

**D.R. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



**Curriculum under Choice Based Credit &
Grading System**

Master of Fine Arts-Painting

Semester-I to IV

run at college level from the

Academic Year 2015-16 & onwards

DR. BABASAHEB AMBEDKAR MARATHWADA
UNIVERSITY, AURANGABAD



SYLLABUS FOR
MASTER OF FINE ARTS – PAINTING
(Credit based grading system)

Specializations

- 01. Painting**
- 02. Portraiture**
- 03. Graphic – print – making**

W.E.F. ACADEMIC YEAR 2011-12

MFA Painting
(PAINTING / PORTRAITURE / GRAPHIC – PRINT – MAKING)

Eligibility of a candidate for admission to the course for Post-Graduation Degree of M.F.A Painting - Painting/ Portraiture / Graphic – print – making is as follows

- (i) A Candidate eligible of Master of Fine Art M.F.A. Painting Post-Graduate course in the different branches have passed the Bachelor of Fine Art / BFA Bridge course of this University and from other University in Maharashtra state or an equivalent examination of other University in India/ Abroad
- (ii) The candidate must have passed B.F.A Painting examination with one of the subject **Painting/ Portraiture / Graphic – print – making** or its equivalent thereto.

- (a) The Post-Graduation Degree of M.F.A. Painting shall be awarded in the following Specialise subject:

- 01. Painting**
- 02. Portraiture**
- 03. Graphic – print – making**

- (b) The duration of the regular course for the Post-Graduation Degree of Master of Master Fine Art in Painting shall be two academic years **containing four semesters.**
- (c) The examination for the Post- Graduation Degree of Master of Fine Arts in Painting will be held in four parts. Part- I examination at the end of the first semester, Part-II examination at the end of the second semester, Part- III examination at the end of the third semester, Part- IV examination at the end of the fourth semester.
- (d) Preference will be given to the candidate passed the B.F.A / BFA Bridge course Examination from this University and then from other University in Maharashtra state/ than other Indian University

PAINTING / PORTRAITURE
Structure of examination pattern

First semester

Subject (s)	Paper	Maximum Marks	Minimum Marks	Paper Duration
History of Arts (Indian & Western)	(TH)	80	40	03hrs
History of Arts (Indian & Western)	(IA)	20	10	---
Philosophy of Arts(Indian & Western)	(TH)	80	40	03hrs
Philosophy of Arts(Indian & Western)	(IA)	20	10	---
Painting / portraiture	(PR)	50	25	35 hrs
Term work / Class Work		50	25	---
Total		300	150	

Second semester

Subject (s)	Paper	Maximum Marks	Minimum Marks	Paper Duration
History of Arts (Indian & Western)	(TH)	80	40	03hrs
History of Arts (Indian & Western)	(IA)	20	10	---
Philosophy of Arts(Indian & Western)	(TH)	80	40	03hrs
Philosophy of Arts(Indian & Western)	(IA)	20	10	---
Painting / portraiture	(PR)	50	25	35 hrs
Term work / Class Work		50	25	---
Total		300	150	

Third semester

Subject (s)	Paper	Maximum Marks	Minimum Marks	Paper Duration
Session work (class work)		300	150	
Total		300	150	

Forth semester

Subject (s)	Paper	Maximum Marks	Minimum Marks	Paper Duration
Dissertation		200	100	
Viva – voce		100	50	
Total		300	150	
Total 1200 marks Degree				

Th - Theory
PR – Practical
IA – internal - Assessment tutorials

PAINTING / PORTRAITURE
Structure of Course with credits

First semester

Subject (s)	Paper	Theory Per Week	Total Theory	Total Practical	Total Credits
History of Arts (Indian & Western)	(TH)	06	90	---	06
History of Arts (Indian & Western)	(IA)	---	---	---	---
Philosophy of Arts(Indian & Western)	(TH)	06	90	---	06
Philosophy of Arts(Indian & Western)	(IA)	---	---	---	---
Painting / portraiture	(PR)	---	---	50hrsX5 =250	08.33
Term work / Class Work (05)		---	---		
Total		12	180	250	20.33

Th 180hrs + pr 250 hrs = 430hrs - 540= 110 other activity

Second semester

Subject (s)	Paper	Theory Per Week	Total Theory	Total Practical	Total Credits
History of Arts (Indian & Western)	(TH)	06	90	---	06
History of Arts (Indian & Western)	(IA)	---	---	---	---
Philosophy of Arts(Indian & Western)	(TH)	06	90	---	06
Philosophy of Arts(Indian & Western)	(IA)	---	---	---	---
Painting / portraiture	(PR)	---	---	50hrsX5 =250	08.33
Term work / Class Work (05)		---	---		
Total		12	180	250	20.33

Th 180hrs + pr 250 hrs = 430hrs - 540= 110 other activity

Third semester

Subject (s)	Paper	Theory Per Week	Total Theory	Total Practical	Total Credits
Session work (class work - 10)	PR	---	---	50hrsX10 =500	16
Service Course	---	---	---	---	04
In Dance , Drama, Music				500	20
Total				500	20

Pr 500hrs - 540= 40 other activity

Forth semester

Subject (s)	Paper	Theory Per Week	Total Theory	Total Practical	Total Credits
Dissertation	---	---	240 hrs	---	16
Viva - voce	---	---	---	---	---
Total			240		16

Total Credits 76.66

90 days = 01 sem
90 days X 06 hrs =
540hrs per sem .

- Every student will have to complete at last (64+4sc .Crd) 68 Credits to obtain the masters degree (PG)
- Service course examination as per the service course syllabus / subject
- Students must have 75% of attendance (65% with medical) in each core & elective course for appearing the examination

SEMESTER I
PAPER - I - HISTORY OF ART (ORIENTAL & OCCIDENTAL)

THEORY 80
SESSIONAL / TUTORIAL 20
CREDIT 06

GENERAL
ORIENTAL

Comparative survey of evolution of the art painting in the eastern & western culture.

1. Tradition of person Indian only up to the beginning of 19th century and for eastern painting in the indigenous sociopolitical and religion context.
2. Analysis of significant master pieces form different periods stylistic conversions and variation themes and their various sources

OCCIDENTAL

Comparative survey of evolution of the art painting in the eastern & western culture.

1. Survey of main periods of western painting and sculpture from Paleolithic periods up to the middle of 19th century.

2. Important artists of various periods significant master pieces, socio-political and religious ideas to the art activity and the thinking

UNIT I

01. Introduction to Iranian art
02. Indian styles of Miniature paintings including pala , jain Rajastani pahari etc.
03. Daccani school paintings
04. similarities and difference between Indian and Iranian style of Paintings
05. Comparative study of portraits in Indian miniature painting & Iranian style
06. Comparative study of landscape in Indian miniature painting & Iranian style
07. Comparative study of colours in Indian miniature painting & Iranian style
08. vijaynagara and other southern painting styles
09. Introduction to Indian folk arts
10. company school

BOOKS

01. Vidya Deheseya – Indian art fiden Publication
02. Dictionary of Indian Art & Artists Pratima Sheth Mapin Publish
03. Vision 50 Years of British Creativity thames & Hudson

SEMESTER I
PAPER II - PHILOSOPHY OF ART (ORIENTAL & OCCIDENTAL)

THEORY 80
SESSIONAL / TUTORIAL 20
CREDIT 06

GENERAL
ORIENTAL

1. Indian philosophy aesthetics as related to art
2. fundamental of Indian art.
3. Indian attitude to visual arts with special reference to painting
4. formal aspects in Indian art with special reference to shilpa text.
5. Indian philosophy its principals and religious thoughts and religious thoughts and their relation to arts
6. Indian art- its mythological and socio-political relationship
7. aesthetics concept in Indian art its sources evolution and scope and their relevance to works to arts.
8. theory of rasa – rasa sutra and its commentators, shadanga (six limbs of Indian paintings).

OCCIDENTAL

1. Concept of art and beauty with special reference to thinkers from Plato to moderns and various periods from early to modern
 2. theories relating creativity – motion imagination, inspiration play and intuition, imitation pleasure and empathy.
- Fundamental factors in the creative work of art from, content, expression and communication

BOOKS

01. सौंदर्यमिमांसा - रा. भा. पाटणकर - मौज प्रकाशन
02. कला के सिद्धान्त - आर. जी. कलिगबुड- अनुवाद डॉ. ब्रजभुषण पालिवाल, राजस्थान हिंदी ग्रंथ अकादमी जयपुर
03. भारतीय कला के आयाम - निहार रंजनराय - पूर्वोदय प्रकाशन दिल्ली.
04. भरतमुनीचे नाटयशास्त्र - बाबूलाल शुक्ल - चौखोबा संस्कृत संस्थान प्रकाशन

SEMESTER I
PAPER III - PAINTING & PORTRAITURE

PRACTICAL 50
SESSIONAL / TUTORIEL 50
CREDIT 08

PAINTING

Composition thematic, subjects, (or abstract) with variety exploration of various phases of contemporary painting development distinctively to reach a personal style. Variety of medium and surfaces and search of maximum

PORTRAITURE

Painting Extensive studies form life. Studies of human figure draped and undraped in full half and three fourth length studies of various draperies and objects studies of life in different age groups. Studies on rendering techniques and expression studding of palette for portraiture . then handling and brushing techniques. Elements, of design in portraiture posing and arranging the model with the background

- characterization of the model Important of the personal approach to drawing and painting and visualizing the organization Compositional analyzing, of painting emphasis on personal style and expression study of important portraits. Indian and western approach to portraiture . Aesthetics of portrait painting with a special reference to Indian miniature portraits. Professional aspects of portrait.

Essential practical submission for painting & Portraiture

- size of work not less 3' by 3' and not more than 6'by 6'
- Each finished painting / Portraiture contain 10 marks in First and second semester
- Each finished painting / Portraiture contain 30 marks in Third semester
- at the time of viva- voce student most have to display the practical work of all semester

SEMESTER II

PAPER - I - HISTORY OF ART (ORIENTAL & OCCIDENTAL)

THEROY 80

SESSIONAL /TUTORIEL 20

CREDIT 06

GENRAL

ORIENTAL

1. Indian art form mid 19th century onwards per- independence periods and post independence periods
2. sources and experiments in cotemporary Indian art.

OCCIDENTAL

1. western art (Europe and America)form mid19th century onwards till world war II
2. western art post world war II period.
3. contemporary western art- its sources and experiments.

UNIT I

01. concept school o fart in India
02. Bengal revival Movement
03. Progressive artists group
04. contemporary art in Baroda
05. contemporary art in Mumbai
06. contemporary art in Culcutta
07. contemporary art in South India
08. New Mediums in art in India after 1990
09. Indian art : gallery, museums , art dealers & Collectors
10. critical study of Indian postmodern art (Case study)

BOOKS

- 01 Vidya Deheseya – Indian art fiden Publication
- 02 Dictionary of Indian Art & Artists Pratima Sheth Mapin Publish
- 03 Vision 50 Years of British Creativity thames & Hudson

SEMESTER II

PAPER - I - PHILOSOPHY OF ART (ORIENTAL & OCCIDENTAL)

THEORY 80

SESSIONAL/TUTORIAL 20

CREDIT 06

GENERAL

ORIENTAL

1. Principal of iconography and painting in Indian art.
2. Inter relationship of visual art with performing art.
3. nature art function of works of art as concerned in Indian aesthetics.
4. style of for east and art china.
5. Taoism and Vajrayana Buddhism with reference to art.
6. six canons of Chinese painting
7. modern Indian art- visual analysis and ideological sources.

OCCIDENTAL

Movement in painting and sculptures from mid 19th century to present day with emphasis on the contribution of important masters in Europe and America.

2. modern western art.

3. visual analysis and ideological sources.

4. study of aesthetics and its scope Relationship between actual works of art and the principal of aesthetics of the significant periods of art history

BOOKS

01. सौंदर्यमिमांसा - रा. भा. पाटणकर - मौज प्रकाशन
02. कला के सिद्धान्त - आर. जी. कलिगुड - अनुवाद डॉ. ब्रजभूषण पालिवाल, राजस्थान हिंदी ग्रंथ अकादमी जयपुर
03. भारतीय कला के आयाम - निहार रंजनराय - पूर्वोदय प्रकाशन दिल्ली.
04. भरतमुनीचे नाटयशास्त्र - बाबूलाल शुक्ल - चौखाम्बा संस्कृत संस्थान प्रकाशन

SEMESTER II
PAPER III - PAINTING & PORTAITURE

PRACTICAL 50
SESSIONAL /TUTORIEL 50
CREDIT 08

PAINTING

Composition thematic, subjects, ort abstract) with variety exploration of various phases of contemporary painting development distinctively to reach a personal style. Variety of medium and surfaces and search of maximum

PORTAITURE

painting Extensive studies form life. Studies of human figure draped and undraped in full half and three fourth length studies of various draperies and objects studies of life in different age groups. Studies on rendering techniques and expression studding of palette for portraiture . then handling and brushing techniques. Elements, of design in portraiture posing and arranging the model with the background

- characterization of the model Important of the personal approach to drawing and painting and visualizing the organization Compositional analyzing, of painting emphasis on personal style and expression study of important portraits. Indian and western approach to portraiture . Aesthetics of portrait painting with a special reference to Indian miniature portraits. Professional aspects of portrait.

Essential practical submission for painting & Portraiture

- size of work not less 3' by 3' and not more than 6'by 6'
- Each finished painting / Portraiture contain 10 marks in First and second semester
- Each finished painting / Portraiture contain 30 marks in Third semester
- at the time of viva- voce student most have to display the practical work of all semester

SEMESTER III
PAPER III - PAINTING & PORTAITURE

PRACTICAL ----
SESSIONAL /TUTORIEL 300
CREDIT 08 + 04 (SC)

PAINTING / PORTAITURE

Student must have to submit Minimum ten (10) finished Painting with Preparatory sketches and evaluate ion of this work by internal & External Expert . Each finished painting / Portraiture contain 30 marks in Third semester
-size of work not less 3' by 3' and not more than 6'by 6'

Service Course - 04 credits

(Service Course offered in Third or Fourth semester only)

- **Introduction to visual Art / Appreciation of Art - Hours 60 - Credit 04**

01. Elements of Art
02. Fundamental of Art
03. Colour – theory and Practical
04. Introduction to History of Art (Indian)
05. Basic study about different Art Schools in India . Viz. Ajanta, Mughul , Rajput Jain. Etc
06. Basic study about Folk Art
07. Appreciation of Art
08. Principals of Art and Design – practical
09. Drawing and Sketching - Practical

SEMESTER VI
PAPER I & II / DISSERTATION & VIVA- VOCE - PAINTING & PORTAITURE

THEROY - DISSERTATION – 200
VIVA- VOCE - 100
CREDIT 16

DISSERTATION – (PAINTING / PORTAITURE)

Final sem candidates are required to select a suitable topic for their dissertation
In consultation with the subject teacher and work on it under his guidance or under a guide
teacher approved by the University, the dissertation (7000-10000 words) should be prepared in
the prescribed manner and handed over (04 copy) to the concern teacher, through the Head of
the Department positively one months before the commencement of the examination .

VIVA- VOCE

Viva- voce examination will be conducted by a panel nominated by the chairman
comprising the expert and appropriate external experts from the joint board of examiners.

Final sem candidates will have to arrange a display of their total class work (Form I to IV
Semester) at the time of viva- voce examination along with dissertation in the Department /
examination hall .

Grade Awards :-

(I) A ten point rating scale shall be used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Masters Programme grade points are based on the total number of marks obtained by him / her in all the heads of examination of the course . These grade points and their equivalent range of marks are shown separately in table – I

Table I – Ten point grades and grade description

Sr. No	Equivalent percentage	Grade Points	Grade	Grade description
01.	90.00-100	9.00-10	O	Outstanding
02.	80.00-89.99	8.00-8.99	A ++	Excellent
03	70.00-79.99	7.00-7.99	A +	Exceptional
04	60.00-69.99	6.00-6.99	A	Very Good
05	55.00-59.99	5.50-5.99	B+	Good
06	50.00-54.99	5.00-5.99	B	Fair
07	45.00- 49.99	4.50-4.99	C+	Average
08	40.01-44.99	4.01-4.49	C	Below average
09	40	4.00	D	Pass
10	< 40	0.00	F	Fail

Evaluation Method , standard of Passing ,Grade card ;Grievance Redressal , Service course Registration rules & other as per the report of the Credit & grade based system from the academic Year 2011-12 / school coordinate committee report .

DR. BABASAHEB AMBEDKAR MARATHWADA
UNIVERSITY, AURANGABAD



SYLLABUS FOR
MASTER OF FINE ARTS – APPLIED ART
(Credit based grading system)

Specializations

- 1 Illustration
- 2 Typography
- 3 Visualization
- 4 Typography

W.E.F. ACADEMIC YEAR 2011-12

MFA Applied Art
(ILLUSTRATION/ TYPOGRAPHY/ VISUALIZATION)

Eligibility of a candidate for admission to the course for Post-Graduation Degree of M.F.A Applied Art Illustration/ Typography/ Photography is as follows

- (iii) A Candidate eligible of Master of Fine Art M.F.A. Applied Art Post-Graduate course in the different branches have passed the Bachelor of Fine Art / BFA Bridge course of this University and from other University in Maharashtra state or an equivalent examination of other University in India/ Abroad
- (iv) The candidate must have passed B.F.A Applied Art examination with one of the subject **Illustration/ Typography/ Visualization** or its equivalent thereto.

(a) The Post-Graduation Degree of M.F.A. Applied Art shall be awarded in the following Specialise subject:

(1) **Illustration**

(2) **Typography**

(3) **Visualization**

- (b) The duration of the ^{(4) Typography} regular course for the Post-Graduation Degree of Master of Master Fine Art in Applied Art shall be two academic years **containing four semesters.**
- (c) The examination for the Post- Graduation Degree of Master of Fine Arts in Applied Art will be held in four parts. Part- I examination at the end of the first semester, Part-II examination at the end of the second semester, Part- III examination at the end of the third semester, Part- IV examination at the end of the fourth semester.
- (d) Preference will be given to the candidate passed the B.F.A / BFA Bridge course Examination from this University and then from other University in Maharashtra state/ than other Indian University
- Every student will have to complete at last (64+4sc .Crd) 68 Credits to obtain the masters degree (PG)
 - Service course examination as per the service course syllabus / subject
 - Students must have 75% of attendance (65% with medical) in each core & elective course for appearing the examination

**MFA Applied Art
(ILLUSTRATION/ TYPOGRAPHY/ VISUALIZATION)**

Semester –First

Theory Subjects

Subject	No. of hrs. (Sem.)	No. of Tutorials	Examination Duration (Hours)	Class work (Out of)	Semester Examination (Out of)	Credit
Advertising Foundation and Dimension	60	04	3	20	80	04
Technical Theory	60	04	3	20	80	04

Practical Subjects

Subject	No. of hrs. (Sem.)	No. of Assignments	Examination Duration (Hours)	Class work (Out of)	Semester Examination (Out of)	Credit
Specialization	96	04	18	50	50	03
Visual Communication Design	96	04	18	50	50	03
Computer Graphics	36	02	12	50	50	01
Field Work	48	02	-----	50	-----	02
Total	396	20	-----	240	310	17

Theory Subjects

- Advertising Theory and Dimension (For all Electives)

- 1 Advertising Concept
 - a Definition and Classification of Advertising in the changing context.
 - b Technology and Evolution of Advertising
 - c Development and Growth of Modern Advertising
 - d Function and Effects of Advertising.
- 2 **The Advertising Environment: Economy, Society and Technology**
 - a The Advertising Environment
 - b Economic Forces and Advertising
 - c Social Forces and Advertising
 - d Technological Forces and Advertising
- 3 **Legal Aspect of Advertising**
 - a Copyright, Trade Mark, Consequences of Advertising
 - b Status of Advertising Agents

- c Advertising contracts and consequences
 - d defamation, Slander of Goods.
- 4 Buyer Behavior and Marketing**
- a The Buyer decision process
 - b Factors Influencing the Business Market
 - c Factors Influencing the Consumer Market
 - d Consumer Behavior
- 5 Commercial Aspect of Advertising**
- a Creative Advertising and Commercials
 - b Creative Copy writing, Formulating Copy
 - c Campaign Planning / Campaign Objectives
 - d Financial aspects of campaign planning

• **Technical Theory (For all Electives)**

1 Communication

- a The evolution of Communication
- b The systems of Communication
- c The types or Methods of Communication
- d Importance of the study of Communication

2 Gestures

- a Prominent routine Gestures
- b Face, Hands, Body Movement, Pantomime or Miming
- c Technical Gestures, The dance
- d Indian Mythology, The dance in India

3 Pictures

- a Paintings in India
- b Different schools of India viz. Ajanta, Mughal, Rajput etc.
- c Illustrations, Caricatures and cartoons
- d Photographs

4 Symbols and Scripts

- a Symbolism in India
- b Picture Writing, Ideographic Writing
- c Transitional Writing, Phonic Writing
- d Alphabetic Writing, Calligraphy

5 **Medias of Communication**

- a Historical background of the Poster
- b The advantage of the Modern Poster, Functions of Posters
- c Role of News papers in society as a medium of communication
- d Importance of Magazines as a medium of Communication

Reference Books

- 1 Advertising Art and Ideas/ Dr. G.M Rege / Ashutosh Prakashan
- 2 Principles of Advertising- A Global Perspective / Monle Lee, Carla Johnson
- 3 Klippners Advertising Procedure / Klippner
- 4 Marketing Management / Philip Kotler / Low price Edition / Pearson Education
- 5 The World of Visual Communication/ Dr. G.M.Rege/ Himalaya Art Book Centre Publication
- 6 जाहिरातीचे जग / मौज प्रकाशन / यशोदा भागवत
- 7 जाहिरातीचे शैलीशास्त्र / विजय प्रकाशन नागपूर / डॉ श्रीपाद जोशी
- 8 माध्यमांची व नितीमत्ता - एक संशोधन / विजय प्रकाशन नागपूर / डॉ श्रीपाद जोशी
- 9 जाहिरात व जाहिरातीचे व्यवस्थापन / प्रकाशक सु वा भावे / सुभाष भावे
- 10 जाहिरात विश्व / डॉ संजय कप्तान
- 11 मास्टर कि जाहिरात कला / शहा आणि मेहता
- 12 जाहिरात कला / एम एस लिमण
- 13 विज्ञापन पत्रकरीता / एन सी पंथ इंद्रजित सिंह

Practical Subjects

Specialization

- 1 **Visualization** Concepts of Branding, Marketing and Advertising / Logo Design and Corporate Identity / Studies in Advertising Design / Concepts of Information Theory
- 2 **Illustration** Examining the structure of body through the study of the mechanics of motion, surface form and human anatomy.
As examples of great sculptural art, the casts reward close study with insights into how reality is abstracted, simplified, clarified and translated into artistic form.
In addition to careful study of the full-size casts, particular attention is directed toward heads, facial features, hands, feet and drapery.
Artistic theories of light and shade are presented. Both linear and dimensional depictions of sculptural form are extensively explored.
- 3 **Typography** Study of Typography- History- Classifications- Anatomy and uses of various letter forms- Theoretical and applicable principles of letter forms.
Expressive typography- Compositions with types- Study of Indian language scripts- Calligraphic experiments in Indian language scripts- Typography in different context like new media, posters, signage, books, mailers, motion graphics etc.

Visual Communication Design

Visualization / Lettering Typography / Illustration elective specialization oriented assignments. Creative finished artwork in elective specialization suitable for advertising, Publication, Public Welfare. Various media must be use with clear accent on their subject of elective specialization.

Computer Graphics

Study of Computer Software applications used for creating Graphic Design. In first semester student must thoroughly study one of the software to create advertisement using vector formats. It is expected to study such application software like CorelDraw, or Adobe Photoshop

Field Work

A study camp minimum of four days must be attended by the student to make detailed study of animals, Historical monuments, Museums, Zoo, Bazaars, Nature, and People etc. for sketching and / or photography purpose. Students also should visit various local & other places/ spots of interactions to male their studies, such study must be based on their choice of specialization. A portfolio pertaining to such study must be submitted by the student.

**MFA Applied Art
(ILLUSTRATION/ TYPOGRAPHY/ VISUALIZATION)**

Semester –Second

Theory Subjects

Subject	No. of hrs. (Sem.)	No. of Tutorials	Examination Duration (Hours)	Class work (Out of)	Semester Examination (Out of)	Credit
Advertising Foundation and Dimension	60	04	3	20	80	04
Technical Theory	60	04	3	20	80	04

Practical Subjects

Subject	No. of hrs. (Sem.)	No. of Assignments	Examination Duration (Hours)	Class work (Out of)	Semester Examination (Out of)	Credit
Specialization	96	04	18	50	50	03
Visual Communication Design	96	04	18	50	50	03
Computer Graphics	36	02	12	50	50	01
Field Work	48	02	-----	50	-----	02
Total	396	20	-----	240	310	17

Theory Subjects

- Advertising Theory and Dimension (For all Electives)

1. Modern Marketing Activity
 - a. Evolution of marketing Concept
 - b. Process of Marketing
 - c. Characteristics of Modern marketing activity
 - d. Promotional Marketing communication

2. Marketing Communication
 - a. Aims and Objectives
 - b. Role of Marketing Communication

- c Various forms of Marketing Communication viz. Advertising, Personal selling, Sales promotion, Public relation, Direct mail etc.
 - d New concepts of Marketing Communication.
- 3 Advertising as Marketing Communication**
- a Advertising as a means of man's communication
 - b Purpose and role of Advertising in Marketing communication- Influence and Impact of Advertising
 - c Strong and Weak theories of Advertising
 - d Role of Marketing Research in Marketing Communication.
- 4 Media of Advertising**
- a Media Planning
 - b Media buying
 - c Indoor Advertising media
 - d OOH Advertising media
- 5 Creative Advertising**
- a Planning and Execution
 - b Unique Selling Points of subject. Its use in creative advertising
 - c Basic Human Motives / Desires
 - d Copy Platform / Function of Copy / Approach to Writing copy
 - e Principles of Design / Hard-sell and Soft-sell advertising.
- Technical Theory (For all Electives)
- 1 Advertising Production**
- a History of Printing Technology
 - b Different Methods of Production
 - c Printing Technology and Media of Advertising
 - d Innovations in print technology
- 2 Print Media**
- a Magazine Advertising
 - b Newspaper Advertising
- 3 Broadcast Media**
- a Television Advertising
 - b Radio Advertising

- 4 **Internet Advertising**
 - a The Internet
 - b Web Advertising
 - c Internet Directory Advertising

- 5 **Alternative Advertising Media**
 - a Out-of-home Advertising
 - b Other Alternative Advertising Media

Reference Books

- 14 Advertising Art and Ideas/ Dr. G.M Rege / Ashutosh Prakashan
- 15 Principles of Advertising- A Global Perspective / Monle Lee, Carla Johnson
- 16 Klippners Advertising Procedure / Klippner
- 17 Marketing Management / Philip Kotler / Low price Edition / Pearson Education
- 18 The World of Visual Communication/ Dr. G.M.Rege/ Himalaya Art Book Centre Publication
- 19 जाहिरातीचे जग / मौज प्रकाशन / यशोदा भागवत
- 20 जाहिरातीचे शैलीशास्त्र / विजय प्रकाशन नागपूर / डॉ. श्रीप्राद जोशी
- 21 माध्यमांची व नितीमत्ता - एक संशोधन / विजय प्रकाशन नागपूर / डॉ. श्रीप्राद जोशी
- 22 जाहिरात व जाहिरातीचे व्यवस्थापन / प्रकाशक सु वा भावे / सुभाष भावे
- 23 जाहिरात विश्व / डॉ. संजय क्रपान
- 24 मास्टर कि जाहिरात कला / शहा आणि मेहता
- 25 जाहिरात कला / एम एस लिमण
- 26 विज्ञापन पत्रकरीता / एन सी पंथ इंद्रजित सिंह

Practical Subjects

Specialization

1 **Visualization** Market Research methods /Studying media for branding /Understanding Positioning, brand value and experience

2 **Illustration** To develop proportional accuracy, foreshortening, detail-mass relationships and the use of light & shadow to draw the figure as a convincing volumetric and spatial form.

History of Composition and Design

Movements will be covered such as Modernism, post-Modernism, Surrealism, Conceptual Art, Pop Art, Expressionism and Realism.

Relationships of past art to the development of contemporary figurative art in design illustration.

3 **Typography** Development of typography as a discipline and overview of historical, technical and aesthetics issues- Effect of technology on changing practice of typography and role of typography.

Visual Communication Design

Effective and creative advertising campaigns created by the students making effective use of Illustrations / Typography / Photography as the case may be. Various advertising media must be tried to deliver their message effectively on specialization field.

Computer Graphics

Study and practice of using pagination application software like Adobe In Design, Page Maker, and Quark Express and CorelDraw Graphic suite. A proper design for not less than four pages may be created using any one of the software suite mentioned above.

Field Work

A study camp minimum of four days must be attended by the student to make detailed study of animals, Historical monuments, Museums, Zoo, Bazaars, Nature, and People etc. for sketching and / or photography purpose. Students also should visit various local & other places/ spots of interactions to male their studies, such study must be based on their choice of specialization. A portfolio pertaining to such study must be submitted by the student.

**MFA Applied Art
(ILLUSTRATION/ TYPOGRAPHY/ VISUALIZATION)**

Semester -Third

Practical Subjects

Subject	No. of hrs. (Sem.)	No. of Assignment s	Examination Duration (Hours)	Class work (Out of)	Semester Examination (Out of)	Credit
Specialization	192	08	18	50	50	06
Visual Communication Design	144	06	18	50	50	05
Computer Graphics	72	04	12	50	50	02
Field Work	72	03	-----	50	-----	02
Service course In Dance , Drama, Music	---	---	---	---	---	04
Total	480	21	-----	200	150	20

Practical Subjects - Third Semester

Specialization

1 **Visualization** Creating a Brand Experience /Brand Evaluation and Rebranding /
Formulation Brand Strategies

2 **Illustration** This semester addresses theoretical and applied perspective
in order to build spatial environments within artworks.

Students are encouraged to examine issues and methods of perspective in the context
of their own pictorial concerns.

Relationship of technique to content in drawing traditions up to the present day.
Wet and dry media on various supports are explored in a studio format.
Students will prepare paper with grounds for use with metal-point, inks applied with
pen and brush, both natural and fabricated chalks, and various forms of charcoal.

3 **Typography** Digital typography: emerging directing and new possibilities-
Typography as communication. Experimental typography and need for experiments.

Visual Communication Design

Effective and creative advertising campaigns created by the students making
effective use of Illustrations / Typography / Photography as the case may be. Various
advertising media must be tried to deliver their message effectively on specialization
field.

Computer Graphics

Advanced study of Animation techniques used in 2D OR 3D animation
making use of suitable application software should be done. Any of the above
mentioned assignment may be produced by the student using suitable software like In
Design, CorelDraw or Quark Express. Use of sources from internet must be used by
the students to embed suitable images supporting their specialization subject.

Field Work

A study camp minimum of four days must be attended by the student to make detailed study of animals, Historical monuments, Museums, Zoo, Bazaars, Nature, and People etc. for sketching and / or photography purpose. Students also should visit various local & other places/ spots of interactions to make their studies, such study must be based on their choice of specialization. A portfolio pertaining to such study must be submitted by the student.

Service Course (SC)

(Service Course offered in Third or Fourth Semester only)

- Introduction to Visual Art - Hours 60 - Credit 04

- 1 Elements of Art
- 2 Fundamental of Art
- 3 Colour- Theory and Practical
- 4 Introduction to History of Art (Indian)
- 5 Basic study about different Art Schools in India. Viz. Ajanta, Mughul, Rajput, Jain etc.
- 6 Basic study about Folk Art
- 7 Appreciation of Art.
- 8 Principals of Art and Design - Practical
- 9 Drawing and Sketching- Practical

**MFA Applied Art
(ILLUSTRATION/ TYPOGRAPHY/ VISUALIZATION)**

Semester –Fourth

Practical Subjects

Subject	No. of hrs. (Sem.)	No. of Assignments	Examination Duration (Hours)	Class work (Out of)	Semester Examination (Out of)	Credit
Dissertation	255	01	----	----	200	17
Viva-Voce	----	----	----	----	100	----
Total	255	01	-----	----	300	17

**Total Credit 71
Total Degree Marks 1750**

Fourth Semester

• **Dissertation**

The students of post graduation are required to select a suitable hypothesis supporting their choice of specialization and prepare a dissertation in conclusion with Head of the Department and work on it under the guidance of such faculty member or under a teacher as approved by the University. Such dissertation must be prepared in the prescribed manner (Four copies) and should have minimum 7000 to 10000 words in it. It should be handed over to the concern teacher, through the Head of Department positively one calendar month before commencement of final examination.

• **Viva-Voce**

The one or two external referees shall be the persons residing in India, who are experts in the subject. The viva shall be held jointly by the external referees and the Guiding Teacher, only after the dissertation have been valued by the external and/or referees, and at the time of holding it, the referees conducting the viva-voce shall have the dissertation in their hands and project work (Class work) displayed at the same time.

A candidate will have to arrange a display of their total project work done in all first to third semesters. The work should be well presented in the exhibition hall or studio of the department. The panel of examiners shall observe the candidate's performance on the basis of his/her displayed work and conduct the viva-voce examination simultaneously.

