

SCHEME OF EXAMINATION

S.NO	PAPER	TIME	SIZE	EXTERNAL MARKS	INTERNAL MARKS	TOTAL
THEORY						
1.	FOUNDATION COURSE- 1. MORAL VALUE & HINDI LANGUAGE 2. ENGLISH LANGUAGE 3. ENTERPRENURSHIP	3HRS		30	5	35
				30	5	35
				25	5	30
2.	HISTORY OF ART	3HRS		30	5	35
3.	FUNAMENTAL OF ART	3HRS		80	20	100
PRACTICAL						
1.	STILL LIFE AND NATURE STUDY	6HRS	11"X14"	80	20	100
2.	COMPOSITION	6 HRS	11"X14"	80	20	100
3.	SCULPTURE	6 HRS	8"X10' 10"X8"X8"	80	20	100
4.	APPLIED ART	6HRS	11"X14"	80	20	100
GRAND TOTAL						700

SUBMISSION DETAILS (PRACTICAL)

S. NO	PRATICAL PAPER	SIZE	MIN ASSIGNMENT	MEDIUM
1.	STILL LIFE & NATURE STUDY	11"X14"		PENCIL, CRAYON, CHARCOAL, POSTER, PASTEL, ETC
2.	COMPOSITION	11"X14"	20	WATERCOLOR, POSTER COLOR
3.	SCULPTURE	8"X10' 10"X8"X8"	8+8= 16	CLAY AND POP
4.	APPLIED ART	11"X14"	20	INK & POSTER COLOR

PAPER- PRACTICAL

STILL LIFE & NATURE STUDY: Study of various objects in pencil (Cube, Sphere, Cone), study of various forms from nature – Leaves, Flowers, stems, trees. Etc. Study of Drapery in Black & White, Pots. Jugs, Glass etc.

COMPOSITION: Study of figure (Human, Animal, Birds) Color study, Use of organic and geometrical combination forms in two dimensional spaces. Color study – Basic terms and scales, complementary color, warm color, cool color.

APPLIED ARTS : Roman alphabets – serif and san-serif (English) Gothic style of Lettering. Devnagri , Hindi and Script writing. Printing Techniques – basic printing techniques using print size 8 x10 inch (banner / lino sheet) Vegetables, Leaves and etc.

SCULPTURE : Object made in clay, natural forms, man-made objects , Human Parts. Decorative Design & Geometrical Design (relief). Simple composition with the use of human figure and other forms (Natural & imaginary)

HISTORY OF ART : PAPER – 1 (PRE – HISTORIC AGE TO PRE – MEDIEVAL)

SUBJECT CODE	CREDIT	MID TERM/ INTERNAL VALUATION & ATTENDANCE	END TERM VALUATION MARKS N PERCENTAGE	TOTAL MARKS PERCENTAGE	PASSING MINIMUM MARKS PERCENTAGE
C 1- BFC – 101	2	15+05	80	100	33

INDIAN ART

UNIT – 1

Prehistoric art – Rock Painting , Scraper tools , Fossils , Paleolithic , Mesolithic and Neolithic. The quest of pre – historic paintings, Bhim Baithka caves , Mirzapur , Raigarh, Pachmari, Hoshangabad . Subject matter and style of Prehistoric Art. The importance & Peculiarities of pre historic Art . The technique of Prehistoric Art .

UNIT- 2

Indus valley civilization – Harappa & Mohenjo-Daro , Sculpture – Line stone Priest , torso ,Bronze Dancing Girl, Seals, Terracotta Mother Goddesses , Pottery & Jewelry.

UNIT - 3

Buddha Period – Jogimara Caves, Painting of Jogimara caves. Mauryan Empire – Pillar Inscriptions , Sarnath Capital , Yakshara figures, Lomasana Rishi Cave , Animal Carvings , Terracotta . Sung – The Bharhut Stupa, Saachi stupa, stupas and Toranas , Sculpture and painting , relief medallion- mirga jataka , vihara and chaityas (karle and bhaja).

WESTERN ART

UNIT – 4

Rock Paintings Of Paleolithic and Neolithic Period with Special Reference To Europe, Altamira (Spain) Lascaux (France)

UNIT-V

Egyptian Art-Architecture & Painting . Greek Art-Architecture, Sculpture, Painting And Minor Art. Roman Art-Architecture, Sculpture, Painting Art.

FUNDAMENTAL OF ART PAPER -2

SUBJECT CODE	CREDIT	MID TERM/ INTERNAL VALUATION & ATTENDANCE	END TERM VALUATION MARKS N PERCENTAGE	TOTAL MARKS PERCENTAGE	PASSING MINIMUM MARKS PERCENTAGE
	2	15+05	80	100	33

UNIT-I

Line, Definition of Line, lines and Visual Illusion Line and Impression, Visual and different types of lines and drawing, development and possibilities of line drawing. Balance: Definition, balance and visual Weight (line, form, colour and tone), principles of balances etc.

UNIT-2

What is Composition, (General Meaning and definition) Texture- Meaning and definition, classification, texture creating tools, Perspective- Definition, different types of perspective, terms relating to perspective, geometrical forms and perspective, imaginative perspective.

UNIT -3

Colour-definition, knowledge of colour, colour wheel, characteristics of colour Colour-classification of colour, complementary and opposite colour, colour scheme, Complementary and Opposite Colour

UNIT-4

Form and Space, Form-Definition, Classification, Proportion.

Space-Definition, Division, Role of space

Rhythm: Definition, Different types, ways of creating rhythm, feeling of rhythm.

UNIT-5

Six Limbs of Indian painting

BFA 2ND YEAR

SCHEME OF EXAMINATION

S.NO	PAPER	TIME	SIZE	EXTERNAL MARKS	INTERNAL MARKS	TOTAL
	THEORY					
1.	FOUNDATION COURSE- 1. MORAL VALUE & HINDI LANGUAGE -2 2. ENVIRONMENTAL STUDIES	3HRS		30	5	35
				25	5	30
2.	HISTORY OF ART	3HRS		30	5	35
3.	HISTORY OF ADVERTISING	3HRS		80	20	100
	PRACTICAL					
1.	GRAPHIC DESIGN	18HRS	½ IMPERIAL	80	20	100
2.	ILLUSTRATION	18 HRS	½ IMPERIAL	80	20	100
3.	TYPOGRAPHY, LETTERING & CALLIGRAPHY	18 HRS	½ IMPERIAL	80	20	100
4.	PHOTOGRAPHY	12HRS	8"X12"	80	20	100
GRAND TOTAL						700

BFA 2ND YEAR – PRACTICAL

1. GRAPHIC DESIGN

Inter-relation of negative & positive space, line and exercise with basic shapes and textures in relation to the space with modern approach. Creation of modern design (archromatic & color) for Tiles and Jewelry. Understanding about stationary design, logo, logo type, signs, symbols as per corporate identity standards. Also understanding of media -magazine, advertisement in black & white color with contemporary approach. (Minimum 08 Sheet on each subject)

2. ILLUSTRATION

Study from life, full figure and product. Drawing from nature memory drawing, understanding of basic illustration techniques. Rendering in pencil, pent, monochrome color & ink, product rendering. Understandings of media through Illustration-magazine advertisement (illustrations) in black & white and color with contemporary approach (Minimum 08 Sheet on each subject)

3. TYPOGRAPHY, LETTERING & CALLIGRAPHY

Understandings about various schools of Calligraphy, Typography & Lettering-Devanagari, European, Indian, Gothic and Roman (Minimum 08 Sheet on each subject)

4. PHOTOGRAPHY

Product photography
Basic photographs, light, subject, camera. film and paper (Minimum 08 Sheet/ Photographs on each subject)

NOTE-

Use Poster color/Water Color/Waterproof ink in Practical subject

- Viva of Every Subject shall be taken by the External
- Work done in the class during the college/university tours shall be accepted for submission
- Students shall have to submit one sessional of each subjects to the university/ college.

B.F.A. 2nd Year (Applied Arts) - THEORY - History of Advertising - Paper-II

UNIT-1

Classification of advertising classified advertising, display advertising, display classified advertising, news reading notice, classification of advertising based on consumer & Advertiser Social and economic aspects of advertising creates employment, advertising promotes freedom of press and media, advertising reduces selling price and cost of products. advertising creates demands, advertising tries to raise the standard of living.

UNIT -2

Function of advertising- information, assurances, convenience, freedom of choice, buyers guide.

Village economy - advertising, production and transportation, why need of advertising?

Communication and marketing, advertising and communication, marketing, main components of marketing concept. Marketing process, marketing mis, roll of advertising in marketing.

UNIT-3

Advertising business Field of advertising management, function of advertising department .Advertising agency, advertising agency and its functioning. System of Advertising Agency Organization, advertising agency in India Structure and functions of Advertising Agency. Working Process of Advertising Agency. Relation between Advertising Agency & Advertiser. Client & Media, Selection of Advertising Agency. How an Advertising Agency Signs New Client.

UNIT-4

Advertising Design Trade Mark. Monogram, Symbol, logotype. Principals of Design. Creativity, Creative Strategy, the Selling Strategy Advertising Appeal. Execution of Creative Strategy, Copy Writing. Creation of Advertising Design, Production of Print Advertising Illustration.

UNIT -5

Advertising Media Strategy, Characteristics of Advertising Media Classification of Media Print Media. Direct Mail Radio, Television ,Outdoor Advertising Media- Poster Hording, Interactive Bill Board Banner. Kiosk Transit Advertising Ambient Advertising Media, Point of Purchase Advertising Interactive Media Digital Media Yellow Pages Advertising, Public Relation. Media Mix & Scheduling

BFA 3RD YEAR

SCHEME OF EXAMINATION

S.NO	PAPER	TIME	SIZE	EXTERNAL MARKS	INTERNAL MARKS	TOTAL
	THEORY					
1.	FOUNDATION COURSE- 1. MORAL VALUE & HINDI LANGUAGE -2 2. BASICS OF COMPUTER	3HRS		30 25	5 5	35 30
2.	HISTORY OF ART	3HRS		30	5	35
3.	HISTORY OF ADVERTISING	3HRS		80	20	100
	PRACTICAL					
1.	OUTDOOR ADVERTISING & OTHER MEDIA DESIGN	18HRS	½ IMPERIAL	80	20	100
2.	INDOOR ADVERTISING	18 HRS	½ IMPERIAL	80	20	100
3.	ILLUSTRATION OF MEDIA	18 HRS	½ IMPERIAL	80	20	100
4.	PHOTOGRAPHY FOR INNOVATIVE FILM ADVERTISING	12HRS	8"X12"	80	20	100
GRAND TOTAL						700

BFA 3RD Year (Applied Arts) - PRACTICAL

1. OUTDOOR ADVERTISING & OTHER MEDIA DESIGN

Understanding about basic outdoor media poster & hoardings.

Understanding about basic other media Transit advertising. Mobile advertising, bus panel, train panel, bus stop (shelter), balloon, road show, kiosk

(Minimum 08 Sheet on each subject)

2. INDOOR ADVERTISING

Understanding about basic Indoor media - Magazine Layout. Press Layout Pamphlets, bills, Sticker Etc:

(Minimum 08 Sheet on each subject)

3. ILLUSTRATION FOR MEDIA

Illustration for different job work furniture Design, trade fair stall, age, design (Event Management)

(Minimum 08 Sheet on each subject)

4. PHOTOGRAPHY FOR INNOVATIVE FILM ADVERTISING

Illustration for different job work furniture Design, trade fair stall, stage design (Event Management)

(Minimum 08 Sheet/ Photographs on each subject)

NOTE-

Use Poster color/Water Color/Waterproof ink in Practical subject

- Viva of Every Subject shall be taken by the External
- Work done in the class during the college/university tours shall be accepted for submission
- Students shall have to submit one sessional of each subjects to the university/ college.

B.F.A. 3rd Year (Applied Arts) - THEORY - History of Advertising-Paper-2

UNIT-1

History of Writing The Roman alphabet, Proportion of Roman Alphabets, Strokes of Roman Alphabet, Serifs, Sans Serifs, Optional Effect, Letter Balance, The Gothic Alphabet The Text, The Italic or Script Spacing Optical Spacing. Guiding Rules for Spacing. Legibility. Modern Lettering, Symbolic Types and Purpose of a Lettering Artist, History of Calligraphy its Development. Characteristics of Calligraphy, What is Calligraphy

UNIT-2

Function of advertising information, assurances, convenience, freedom of choice, buyers guide. Village economy-advertising, production and transportation, why need of advertising? Communication and marketing. advertising and communication, marketing main components of marketing concept, Marketing process, marketing mix, roll of advertising in marketing

UNIT-3

Technical Construction of an Effective Advertisement Part-1 Visualization. Visualization Techniques, Copy Writing, Different Type of Copywriting. Outdoor Advertising Design Poster & Hoardings, Its Technical Details - Size, Characteristics, Types, Papers, Materials. Photography History of Photography. Types of Lenses and Filters, Types of Camera Camera Parts, Enlarger, Types of Enlarger, Lights, Dark Room Setup.

UNIT-4

Economic and Social aspects of Advertising - Effects on Advertising on Production Cost Effects on Advertising on Distribution Costs, Effects on Advertising on Consumer Prices Advertising and Creation of Monopolies, Advertising and Materialistic demands Waste in advertising. Ethics in Advertising, Truth in Advertising Agencies association of India,

UNIT - 5

Advertising Psychology- Psychology, Kind of Psychology, Function of an Advertisement. Aspects of Want, the Emotional Appeal the suggestive Appeal, Combined Appeal Imaginative Appeal, Attention Value, Memory Value. Principle of Association, Habit Forming Advertisement, Decision for action and Principles of Advertising.

BFA 4th YEAR

SCHEME OF EXAMINATION

S.NO	PAPER	TIME	SIZE	EXTERNAL MARKS	INTERNAL MARKS	TOTAL
	THEORY					
1.	HISTORY OF ART/ AESTHETICS	3HRS		80	20	100
2.	HISTORY OF ADVERTISING	3HRS		80	20	100
	PRACTICAL					
1.	COMMUNICATION DESIGN(CAMPAIGN)	18	½ IMPERIAL	80	20	100
2.	PACKAGING & DISPLAY	18HRS	½ IMPERIAL	80	20	100
3.	ILLUSTRATION	18 HRS	5"X8" ½ & FULL IMPERIAL	80	20	100
4.	PROJECT REPORT	18 HRS	50 PAGES (MINIMUM) A4 SIZE	80	20	100
GRAND TOTAL						600

B.F.A. 4th Year (Applied Arts)- PRACTICAL

1. COMMUNICATION DESIGN (CAMPAIGN)

Understanding about window display, Shop & Showroom display, especially focus on rural shop (Pan Shop/General Store / Panchayat Ghar Etc)-Danglers, Show Card, Bubbler , tags Etc. Understanding about institutional and commercial design - danglers show card, bubbler tags, stickers, gift design
(Minimum 12 Sheet on each subject)

2. PACKAGING & DISPLAY

Understanding about design of packaging and labeling for advertisement shirt boxes, pen boxes, mineral water label, cold drink bottle tooth paste, shoe polish Perfume Label, mobile packaging, utensil and home appliances, Milk Pouch. Tetra Pouch Medicine, Pan Masala Pouch, Agarbatti & Match Box packaging.
(Minimum 12 Sheet on each subject)

3. ILLUSTRATION

Flip cart illustration, line figure, and cylindrical figure for simple inspirational and conceptual stories.
(Minimum 12 Sheet on each subject)

4.PROJECT REPORT

Project and Viva (50 pages minimum) A4 Size

NOTE

For flip cart illustration size is mention in the scheme.
Use Paster color/Mix media in practical subject

- Viva of Every Subject shall be taken by the External
- Work done in the class during the college/university tours shall be accepted for submission
- Students shall have to submit one sessional of each subjects to the university/ college.

UNIT-1

Campaign Planning What is Campaign, what is Campaign Planning, Campaign Objectives. Factors influencing. The planning of an Advertising Campaign. Three main decisions in Campaign Planning's, Three Basic Principles of Campaign Planning. Importance of Unity and continuity. The Advertising Appreciation. Matching Competitors. Requirement of the fulfill the Objectives, Launching a new Product. Importance Facts for a good Advertising Campaign, Role of Advertising Agency in Campaign Planning, Brand.

UNIT-2

Understanding about point of sale - Window Display, Shop and Showroom Display, Especially focus on Rural Shop Display (Pan Shop/ General Store Panchayat Ghar etc). Understanding about basics of Packaging. Advertisement through packaging Advertising, Especially Focus on Non Paper Base Packaging Materials - Glass, Plastics, Fiber and Other Innovative Medium, its technical and methodology details. Sizes. Paper etc. Importance of Story Board Its implementation and importance in Media.

UNIT-3

Marketing Research - Marketing Research Process Motivation Research. Advertising Research. Copy Research. Questionnaire and Schedule. Method & Data Collection. Advertising Act & Code of Conduct. Advertising & Computer Hardware Printer & Its Type Scanner & Modem, Software - Adobe Page Moker. Coral Draw. Adobe Photoshop & Illustrator.

UNIT-4

History of Graphic Design - Birth of Alphabet Application of Photography in Phinting. The Development of Lithography, Art & Craft Moment Art & Nouvean Period. The Modern era. Influence of Modern Art. Pictorial Modernism. Modernism in America Corporate Identity era

UNIT-5

Script - Evaluation & History of Script, Chinese Scripts. Development of Chinese script, Indian Script. Typography Anatomy of a Letter. Choosing a Type Style. Type Measuring type setting,, Format Setting. Readability, Legibility, type Setting, Cold Composing, Photo type Setting, Dry Transfer Letter. Digital Composition.

Printing -Letter Press, Gravure Printing, Screen Printing, Lithography, Manel Plate litography , offset printing.

