

REVISED CURRICULUM
COLLEGE OF ART
APPLIED ART SPECIALIZATION

OBJECTIVE

Applied art is a subject which assumes various forms of communication through media which are subject to technical, economic and social controls. As a means of communication and dissemination of ideas to promote sales, service or a social cause. Emphasis is laid on the development of a temperament which would enable the student to subordinate individuality to a collective effort. The new technologies of photography, films, television, printing and use of Computer as visual – problem solver have all opened up endless avenues. On the basis of this understanding, the objective of training is focused on development of creative ability and professional skills-through study of subjects such as Design, Lettering & Typography, Drawing & Illustration and subsidiary subjects of Computer Graphics, Photography, Silk Screen Printing, Offset Printing, Packaging and Display Design as Practical, and Aesthetics, History of Art, and Advertising Profession and Practice as Theory papers.

2ND YEAR

THIRD SEMESTER

PRACTICAL SUBJECTS

1. DESIGN

4 Weeks–100 Hours/100 Marks

Study of Design principles, forms, balance and sense of proportion, through composition.

2. LETTERING AND TYPOGRAPHY

4 Weeks–100 Hours/100 Marks

Defining Lettering and Typography. Typography; Fonts/Typefaces- a historical perspective. Study of characteristics of Lettering and Typography Application of Typography in Simple Design, Application of Typography as a form.

3. DRAWING AND ILLUSTRATION

4 Weeks–100 Hours/100 Marks

Understanding of Human Anatomy and Structure with human torso, Understanding of Proportions and Volume, Rapid Sketches, Detailed Line Drawing with pencil.

Understanding Concept of Illustration and different Illustrative Techniques, Copying of Great Masters, Application of Illustration techniques.

4. SUBSIDIARY

2 Weeks–50 Hours/50 Marks

(a) Computer Graphics: Introduction to Computer's, with important software required for Print Media combined application of each Computer graphic software.

Exercises/advertisement based on the application of these software.

(b) Photography: Use of Camera, observation, selection of subject, composition (exposing indoors and outdoors), Process of developing and printing (contact and



enlargements). Films and their sensitivity, Bromide papers and their grades, different chemicals and digital photography.

THEORY SUBJECTS

PAPER I AESTHETICS

14 Weeks-56 Hours/50 Marks

- (a) An introduction to Indian Aesthetics and its brief historical background.
- (b) Concept of Beauty based on ancient scriptures and their relevance of Art.
- (c) Elements of Art-Five Schools of Indian Aesthetics.

PAPER II HISTORY OF ART

14 Weeks-56 Hours/50 Marks

PART - 1

- (a) Mauryan Period
- (b) Sunga Period
- (c) Kushan Period
- (d) Gandhara Period
- (e) Gupta Period

PAPER III ADVERTISING PROFESSION AND PRACTICE

14 Weeks-56 Hours/50 Marks

- (a) Introduction to Color Theory. Use and importance of Color in Advertising.
- (b) History and Introduction to Advertising and Understanding of different forms of publicity.
- (c) Understanding Typography. Different terminology related to Typography and its usage in various media.

SCHEME OF EXAMINATION					
2ND YEAR THIRD SEMESTER SUBJECTS	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS
PRACTICAL					
1. DESIGN	50	50	100	4WEEKS/100	SUBMISSION
2. LETTERING & TYPOGRAPHY	50	50	100	4WEEKS/100	SUBMISSION
3. DRAWING & ILLUSTRATION	50	50	100	4WEEKS/100	SUBMISSION
4. SUBSIDIARY	25	25	50	2 WEEKS/50	SUBMISSION
(A) COMPUTER GRAPHICS					
(B) PHOTOGRAPHY					
THEORY					
1. AESTHETICS	12	38	50	14/56	3
2. HISTORY OF ART	12	38	50	14/56	3
3. ADVERTISING PROFESSION & PRACTICE	12	38	50	14/56	3
TOTAL	211	289	500		

B. K. Singh

2ND YEAR
FOURTH SEMESTER

PRACTICAL SUBJECTS

1. DESIGN

4 Weeks–100 Hours/100 Marks

Application of Design forms (geometrical and abstract), tones, textures, Color, repetition and Rhythm.

2. LETTERING AND TYPOGRAPHY

4 Weeks–100 Hours/100 Marks

Understanding of advance Typography concepts in relation to design / Layout. Application of Typography in Complex forms, Application of Typography in Design and Communication. Application of Typography in daily usage.

3. DRAWING AND ILLUSTRATION

4 Weeks–100 Hours/100 Marks

Life Study in Black and White with Pencil Shading and in Color. Understanding Concepts of Stylized Illustration, Outdoor Study and Figurative Illustration.

4. SUBSIDIARY

4 Weeks–50 Hours/50 Marks

(a) Computer Graphics: Introduction to Computer's, with important software required for Print Media combined application of each Computer graphic software.

Exercises/advertisement based on the application of these software.

(b) Photography: Use of Camera, observation, selection of subject, composition (exposing indoors and outdoors), Process of developing and printing (contact and enlargements). Films and their sensitivity, Bromide papers and their grades, different chemicals and digital photography.

THEORY SUBJECTS

PAPER I: AESTHETICS

14 Weeks–56 Hours/50 Marks

(a) Development of theories of Rasa, Dhvani, Bhava, Alankar, Auchitya, Riti, Guna-Dosh, Vyanjana etc.

(b) Inter-relation of Visual and Performing Arts.

PAPER II HISTORY OF ART

14 Weeks-56 hours/50 Marks

PART – 1

(a) Ceylon

(b) Cambodia

(c) Java

PART – 2 Western Art

(a) Early Christian

(b) Byzantine Period

(c) Romanesque Period

PAPER III ADVERTISING PROFESSION AND PRACTICE

14 Weeks-56 Hours/50 Marks

(a) Principles of Design. Elements of Design. Its role and effect in Advertising.

(b) Principles of Layout. Elements of Layout. Difference and importance of Press and Magazine Layout.

(c) Understanding Role of Design and Layout in various medias of communication (Indoor and outdoor).

SCHEME OF EXAMINATION					
2ND YEAR FOURTH SEMESTER SUBJECTS	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/HOURS	EXAMINATION HOURS
PRACTICAL					
1. DESIGN	50	50	100	4WEEKS/100	SUBMISSION
2. LETTERING & TYPOGRAPHY	50	50	100	4WEEKS/100	SUBMISSION
3. DRAWING & ILLUSTRATION	50	50	100	4WEEKS/100	SUBMISSION
4. SUBSIDIARY	25	25	50	2 WEEKS/50	SUBMISSION
(A) COMPUTER GRAPHICS					
(B) PHOTOGRAPHY					
THEORY					
1. AESTHETICS	12	38	50	14/56	3
2. HISTORY OF ART	12	38	50	14/56	3
3. ADVERTISING PROFESSION & PRACTICE	12	38	50	14/56	3
TOTAL	211	289	500		

3RD YEAR
FIFTH SEMESTER

PRACTICAL SUBJECT

1. POSTER

4 Weeks-100 Hours/100 Marks

Introduction to Poster as a communication medium, Elements of Poster. Different influences of Poster in various media of advertising. Product Posters, Social Posters, Events Posters.

2. PRESS LAYOUT

4 Weeks-100 Hours/100 Marks

Understanding of Communication Process: Understanding of Technical Process for Newspaper Design and Printing.

3. ILLUSTRATION

4 Weeks-100 Hours/100 Marks

Detailed Study of various body parts in Pencil and Color, blocking, study of different types of drawing with Pencil, Charcoal and Wash technique. Self-Stylized Illustration.

4. SUBSIDIARY

2 Weeks-50 Hours/50 Marks

Continuation of Second year, Third Semester program.

THEORY SUBJECTS

PAPER I: AESTHETICS

14 Weeks-56 Hours/50 Marks

PART-1 (a) Fundamental of Indian Art based on Hindu Silpa texts such as Vishnudharmotarapuram, Samarana, Sutrarachana, Sukranitisara and Silparatham.

(b) Detailed studies related to Rasa - Nishpathi.

(c) Sadanga - the six limbs of Indian Art.

PAPER-II HISTORY OF ART

14 Weeks-56 Hours/50 Marks

PART-1 (a) Pallava Period (b) Chola Period

(c) Chalukya Period (d) Rastrakuta Period

(e) Chandela Period (f) Orissan Period

(g) Hoysala (h) Rajputa Miniatures

(i) Mughal Miniatures

PAPER III: ADVERTISING PROFESSION AND PRACTICE

14 Weeks-56 Hours/50 Marks

(a) Introduction to Illustration. Its various techniques and its importance in Advertising.

(b) Introduction to Poster: a historical overview. Types of Posters, its elements and application as regard to its type.

(c) Introduction to Advertising Campaign, conceptualizing, planning and printing.



SCHEME OF EXAMINATION					
3RD YEAR FIFTH SEMESTER SUBJECTS	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/HOURS	EXAMINATION HOURS
PRACTICAL					
1. POSTER	50	50	100	4WEEKS/100	SUBMISSION
2. PRESS LAYOUT	50	50	100	4WEEKS/100	SUBMISSION
3. ILLUSTRATION	50	50	100	4WEEKS/100	SUBMISSION
4. SUBSIDIARY	25	25	50	2 WEEKS/50	SUBMISSION
(A) COMPUTER GRAPHICS					
(B) PHOTOGRAPHY					
THEORY					
1. AESTHETICS	12	38	50	14/56	3
2. HISTORY OF ART	12	38	50	14/56	3
3. ADVERTISING PROFESSION & PRACTICE	12	38	50	14/56	3
TOTAL	211	289	500		

3RD YEAR
SIXTH SEMESTER

PRACTICAL SUBJECTS

1. POSTER

4 Weeks-100 Hours/100 Marks

Comparative study of different kinds of Poster. Application of Poster in different mediums. Photographic Posters, Typographical Poster, Illustrative Posters, Graphical Posters.

2. PRESS LAYOUT

4 Weeks-100 Hours/100 Marks

Understanding of Communication Process. Understanding of Technical Process for Magazine Layout and Printing.

3. ILLUSTRATION

4 Weeks-100 Hours/100 Marks

Study of Full Human figure-draped and undraped, blocking, study of different types of drawing with Pencil, Charcoal and Wash technique. Book Illustration, Comic illustration; Origin and Styles.

4. SUBSIDIARY

2 Weeks-50 Hours/50 Marks

Continuation of Second year, Fourth Semester program.

BSM

THEORY SUBJECTS

PAPER I: AESTHETICS

14 Weeks-56 Hours/50 Marks

PART-1 (a) Inter-relationship amongst the arts.

(Visual, Literary and Performing Arts) as in Oriental and Western Aesthetics.

(b) Theories related to the origin and creation of Art, namely, Communications, Expression and release of emotion.

PAPER-II HISTORY OF ART

(a) Gothic Period

(b) Renaissance-Proto, Early and High. (Painters and Sculptors)

PAPER-III: ADVERTISING PROFESSION AND PRACTICE

14 Weeks-56 Hours/50 Marks

(a) Advertising Agency and its various departments.

(b) Introduction to Copy writing in context to Advertising. Role of a Copy Writer and Visualizer in Advertising.

(c) Printing: Introduction to Printing processes. (for example Letterpress, Lithography, Silk Screen, etc.)

SCHEME OF EXAMINATION					
3RD YEAR SIXTH SEMESTER SUBJECTS	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/HOURS	EXAMINATION HOURS
PRACTICAL					
1. POSTER	50	50	100	4WEEKS/100	SUBMISSION
2. PRESS LAYOUT	50	50	100	4WEEKS/100	SUBMISSION
3. ILLUSTRATION	50	50	100	4WEEKS/100	SUBMISSION
4. SUBSIDIARY	25	25	50	2 WEEKS/50	SUBMISSION
(A) COMPUTER GRAPHICS					
(B) PHOTOGRAPHY					
THEORY					
1. AESTHETICS	12	38	50	14/56	3
2. HISTORY OF ART	12	38	50	14/56	3
3. ADVERTISING PROFESSION & PRACTICE	12	38	50	14/56	3
TOTAL	211	289	500		

4TH YEAR
SEVENTH SEMESTER

PRACTICAL SUBJECTS

Introduction of Computer software required for electronic media (Film, TV, Internet), software like Adobe, After effects, Flash, etc., Realize the wide options and discover the advantages of both Print and Electronic media and creatively apply the same in the subjects listed below:-

1. POSTER

4 Weeks-100 Hours/100 Marks

Application of Poster in Outdoor medium, Hoardings, Bus Shelters, Kiosks, and Electronic Signage.

2. PRESS LAYOUT

4 Weeks-100 Hours/100 Marks

Preparing a Press Campaign Project including short Project Report and advertisements. Preparing a Corporate/Product Presentation in selected media of their choice; Audio- Visual, Flash/Power Point, etc.

3. ILLUSTRATION

4 Weeks-100 Hours/100 Marks

Project based on Illustration for Corporate/Publishing/Advertising media.

NOTE: In this Semester, the students will do a Major campaign on an approved subject incorporating all the above media with a Detailed Project on the approved Subject.

4. SUBSIDIARY

2Weeks-50 Hours/50 Marks

(a) 2D Animation: Introduction to Animation and advanced Motion Graphics and Software understanding. Study of movement in an image based on creating an advertisement; Art in motion.

Or

(b) Display Design: Introduction to display design for advertising such as show windows, public places, exhibitions, indoors and outdoors

Or

(c) Packaging: Introduction to primary, tertiary and secondary packaging and role of packaging in endorsing the sales of a product by packaging for example educational games, commercial accessories and specialized items.

Or

(d) Photography: Advanced work based on advertising.

THEORY SUBJECTS

PAPER I: AESTHETICS

14 Weeks-56 Hours/50 Marks

PART-1 (a) Nature of beauty, Plato, Aristotle, Longinus, Descarte, Berkeley, Kant, Hegal, Schopenhouser, Nietzsche, Lipps, Dewey, Croce, Gentile, Worringer, Herbert Reed.

(b) Theories relating to the origin of Art.



PAPER-II: HISTORY OF ART

14 Weeks – 56 Hours/50 Marks

PART – 1 INDIAN ART

- (a) Company School
- (b) Kalighat/Ravi Verma
- (c) Bengal School Renaissance
- (d) Progressive Artists Group
- (e) Calcutta/Madras Schools
- (f) Independent developments in contemporary Indian Art.

PAPER-III ADVERTISING PROFESSION AND PRACTICE

14 Weeks–56 Hours/50 Marks

- (a) Understanding in detail Campaign planning, appeal, objectives, continuity.
- (b) Understanding Market Research and the various design approach Campaign's.
- (c) Printing: Understanding in detail Offset and Digital process.

SCHEME OF EXAMINATION					
4th YEAR SEVENTH SEMESTER SUBJECTS	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS
PRACTICAL					
1. POSTER	50	50	100	4WEEKS/100	18
2. PRESS LAYOUT	50	50	100	4WEEKS/100	18
3. ILLUSTRATION	50	50	100	4WEEKS/100	18
4. SUBSIDIARY	25	25	50	2 WEEKS/50	SUBMISSION
2D ANIMATION/DISPLAY DESIGN/ PACKAGING /PHOTOGRAPHY					
THEORY					
1. AESTHETICS	12	38	50	14/56	3
2. HISTORY OF ART	12	38	50	14/56	3
3. ADVERTISING PROFESSION & PRACTICE	12	38	50	14/56	3
TOTAL	211	289	500		

4TH YEAR

EIGHTH SEMESTER

PRACTICAL SUBJECTS

1. POSTER

4 Weeks–100 Hours/100 Marks

As per the approved Campaign Subject. Study of influences of different media in designing of posters and its application as regard to modern posters.



2. PRESS LAYOUT

4 Weeks–100 Hours/100 Marks

As per the approved Campaign Subject. Study of influences of different Print media and its application.

3. ILLUSTRATION

4 Weeks–100 Hours/100 Marks

As per the approved Campaign Subject. Study of influences of different Illustrative media and its application.

NOTE: In this Semester, the students will do a Major campaign on an approved subject incorporating all the above media with a Detailed Project on the approved Subject.

4. SUBSIDIARY

2 Weeks–50 Hours/50 Marks

(a) 2D Animation: Introduction to Animation and advanced Motion Graphics and Software understanding. Study of movement in an image based on creating an advertisement; Art in motion.

Or

(b) Display Design: Introduction to display design for advertising such as show windows, public places, exhibitions, indoors and outdoors

Or

(c) Packaging: Introduction to primary, tertiary and secondary packaging and role of packaging in endorsing the sales of a product by packaging for example educational games, commercial accessories and specialized items.

Or

(d) Photography: Advanced work based on advertising.

THEORY SUBJECTS

PAPER-I: AESTHETICS

14 Weeks–56 Hours/50 Marks

PART-1 (a) Imitation play and Institution.

(b) Role of the sub-conscious in artistic creation.

Theories relating to works of Art.

PART-2 Theories relating to works of Art.

(a) Organic Structure.

(b) Content and Form.

(c) Expressiveness.

PART-3 Theories relating to response and appreciation.

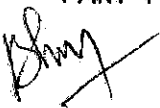
(a) Empathy.

(b) Psychical distance.

(c) Pleasure.

(d) Art in relation to Society.

PART-4 Comparative study of Oriental and western Aesthetics.



EXAMINATION					
	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS
	50	50	100	4WEEKS/100	SUBMISSION
	50	50	100	4WEEKS/100	SUBMISSION
	50	50	100	4WEEKS/100	SUBMISSION
	25	25	50	2 WEEKS/50	SUBMISSION
	12	38	50	14/56	3
	12	38	50	14/56	3
TOTAL	12	38	50	14/56	3
	211	289	500		

EXAMINATION					
	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS
	50	50	100	4WEEKS/100	SUBMISSION
	50	50	100	4WEEKS/100	SUBMISSION
	50	50	100	4WEEKS/100	SUBMISSION
	25	25	50	2 WEEKS/50	SUBMISSION
	12	38	50	14/56	3
	12	38	50	14/56	3
TOTAL	12	38	50	14/56	3
	211	289	500		

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BFA APPLIED ART SCHEME OF EXAMINATION					
3RD YEAR FIFTH SEMESTER SUBJECTS	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS
PRACTICAL					
1. POSTER	50	50	100	4WEEKS/100	SUBMISSION
2. PRESS LAYOUT	50	50	100	4WEEKS/100	SUBMISSION
3. ILLUSTRATION	50	50	100	4WEEKS/100	SUBMISSION
4. SUBSIDIARY	25	25	50	2 WEEKS/50	SUBMISSION
(A) PHOTOGRAPHY					
(B) COMPUTER GRAPHICS					
THEORY					
1. AESTHETICS	12	38	50	14/56	3
2. HISTORY OF ART	12	38	50	14/56	3
3. ADVERTISING PROFESSION & PRACTICE	12	38	50	14/56	3
TOTAL	211	289	500		

BFA APPLIED ART SCHEME OF EXAMINATION					
3RD YEAR SIXTH SEMESTER SUBJECTS	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS
PRACTICAL					
1. POSTER	50	50	100	4WEEKS/100	SUBMISSION
2. PRESS LAYOUT	50	50	100	4WEEKS/100	SUBMISSION
3. ILLUSTRATION	50	50	100	4WEEKS/100	SUBMISSION
4. SUBSIDIARY	25	25	50	2 WEEKS/50	SUBMISSION
(A) PHOTOGRAPHY					
(B) COMPUTER GRAPHICS					
THEORY					
1. AESTHETICS	12	38	50	14/56	3
2. HISTORY OF ART	12	38	50	14/56	3
3. ADVERTISING PROFESSION & PRACTICE	12	38	50	14/56	3
TOTAL	211	289	500		

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BFA APPLIED ART SCHEME OF EXAMINATION						
4TH YEAR SEVENTH SEMESTER SUBJECTS	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS	
PRACTICAL						
1. POSTER	50	50	100	4WEEKS/100	18	
2. PRESS LAYOUT	50	50	100	4WEEKS/100	18	
3. ILLUSTRATION	50	50	100	4WEEKS/100	18	
4. SUBSIDIARY	25	25	50	2 WEEKS/50	SUBMISSION	
2-D ANIMATION/DISPLAY DESIGN/ PACKAGING/PHOTOGRAPHY						
THEORY						
1. AESTHETICS	12	38	50	14/56	3	
2. HISTORY OF ART	12	38	50	14/56	3	
3. ADVERTISING PROFESSION & PRACTICE	12	38	50	14/56	3	
TOTAL	211	289	500			

BFA APPLIED ART SCHEME OF EXAMINATION						
4TH YEAR EIGHTH SEMESTER SUBJECTS	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS	
PRACTICAL						
1. POSTER	50	50	100	4WEEKS/100	18	
2. PRESS LAYOUT	50	50	100	4WEEKS/100	18	
3. ILLUSTRATION	50	50	100	4WEEKS/100	18	
4. SUBSIDIARY	25	25	50	2 WEEKS/50	SUBMISSION	
2-D ANIMATION/DISPLAY DESIGN/ PACKAGING/PHOTOGRAPHY						
THEORY						
1. AESTHETICS	12	38	50	14/56	3	
2. HISTORY OF ART	12	38	50	14/56	3	
3. ADVERTISING PROFESSION & PRACTICE	12	38	50	14/56	3	
TOTAL	211	289	500			

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EXISTING CURRICULUM
APPLIED ART SPECIALIZATION

OBJECTIVE

Applied art is a subject which assumes various forms of communication through media which are subject to technical, economic and social controls. As a means of communication and dissemination of ideas to promote sales, service or a social cause. Emphasis is laid on the development of a temperament which would enable the student to subordinate individuality to a collective effort. The new technologies of photography, films, television, printing and use of Computer as visual – problem solver have all opened up endless avenues. On the basis of this understanding, the objective of training is focused on development of creative ability and professional skills-through study of subjects such as Design, Lettering & Typography, Drawing & Illustration and subsidiary subjects of Computer Graphics, Photography, Silk Screen Printing, Offset Printing, Packaging and Display Design as Practical, and Aesthetics, History of Art, and Advertising Profession and Practice as Theory papers.

2ND YEAR

THIRD SEMESTER

PRACTICAL SUBJECTS

1. DESIGN

4 Weeks–100 Hours/100 Marks

Study of Design principles, forms, balance and sense of proportion, through composition.

2. LETTERING AND TYPOGRAPHY

4 Weeks–100 Hours/100 Marks

Defining Lettering and Typography. Typography; Fonts/Typefaces- a historical perspective. Study of characteristics of Lettering and Typography Application of Typography in Simple Design, Application of Typography as a form.

3. DRAWING AND ILLUSTRATION

4 Weeks–100 Hours/100 Marks

Understanding of Human Anatomy and Structure with human torso, Understanding of Proportions and Volume, Rapid Sketches, Detailed Line Drawing with pencil. Understanding Concept of Illustration and different Illustrative Techniques, Copying of Great Masters, Application of Illustration techniques.

4. SUBSIDIARY

2 Weeks-50 Hours/50 Marks

(a) Photography: Use of Camera, observation, selection of subject, composition (exposing indoors and outdoors), Process of developing and printing (contact and enlargements). Films and their sensitivity, Bromide papers and their grades, different chemicals.

(b) Silk Screen Printing: Introduction to process, materials and equipment.

Exercise in monochrome and color printing.

THEORY SUBJECTS

PAPER I AESTHETICS

14 Weeks-56 Hours/50 Marks

- (a) An introduction to Indian Aesthetics and its brief historical background.
- (b) Concept of Beauty based on ancient scriptures and their relevance of Art.
- (c) Elements of Art-Five Schools of Indian Aesthetics.

PAPER II HISTORY OF ART

14 Weeks-56 Hours/50 Marks

PART - 1

- (a) Mauryan Period
- (b) Sunga Period
- (c) Kushan Period
- (d) Gandhara Period
- (e) Gupta Period

PAPER III ADVERTISING PROFESSION AND PRACTICE

14 Weeks-56 Hours/50 Marks

- (a) Introduction to Color Theory. Use and importance of Color in Advertising.
- (b) History and Introduction to Advertising and Understanding of different forms of publicity.
- (c) Understanding Typography. Different terminology related to Typography and its usage in various media.

2 ND YEAR THIRD SEMESTER SUBJECTS	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/HOURS	EXAMINATION HOURS
PRACTICAL SUBJECT					
1 DESIGN	50	50	100	4/100	SUBMISSION
2 LETTERING & TYPOGRAPHY	50	50	100	4/100	SUBMISSION
3 DRAWING & ILLUSTRATION	50	50	100	4/100	SUBMISSION
4 SUBSIDIARY (A) PHOTOGRAPHY (B) SILK SCREEN PRINTING	25	25	50	2/50	SUBMISSION
THEORY					
1 AESTHETICS	12	38	50	14/56	03
2 HISTORY OF ART	12	38	50	14/56	03
3 PROFESSION AND PRACTICE	12	38	50	14/56	03
TOTAL	211	289	500		

FOURTH SEMESTER

PRACTICAL SUBJECTS

1. DESIGN

4 Weeks-100 Hours/100 Marks

Application of Design forms (geometrical and abstract), tones, textures, Color, repetition and Rhythm.

2. LETTERING AND TYPOGRAPHY

4 Weeks-100 Hours/100 Marks

Understanding of advance Typography concepts in relation to design / Layout. Application of Typography in Complex forms, Application of Typography in Design and Communication. Application of Typography in daily usage.

3. DRAWING AND ILLUSTRATION

4 Weeks-100 Hours/100 Marks

Life Study in Black and White with Pencil Shading and in Color. Understanding Concepts of Stylized Illustration, Outdoor Study and Figurative Illustration.

4. SUBSIDIARY

4 Weeks-50 Hours/50 Marks

(a) Computer Graphics: Introduction to Computer DOS and Windows, with important software required for Print Media combined application of each Computer graphic software. Exercises / advertisement based on the application of these software.

(b) Offset Printing: Understanding of techniques and equipments, processing and making monochrome prints.

THEORY SUBJECTS

PAPER I: AESTHETICS

14 Weeks-56 Hours/50 Marks

- (a) Development of theories of Rasa, Dhvani, Bhava, Alankar, Auchitya, Riti, Guna-Dosh, Vyanjana etc.
- (b) Inter-relation of Visual and Performing Arts.

PAPER II HISTORY OF ART

14 Weeks-56 hours/50 Marks

PART - 1

- (a) Ceylon
- (b) Cambodia
- (c) Java

PART - 2 Western Art

- (a) Early Christian
- (b) Byzantine Period
- (c) Romanesque Period

PAPER III ADVERTISING PROFESSION AND PRACTICE

14 Weeks-56 Hours/50 Marks

- (a) Principles of Design. Elements of Design. Its role and effect in Advertising.
- (b) Principles of Layout. Elements of Layout. Difference and importance of Press and Magazine Layout.
- (c) Understanding Role of Design and Layout in various medias of communication (Indoor and outdoor).

2 ND YEAR FOURTH SEMESTER SUBJECTS		SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/HOURS	EXAMINATION HOURS
PRACTICAL SUBJECT						
1	DESIGN	50	50	100	4/100	SUBMISSION
2	LETTERING & TYPOGRAPHY	50	50	100	4/100	SUBMISSION
3	DRAWING & ILLUSTRATION	50	50	100	4/100	SUBMISSION
4	SUBSIDIARY (A) COMPUTER GRAPHICS (B) OFFSET PRINTING	25	25	50	2/50	SUBMISSION
THEORY						
1	AESTHETICS	12	38	50	14/56	03
2	HISTORY OF ART	12	38	50	14/56	03
3	PROFESSION AND PRACTICE	12	38	50	14/56	03
	TOTAL	211	289	500		

3RD YEAR

FIFTH SEMESTER

PRACTICAL SUBJECT

1. POSTER

4 Weeks-100 Hours/100 Marks

Introduction to Poster as a communication medium, Elements of Poster. Different influences of Poster in various media of advertising. Product Posters, Social Posters, Events Posters.

2. PRESS LAYOUT

4 Weeks-100 Hours/100 Marks

Understanding of Communication Process: Understanding of Technical Process for Newspaper Design and Printing.

3. ILLUSTRATION

4 Weeks-100 Hours/100 Marks

Detailed Study of various body parts in Pencil and Color, blocking, study of different types of drawing with Pencil, Charcoal and Wash technique.

Self-Stylized Illustration.

4. SUBSIDIARY

2 Weeks-50 Hours/50 Marks

Continuation of Second year, Third Semester program.

THEORY SUBJECTS

PAPER I: AESTHETICS

14 Weeks-56 Hours/50 Marks

- PART-1** (a) Fundamental of Indian Art based on Hindu Silpa texts suchas Vishnudharmotara-
puran, Samaranana, Sutraracharana, Sukranitisara and Silparatham.
- (b) Detailed studies related to Rasa – Nishpathi.
- (c) Sadanga – the six limbs of Indian Art.

PAPER-II HISTORY OF ART

14 Weeks-56 Hours/50 Marks

- PART-1** (a) Pallava Period (b) Chola Period
- (c) Chalukya Period (d) Rastrakuta Period
- (e) Chandela Period (f) Orissan Period
- (g) Hoysala (h) Rajputa Miniatures
- (i) Mughal Miniatures

PAPER III: ADVERTISING PROFESSION AND PRACTICE

14 Weeks-56 Hours/50 Marks

- (a) Introduction to Illustration. Its various techniques and its importance in Advertising.
- (b) Introduction to Poster: a historical overview. Types of Posters, its elements and application as regard to its type.
- (c) Introduction to Advertising Campaign, conceptualizing, planning and printing.

3 RD YEAR SUBJECTS	FIFTH SEMESTER	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS
PRACTICAL SUBJECT						
1	POSTER	50	50	100	4/100	SUBMISSION
2	PRESS LAYOUT	50	50	100	4/100	SUBMISSION
3	ILLUSTRATION	50	50	100	4/100	SUBMISSION
4	SUBSIDIARY PHOTOGRAPHY SILK SCREEN PRINTING	25	25	50	2/50	SUBMISSION
THEORY						
1	AESTHETICS	12	38	50	14/56	03
2	HISTORY OF ART	12	38	50	14/56	03
3	ADVERTISING PROFESSION AND PRACTICE	12	38	50	14/56	03
TOTAL		211	289	500		

SIXTH SEMESTER

PRACTICAL SUBJECTS

1. POSTER

4 Weeks-100 Hours/100 Marks

Comparative study of different kinds of Poster. Application of Poster in different mediums. Photographic Posters, Typographical Poster, Illustrative Posters, Graphical Posters.

2. PRESS LAYOUT

4 Weeks-100 Hours/100 Marks

Understanding of Communication Process. Understanding of Technical Process for Magazine Layout and Printing.

3. ILLUSTRATION

4 Weeks-100 Hours/100 Marks

Study of Full Human figure-draped and undraped, blocking, study of different types of drawing with Pencil, Charcoal and Wash technique. Book Illustration, Comic Illustration; Origin and Styles.

4. SUBSIDIARY

2 Weeks-50 Hours/50 Marks

Continuation of Second year, Fourth Semester program.

THEORY SUBJECTS

PAPER I: AESTHETICS

14 Weeks-56 Hours/50 Marks

PART-1 (a) Inter-relationship amongst the arts.

(Visual, Literary and Performing Arts) as in Oriental and Western Aesthetics.

(b) Theories related to the origin and creation of Art, namely, Communications, Expression and release of emotion.

PART-II HISTORY OF ART

(a) Gothic Period

(b) Renaissance-Proto, Early and High. (Painters and Sculptors)

PAPER-III: ADVERTISING PROFESSION AND PRACTICE

14 Weeks-56 Hours/50 Marks

(a) Advertising Agency and its various departments.

(b) Introduction to Copy writing in context to Advertising. Role of a Copy Writer and Visualizer in Advertising.

(c) Printing: Introduction to Printing processes. (for example Letterpress, Lithography, Silk Screen, etc.)

3 RD YEAR	SIXTH SEMESTER	SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/HOURS	EXAMINATION HOURS
PRACTICAL SUBJECT						
1	POSTER	50	50	100	4/100	SUBMISSION
2	PRESS LAYOUT	50	50	100	4/100	SUBMISSION
3	ILLUSTRATION	50	50	100	4/100	SUBMISSION
4	SUBSIDIARY COMPUTER GRAPHICS OFFSET PRINTING	25	25	50	2/50	SUBMISSION
THEORY						
1	AESTHETICS	12	38	50	14/56	03
2	HISTORY OF ART	12	38	50	14/56	03
3	ADVERTISING PROFESSION AND PRACTICE	12	38	50	14/56	03
TOTAL		211	289	500		

4TH YEAR

SEVENTH SEMESTER

PRACTICAL SUBJECTS

Introduction of Computer software required for electronic media (Film, TV, Internet), software like Adobe, After effects, Flash, etc., Realize the wide options and discover the advantages of both Print and Electronic media and creatively apply the same in the subjects listed below:-

1. POSTER

4 Weeks-100 Hours/100 Marks

Application of Poster in Outdoor medium, Hoardings, Bus Shelters, Kiosks, and Electronic Signage.

2. PRESS LAYOUT

4 Weeks-100 Hours/100 Marks

Preparing a Press Campaign Project including short Project Report and advertisements. Preparing a Corporate/Product Presentation in selected media of their choice; Audio- Visual, Flash/Power Point, etc.

3. ILLUSTRATION

4 Weeks-100 Hours/100 Marks

Project based on Illustration for Corporate/Publishing/Advertising media.

4. SUBSIDIARY

4 Weeks-100 Hours/100 Marks

(a) Display Design: Introduction to display design for advertising such as show windows, public places, exhibitions, indoors and outdoors

Or

(b) Packaging: Introduction to primary, tertiary and secondary packaging and role of packaging in endorsing the sales of a product by packaging for example educational games, commercial accessories and specialized items.

Or

(c) Photography: Advance work based on advertising.

THEORY SUBJECTS

PAPER I: AESTHETICS

14 Weeks-56 Hours/50 Marks

PART-1 (a) Nature of beauty, Plato, Aristotle, Longinus, Descarte, Berkeley, Kant, Hegal, Schopenhouser, Nietzsche, Lipps, Dewey, Croce, Gentile, Worringer, Herbert Reed.

(b) Theories relating to the origin of Art.

PAPER-II: HISTORY OF ART

14 Weeks - 56 Hours/50 Marks

PART - 1 INDIAN ART

- (a) Company School
- (b) Kalighat/Ravi Verma
- (c) Bengal School Renaissance
- (d) Progressive Artists Group
- (e) Calcutta/Madras Schools
- (f) Independent developments in contemporary Indian Art.

PAPER-III ADVERTISING PROFESSION AND PRACTICE

14 Weeks-56 Hours/50 Marks

- (a) Understanding in detail Campaign planning, appeal, objectives, continuity.
- (b) Understanding Market Research and the various design approach campaigning.
- (c) Printing: Understanding in detail Offset and Digital process.

4TH YEAR SEVENTH SEMESTER SUBJECTS		SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS
PRACTICAL SUBJECT						
1	POSTER	50	50	100	4/100	18
2	PRESS LAYOUT	50	50	100	4/100	18
3	ILLUSTRATION	50	50	100	4/100	18
4	SUBSIDIARY DISPLAY DESIGN/ PACKAGING/ PHOTOGRAPHY	25	25	50	2/50	SUBMISSION

THEORY						
1	AESTHETICS	12	38	50	14/56	03
2	HISTORY OF ART	12	38	50	14/56	03
3	ADVERTISING PROFESSION AND PRACTICE	12	38	50	14/56	03
	TOTAL	211	289	500		

EIGHTH SEMESTER

PRACTICAL SUBJECTS

1. POSTER

4 Weeks-100 Hours/100 Marks

As per the approved Campaign Subject. Study of influences of different media in designing of posters and its application as regard to modern posters.

2. PRESS LAYOUT

4 Weeks-100 Hours/100 Marks

As per the approved Campaign Subject. Study of influences of different Print media and its application.

3. ILLUSTRATION

4 Weeks-100 Hours/100 Marks

As per the approved Campaign Subject. Study of influences of different Illustrative media and its application.

NOTE: In this Semester, the students will do a Major campaign on an approved subject incorporating all the above media with a Detailed Project on the approved Subject.

4. SUBSIDIARY

2 Weeks-50 Hours/50 Marks

(a) Display Design: Introduction to display design for advertising such as show windows, public places, exhibitions, indoors and outdoors.

OR

(b) Packaging: Introduction to primary, tertiary and secondary packaging and role of packaging in endorsing the sales of a product by packaging for advertising.

OR

(c) Photography: Advance work for advertising.

THEORY SUBJECTS

PAPER-I: AESTHETICS

14 Weeks-56 Hours/50 Marks

PART-1 (a) Imitation play and Intitution.

(b) Role of the sub-conscious in artistic creation.

Theories relating to works of Art.

PART-2 Theories relating to works of Art.

(a) Organic Structure.

(b) Content and Form.

(c) Expressiveness.

PART-3 Theories relating to response and appreciation.

(a) Empathy.

(b) Psychological distance.

(c) Pleasure.

(d) Art in relation to Society.

PART-4 Comparative study of Oriental and western Aesthetics.

PAPER-II: HISTORY OF ART

14 Weeks - 56 Hours/50 Marks

PART-1

WESTERN ART

14 Weeks - 56 Hours/50 Marks

(a) Mannerism: (16th C.): Rosso, Parmagianino, Tintoretto, El Greco. Bologna, Cellini, Jean Goujon.

(b) Baroque: (17th C.): Carracci, Caravaggio, Frans Hals, Rembrandt, Vermeer, Rubens, Velazquez, Poussin, Claude Lorian, Berini.

(c) Rococo: (18th C.): Watteau, Boucher, Gainsborough, Hogarth, Reynolds.

(d) Classicism: (19th C.): David, Ingres, Romanticism-Goya, Delacroix, Constable, Turner. Realism-Courbet, Millet, Corot. Impressionism-Manet, Renoir, Degas.

PART-2

Post - Impressionism, Expressionism, Symbolism, Cubism, Fauvism, Surrealism, Abstractionism.

PART – 3

Eminent Sculptors of the Modern Period.

PAPER III ADVERTISING PROFESSION AND PRACTICE

14 Weeks–56 Hours/50 Marks

- (a) Different functions of Advertising Business Research and Motivational Research– present and future action.
- (b) Importance of Marketing and Consumer Behavior in Advertising.

4TH YEAR EIGHTH SEMESTER SUBJECTS		SESSIONAL MARKS	EXAMINATION MARKS	AGGREGATE MARKS	WEEKS/ HOURS	EXAMINATION HOURS
PRACTICAL SUBJECT						
1	POSTER	50	50	100	4/100	18
2	PRESS LAYOUT	50	50	100	4/100	18
3	ILLUSTRATION	50	50	100	4/100	18
4	SUBSIDIARY DISPLAY DESIGN/ PACKAGING/ PHOTOGRAPHY	25	25	50	2/50	SUBMISSION
THEORY						
1	AESTHETICS	12	38	50	14/56	03
2	HISTORY OF ART	12	38	50	14/56	03
3	ADVERTISING PROFESSION AND PRACTICE	12	38	50	14/56	03
TOTAL		211	289	500		