

MASTER OF FINE ARTS (MFA) (REGULAR)

APPLIED ART & VISUAL COMMUNICATION

COURSE STRUCTURE

1ST SEMESTER

Code	Name Of The Subject	Periods In 4 Weeks	Internal Evaluation	External Evaluation	Total Marks	Duration Of End Semester Exams
	THEORY					
MFA A 11 T	HISTORY OF GRAPHIC DESIGN	18	40	60	100	3 HRS
	PRACTICALS					
MFA A 12 P	VISUALIZATION 1	30	40	60	100	15 HRS
MFA A 13 P	ILLUSTRATION 1	30	40	60	100	15 HRS
MFA A 14 P	MINI PROJECT 1	30	40	60	100	SUBMISSION

2ND SEMESTER

Code	Name Of The Subject	Periods In 4 Weeks	Internal Evaluation	External Evaluation	Total Marks	Duration Of End Semester Exams
	THEORY					
MFA A 21 T	Advertising And Market Research (TH)	18	40	60	100	3 HRS
	PRACTICALS					
MFA A 22 P	Visualization 2	30	40	60	100	15 HRS
MFA A 23 P	Graphic Design 1 Or Illustration 2	30	40	60	100	15 HRS
MFA A 24 P	Mini Project 2	30	40	60	100	SUBMISSION

3RD SEMESTER

Code	Name Of The Subject	Periods In 4 Weeks	Internal Evaluation	External Evaluation	Total Marks	Duration Of End Semester Exams
	THEORY					
MFA A 31 T	The Legal Aspects Of Advertising (TH)	18	40	60	100	3 HRS
	PRACTICALS					
MFA A 32 P	Specialization In Illustration 3 Or Graphic Design 2	30	40	60	100	15 HRS
MFA A 33 P	Specialization in Visualization 3	30	40	60	100	15 HRS
MFA A 34 P	Mini Project 3	30	40	60	100	SUBMISSION

4TH SEMESTER

Code	Name Of The Subject	Duration in Weeks	Internal Evaluation	External Evaluation	Total Marks	Duration Of End Semester Exams
MFA A 41 P	Final Project Work (Campaign)	08	100	200	300	SUBMISSION
MFA A 42 T	Thesis	04	40	60	100	SUBMISSION
MFA A 43 P	Viva Voce		40	60	100	

MASTER OF FINE ARTS (MFA) (REGULAR) APPLIED ART & VISUAL COMMUNICATION SYLLABUS

1ST SEMESTER

MFA A 11: History of Graphic Design

Pre-Historic graphic communications: Paleolithic, Monolithic and Neolithic times.

UNIT 1: Kinds of Graphic images: Petroglyphs, Pictographs, Ideographs and their definitions.

Graphic communications from ancient river valley civilizations. Mesopotamian civilization: Important contributions of the civilization to human development and also to the progress in communication systems such as invention of writing, development of writing from pictorial to abstract characters, formation of 'ownership' patterns and hence of 'Trade marks'.

UNIT 2: Egyptian civilizations: Their method of pictorial writing, Understanding the Hieroglyphs: Important discoveries, Invention of paper: Making of paper from Papyrus and its usage.

UNIT 3: The Chinese contribution: Invention of paper & printing, logograms, calligraphy 1800 BC onwards. The different styles of writing, Bone and Shell script, Bronze script, small scale bronze script – 200 BC Kai-shu regular.

The development of Alphabet, Getan alphabet, Minion civilization, Phoenician alphabet, Greek alphabet, Roman alphabet. The medieval manuscript, Origins of painting and typography in Europe.

UNIT 4: Italian renaissance of Graphic design, salient features of German renaissance, Epoch of typographic excellence: particular focus on Rococo period.

Typography in Industrial age: Innovations in typography, wood type poster. Popular graphics of Victorian era, Lithography and Chromo-lithography, the raise of editorial and advertising design. Mechanization of typography.

The arts and crafts movement (i) the century guild (ii) the Kelmscott presses, (iii) the private press movement, (iv) Book design, Art Nouveau & the turn of the century: French art Nouveau, English art Nouveau, American art Nouveau.

Reference: (1) "A HISTORY OF GRAPHIC DESIGN" by Phillip B. Meggs,
Published by Viking Penguin Inc., 40 west 23rd street, New York, 10010, USA.

MFA A 12

Visualization

Creative Visualization is the Key to Success.... Remez Sasson

Visualization and conceptualization of ideas for problem solving activity of visual communication through expressive typography. Advanced study of corporate identity program for corporate firms, Products and events. Exploring media / formats for instructional design and other promotional activities. Basic concepts of ad films.

UNIT 1: Corporate identity for various firms i.e., logo & stationary

UNIT2 : poster design – indoor and outdoor

UNIT3: Sinages and instructional manuals for various activities like package design, railways, airports etc.

UNIT4: Publication design like magazine news paper

No: of works to be submitted --- 4 works

MFA A 13

ILLUSTRATION

"There is no greater instrument for understanding the visual world than the hand and a pencil."
~ Milton Glaser

Basic principles of making illustrations, process of making illustrations. Students creating ability, self expression and visual communication skills are stressed to create individual studying Illustrations.

UNIT 1: Control drawings to convey characters. Advanced study of human figure, gesture and manmade objects in different mediums and techniques.

UNIT 2: Illustrations for Various Sports Magazines

UNIT 3: Thematic Illustration

UNIT 4: Creative Illustrations

No: of works to be submitted --- 4 works

MFA A 14

MINI PROJECT

A Student has to select a Topic / Subject on any Social Cause in Selected Mediums (Minimum 6 Nos. to be submitted)

Identify the cause and its understanding the media, importance and relevance in view of the target audience.

2ND SEMESTER

MFA A 21

Advertising and Market Research (Th)

UNIT 1: Social and economic aspects of advertising

UNIT 2: Legal aspects of advertising

UNIT 3: Selection of media planning

UNIT 4: Marketing and market research

REFERENCE: ADVERTISING ART AND IDEAS –G.M. REGE

MFA A 22

Visualization

From Imagination to Reality - Making Creative Visualization Work Remez Sasson
Visualization and conceptualization of ideas for problem solving activity of visual communication for various Medias like corporate identity, Products and events. Identify the cause and its understanding the media, importance and relevance in view of the target audience.

UNIT 1: Concepts of ad films

UNIT 2: Exploring media / formats

UNIT 3: Promotional activities. (kiosks, mailers, danglers etc.)

UNIT 4: Road shows

No: of works to be submitted --- 4 works

MFA A 23

GRAPHIC DESIGN OR ILLUSTRATION

GRAPHIC DESIGN

The term graphic design can refer to a number of artistic and professional disciplines which focus on visual communication and presentation.

Various methods are used to create and combine symbols, images and/or words to create a

visual representation of ideas and messages. A graphic designer may utilize typography, visual arts and page layout techniques in varying degrees to produce the final result.

Graphic design often refers to both the process (designing) by which the communication is created and the products (designs) which are generated.

Unit 1 : Symbols, images and/or words to create a visuals

Unit 2 : Designing sinages

Unit 3 : Book cover and book jacket designs

Unit 4 : Expressive typography

No. of works to be submitted --- 4 works

Illustration

"There is no greater instrument for understanding the visual world than the hand and a pencil." Milton Glaser

UNIT 1: Traditional Illustrations, Graphic Illustrations

UNIT 2 : Fashion Illustrations, Fantasy Illustrations, Sequential Art and Comic Book Art

UNIT 3 : Wildlife Illustrations (Creature Design) , Character Illustrations

UNIT 4 : Combination Of The Above Using Vector Graphics

No. of works to be submitted --- 4 works

MFA A 24

Mini Project

Students should choose their own topic in discussion with the concerned faculty (Guide) in executing the project. **Creativity with good design skills and illustrative skills will be credited.**

(Minimum 6 Nos. works)

3RD SEMESTER

MFA A 31

The Legal Aspects of Advertising (TH)

Status of advertising agents, outdoor advertising – advertisements in newspapers and magazines – radio and television advertising – advertising contracts – consequences of advertising – defamation – slander of goods – passing off – copyright – trademarks other laws affecting advertising – indecent advertisements.

UNIT 1 : Advertisements in newspapers and magazines

UNIT 2 : Radio and television advertising – advertising contracts

UNIT 3 : Consequences of advertising – defamation, slander of goods – passing off- copyright

UNIT 4 : Trade marks other laws affecting advertising – indecent advertisements.

REFERENCE: ADVERTISING ART AND IDEAS –G.M. REGE

MFA A 32

Visualization

From Imagination to Reality - Making Creative Visualization Work Remez Sasson

Visualization - A mastery of technical and conceptual abilities and involves intensive education in the formulation of ideas, problem solving and artistic skill. Students are asked to stretch their talents and refine the skills that will enhance their art, broadening the opportunities for their work. Development of the individual's style and viewpoint.

UNIT 1 : Social services

UNIT 2 : Electronic media

UNIT 3 : Web design- home page with links

UNIT 4 : Product layouts

No: of works to be submitted --- 4 works

MFA A 33

GRAPHIC DESIGN OR ILLUSTRATION

Graphic Design

Graphic Designers create books, websites, magazines, film titles, catalogs, typefaces, signage systems, television graphics, posters and postcards. From complex identity programs to single logos, graphic designers give a face and a “visual voice” to retail and cultural enterprises, to entertainment, manufacturing and service industries, governmental and political interests. Simply put, graphic designers give meaningful visual form to content in all media: from print to screen; business cards to billboards; computer interfaces to movie screens. But the most critical skill graphic designers’ offer is their unique ability to communicate specific messages through the artful manipulation of typography and images, systems and structures. Their work promotes, educates, directs, informs, exposes, clarifies, beautifies and delights.

Designing on various public related topics using.....

UNIT 1: Typographic, Print & Package Design,

UNIT 2: Publication Design, Branding and Identity Design,

UNIT 3: Corporate Communications Design

UNIT 4: Communication Design.

No: of works to be submitted --- 4 works

Illustration

Illustrations can give faces to characters in a story.....

UNIT 1: Fantasy Illustration, Sequential Art and Comic Book Art

UNIT 2: Wildlife Illustration. Illustrations through Caricatures, Character Design (Character Drawing, Cartooning)

UNIT 3: Product Illustrations, Thematic Illustrations, Medical Illustrations

Unit 4: Digital Illustrations using Adobe Illustrator / Coral Draw and Adobe Photoshop on any topic chosen.

No: of works to be submitted --- 4 works

MFA A 34

Mini Project

Students should choose their own topic in discussion with the concerned faculty (Guide) in executing the project.

4TH SEMESTER

MFA A 41 P

Final project work (campaign)

Students should choose their own topic in discussion with the concerned faculty (Guide) in executing the final project (campaign)

MFA A 42 T

Thesis

Students should choose their own topic in discussion with the concerned faculty (Guide) in executing the thesis.

Thesis should be in accordance with the following:

Title, acknowledgement, certification, content, content review Chapters, conclusion, glossary and bibliography

MFA A43 P

VIVA VOCE

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