

Ch. Charan Singh University, Meerut - 250004

# SHRI RAM COLLEGE

## MUZAFFARNAGAR

### B.F.A. (BACHELOR OF FINE ARTS)

#### 1st year Syllabus

##### History Of Indian Art

Code-101

Max Marks: 60(External)

Time 3 Hrs.

Max Marks: 40(Sessional)

#### **Indus Valley Civilization - (225,00 B.C.)**

Sculpture Lime Stone priest, Torso, Bronze Dancing Girls, Seals, terra-cotta, Mother Goddesses, Pottery, Jewelry

**Mauryan Empire** - Pillar inscription, Samath Capital, yaksha figures Lomasha Rishi Cave, Animal Carvings, Terra-cotta.

**Sunga Period** - Stupa and Toranas : Sculpture Barhut Shalabhanjika, Relief Medallion-Mriga Jakata Viharas and Chaitya (Karle and Bhaja).

**Kusahan Period** - Gandhara School - Standing Buddha from Hoti Mardan, Nirvan of Budhha of Katra.

**Gupta Period** - Sculpture : Standing Budhha from Mathura pating Ajanta, Bdhisative Cave No. 1, Apsaras Cave no. 17, Architure, Vishu Temple - Deoghar.

Medieval Period of hindu Dynastieswith special reference to South India.

1. Pallava Dynasty ; Mahabalipuram - Gangavataram, Panchrath;
2. Rashtrakuta Dynasty; Ellora Kailash temple, Elephanta-Mahesjmurti;
3. Chandela Dynasty; Khajurao (Nagar Style), Kandariya Mahadeo temple.
4. Konark (orissa Style), Sun temple. Kangra - Bhagwatpuran, Ragamala, Baramasa

#### **Indian Miniatures-**

- (1)Moghal Miniatures - Akbar School Illustration froem Babar Namah and akbar Namah
- (2)Jahangir School - Study of animals and birds
- (3)S hahajahan School - Basholi - Adbhisarika Nayika, Kangra - Bhagwatpurana, Ragamala, Baramasa.

**Renaissance (Revivalism) in India** - Ravi Verma, Samundra garva Harana, Matsya Gandha

**Bengal School** - Abaniondranath Tagore - End of journey, nandlal Bose Return to Buddha.

**Amrita Shergil** - Brides Toilet, Three young girls

**Contemporary Scene** - Introduction of about twenty Indian Artists (Painters and Sculptors) Art movements in Bombay, Calcutta, Madras, Delhi Baroda.

#### Foundation course : English

Language communication and writing skills

Code - 102

Time 3 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (sessional)

#### **Communication 5 Marks**

- a. Importance of communication skills
- b. The process of human communication
- c. Principles of communication
- d. Non-verbal communication

#### **Business Correspondence 5 Marks**

- a. General principles of business correspondence
- b. Structure and ramification of business letters.
- c. Applications, resumes, noting, drafting notices, agenda, minutes, quotations and orders.

**Report Writing** 5 Marks

Characterizes, importance and structure

Preparatory steps of report writing, style of report writing the report

**Précis Writing** 5 Marks

Definition, qualities of good précis, steps to précis writing, style of abridging sentences

**Study of Literary Texts** each (5x3=15)

Anthology of English Short stories Ed R.P. Singh Oxford University Press delhi  
(questions based on the stories from the book, three questions to be answered out of five questions)

**Essay Writing** 25 Marks

On essay of about 300 words on any one of the following:-

M.F. Hussain, Abanindra Nath Tagore, Amrita Shergill, Nand Lal Bose, Shankaracharya, Raja Ram Mohan Roy, Vinoba Bhave, Madan Mohan Malviya, Mahatma Gandhi; S.C. Bose, Ram Kinkar Baiz, Vinod Bihari Mukharji, Pt. Ravi Shankar, Uddheshvari Devi, Ustat Allaunddin Khan Jamini Rai, A.R.Chughtai & Satish Gujral.

**Drawing**

Code - 103

Time 10 Hrs.

Max Marks : 150 (External)

Max Marks : 50 (Sessional)

1. Man-made Object Drawing- drawing from cubes, cones, cylindrical objects, casts, drapery, still life groups etc, observed and studied in various rendering media and techniques in various light conditions.
2. Nature Drawing - (No Exam Only Internals) (1) To develop the sense of structure, Study from any kind of forms in nature-pods, shells, butterflies, flowers, plants, insects, minerals bones etc.

To understand how these forms achieve their structural unity through adherence to principles with physical nature of the material being observed and studied through various rendering media and techniques in various light conditions.

- (2) Drawing from human figures - mainly based on general form and gesture - Head Study
3. Drawing from Memory - (No Exam Only Internals). To develop the sense of observation and the capacity to retain and recall images and their co-ordinations.
4. Introduction to Elements of Perspective - (No Exam Only Internals) Study of basic solids, plan and elevation, main aspects of parallel and 2 angular perspective.
5. Calligraphy - (No Exams - Only Internals) Basic discipline of beautiful handwriting, sense of letter form- Simultaneous judgment of the composition of the letters- spacing organization - intuitive and logical planning of writing-development of style.
6. Outdoor sketching - (No Exam Only Internals) Rapid sketching from any objects from places like- streets, market, stations etc. and also from Museums and Zoo. Students should be exposed to such drawing made by master artists of different times.

**Design - 2D**

Code - 104

Time 10 Hrs.

Max Marks : (External) 60

40 Max Marks : (Sessional)

- a) Study of two dimensional space and its organizational possibilities,
- b) Elements of pictorial expression related to concepts of space and forms. Developing an awareness of pictorial elements such as point, line, shape, volume texture, light and colour..... basic design problems.
- c) Study of various types of objects (natural and man-made) with a view to transform them into flat pictorial images.
- d) Developing an awareness of pictorial space-division of space form and its relation with space-observation of primitive, folk and miniature paintings as well as graphic designs.
- e) Developing an awareness of inter-relationship of different shapes and forms-relative values.
- f) Activation of space through form and colour optical illusions.
- g) Handling of various types of material for pictorial organization and rendering such as:

Pencil, Pen, brushes, water Colours, Poster Paints, Crayon, Inks, Cellophane's, Oil Newsprint and other college material, Gums and Adhesives, wax crayon with Inks, etc-etc.

h) A coordinated series of basic design problems with Aesthetic and analytical approach.

#### Design - 3D

Code - 105

Time 10 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

Sculpture experience (round and relief) in various light conditions (natural as well as artificial):-

1. Carved
2. Modeled
3. Perforated (bored through)
4. Mobile
5. Various methods of joining such as interlocking, pasting etc.

Experiments through various types of material and their combinations such as :- Paper Card board, Wood block, Wire, Clay, Plasticine, Plaster of Paris, Metal sheets, Plastic foam, thermo cole, string, Gums and adhesives, Wax, found objects etc.

A co-ordinated series and basic design problems with analytical approach. Colour should be introduced at various stages of experiments.

#### Colour

To understand the formal structure of colour through analysis of colour theory and nation.

Experience of colour though, experiments in various media :-

Transparent colour (water colours, waterproof ink etc)

Opaque colours (poster colour etc)

Pastels, Wax Crayons Transparent papers (Cellophane)

Experience of colour as

Visual effect - What is Life? What is Colour? Function of eye Physical proprieties - Hue, value, chroma, tint, shade and tone, gray scale, chromatic value scale and colour value scale.

Colour experience

#### **B.F.A. Bachelor of Fine Arts 2nd year Syllabus Fashion History of Western Art**

Code - 201

Time 3 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

**THE BEGINNING OF ART AND CIVILIZATION:**

a) Pre-historical period - reading the prehistory period and through the visual and socio-historical perspective

b) River valley civilizations, Egypt Art & Civilization, Mesopotamian Art and Civilization

**THE CRETE AND MYCENIAN ART AND CIVILIZATION -**

Classical art - Greek art and civilization - archaic, classical and hellenistic periods and its reinstatement by Roman Art.

**MEDIEVAL CHRISTIAN CONCEPT OF ART -**

Early Christian art and architecture, Byzantine Art and architecture, Romanesque Art and architecture, Gothic Art and architecture.

**RENAISSANCE PERIOD ART -**

Reviving of classical concept of art along with the Christian spirituality and scientific approach.

**EARLY RENAISSANCE PERIOD -**

Massaccio, Piero della Francesca, Donatello etc.

**LATE RENAISSANCE PERIOD -**

Botticelli, Leonardo Da Vinci, Michelangelo, Raphael.

**NETHERLAND SCHOOL -**

Durer, Bosch, Brueghel etc.

## DEVIATIONS IN RENAISSANCE STYLE OF ART-

MANNERISM ARTISTS- Titian, Tintoretto, Parmigiano, Caravaggio, EL Greco etc.

CONSERVATIVE APPROACH TO CLASSICISM- NEO CLASSICISM ARTISTS -

Ingre, David etc.

REVOLT AGAINST CONSERVATISM AND RETURN TO NATURE ROMANTICISM ARTISTS-

Goya, Daumier, Gericault, Casper David Friederich, Rembrandt, Constable, Turner etc.

REALISM

### Fashion Theory

Code - 205

Time 3 Hrs.

Max Marks : 60 (External)

Max marks : 40 (Sessional)

Theory of practical subjects is studied

Fashion industry Languages and terms increments of fashion design fundamentals of fashions and design technique theories issues and topics related to past and current fashion . Textile study. Traditional textile and yarn study etc.

History of fashion starting from early time like Indus valley civilization to different times.

History of Jewellery

### Pattern Making & Draping

Code - 215

Time 6 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

Students are made aware of basic pattern making how to start the pattern making from the basic block to the full garment.

Basic skills of the exact body measurement by draping method perfect pattern is developed by draping skill of exact pattern making from the basic bodice block to full body block is learned through different techniques.

### Fashion Model Drawing & Sketching

Code - 216

Time 5 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

Sketching is essential to express your ideas drawing skills are developed to sketch figure & garments with speed sketching the figure with proportions are practiced.

### Garment Construction

Code - 217

Time 8 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

Awareness to the garments construction, how fabric is shaped into garment. Different types of seams, stitches, embroidery techniques are studied.

### Fashion Art

Code - 218

Time 1 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

It make students aware of the fashion arts, different & ideas of fashion art, fashion styles, are give through study and created Different types of fashion art still makes student more creative . Drafting the fashion cuts on to the paper through fashion sketching.

### Computer Application

Students are made familiar with computer application

Fundamental computer application are studied

Computer application in art 7 design

Computer fundamental

Multimedia illustration

### Textile & Yarn Craft

Students are given basic knowledge of textile, fiber, yarns how fashion is produced from yarns. Base of yarn craft are studied

### Internship & Project Work

Students undertake a 4 weeks internship programme.

The exercise make students aware to the real working environment & submit a project report.

**Elective**

Natural Composition, Print making, Photography, Fashion design, Applied arts, Computer graphics, Textile design, Painting.

**B.F.A. Bachelor of Fine Arts  
2nd year Syllabus Applied art  
History of Western Art**

Code - 201

Time 3 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

**THE BEGINNING OF ART AND CIVILIZATION:**

a) Pre-historical period - reading the prehistory period and through the visual and socio-historical perspective

b) River valley civilizations, Egyptian Art & Civilization, Mesopotamian Art and Civilization

**THE CRETE AND MYCENIAN ART AND CIVILIZATION -**

Classical art - Greek art and civilization - archaic, classical and hellenistic periods and its reinstatement by Roman Art.

**MEDIEVAL CHRISTIAN CONCEPT OF ART -**

Early Christian art and architecture, Byzantine Art and architecture, Romanesque Art and architecture, Gothic Art and architecture.

**RENAISSANCE PERIOD ART -**

Reviving of classical concept of art along with the Christian spirituality and scientific approach.

**EARLY RENAISSANCE PERIOD -**

Massaccio, Piero Della Francesca, Donatello etc.

**LATE RENAISSANCE PERIOD -**

Botticelli, Leonardo Da Vinci, Michelangelo, Raphael.

**NETHERLAND SCHOOL -**

Durer, Bosch, Brueghel etc.

**DEVIATIONS IN RENAISSANCE STYLE OF ART -**

**MANNERISM ARTISTS-** Titian, Tintoretto, Veronese, Caravaggio, El Greco etc.

**CONSERVATIVE APPROACH TO CLASSICISM- NEO CLASSICISM ARTISTS -**

Ingres, David etc.

**REVOLT AGAINST CONSERVATISM AND RETURN TO NATURE ROMANTICISM ARTISTS-**

Goya, Daubigny, Gericault, Casper David Friedrich, Rembrandt, Constable, Turner etc.

**REALISM****Press Layout**

Code - 208

Time 10 Hrs.

Max Marks : (External) 60

40 Max Marks : (Sessional)

For product promotion, public awareness in limited space. Typographical knowledge is very essential, illustration skills can be very effective in conveying the message. Versatility and flexibility will be required in dealing with various kinds of clients and markets. Essentially consists of a headline, sub-headline and body text.

Introduction, its relevance in today's world.

**Drawing & Illustration**

Code - 210

Time 10 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

Drawing from life, full figure study, rendering in pencil monochrome, colour and ink, product, rendering, drawing from nature - observation and rendering in different media. Anatomy - study of muscles - bones of human body, memory drawing rendering from environmental, events. Drawing of various products in different rendering mediums and techniques in a given space, and illustration for story books etc in line and colour.

**OUTDOOR STUDY :**

Outdoor sketching with specific purpose architectural man made and natural objects animals, trees, flowers, architectural features, sculptures, textiles, furniture, study of any one specific subject throughout the year.

## Poster Design

Code -209

Max Marks : 60 (External)

Time 15 Hrs.

Max Marks : 40 (Sessional)

To put the message in a nut shell, boldly and directly. To create maximum out of minimum. Less copy of more of visual imagery. Self explanatory. To weed out superfluous and superficial elements and to go for bare essentials. Finer nuances of poster, for promotion and awareness.

## Photography and Reproduction Technique

Code - 211

Max Marks : 30 (External)

Time 15 Hrs.

Max Marks : 20 (Sessional)

Photography and reproduction technique :

1. Photography as in the communication design

a) Portraiture

b) Product photography

c) Dark-room practice-enlarging, bromide printing

d) Photograms Toning

2. Reproduction techniques:

a) Block Making :

I. Originals for reproduction

II. Photographic materials and equipments

III. Line negative making

IV. Line block making

V. Zinc block making/micro zinc/copper block/matrices and stereos.

b) Typography:

I. General outline of section, tube case layout equipment and precautions.

II. Simple compositions with rules and borders

III. Typographical setting with layout

IV. Pre-make ready printing machine and printing in monochrome printing, due- tone and multicolour.

V. Computer type experiments and type-graphics

### Computer Graphics

1. Computer application in art & design

2. Computer fundamentals

3. Digital design

4. Design manipulation application

5. Multimedia project

### Elective (Any one) (No examination Internal only)

Mural composition, print making, photography, fashion design, applied arts, textile design, painting.

## Advertising Theory

Code -203

Max Marks : 60 (External)

Time 3 Hrs.

Max Marks : 40 (Sessional)

**Introduction to Advertisement :** Village economy - post industrial revolution economy, advertising mass-production and transportation - advertising - a part of marketing - direct and indirect advertising - description of advertising - qualities of modern advertising man - advertising and publicity - definition of advertising-advertising an art, science, a business and a profession - advertising to sell ideas to a nation - advertising for urban and rural communication - prestige advertising and testimonial advertising.

**History of advertising :** Pre-printing period prior to the 15th century early printing period - from the 15th century to 1340 period of expansion from 1840 to 1900 period of consolidation - from 1900 to 1925 - period of scientific development - from 1925 to 1945 - period of business and social integration - from 1945 to the present.

### History of writing

History of visual communication and media

- a. Introduction: What is communication? Its evolution. Its rightful place in society. Verbal and non-verbal communication. Audio and visual communication. The communication formula the purpose of communication as an adjunct to the study of applied art. A historical chronological survey of the evolution of following media of visual communication till present day.
- b. Gesture and sign languages till present day.
- c. Pictures-cave painting
- d. Objects-art facts, iconography
- e. Signs and symbols
- f. Script evolution, calligraphy M.S. Books
- g. Outdoor poster 9 albums till neon and electronic moving colour type display messages signs.

#### Western Aesthetics

Code -202

Time 3 Hrs.

Max Marks : 30 (External)

Max Marks : 20 (Sessional)

Concept of beauty - a historical view

Art as imitation - Plato

Rereading of plato and concept of catharsis - Aristotle

Longinus and Plotinus

Thomas Aquinas

Alexander Gottlieb Baumgarten Sensory perception

Rene Desartes

Aesthetics of Pure Idea - Kant

Hegel : Spirit of the age

Tolstoy Art as communication

Nietzsche

Roger Fry and Clive bell

Art as Intuition - Croce

Psychoanalysis and Art - Freud, Jung and Lacan

Marxism

Social Realism

Susan Langer

Walter Benjamin

#### B.F.A. Bachelor of Fine Arts 3rd year Syllabus Fashion History Of Far Eastern Art

Code - 301

Time 3 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

#### Chines Art

##### 1. Painting and Sculpture

(a) Shan-Yin to early Chou sculpture (b) Early Painting

(c) The Han dynasty (d) Funerary stone and tiles (e) Beginning of Buddhist sculpture.

Yun-Kang (f) Wei dynasty sculpture (g) Sculpture during late 6th century and Sui dynasty

(h) Painting during the three kingdoms and the six dynasties (i) Tang dynasty painting and

sculpture. Yen Li-pen, Buddhist painting, court painters. Landscape painting (j) Sculpture

during 10th and 14th century (k) Masters of landscapes and figures (l) Sung hui-Tsung

and the Academy (m) Birds, Flowers and animals, (n) The Hang-Chou Academy (o) Ch'an

Buddhist painters (p)

Supernatural and Taoist themes (q) Yuan dynasty painting (r) Bamboo and plum flowers

painting, (s) Ming dynasty painting (t) The early painters, (u) The Academy and the che

School (v) The Wu School (w) tung Ch'i-Ch'ang (x) Landscape painters of the Ch'ing

dynasty and (y) 17-18th century painters.

##### 2. Architecture

(a) From earliest times to the Chou dynasty the prehistoric Age and the Shang the Chou

Dynasty (b) From Ch'in to the six dynasties Ch'in nan And the three Kingdoms (221 BC - AD 265). The Period of the Six Dynasties (AD 265 - 581). (c) Sui and Tang (AD 581 - 907) the Tang Masonry Pagoda, Wood-framed buildings of Tang Style (d) The Five Dynasties And the Song (907 - 1279). Masonry pagodas and the timber framed Buildings (e) The Barbarian Empires : Liao, chin and Yuan (907-1367) Pagoda types and wooden halls and (f) Ming and Ch'ing (1368 - 1912)

## Japanese Art

### 1. Painting and Sculpture

(a) Early Japanese art/archaic period (b) Asuka period (552 - 645) and Nara period. Early (645-710) and Late (710-784) (c) Heian period Early (784-897) and Late (898-1185), (d) Kamakura period (1185-1333) (e) The Yamato-e tradition of narrative scrolls 12-14th centuries (f) Muromachi Period (1333-1573) (g) Momoyama period (1573-1614) (h) Edo period (1615-1867) Later Kano and Tosa Schools. The return to native tradition, Nature and literary men's style. (i) Ukiyo-e-School early painting in 16-17th Centuries and print designers of the Edo period.

### 2. Architecture

(a) Pre-Buddhist Age : house and Shinto shrines the tomb (b) Buddhist Architecture of the Asuka and Nara periods the monastery temple and The buildings (c) Secular architecture of the Asuka, Nara and Heian Periods the capital and the palace (d) Buddhist architecture of the Heian Period the monastery temple, the hall the single-storied pagoda, tahoto (e) Shinto architecture from nara to Kamakura (f) Buddhist architecture of the Kamakura period (Tenjikuyo) the Indian style (Karayo) the Chinese Style (g) Buddhist architecture of the Kamakura period (h) Secular Architecture of the Muromachi, Momoyama and Edo period (i) Religious Architecture of Muromachi, Momoyama and Edo.

### Southeast Asian Art :

Also the arts of Korea, Thailand, Cambodia, Bali, Java etc.

### Fashion Theory

Code - 305

Time 3 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

History of Indian and Western costumes. History of Indian and western costumes start from the history to the present day are studied. How different types of fashion came in different period are made aware to students.

Marketing skills are studied to students to enable their selling skills. What are different techniques of marketing and merchandising studies.

### Pattern Making & Draping

Code - 315

Time 6 hrs.

Max marks : 60 (External)

Max Marks : 40 (Sessional)

More advanced techniques of draping are taught and more creative skills of draping are learnt. Minute techniques of draping are very finely and deeply studied.

Advanced pattern making skills are learnt. Different types of garment pattern making is skilled to the students. Complex pattern making is studied. Indian and western both styles of pattern making are studied.

### Fashion Model Drawing & Sketching

Code - 316

Time 5 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

Drawing Life drawing, sketching techniques are practiced use of different materials for fashion illustration are skilled to students.

### Garment Construction

Code -317

Time 8 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

After pattern making design needs to come in real fabric. Clothing construction is the step converting the fabric in apparel. Different types of garment making technique are thoroughly studied. Apparel design can be enhanced with seams, stitches embroidery etc.

## Fashion Art

Code -318

Time 4 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

Art of fashion styles of different kinds of wears is treated to the students. Different arts of men's wear are made clear to the students under art vs fashion correlation is taught.

Fashion drawing is a way of expressing ideas on papers. The presentation of the work is external important. Drawing should be clear, including the details of the silhouettes and how garment would be cut-drawing and these styles to enhance the creative skills of students.

### Computer Application

Multimedia principals in fashion.

Images manipulation application techniques.

Digital drawing & illustration.

### Internship

Students are required to take a 6 week internship programme. The main objective of this exercise is to enable the students to get an insight into real working environment.

**Elective (Any one) (No examination Internal only)**

Mural composition , print making, textile design, fashion design, painting applied art, photography, computer graphic.

**B.F.A. Bachelor of Fine Arts**

**3rd year Syllabus Applied art**

**Press Layout**

Code - 308

Time 10 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

For product promotion, public awareness in Limited space. Typographical Knowledge is very essential, illustration skills can be very effective in conveying the message. Versatility and flexibility will be required in dealing with various kinds of clients and markets. Essentially consists of a headline, sub-headline and body text.

How to market a product. To be consumer conscious without neglecting aesthetic appeal

### Drawing & Illustration

Code -310

Time 10 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

Drawing from life, full figure study, rendering in pencil monochrome, colour and ink, product, rendering, drawing from nature - observation and rendering in different media. Anatomy - study of muscles - bones of human body, memory drawing rendering from environmental, events. Drawing of various products in different rendering mediums and techniques in a given space, and illustration for story books etc in line and colour.

### OUTDOOR STUDY :

Outdoor sketching with specific purpose architectural man made and natural objects animals, trees, flowers, architectural features, sculptures, textiles, furniture, study of any one specific subject throughout the year.

### Photography and Reproduction Technique

Code - 311

Time 15 Hrs.

Max Marks : 30 (External)

Max Marks : 20 (Sessional)

Photography assignments communications will be as applied to graphic design. The practical assignments as per the visualization of the comprehensive design prepared under the subject Graphic Design.

### Computer Graphics

1. Computer application in art & design
2. Computer fundamentals
3. Digital design
4. Design manipulation application
5. Multimedia project

How to market a product. To be consumer conscious without neglecting aesthetic appeal.  
**Elective (Any one) (No examination Internal only)**

Mural composition, print making, photography, fashion design, applied arts, textile design, painting.

### Poster Design

Code -309

Time 15 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

To put the message in a nut shell, boldly and directly. To create maximum out of minimum. Less copy of more of visual imagery. Self explanatory. To weed out superfluous and superficial elements and to go for bare essentials. Finer nuances of poster, for promotion and awareness.

### Advertising Theory

Code -303

Time 3 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

#### MARKETING & MARKET RESEARCH :

The nature and scope of marketing: The nature and scope of market research. Market research and the market. Market research and selling performance market research and advertising. Market research and product development.

#### CAMPAIGN PLANNING

What is campaign? What is campaign planning? Campaign objectives : Factors influencing the planning of an advertising three main decisions in campaign planning. Three basic principles of Campaign planning. Importance of unity and continuity. The advertising appreciation. Percentage of last year's sale. Percentage of expected sales, matching competitors allocation. Requirements to fulfill the objectives. Launching a new product, lesser advertisements and their importance.

#### SELECTION OF ADVERTISING MEDIA :

Selection of appropriate media plan. Part of the total marketing and advertising plan. How selection of media made? The product the market the campaign objective, the atmosphere. The appropriation. The period the competitive spending evaluation of media. The character of cost of the medium. The flexibility. The medium the size and position in the medium. The dynamism of media. Major media analysis newspapers, magazines, Trade journals, outdoor advertising. Poster, Films, Cinema slides, Radio Television. Exhibitions and demonstrations.

#### Window display

Merchandising media and point of sale material, direct mail miscellaneous print media special media, mix for rural advertising, packaging and package design.

#### History of writing

#### History of visual communication and media

- Introduction: What is communication? Its evolution. Its rightful place in society. Verbal and non-verbal communication. Audio and visual communication. The communication formula the purpose of communication as an adjunct to the study of applied art. A historical chronological survey of the evolution of following media of visual communication till present day.
- Gesture and sign languages till present day.
- Pictures-cave painting
- Objects-art facts, iconography
- Signs and symbols
- Script evolution, calligraphy M.S. Books
- Outdoor poster 9 albums till neon and electronic moving colour type display messages signs.

#### History Of Far Eastern Art

Code - 301

Time 3 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

#### Chines Art

1. Painting and Sculpture

(a) Shan-Yin to early Chou sculpture (b) Early Painting (c) The Han dynasty (d) Funerary stone and tiles (e) Beginning of Buddhist sculpture. Yun-Kang (f) Wei dynasty sculpture (g) Sculpture during late 6th century and Sui dynasty (h) Painting during the three kingdoms and the six dynasties (i) Tang dynasty painting and sculpture. Yen Li-pen, Buddhist painting, court painters. Landscape painting (j) Sculpture during 10th and 14th century (k) Masters of landscapes and figures (l) Sung hui-Tsung and the Academy (m) Birds, Flowers and animals, (n) The Hang-Chou Academy (o) Ch'an Buddhist painters (p) Supernatural and Taoist themes (q) Yuan dynasty painting (r) Bamboo and plum flowers painting. (s) Ming dynasty painting (t) The early painters, (u) The Academy and the che School (v) The Wu School (w) tung Ch'I-Ch'ang (x) Landscape painters of the Ch'ing dynasty and (y) 17-18th century painters.

## 2. Architecture

(a) From earliest times to the Chou dynasty the prehistoric Age and the Shang the Chou Dynasty (b) From Ch'in to the six dynasties Ch'in nan And the three Kingdoms. (221 BC - AD 265). The Period of the Six Dynasties (AD 265 - 581). (c) Sui and Tang (AD 581 - 907) the Tang Masonry Pagoda, Wood-framed buildings of Tang Style (d) The Five Dynasties And the Sung (907 - 1279). Masoury pagodas and the timber framed Buildings (e) The Barbarian Empires : Liao, chin and Yuan (907-1367) Pagoda types and wooden halls and (f) Ming and Ch'ing (1368 - 1912)

## Japanese Art

### 1. Painting and Sculpture

(a) Early Japanese art/archale period. (b) Asuka period (552 - 645) and Nara period. Early (645-710) and Late (710-784) (c) Heian period Early (784-897) and Late (898-1185). (d) Kamakura period, (1185-1333) (e) The Yamato-e tradition of narrative scrolls 12-14th centuries (f) Muromachi Period (1333-1573) (g) Momoyama period (1573-1614) (h) Edo period (1615-1867) Later Kano and Tosa Schools. The return to native tradition. Nature and literary men's style. (i) Uki-e-School early painting in 16-17th Centuries and print designers of the Edo period.

### 2. Architecture

(a) Pre-Buddhist Age : house and Shinto shrines the tomb (b) Buddhist Architecture of the Asuka and Nara periods the monastery temple and The buildings (c) Secular architecture of the Asuka, Nara and Heian Periods the capital and the palace (d) Buddhist architecture of the Heian Period the monastery temple, the hall the single-storayed pagoda, tahoto (e) Shinto architecture from nara to Kamakura (f) Buddhist architecture Fo the Kamakura period (Tenjikuyo) the Indian style (Karayo) the Chines Style (g) Buddhist architecture of the Kamakura period (h) Secular Architecture of the Muromachi, Momoyama and Edo period (i) Religious Architecture of Muromachi, Momoyama and Edo

### Southeast Asian Art

Asio the arts of Korea, Thailand, Cambodia, Bali, Java etc.

### Indian Aesthetics

Code - 302

Max Marks : 30 (External)

Time 3 Hrs

Max Marks : 20 (Sessional)

Introduction to the fundamental characteristics of Indian Aesthetics

NATYASASTRA OF BHARATA (RASA THEORY) -

Commentators on Bharata : Lollata, Sankuka, Bhattanayaka and Abhinavagupta

THE ALANKARA SCHOOL (RHETORIC) :

Bhamaha, Dandin, Udbhata and Rudrata

THE RITI SCHOOL (STYLE) : Vamana

THE DHVANI SCHOOL (SUGGESTION) :

Anandavardhana, Abhivagupta and Mammata

MISCELLANEOUS WRITERS :

Rajasekhara, Dhananjaya, Kuntaka, Ksemendra, Bhoja, Mahinmabhatta, Hemancandra, Ruyyaka Visvanatha, Appayya Diksita, Jagannatha, Mukulabhata, bhattatota and vagbhata.

**B.F.A. Bachelor of Fine Arts**  
**Final year Syllabus Fashion**  
**History of Modern Indian Art**

Code - 401

Max Marks : 60 (External)

The idea/concept of Indian Modernism

Art in the 19th century/company school

Raja Ravi Verma and the contemporaries

The period of of Revivalism and its impact : Abinindranath Tagore, Nandalal Bose, Asit Kumar Haldar, M.A.R. Chughtai, Kshitindranath Majumdar, etc.

Pioneers of modern art language Ganganendranath Tagore, Rabindranath Tagore, Amrita Sher-Gil, Yamini Rao, Ram Kinkar, Benode Behari Mukherjee, D.P. Roy Chaudhary.

Are and political movements : Chitta Prasad , Somnath Hore, Jainul Abedin

Other artists of 30s and 40s Sharda Ukil, Barada Ukil etc

Progressive Artists Movement in Mumbai, Calcutta and Delhi.

60's internation abstraction

Neo tantricism

Cholamandal

70s Calcutta, Delhi and Mumbai

Narrative in Contemporary Art

80s expression developments

Last decade of 20th century

**Fashion Theory**

Code - 405

Max Marks : 60 (External)

Design management & retail management are studied to the student. Different aspects of fashion selling & management are studied different other aspects of fashion and studied to students.

Time 3 Hrs.

Max Marks : 40 (Sessional)

**Pattern Making & Draping**

Code - 415

Max Marks : 60 (External)

Students create their own pattern according to their styles. As per their own design requirement make creative pattern. Student learn the garment learn the grading for different pattern & garments styles required.

Time 6 Hrs.

Max Marks : 40 (Sessional)

**Fashion Model Drawing**

Code - 416

Max Marks : 60 (External)

More advanced styles of fashion's drawing are deeply stressed on students are made aware of the different areas of fashion drawing & the illustration skills. Use of all kinds drawing medias. How to develop drawing from the image/photograph in life. Different types of colours, papers and techniques are allowed to create good presentation. How to create the feel of real fabric, textile is created.

Time 6 Hrs.

Max Marks : 40 (Sessional)

**Apparel Fabric Studies & Fundamental of Apparel Production**

Code - 406

Max Marks : 60 (External)

Fabric place the important role in apparel industry. How to select the different fabrics for some specified garments is necessary to study. Fabric study make the apparel designers skills more efficient.

Time 6 Hrs.

Max Marks : 40 (Sessional)

Study to approved production is necessary to the students. Different techniques of approved production are studied design rely basic of apparel production are student for the benefit of student entering to industry.

**Fashion Art & Accessories**

Code - 417

Max Marks : 60 (External)

Time 6 Hrs.

Max Marks : 40 (Sessional)

Fashion art of different designs and concepts of the world are made aware to the students. Different types of cuts styles are given detailed study and how to follow & inspire we studied to the students.

Different concepts like, kids wear, knit wear, fashion photography & fashion accessories are undertaken to make students complete know how of different aspects of fashion industry.

#### **Computer (CAD)**

More advanced techniques of designing through computers studied practical study of computer aided designing and different computer skills studied.

#### **Design Collection & Project Work**

The design collection will encapsulate the various skills grasped during the years of course. The design collection will be the reflection of the designer's creativity in the are of garments development combined with textile designers.

#### **Elective (Any one) (No examination Internal only)**

Mural composition. Print making, photography, clay modeling, textile design/batik, computer graphics, textile design.

### **B.F.A. Bachelor of Fine Arts Final year Syllabus Applied art Press Layout**

Code - 409

Time 25 Hrs.

Max Marks : (External) 60

40 Max Marks : (Sessional)

For product promotion, public awareness in Limited space. Typographical Knowledge is very essential, illustration skills can be very effective in conveying the message. Versatility and flexibility will be required in dealing with various kinds of clients and markets. Essentially consists of a headline, sub-headline and body text..

To created a press campaign. To be able to comprehend the finer points of press layout and also to go beyond the essentials.

#### **Poster Design**

Code -410

Time 25 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

To put the message in a nut shell, boldly and directly. To create maximum out of minimum. Less copy of more of visual imagery. Self explanatory. To weed out superfluous and superficial elements and to go for bare essentials. Finer nuances of poster, for promotion and awareness.

#### **History of Modern Indian Art**

Code - 401

Time 3 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

The idea/concept of Indian Modernism

Art in the 19th century/company school

Raja Ravi Verma and the contemporaries

The period of of Revivalism and its impact : Abinindranath Tagore, Nandlal Bose, Asit Kumar Haldar, M.A.R. Chugtai, Kshitindranath Majumdar, etc.

Pioneers of modern art language Ganganendranath Tagore, Rabindranath Tagore, Amrita Sher-Gil, Yamini Rao, Ram Kinkar, Benode Behari Mukherjee, D.P. Roy Chaudhary.

Are and political movements : Chitta Prasad , Somnath Hore, Jainul Abedin

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Last decade of 20th century

## Drawing & Illustration

Code -411

Time 25 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

Drawing from film life and nature rendering of figure drawing in colour, figure in action, group of two or more, style of nature (outdoor study) Methods of stylization.

Drawing required for illustration. Rendering drawing required for illustration. Rendering or illustration as applied to specific purpose, study of human anatomy.

Illustration for books and magazines and ailed publications.

**Lettering : Calligraphy/typography (Only Internal)**

Message by organizing of space, copy fitting, identification of type faces, designing a page, typography for editorial art, application of lettering and typography for various media. Press advertisement, postal, direct mail. Point of scale exhibition and display.

Assignment in calligraphy - scrolls, scriptures, certificates invitation cards, folio design, assignment in typography based on re-designing of existing material or evolving new designs for effective communication.

**Ad Campaign**

Press Ad/Magazine Ad/Poster Design/folder Design etc.

**Computer Graphics**

Multimedia & digital

Application in different image

Applied design practice in different fabrics & relate production

Print media & publishing

Multimedia project

**Elective (Any one) (No examination - Internal only)**

Mural composition, print making, photography, fashion design, applied arts, textile design, painting.

## Advertising Theory

Code -403

Time 3 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

**a. Creative Advertising :**

Advertising Planning and execution. Ideas soul of advertising - Unique selling prints of products - how product analyses are made application of USPS - basic human/motives that make people act - desire and hope - basic human desires that related to advertisement products - Human Sympathy - Empathy - Anxiety - Fear executing the theme creativity.

What is copy platform? Copy writing functions of advertising copy - basic ingredients of copy - approach an of writing - heading - text copy - visualization invention of advertising ideas - advertising must be such that it is capable of easy perception - advertising must be interesting - advertising must use the best presentation law of rhythm - the law of emphasis

- the law of unit - the law of simplicity - the law of proportions - eye direction - white space unity - simplicity - proportion layout - picture vs. words - communication - non-verbal

zymology - the importance of picture in advertising - functions of pictures - analyzing picture subjects - picture subjects picture are most interesting to children, boys, girls, youth and elderly people - most interesting to men, most interesting to women - interesting

top both senses interest factors governing pictures, coment - from type of advertisement - the hard sale - the soft sale - the reminder - the prestige - the humorous - answer

advertising - distributors advertising - retail advertising - industrial advertising - direct mail advertising - financial advertising travel and entertainment advertising - cooperative

advertising - advertising by governments and public sector - advertising and public relations.

**b. Advertising Operation**

The advertising Department - the market - the marketing policy - public relations department - advertising agency and operations - hoc the agency works - the account executive

security the client - selling agency service collection of relevant data the marketing and advertising plan the creative department - creative advertising - the studio - the production

department - media and scheduling - why advertising, agency service.

c. Advertising as a Vocation :

List of positions in advertising - advertising agencies manufactures - printing houses - market research organization.

d. The Legal Aspects of Advertising

Status of advertising agent - outdoor advertising, advertising in newspaper and magazines - cinematography or screen advertising - radio and television advertising - advertising contracts - consequences of advertisement defamanation - slender of goods massing off copy right trade marks - miscellaneous other laws affecting advertising puffery and guaranteed advertisements - competitions and cross words indecent advertisements.

#### History of Modern Western Art

Code -402

Time 3 Hrs.

Max Marks : 60 (External)

Max Marks : 40 (Sessional)

**What is modernism-** A historical preamble

Prelude to modernism

**Impressionism-** A magic of light

Artists - Manet, Renior, Monet, Degas, Berth Morrisot, Mary Cassat etc.

**Pointillism-** Seurat

Van Gogh - Search for personal art language,

Paul Gauguin - Search for lost paradise,

Cezanne - Search of language through cubes

Toulous Lautree - Art of Café

Symbolism world of symbols

Between tradition and modernity - Rodin and other sculptors

**Break With The History**

Crisis of modern consciousness - Edward Munch

Breaking the form - Cubism

Expressioism of Picasso

Classicism in sculptures - Zadkin, Lipchitz

Futurism

The Primitivism in the Fauves - their classic representative Matisse

**Expression and form**

German Expressionism

The Brucke painters Kirchner, Kokoshka etc

The Blue Rider artists - Search in spiritual in art, Kandinsky, Paul Klee etc.

Abstraction in thought and art - Klee, Kandinsky, Brancusi etc.

Henry Moore and new developments in Sculpture in Britain

**Revolt of Material And Psyche**

Dadaism Duchamp, Man Ray etc

The search of language through Dream - Surrealism Artists - Dali, Magritt, Andre Breton,

Chirico, Chagall, Giacoment etc.

**Abstraction As International Style**

Shift from Paris to New York

Abstract Expressionism - Jackson Pollock, William De Kooning, Mark Rothko etc.

**Sixties And Post Sixties Of Twentieth Century art**

Pop Art - Redefining popular culture - Andy Warhol Roy, Lichenstein Jasper Johns etc

Minimalist Art - condensation of reality - Donal Judd, Robert Morris, Frank Stella etc

Conceptural art - Joseph Beuys and later development.