizes of columns and different types of newspaper ads.
- Magazine: Information about it, Layout Design; format & page design and different types of magazines ads.

Textbooks & References:

1. Charlotte Rivers. (2007). *Poster-Art: Innovation in Poster Design*. Brighton : Rotovision.
2. Foster, John. (2012). *New Masters of Poster Design. Vol. 2 - Poster Design for This Century and beyond*. London : Rockport Publisher.
3. Kroner, Alexander. (2001). *Adaptive Layout of Dynamic Web Pages*. Amsterdam :IOS Press.
4. Kloos, Gerhard. (2007). *Matrix Methods for Optical Layout* .Bellingham : SPIE Press.
5. Book. Albert C. (1997). *Fundamentals of Copy and Layout*. New York : McGraw-Hill.
6. Hodgson, F. W. and Giles, VIC. (1996). *Creative Newspaper Design*. 2nd ed.. Okford : Focal Press.
7. Moen, Daryl. (2000). *Newspaper Layout & Design: A Team Approach*. 4th ed. New Jersey: Wiley-Blackwell Publishing.
8. Evans, Poppy. (2005). *Exploring Publication Design*. Boston : Delmar Cengage Learning.
9. Carter, David and E. Branding. (2000). *The Power of Market Identity*. New York : Watson Guptill.
10. Wasmuht, Barbara. (2008). *Branding and Corporate Identity*. Saarbrucken, Germany : VDM-Verlag.

PAPER-9 : PHOTOGRAPHY-III

Paper Code: BVA/AA/509

Course Credits : 05

Course objective:

The objective of the course is to:

- Acquaint students with the basic knowledge and skill of photography.
- Practice photography & explore nature, landscape, portrait, Architecture, etc. through camera.

Course Content:

- Introduction to evolution of photography, different types of cameras, their mechanism and developments.
- Fundamental understanding of camera, lenses and their functions.
- Principles of photography.
- Exploring indoors and outdoors through photography; Portrait, Landscape, Cityscape, Architecture, etc. in both coloured and black white.

Textbooks & References:

1. Langford Michael. (1989). *Advanced Photography*. 5thed. Oxford : Focal Press.
2. Dahlin Eric. (2013). *Advanced Photography*. Providence, Utah :Eric Dahlin Publication.
3. Ang Tom. (2003). *Advanced Digital Photography*. London : Mitchell Beazley Publication.
4. Langford Michael and Bilissi Efthimia. (2007). *Langford's Advanced Photography*.7thed. Oxford : Focal Press.
5. Allen Elizabeth. (2010). *Manual of Photography*. 10thed. Oxford : Focal Press.

PAPER-10 : PICTORIAL PAINTING

Paper Code: BVA/OEAA/510

Course Credits : 02

Syllabus will be developed by the concerned faculty

PAPER-11 : MURAL

Paper Code: BVA/OEAA/511

Course Credits : 02

Syllabus will be developed by the concerned faculty

SEMESTER - VI

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/AA/601	Drawing & Illustration-IV	CORE	06	45	105	150	Portfolio Submission/ Jury/Viva
BVA/AA/602	Lettering & Typography-IV	CORE	06	45	105	150	
BVA/HA/603	History of Art-IV (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/604	Aesthetics-IV (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/605	Theory of advertising-IV (Theory)	DSE	02	15	35	50	2 hours
BVA/AA/606	Graphic Design-IV	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/AA/607A	Poster—IV OR	SEC	05	40	85	125	
BVA/AA/607B	Press Ad-IV OR						
BVA/AA/607C	Photography-IV						
BVA/OE/610	Pictorial Painting	SEC/OE	02	15	35	50	
BVA/OE/611	Mural	SEC/OE	02	15	35	50	
Total			32	245	555	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 & ILLUSTRATION-IV

Paper Code: BVA/AA/601

Course Credits : 06

Course objective:

The objective of the course is to:

- Observe, understand and develop the skill of sketching and drawing from natural and manmade objects.
- Enable students to develop drawing skills through hands on approach with the focus on illustrations as a mind to hand connects.

Course Content:

- Life Drawing: Figure drawing and construction, stressing line and form. Study of human anatomy in water colour, Pastel colour and other colour medium.
- Advertising Illustration; creating illustration on themes such as Fashion, Medical, Technical, Social, Product, Environment, etc.
- Story Illustration; creating illustrations for Storybooks, Comics, TV commercial, etc.

PAPER-2 : LETTERING & TYPOGRAPHY-IV

Paper Code: BVA/AA/602

Course Credits : 06

Course objective:

The objective of the course is to express and apply typographical styles through various media or purposes.

Course Content:

- Exploring more into expressive aspects of typography. Studying the different Ways in which letterform, layout and color can be utilized in Graphic Design.
- Expressive Power of typography; Designing typography title for book/ novel/ films, Poster, Quotes, etc.
- Copy oriented advertisement; posters, magazine ad, newspaper ads, etc. Understanding of calculating letters, words, mechanical and optical spacing, grid system, gutter space with the help of pica scale.

PAPER - 3 : HISTORY OF ART-IV

Paper Code : BVA/HA/603

Course Credits : 02

Course Objective:

To acquaint the students with cultures from the past to the present. The course is designed on the conviction that the learners can understand its relation to his own time bringing awareness about his artistic predecessors

Course Contents:

Module I : Indian Art History –Orissa, Hoysala, Rajput Miniature, Mughal Miniature

Module II : Western Art History - Renaissance [Proto, Early, High] Painters and Sculptors

Textbooks & References:

Textbooks:

Indian Art

1. Dasgupta, S.N. : Fundamentals of Indian Art.
2. Coomaraswamy, A.K. : Dance of Shiva.
3. Coomaraswamy, A.K. : Transformation of Nature in Art.

Western Art

1. Janson : History of Art.
2. Van Loon : Art of Mankind.
3. Van Loon : Civilization of Mankind.

References:

1. Gardener, Helen : Art through the ages.
2. Rowland, Benjamin : The Art and Architecture of India.
3. Bhattacharya, S.,K. : The Story of Indian Art.
4. Shivaramaurti : 5000 Years of Indian Art.
5. Coomaraswamy, A.K. : History of Indian and Indonesian Art.
6. Tomory, Edith : A History of Fine Arts in India and West.
7. Croce, Benedetto : Aesthetics.
8. Bosanquet : History of Aesthetics.
9. Bazin, Germain : Concise History of Art. Vol. 1 & 2.
10. Binyon, Lawrence : Introduction of Chinese Art.
11. Rowland, Benjamin : History of Indian and Indonesian Art.
12. Berenson, Bernard : Italian Painters of the Renaissance.
13. Read, Herbert : Art Now
14. Read, Herbert : Grassroot of Art.
15. Arnason, H.H. : History of Modern Art.
16. Janson : History of Painting.
17. Newton, Eric : History of Western Painting.
18. Binyon, Lawrence : Introduction to Chinese Art.
19. Janson : History of painting.

PAPER 4 : AESTHETICS-IV

Paper Code : BVA/AS/604

Course Credits : 02

Course Objective:

The objective is to teach about fundamentals of Indian art based on Hindu silpa texts such as Vishnudharmotara-puran, Samaranaa, Sutracharana, Sukranitisara and Silparatham.

Course Contents:

Module I : Sadanga-the six limbs of Indian Art- relevance to Vishnudharmottara Purana.

Module II : Inter-relationship amongst the arts.

Theories relating to the origin and creation of Art, namely, communication, expression, and release of emotion.

Textbooks & References:

Textbooks:

1. Hoppers, John : Introductory Reading in Aesthetics.

References:

1. Croce, Benedetto : Aesthetics.
2. Bosanquet : History of Aesthetics.
3. Carritt,E. F. : Philosophy of Beauty.
4. Read, Herbert : Art Now.

PAAPER-5 : THEORY OF ADVERTISING-IV

Paper Code: BVA/TA/605

Course Credits : 02

Course objective:

The objective of the course is to:

- Enhance knowledge of evolution & history of advertising agency.
- Understand the various kinds of advertising agency and their functions.
- Get acquainted to the structure of an advertising agency.
- Develop understanding of market, marketing, marketing mix and consumer behaviour.

Course Content:

- History & evolution of advertising agency.
- Function and importance of advertising agency.
- Types of advertising agency.
- Advertising in operation: the various departments of ad agency and their functions.
- What is Market & Marketing, Market Research & Marketing Mix? Nature and Scope of Marketing; Reproduction, Planning and Prototype; Consumer Reaction (satisfaction); Market Research and Channels of Distribution; Motivation Research, Consumer behavior and Brand Image.

PAPER-6 : GRAPHIC DESIGN-IV

Paper Code: BVA/AA/606

Course Credits : 05

Course objective:

The objective of the course is to:

- Explore various applications of Graphic Design.
- Enable students to visualize and construct designs for effective product promotion.
- Introduce the principles of structure and functional packaging design and developing the knowledge of various materials, their suitability and costing of package.

Course Content:

- Sales promotion and POPs design.
- Poster design using creative techniques like 3D projection, cut-out etc.
- Introduction of packaging and its type, packaging and labelling design for lifestyle products, baby care products, cosmetics, special edition products, Luxury Products, Mass products, Food products, etc.

PAPER-7 : POSTER-IV

Paper Code: BVA/AA/607

Course Credits : 05

Course objective:

- The objective of the course is to understand and apply elements and principles of design in poster making.

Course Content:

- Their application to the project; making of posters making of posters, show cards, multi-sheet posters etc.

Textbooks & References:

1. Book. Albert C. (1997). *Fundamentals of Copy & Layout*. New York : McGraw-Hill.
2. Wasmuht, Barbara. (2008). *Branding and Corporate Identity*. Saarbrucken, Germany : VDM-Verlag.
3. Hodgson, F. W. And GilesEvans, Poppy. (2005). *Exploring Publication Design*. Boston : Delmar Cengage Learning.
4. Charlotte Rivers. (2007). *Poster-Art: Innovation in Poster Design*. Brighton : Rotovision.
5. Kroner, Alexander. (2001). *Adaptive Layout of Dynamic Web Pages*. Amsterdam :IOS Press.
6. Kloos, Gerhard. (2007). *Matrix Methods for Optical Layout*. Bellingham : SPIE Press.
7. Hodgson, F. W. and Giles, VIC.(1996). *Creative Newspaper Design*. 2nd ed. Okford :Focal Press.
8. Moen, Daryl. (2000). *Newspaper Layout and Design: A Team Approach*. 4thed. New Jersey : Wiley-Blackwell Publishing.
9. Foster, John. (2012).*New Masters of Poster Design. Vol. 2 - Poster Design for This Century and beyond*. London : Rockport Publisher.
10. Carter, David. And E. Branding. (2000). *The Power of Market Identity*. New York : Watson Guptill.

PAPER-8 : PRESS AD-IV

Paper Code: BVA/AA/608

Course Credit : 05

Course objective:

- The objective of the course is to understand and apply elements and principles of design in print media advertising layouts.

Course Content:

- Newspaper: its construction, different parts, format & page design, different sizes of columns and different types of newspaper ads.
- Magazine: Information about it, Layout Design; format & page design and different types of magazines ads.

Textbooks & References:

1. Charlotte Rivers. (2007). *Poster-Art: Innovation in Poster Design*. Brighton : Rotovision.
2. Foster, John. (2012). *New Masters of Poster Design. Vol. 2 - Poster Design for This Century and beyond*. London : Rockport Publisher.
3. Kroner, Alexander. (2001). *Adaptive Layout of Dynamic Web Pages*. Amsterdam :IOS Press.
4. Kloos, Gerhard. (2007). *Matrix Methods for Optical Layout* .Bellingham : SPIE Press.
5. Book. Albert C. (1997). *Fundamentals of Copy and Layout*. New York : McGraw-Hill.
6. Hodgson, F. W. and Giles, VIC. (1996). *Creative Newspaper Design*. 2nd ed.. Okford : Focal Press.
7. Moen, Daryl. (2000). *Newspaper Layout & Design: A Team Approach*. 4th ed. New Jersey: Wiley-Blackwell Publishing.
8. Evans, Poppy. (2005). *Exploring Publication Design*. Boston : Delmar Cengage Learning.
9. Carter, David and E. Branding. (2000). *The Power of Market Identity*. New York : Watson Guptill.
10. Wasmuht, Barbara. (2008). *Branding and Corporate Identity*. Saarbrucken, Germany : VDM-Verlag.

PAPER-9 : PHOTOGRAPHY-IV

Paper Code: BVA/AA/609

Credit Units: 05

Course objective:

- The objective of the course is to practice photography & explore nature, landscape, portrait, Architecture, etc. through camera.

Course Content:

- Exploring indoors and outdoors through photography; Portrait, Landscape, Cityscape, Architecture, etc. in both coloured and black white.
- Introduction to evolution of photography, different types of cameras, their mechanism and developments.
- Fundamental understanding of camera, lenses and their functions.
- Principles of photography.

Textbooks & References:

1. Langford Michael. (1989). *Advanced Photography*. 5thed. Oxford : Focal Press.
2. Dahlin Eric. (2013). *Advanced Photography*. Providence, Utah :Eric Dahlin Publication.
3. Ang Tom. (2003). *Advanced Digital Photography*. London : Mitchell Beazley Publication.
4. Langford Michael and Bilissi Efthimia. (2007). *Langford's Advanced Photography*.7thed. Oxford : Focal Press.
5. Allen Elizabeth. (2010). *Manual of Photography*. 10thed. Okford : Focal Press.

PAPER-10 : PICTORIAL PAINTING

Paper Code: BVA/OEAA/610

Course Credit : 02

Syllabus will be developed by the concerned faculty

MURAL

Paper Code: BVA/OEAA/611

Course Credit: 02

Syllabus will be developed by the concerned faculty

SEMESTER - VII

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/AA/701	Product Campaign-I	CORE	08	60	140	200	Portfolio Submission/Jury/Viva
BVA/AA/702	Social Campaign-I	CORE	08	60	140	200	
BVA/HA/703	History of Art-V (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/704	Aesthetics-V (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/705	Theory of advertising-V (Theory)	DSE	02	15	35	50	2 hours
BVA/AA/706	Graphic Design-V	SEC	05	40	85	125	Portfolio Submission/Jury/Viva
BVA/AA/707A	Poster-V OR	SEC	05	40	85	125	
BVA/ AA /707B	Photography-V OR						
BVA/ AA /707C	Pre-production-I						
Total			32	245	555	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 : PRODUCT CAMPAIGN DESIGN-I

Paper Code: BVA/AA/701

Course Credit : 08

Course objective:

The objective of the course is to:

- Realize the importance of creating and building an identity of a company through use of elements & principles of design.
- Acquaint students with the concept of corporate and brand identity and develop the understanding of application of symbol-logo for communication design.
- Understand the principles of creating brand awareness & planning the complete advertising campaigns.

Course Content:

- Designing corporate identity program for product/service/company; Creation of corporate identity program for a product/service/company and its application to related stationary e.g. logo and its application into Letterhead, Visiting Card, envelope, corporate signage's for department uniform for staff, sales promotion, booth, transit, POP's, etc.
- Design and execution of product advertising campaign; designing corporate identity, branding, news paper ad, magazine ad, poster, hoardings, sales promotions, POP's, other relevant media, digital media, etc.

Textbooks & References:

1. Cerver, Francisco Asensio, Willet, Tobias and Serra, Jose. (1996). *Elements of Landscape: World of Environmental design*. Whitney Library of Design.
2. Sano, Darrel. (1996). *Designing Large Scale Websites:A visual design methodology*. New Jersey : John Wiley.
3. Evans, Poppy. (2005). *Exploring Publication Design*. Boston : Delmar Cengage Learning.
4. Olins, Wally. (1990). *Corporate Identity: Making Business Strategy Visible Through Design*. Boston : Harvard Business School Press.
5. Shireen, Stengel. (2013). *Corporate Identity*. Saarbrucken, Germany: AV Akademikerverlag Publishing.
6. Landa,Robin. (2004). *Advertising by Design. Creating Visual Communications with Graphic impact*. New Jersey : John Wiley.
7. Dennison Dell. *The Advertising handbook*.
8. White, Roderick. *Advertising*.
9. Rege, G.M.*Advertising Art and Ideas*.
10. Kurtz, Bruce D.*Visual Imagination*.
11. Behrens, Ray R.. *Design in the Visual arts*.
12. Jennings, Simon.*Advanced Illustration and Design*.

PAPER-2 : SOCIAL CAMPAIGN DESIGN-I

Paper Code: BVA/AA/702

Course Credits : 08

Course objective:

The objective of the course is to:

- Understand the importance of spreading social awareness through advertising.
- Acquaint students with the concept of communication design and advertising designed to address social and environmental issues.
- Understand the principles of creating brand awareness & planning the complete advertising campaigns.

Course Content:

- Social/Public Welfare Advertising; Design and execution of social/ public welfare/ cultural communication advertising campaign. Designing corporate identity, branding, newspaper ad, magazine ad, poster, hoardings, sales promotions, POP's, other relevant media and etc.

PAPER-3 : HISTORY OF ART-V (Theory)

Paper Code : BVA/HA/703

Course Credits : 02

Course Objective:

The objective of teaching history of art is to acquaint the students with visual cultures from the earliest time to the present. The course is designed on the conviction that the learners can understand its relation to his own time and the technology at his command through an awareness of the relationship to his artistic predecessors.

Course Contents:

Module I : Indian Art

Company School Paintings: (a) General overview of the political scenario and the decline in royal patronage and emergence of new patrons - East India Company Bengal 1757 and others; emergence of new centres of art;(b) Documentation purpose topographical, architectural, archaeological and natural history drawings.

Kalighat Paintings : (a) Patuas (traditional scroll painters);(b) Secular themes over traditional religious ones accompanied by songs c. Availability of cheap local paper

Raja Ravi Verma:(a) Academic realist style (Victorian Salon style) and a new body of Indian imagery;(b) Portraits of Indian aristocracy and British officials;(c) First Indian artist to break the monopoly of the British artists as portrait travelling artist;(d). Influence of theatre - Impressed by the realistic rendering of the persons, background, lights, objects,etc..;(e) Women from their social milieu regional, national and feminine ideals; ancient Indian epics and literary classics;(f) Theatrical realism g. Oleographs, Amrita Shergil.

Module II : Western Art

Mannerism (El Greco, Tintoretto); Baroque (Rembrandt, Vermeer, Rubens)

Module III :

Rococo (Reynolds, Hogarth), Classicism (David, Ingres)

Textbooks & References:

Textbooks:

Indian Art

1. Dasgupta, S.N. : Fundamentals of Indian Art.
2. Coomaraswamy, A.K. : Dance of Shiva.
3. Coomaraswamy, A.K. : Transformation of Nature in Art.

Western Art

1. Janson : History of Art.
2. Van Loon : Art of Mankind.
3. Van Loon : Civilization of Mankind.

References:

1. Gardener, Helen : Art through the ages.
2. Rowland, Benjamin : The Art and Architecture of India.
3. Bhattacharya, S.,K. : The Story of Indian Art.
4. Shivaramaurti : 5000 Years of Indian Art.
5. Coomaraswamy, A.K. : History of Indian and Indonesian Art.
6. Tomory, Edith : A History of Fine Arts in India and West.
7. Croce, Benedetto : Aesthetics.
8. Bosanquet : History of Aesthetics.
9. Bazin, Germain : Concise History of Art. Vol. 1 & 2.
10. Binyon, Lawrence : Introduction of Chinese Art.
11. Rowland, Benjamin : History of Indian and Indonesian Art.
12. Berenson, Bernard : Italian Painters of the Renaissance.
13. Read, Herbert : Art Now

14. Read, Herbert : Grassroot of Art.
15. Arnason, H.H. : History of Modern Art.
16. Janson : History of Painting.
17. Newton, Eric : History of Western Painting.
18. Binyon, Lawrence : Introduction to Chinese Art.
19. Janson : History of painting.

PAPER-4 : AESTHETICS-V (Theory)

Paper Code : BVA/AS/704

Course Credits : 02

Course Objective:

Students will be acquainted with the theory relating to the origin of art.

Course Contents:

Module I : Nature of Beauty - Plato, Aristotle, Longinus, Descartes etc.

Module II : Imitation play and Intuition, Role of the Sub-conscious in artistic creation

Module III : Theories relating to works of art, Organic Structure, Content and FormExpressiveness.

Textbooks & References:

Textbooks:

1. Hospers, John : Introductory Reading in Aesthetics.

References:

1. Croce, Benedetto : Aesthetics.
2. Bosanquet : History of Aesthetics.
3. Carritt, E. F. : Philosophy of Beauty.
4. Read, Herbert : Art Now.

PAPER-5 : THEORY OF ADVERTISING-V

Paper Code: BVA/TA/705

Course Credits: 02

Course objective:

The objective of the course is to:

- Understand the relevance of principles of design in designing advertisement or advertising layout.
- Acquaint the fundamentals of advertising campaign, its purpose, planning and execution.
- Acquaint students with knowledge of packaging and its significance in advertising.
- Enable to explore the concept of big idea.

Course Content:

- What is graphic in advertising design? Advertising layouts & Principles of Design in advertisement: the law of rhythm, Simplicity, Emphasis, Proportion, positive/negative space.
- Campaign Planning: Basic Principles of Campaign Planning, Financial Aspect of Campaign Planning, Purpose of Campaign Planning, the Market and Selling Methods, etc.
- Invention of advertising idea. Big idea or concept of advertising.
- Introduction to Packaging Design. Function of packaging. Types of packaging. Sign & symbol used in packaging. Material & costing of packaging.

PAPER-6 : GRAPHIC DESIGN-V

Paper Code: BVA/AA/706

Credit Units: 05

Course objective:

The objective of the course is to:

- Introduce the principles of structure and functional packaging design and developing the knowledge of various materials, their suitability and costing of package.

Course Content:

- Sales promotion and POPs design.
- Poster design using creative techniques like 3D projection, cut-out etc.
- c. Introduction of packaging and its type, packaging and labelling design for lifestyle products, baby care products, cosmetics, special edition products, Luxury Products, Mass products, Food products, etc.

PAPER-7 : POSTER-V

Paper Code: BVA/AA/707

Course Credit : 05

Course objective:

- The objective of the course is to understand and apply elements & principles of design in poster making.

Course Content:

- Their application to the project; making of posters making of posters, show cards, multi-sheet posters etc.

PAPER-8 : PHOTOGRAPHY-V

Paper Code: BVA/AA/708

Course Credits : 05

Course objective:

The objective of the course is to:

- Practice creative photography.
- Introduce the applications of photography in contemporary world or advertising industry.

Course Content:

- Introduction to conceptual photography; capturing photographs according to the selected theme in order to convey a message or a story.
- Application of Photography in graphic design, advertising & promotions. The techniques and styles required for taking photographs for advertisements, promotions, magazine covers, book covers, etc.

PAPER-9 : PRE-PRODUCTION-I

Paper Code: BVA/AA/709

Course Credits : 05

Course objective:

The objective of the course is to:

- Acquaint students with the various aspects and basics of developing communication design/advertising films through animation & computer graphics.

Course Content:

- Introduction to film and television graphic interpretation of ideas through animation and computer graphics.
- Designing and animating logo/ corporate identity/film titles utilizing 3D or special effect software's like Adobe after effect, etc.

SEMESTER - VIII

Paper Code	Course Title	Course Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
BVA/PN/801	Product Campaign-II	CORE	08	60	140	200	Portfolio Submission/ Jury/Viva
BVA/PN/802	Service Campaign-II	CORE	08	60	140	200	
BVA/HA/803	History of Art-VI (Theory)	DSE	02	15	35	50	2 hours
BVA/AS/804	Aesthetics-VI (Theory)	DSE	02	15	35	50	2 hours
BVA/TA/805	Theory of advertising-VI (Theory)	DSE	02	15	35	50	2 hours
BVA/PN/806	Graphic Design-VI	SEC	05	40	85	125	Portfolio Submission/ Jury/Viva
BVA/PN/807A	Poster-VI OR	SEC	05	40	85	125	
BVA/ AA /807B	Photography-VI OR						
BVA/AA/807C	Pre-production-II						
Total			32	245	555	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 : PRODUCT CAMPAIGN-II

Paper Code: BVA/AA/801

Credit Units: 08

Course objective:

The objective of the course is to:

- Realize the importance of creating and building an identity of a company through use of elements & principles of design.
- Acquaint students with the concept of corporate and brand identity and develop the understanding of application of symbol-logo for communication design.
- Understand the principles of creating brand awareness & planning the complete advertising campaigns.

Course Content:

- Designing corporate identity program for product/service/company; Creation of corporate identity program for a product/service/company and its application to related stationary e.g. logo and its application into Letterhead, Visiting Card, envelope, corporate signage's for department uniform for staff, sales promotion, booth, transit, POP's, etc.
- Design and execution of product advertising campaign; designing corporate identity, branding, news paper ad, magazine ad, poster, hoardings, sales promotions, POP's, other relevant media, digital media, etc.

PAPER-2 : SERVICE CAMPAIGN

Paper Code: BVA/AA/802

Course Credits : 08

Course objective:

The objective of the course is to:

- Acquaint students with the various aspects and basics of developing communication design/advertising campaigns for services.
- Enable planning and execution of advertising campaign utilizing efficient & effective media.

Course Content:

- Design and execution of service advertising campaign; designing corporate identity, branding, newspaper ad, magazine ad, poster, hoardings, sales promotions, POP's, other relevant media and etc.

PAPER-3 : HISTORY OF ART-VI

Paper Code : BVA/HA/803

Course Credits : 02

Course Objective:

The objective of teaching history of art is to acquaint the students with visual cultures from the earliest time to the present. The course is designed on the conviction that the learners can understand its relation to his own time and the technology at his command through an awareness of the relationship to his artistic predecessors.

Course Contents:

Module I : Indian Art

The Bengal School and other artists – Abanindranath Tagore, Abdur Rehman Chughtai, Gaganendranath Tagore-Modernism, Rabindranath Tagore

Progressive Artist Group: (a) Study of the post-independence political, social and cultural scenario. Reference to other mediums of expression literature, films, theatre progressive groups from different fields theatre, writers, etc.;(b) Detail study of the works of the members of the group - F. N. Souza, K. H. Ara, S. H. Raza, M. F. Husain, S. K. Bakre, H. A. Gade; (c) Role of Critics and collectors - Rudy von Leyden, Walter Langhammer, and E. Schlesinger.

Other Progressive Schools/ Groups: (a) Cholamandal Artists' Village : K. C. S. Paniker, M. Reddeppa Naidu, J. Sultan Ali, P. V. Janakiraman, C. Dakshinamurthy, S. Nandagopal, S. G. Vasudev, 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

Module II : Western Art - Impressionism, Post-Impressionism,

Module III : Cubism, Fauvism, Dadaism, Surrealism & Abstract Expressionism, op art, land art, pop art

Textbooks & References:

Textbooks:

Indian Art

1. Dasgupta, S.N. : Fundamentals of Indian Art.
2. Coomaraswamy, A.K. : Dance of Shiva.
3. Coomaraswamy, A.K. : Transformation of Nature in Art.

Western Art

1. Janson : History of Art.
2. Van Loon : Art of Mankind.
3. Van Loon : Civilization of Mankind.

References:

1. Gardener, Helen : Art through the ages.
2. Rowland, Benjamin : The Art and Architecture of India.
3. Bhattacharya, S.,K. : The Story of Indian Art.
4. Shivaramaurti : 5000 Years of Indian Art.
5. Coomaraswamy, A.K. : History of Indian and Indonesian Art.
6. Tomory, Edith : A History of Fine Arts in India and West.
7. Croce, Benedetto : Aesthetics.
8. Bosanquet : History of Aesthetics.
9. Bazin, Germain : Concise History of Art. Vol. 1 & 2.

10. Binyon, Lawrence : Introduction of Chinese Art.
11. Rowland, Benjamin : History of Indian and Indonesian Art.
12. Berenson, Bernard : Italian Painters of the Renaissance.
13. Read, Herbert : Art Now
14. Read, Herbert : Grassroot of Art.
15. Arnason, H.H. : History of Modern Art.
16. Janson : History of Painting.
17. Newton, Eric : History of Western Painting.
18. Binyon, Lawrence : Introduction to Chinese Art.
19. Janson : History of painting.

PAPER-4 : AESTHETICS -VI

Paper Code : BVA/AS/804

Course Credits : 02

Course Objective:

This course is designed to provide a good sense of beauty and related theoretical aspects.

Course Contents:

Module I : Theories relating to the origin of art its response and appreciation, Empathy, Psychological Distance, Pleasure

Module II : Immanuel Kant - 18th Century-prime importance-mental faculty of reason, Benedetto Croce-art an Intuition, Psychoanalysis Sigmund Freud-Interpretation of Dreams, free association, dreams and transference, Id, Ego and Super Ego.

Textbooks & References:

Textbooks:

1. Hospers, John : Introductory Reading in Aesthetics.

References:

1. Croce, Benedetto : Aesthetics.
2. Bosanquet : History of Aesthetics.
3. Carritt, E. F. : Philosophy of Beauty.
4. Read, Herbert : Art Now.
5. Story of Philosophy by will Durant.

PAPER-5 : THEORY OF ADVERTISING-VI

Paper Code: BVA/TA/805

Course Credits : 02

Course objective:

The objective of the course is to:

- Develop understanding of the various advertising media and the various aspects to be considered while selecting media for advertising.
- Know and understand the legal aspect of advertising.
- Develop understanding of various printing techniques/processes.
- Explore the various prospects of advertising as profession or vocation.

Course Content:

- Introduction to advertising media: Print, Broadcast, OOH, etc.
- Selection of advertising media: How selection of media is made? Product, Market, Campaign Objectives, Atmosphere, Appropriation, Period/Duration and Comprehensive spending- evaluation of media. Media planning & budget, etc.
- Legal aspect of advertising: Advertisements in newspaper /magazine/ outdoors/T.V. /Radio, Advertising Contracts, Consequences of advertising, Copyright, Defamation, Passing Off, others laws, etc.
- Methods of productions in advertising: printing processes such as letterpress, silk screen, lithography, offset its history and developments.
- Contemporary advertising trends in India & World: interactive advertising, covert advertising, ambient advertising, gorilla advertising, product placement, etc.
- Advertising as vocation.

PAPER-6 : GRAPHIC DESIGN-VI

PaperCode: BVA/AA/806

Credit Credits : 05

Course objective:

The objective of the course is to:

- Explore various applications of Graphic Design.
- Enable students to visualize and construct designs for effective product promotion.
- Introduce the principles of structure and functional packaging design and developing the knowledge of various materials, their suitability and costing of package.

Course Content:

- Sales promotion and POPs design.
- Poster design using creative techniques like 3D projection, cut-out etc.
- Introduction of packaging and its type, packaging and labelling design for lifestyle products, baby care products, cosmetics, special edition products, Luxury Products, Mass products, Food products, etc.

PAPER-7 : POSTER-VI

Paper Code: BVA/AA/807

Course Credits : 05

Course objective:

- The objective of the course is to understand and apply elements & principles of design in poster making.

Course Content:

- Their application to the project; making of posters making of posters, show cards, multi-sheet posters etc.

PAPER-8 : PHOTOGRAPHY-VI

Paper Code: BVA/AA/808

Course Credits s: 05

Course objective:

The objective of the course is to:

- Utilize the knowledge & skill of creative photography for advertising.
- Enable students to understand the applications of Photography in graphic design, advertising & promotions.

Course Content:

- Introduction to photography for documentation. The exploration of art of documenting through photographs a prerequisite for creative/innovative publications like coffee table books, brochures, catalogue, etc.
- Photography for e-commercial websites.

PAPER-9 : PRE-PRODUCTION-II

Paper Code: BVA/AA/809

Course Credits : 05

Course objective:

The objective of the course is to:

- Acquaint students with the skills to create communication design/advertising films through animation & computer graphics.
- Introduce & enhance the post processing or editing skills.

Course Content:

- Creation of a short ad film/commercial films/social documentary film; Preparation of story board for the film/advertisement, its production through video recording or animation, incorporating sound, editing/post production, rendering, etc.