

**BACHELOR OF FINE ARTS
IN
APPLIED ART**

SYLLABUS

**Syllabus for
MFA (Applied Art)
Entrance Examination**



**JNAFAU College of Fine Arts
Mahaveer Marg, Masab Tank, Hyderabad – 500 028.**

SYLLABUS

I YEAR - I SEMESTER

A1.1.1 HISTORY OF VISUAL ART AND AESTHETICS-I:

Unit 1 Introduction to the visual elements: line, colour, shape, space and texture.

Unit 2 Pre-historic art in Europe: Paleolithic, Mesolithic and Neolithic periods.

Unit 3 Pre-historic art in India: Art of Bimbetka.

Unit 4 Art of ancient world: Mesopotomian, Egyptian and Greco-Roman art

Unit 5 Art of ancient India: Indus valley civilization.

Home Assignments: Submission of assignments on any four topics

Reference books:

- 1) The History of Art – H.A.Janson
- 2) A Visual History of Art – Hugh Honour of John Fleming.
- 3) Indian Painting – Douglas Barrett, Basil Gray

A 1.1.2 ENGLISH - I

UNIT - I

General Grammar: Parts of speech – Prepositions – Articles – Tenses – Degrees of Comparison.

UNIT - II

Direct and Indirect speech sentences – Simple Sentences – Complex Sentences and Compound Sentences.

UNIT - III

Active and Passive voice, question tags

Lessons from “Learning English” – A Communicative Speech.

Lesson No.01: Astronomy – Rearrange each group of jumbled sentences below so as to leave well – written paragraphs etc.,

UNIT - IV

Lesson No.02: Humour: The Gold frame, rewrite the sentences so that they begin with the underlined words etc.,

Lesson No.03: Health and Medicine: “Save your lives” read the sentences below and identify etc.,

UNIT - V

Lesson No.04: Travel and Transport: The tenses of the underlined verbs (past continuous – simple past – past perfect or present past) etc.,

Lesson No.05: Environment: Mark the meanings – Synonyms of the words etc., Writing e-mail letters.

A 1.1.3 DRAWING – I

Unit 1 Nature drawing – various rendering media and techniques, various light conditions study from any kind of forms in nature ponds, birds, animals, rocks, trees, flowers, fruits, plants, butterflies, insects, etc. (pencil study, pen and ink).

Unit 2 Drawing from objects – drawing from cubes, cones, cylindrical objects, casts, still life groups etc. (pencil study).

A 1.1.4 COLOUR DESIGN - I:

Unit 1 Definition of Light and Colour.

Unit 2 Opaque colours and transparent colours-colour wheel, relationship of primary, secondary, tertiary colours.

Unit 3 Physical properties – Understanding of tonal values in colour and black and white in relation to grays (tints & shades).

A 1.1.5 APPLIED ART - I:

Unit 1 Basic principles of beautiful writing – Calligraphy. Sense of letter form, judgment of composition of letters-spacing-intuitive and logical planning of writing, development of style.

Unit 2 Basic study of letter forms, Principles of letter forms, Study of “Gothic” style letter forms in small and capitals, suitability & legibility of printed matter.

A 1.1.6 PAINTING - I:

Unit 1 Study of two-dimensional space and its compositional values from objects and nature.

Unit 2 Elements of pictorial expressions, pictorial expression related to concepts of space and forms. Pictorial elements such as point, line, shape volume, texture, light, colour.

Unit 3 Transformation of images and collage techniques. Study of various types of objects (Natural and man made) with view to transform them into flat

pictorial images. With special attention to character, rhythm, harmony, balance, repetition, spacing and proportion.

A 1.1.7 SCULPTURE - I:

Unit 1 Introduction of sculptural elements and materials to develop the sense of the 3 dimensional designs with Cube, prism, sphere, cylinder.

Unit 2 Study of natural and man made objects in round. Detail drawings of the objects to be modeled in clay.

Unit 3 Introduction to pottery and terracotta coil work or slab work.

Unit 4 Introduction to various materials (Mount board, wire, ply wood etc.) in round.

I YEAR - II SEMESTER

A1.2.1 HISTORY OF VISUAL ART AND AESTHETICS - II:

UNIT 1 Indian Sculpture-I: brief study of early sculptural traditions under the dynastic rule of Mouryan, Shunga and Satavahana periods.

UNIT 2 Indian Sculpture-II: brief study of sculptural traditions under the dynastic rule of Kushana and Gupta period.

UNIT 3 Indian Mural Painting-I: brief study of Ajanta and Bagh murals.

UNIT 4 Indian Mural Painting-II: brief study of Ellora, Badami and Vijayanagara murals.

UNIT 5 Introduction to the modern Indian Art: brief study of company painting, Bengal school, art and life of Raja Ravi Varma.

Home Assignments: Submission of assignments on any four topics.

Reference Books:

- 1) History of Art in India and West by – Edit Tomoory
- 2) Indian Painting – Douglas Baret, Basil Gray
- 3) A Flamed Mosaic of Contemporary Indian Painting – Nevelli Tuli

A 1.2.2 ENGLISH - II:

UNIT-1: Lessons from “Learning English” – A Communicative approach.

Lesson No.06 – Information Technology: Language Games, Connect with punctuation marks and use capital letters etc.,

Lesson No.07 - Inspiration: Match the words in Column – A with the meanings in Column – B etc.,

Lesson No.08 - Human Interest: (A) Choose the correct answer etc.,

UNIT-2:

Lesson No.9 - Media: Take only the misspell word in each group etc.

Correction of sentences - dialogue writing - role of listening – listening for accent - rhythm-tic - listening for movie ideas specific information.

Unit – III

Composition - precise writing - essay writing - Spoken English

Neutralization of accent

Punctuations

Formal and informal communication

Unit – IV

Letter Writing - report writing - comprehension
Formal letter
Business & Official Letter

Unit – V

Computer presentations
Presentation of the dissertation
Script style and formats – elocution

Books recommended:

1. Learning English – A Communicative Approach by Dr. A. Ramakrishna Rao
2. English Grammar – Cambridge University

A 1.2.3 DRAWING - II:

Unit 1 Information to elements of perspective – study of basic solids plan and elevation, main aspects as parallel and Z angular perspective.

Unit 2 Head study – Study of head from cast (various age groups)

Unit 3 Outdoor sketching – rapid sketching from any objects from busy streets, markets, stations etc. sketching from zoo and museum. Exposure to drawings made by masters, articles of different times (colour pencils, dry pastels, oil pastels etc.)

A 1.2.4 COLOUR DESIGN - II:

Unit 1 Colour experience – (pigment and light theory) High key, middle key and low key, high key tone with and low contrast, Chromatic expression on different backgrounds, depiction of seasons etc.

Unit 2 Colour experience – Colour harmonies, Complementary, split complementary, double split complementary analogous and receding colours. Visual mixing, creative designs through simple motifs from nature* and manmade objects.

Unit 3 Elementary knowledge of design (golden rules of art) design based on the fundamentals such as line, form, colour, texture, proportion and rhythm tonal values in 3 dimensions exercise with cube prism, sphere, cylinder etc. (eg. for* Nature: Mountain, clouds, butterfly, flowers, fish and water plants, birds, animals etc.).

Unit 4 Overlapping of motifs & colour combinations to be given from tertiary colours with tints and shades. Eg. For objects: distorted in given space (golden rules of art) exercises – nature and object combination to be given related to colours theory.

A 1.2.5 APPLIED ART-II:

Unit 1 Press layout: Introduction to press layout, elements of press layout, functions of a press layout, designing a press layout for rational products (consumer items) in a given size of 1 column by 15 cms in B/W.

Unit 2 Poster Design: Introduction to poster design, elements of a poster, functions of a poster, designing a poster for outdoor publicity in a given size of 10” x 15” using 3 colours for consumer items (rational products).

Unit 3 Book Cover Design: Designing of a book cover in a size: 6” x 8” colours (Presentation of Title and suggestive pictorial to be emphasized and to be executed with excellent composition)

A 1.2.6 PAINTING-II:

Unit 1 Developing an awareness of inter-relationship of different shapes and forms relative values. Activation of space through form and color-optical illusions. Handling various materials for pictorial expressions such as pencil, pen, poster colours, pastel crayon with inks, water colours etc.

Unit 2 Print Making: Observation in intrinsic texture of various surfaces and the textures of natural and manmade things surface painting in relief media i.e., cardboards techniques using various texture to understand and develop the design concept in black and white.

A 1.2.7 SCULPTURE-II:

Unit 1 Introduction to Relief composition with found objects from the surrounding. Round composition from the sketches of the surroundings.

Unit 2 Study of the parts of human body Nose, Mouth, Ears, Eyes, Hands, Legs, etc.

Unit 3 Study of animals and birds drawing and modeling in clay or plaster or any material.

Unit 4 Decorative motive from history of sculpture.

II YEAR - I SEMESTER

A 2.1.1 VISUAL COMMUNICATION – I

Unit 1 Definition of Visual Communication – The evolution of visual communications from prehistoric times-gestures, Pictographs and Ideographs. Script of Mesopotamia and Greek.

Unit 2 The invention of writing, The invention of alphabet-Phoenician alphabet, Greek alphabet and Roman alphabet.

Unit 3 Verbal and non-verbal communication, symbology-importance of pictures in Advertising-functions of pictures-analyzing picture subjects-picture versus words, its place in society.

Unit 4 Principles of Design – History of Advertising – Introduction to media and kinds of media.

A 2.1.2 DRAWING FROM LIFE

Unit 1: Study of full human figure of male and female from model. Study of parts of human body in detail-observation of proportion and character.

Unit 2 Of human figure of male and female in different postures from model – quick sketches on paper.

Unit 3 Detailed head study in line drawing, study of figure in action, Study from local scene. Sketching exercises at various public places (outdoors).

Unit 4 Study of animals and birds.

A2.1.3 COMPUTER BASICS

Unit 1: Introduction to Operating System, Types of Operating System. Input Devices, Specialized Terminals and Output Devices. Storage Devices.

Unit 2: Introduction to Windows, Desktop and Desktop Icons, Starting and Closing Programs, Launching Programs, Control Panel, Task Bar, Creating, Creating files and folders.

Unit 3: Introduction to Scanner and Printers, Types of Scanners and Printers, Evaluating Scanners and Printers, System Requirements.

Unit 4 Introduction to basic office software such as MS Word and MS Power Point.

Working and doing exercises using MS Word and MS Power Point.

A 2.1.4 GRAPHIC DESIGN-I

Unit 1 Introduction to Corporate Identity-monograms, logo, trade mark and symbol, designing logos, trademarks, monograms and symbols

Unit 2 Stationary Design, Designing of letterhead visiting cards, file covers, labels, and envelopes final art work for reproduction purpose

Unit 3 Definition of Layout, Element of layout, Importance of elements, various type of layouts for day-to-day consumer products.

Unit 4 Design of press advertisements – advertisements in various sizes includes final Art work in Black & White 2col x 25cms and 3col x 20 cms

A 2.1.5 TYPOGRAPHY-I

Unit 1 Study of principles of letter from-Upper case and Lower case, Relevance of Upper case and Lower case, Sanserif and Serif.

Unit 2 Roman letterforms – proportion of letterforms, letter and word spacing, composing the given word/words in Roman style

Unit 3 Finished artwork of the given wording with proper arrangement within the given space in black & white only within a maximum paper size of 10 inches x 15 inches

Unit 4 Understanding Text, Study of various alignments.

II YEAR - II SEMESTER

A 2.2.1 VISUAL COMMUNICATION - II

Unit 1 Creative advertising – planning and execution. Product/services analysis, Unique selling (prepositions) points of a Product/service, Applications of USPs.

Unit 2 Copy writing – functions of Advertising copy, Basic ingredients of copy, writing copy such as the Headline, Text and Baseline.

Unit 3 Visualization – Conceptualization of advertising ideas, Perception, various Headlines Classification of Advertising.

Unit 4 Graphic design – Principles of Graphic design, the Law of Rhythm, Emphasis, Unity, Simplicity

A 2.2.2 ENVIRONMENTAL STUDIES

Unit 1 The multidisciplinary nature of environmental studies, Definition. Scope and Importance, Need for public awareness.

Unit 2 Natural Resource
Renewable and non renewable, Natural resources and associated problems

- Forest resources: Use and over exploitation, deforestation case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- Land resources: Land as a resources, and degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit 3 Ecosystems
Concept of an ecosystem., structure and function of an ecosystem., Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, Food webs and ecological pyramid, introduction, types, characteristic features, structure and function of the following ecosystems:-

- A) Forest ecosystem B) Grassland ecosystem C) Desert ecosystem
D) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, Estuaries)
(6 lectures)

Unit 4 Biodiversity and its conservation
Introduction:- Definition: genetic, species and ecosystem diversity, biogeographically classification of India, Value of biodiversity: consumptive use, productive use social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. Hot-spots of biodiversity. Threats to biodiversity: habit loss, poaching of wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

(8 lectures)

Unit 5 Environmental Pollution Definition:
Cases, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazard, Solid waste Management: causes, effects and control measures of urban and industrial waste, Role of individual in prevention of pollution, pollution case studies, Disaster management: flood, earthquake, cyclone and landslides.

(8 lectures)

Unit 6 Social issues and the Environment
From Unsustainable to sustainable development-Urban problems related to energy. Water conservation, Rain water harvesting, watershed management-Resettlement and rehabilitation of people: its problems and concern case studies-Environmental ethics: Issues and possible solutions - Climate change, global warming, acid rain, ozone layer depletion – nuclear accidents and holocaust. Case studies:- wasteland reclamation-Consumerism and waste products – Environmental Protection Act - Air (Prevention and control of pollution) Act – Water (Prevention and control of pollution) Act - Wildlife Protection Act – Forest Conservation Act issue involved in enforcement of Environmental legislation – Public awareness.

(7 lectures)

Unit 7 Human Population and the Environment
Population growth, variation among nations – Population explosion - Family welfare programme Environment and Human Health – Human Rights- Value Education - HIV / AIDS – Women and child welfare – Role of Information Technology and Human Health – Case studies.
(6 lectures)

Unit 8 Field Work
Visit to a local area to document environmental assets –river /forest /grassland/ hill/mountain-visit to local polluted site: Urban/rural/industrial/agriculture- study of common plants, insects, birds – study of simple ecosystems: pond, river, hill slopes, etc. (Field work equal to 5 lecture hours)

A 2.2.3 DRAWING & ILLUSTRATION

Unit 1 Study of full human figure of male and female model. Study of parts of human body in detail – observation of proportion and character.

Unit 2 Depicting the different age groups in various poses with the help of live models (male / female) – outdoor sketching.

Unit 3 Memory drawing of the given subject, converting the text into visuals, is rendering in pencil, ink and color.

Unit 4 Sketching from products-consumer products-product illustration using various techniques black and white and color-enlarging the existing product.

A 2.2.4 DIGITAL PAGE LAYOUT

Unit 1 Introduction to Multi-Media. Forms of Multi-Media, Application of Multi-Media and their uses.

Unit 2 Introduction to Desktop Publishing. Computer Packages involved in Desktop Publishing, Planning and working with page layout, Using Typefaces and sizes, Alignments, Preparing Art Work

Unit 3 Grids – Page grids, Column grids, Design of grids as per formats. Rules and boxes, Symmetry and asymmetry, Use rules and boxes in layout, Planning preliminary pages. Using colour, Hue and tone, Colour and Monochrome, Colour theory, inserting Pictures, Colour separation etc.

Unit 4 Importing and Exporting Artworks, Enlarging and reduction, understanding and designing various print formats.

A 2.2.5 GRAPHIC DESIGN – II

Unit 1 Designing Poster – Its elements, 5 essentials of Poster for Long range, Medium range and Short range, posters in the sizes of 10 inch x 15 inch, 15 inch x 20 inch, 20 inch x 30 inch.

Unit 2 Design of Hoarding – Understanding the importance, exploring various sizes and techniques hoarding for social causes.

Unit 3 Designing of book jacket – title of the book-name of the author, publisher and pictorial suggestions.

Unit 4 Book design – Variations of treatments with typography, illustration, descriptive, Suggestive and symbolic interpretation to suit the subject and contents of the book.
For all the units the final execution may be done using computer.

A 2.2.6 TYPOGRAPHY - II

Unit 1 Introduction to typography, anatomy of type, composition of type, typeface, Type Measurement – Point System, Em scale.

Unit 2 Classification of Typeface. Weight and proportions of typeface.

Unit 3 Studies of type families like Helvetica, Universe, times – mechanical and optical balance.

Unit 4 Application of typography for various media like press advertisement poster, exhibition and display – characteristic lettering to suit the message.

III YEAR - I SEMESTER

A 3.1.1 REPRODUCTION TECHNIQUES

Unit 1 Planning, study of the Formats like folder, poster, book, cards etc. for reproduction, kinds of paper sizes, study of papers, kinds of Art works, Binding etc.

Unit 2 Kinds of printing – Letter press, Lithography and offset, Gravure and silk screen.

Unit 3 Colour reproduction. Colour separation, understanding RGB and CMYK.

Unit 4 Demonstration of offset printing, field trips to a printing house.

A 3.1.2 TECHNICAL ILLUSTRATION

Unit 1 Exploring various techniques of Illustration. Descriptive/ Thematic and illustration series of illustrations to product utility manuals, tags etc.

Unit 2 Illustration using Airbrush, Retouching photos using Airbrush, exploring various techniques of Airbrush.

Unit 3 Converting a Photograph into line drawing Exercises to convert text into visuals for the purpose of Advertising.

Unit 4 Illustration on computer using various tools.

A 3.1.3 COMPUTER DRAWING

Unit 1 Digital drawing – Introduction to drawing software, Surfing the Interface, Exploring the Tool Box, Browsing the Menus, Working with Objects, Understanding Fills and Outlines, Using Fills and Outlines, Transformations, Curves and Lines.

Unit 2 Working and manipulation of text, Advanced Text features. Adding One-Point and Two-Point perspective, Three Dimensional Objects, Shaping text to objects.

Unit 3 Working with shapes, Use of Lenses, Creating Envelope, Blending Objects and Blend controls.

Unit 4 Exporting and Importing files and formats, Vector to Bitmap, Understanding Colour, Creating and applying styles and Layers, etc.

A 3.1.4 GRAPHIC DESIGN – III

Unit 1 Introduction to package design-varieties of package designs for different products such as wrappers/covers, cartons etc. appropriate printing techniques according to the given packing materials with creasing punching.

Unit 2 Design of package designs for fruit juice, biscuits, jams, jelly, grinders, toys, cosmetics, chocolates and articles of daily use and gift items.

Unit 3 Point of sale and its objectives-point of sale materials-designing of signs, door signs, window displays, show cards, danglers and other 2D & 3D designs-art works for multi-colour printing.

Unit 4 Designing of outer-inner cover for magazine journals-Elements of book design – designing the inner pages as per the contents.

For all the units the final execution may be done using computer.

A 3.1.5 BASIC PHOTOGRAPHY

Unit 1 Introduction to photography, parts of camera and their function, types of Cameras, accessories, types of lenses – Meaning of focal length, aperture shutter speed and focusing handling a camera.

Unit 2 Understanding various lighting effects and techniques, negative and positive images, Black & White and color images, learning to capture the image using a digital camera, Conversion of captures images into computer.

Unit 3 Sepia toning using computer, line drawing of photographs, scanning and copying an artwork, enlargement and reduction using computer.

Unit 4 Understanding a good photograph and criticism in terms of originality, subject, print quality, competition, lighting and presentation. Printing of captured and modified images using laser printer.

III YEAR - II SEMESTER

A 3.2.1 ADVERTISING OPERATIONS

Unit 1 The advertisement department – the market – the marketing policy – marketing department – public relations department – advertising budget & planning.

Unit 2 The advertising agency and operations – how agency works, the account executive, securing the client – selling agency services.

Unit 3 Kinds of advertising – public relations – marketing – media planning – client servicing – data collection and research.

Unit 4 Advertising plan – Creative department and creative advertising – production department.

A 3.2.2 CREATIVE ILLUSTRATION

Unit 1 Illustration of stories – cartoons/realistic/photography – illustration for books, magazines and allied publication – sequences of sketches and finished artwork from stories of Epics.

Unit 2 Planning and visualizing an Ad-film for a given product or service, planning of sequential frames for storyboard.

A 3.2.3 COMPUTER IMAGE EDITING

Unit 1 Digital Imaging: Introduction to Image Editing Application, Bitmap and Vector Images, Creating, Opening and Closing Files, Changing Canvas Size, Colour Mode and Resolution. Understanding layers, Printing, Selecting Areas, Picking and Selecting Colour.

Unit 2 Painting and Drawing, Creating Text, Applying Gradient, Resizing and Reshaping Images, Manipulating Focus with Blur, Sharpen and Smudge, Adjusting Tone with Dodge, Burn and Sponge, Cloning and Pattern Creation with Rubber Stamp.

Unit 3 Creating Paths, Using Masks, Working with layers, Using channels, Applying Filters, Creating Special Image Effects and Type Effects, Correcting Image Colour, Colouring Images.

Unit 4 Using Light and Shadows, Creating Vignettes, borders and Backgrounds, Retouching and repairing, Working with brushes, using action palette.

A 3.2.4 ADVERTISING PHOTOGRAPHY

Unit 1 Creative effects in darkroom – Photo touching and Photo finishing techniques – Study of Large format cameras.

Unit 2 Effects represent Motion – Blur – Panning – Zooming – Multiple exposing.

Unit 3 Indoor and Outdoor photography, Photography Products, Portraits, Models, etc.

Unit 4 Planning and execution of Advertising Photography.

A 3.2.5 MINI PROJECT

Unit 1 Detailed study of the selected Social Cause (Social Adg.) such as Population Control, Blood Donation, Eye Donation, Eradicating Child Labour, Adult Education, etc.

Collecting relevant data, planning and design of atleast 3 formats for indoor media and 3 formats for outdoor media.

Planning the strategy, Identifying the target audience, Visualizing various concepts. Identifying the USPs writing the required copy.

Execution of the final design must be done with the prior approval of the guide and assessment is through a presentation.

IV YEAR - I SEMESTER

A 4.1.1 CAMPAIGN PLANNING

Unit 1 What is Campaign? What is Campaign Planning? Campaign Objectives – Factors influencing the planning of an Advertising Campaign.

Unit 2 The purpose of the campaign. Three main decisions in campaign plan.

Unit 3 Planning – basic principles of planning – Importance of target audience – financial aspects of campaign.

Unit 4 Media – various media available, Selection appropriate media – media plan, Dynamism of Media, Major Media analysis, Building Brand Image.

A 4.1.2 ADVANCE ILLUSTRATION

Unit 1 Story based for advertisements film – Series for Animation – Technical Illustration.

Unit 2 Perspective illustration in different media and different techniques – product finishing – background and other special effects.

Unit 3 Illustration for transparent views of products and machinery (including Airbrush Techniques).

Unit 4 Illustrations for Comics – Creating Caricatures – Illustration for Fashion.

A 4.1.3 DIGITAL PHOTOGRAPHY

Unit 1 Understanding Digital Photography – Equipment required for Digital Photography, Digital Camera and its parts – Camera controls.

Unit 2 Digital shooting – Digital advantages – Resolution – File Compression – Controlling colour and tone.

Unit 3 Digitizing an Image – Mixing Images – Applying layer effects and filters to an image. Converting Black and white image into colour – Retouching the photograph.

Unit 4 Digital Photo printing.

A 4.1.4 ADVANCE TYPOGRAPHY

Unit 1 Semantic Typography – Typographic Posters – Three-dimensional Types – Type manipulation using computer.

Unit 2 Type Design – Designing grid for a new typeface – Various considerations – Experimenting with various styles and sizes.

A 4.1.5 AD FILM DESIGN

Unit 1 Understanding AD films, study of Ad-film equipment, Ad-film design techniques.

Unit 2 Planning of a story boarding, making of story board for day-to-day products.

Unit 3 Working and shooting with video cameras, shooting and basics of editing.

Unit 4 Visiting and live demonstrations of professional Ad-film studios.

IV YEAR - II SEMESTER

A 4.2.1 INTERNSHIP

Unit 1 Students have to undergo practical training for a period of 8 weeks in any of the reputed Advertising agencies, IT firms or Studios in anywhere in India of their own choice.

The student has to submit the copy of the designs done during the Practical Training to the department for assessment.

One staff member must visit the place where the student has trained and assess the student's sincerity.

A 4.2.2 PROJECT WORK

Unit 1 Preparing a complete Advertising campaign for an entirely new product to be introduced in a specified market.

The student must take guidance of an Internal Guide and an External guide. The student should select an external guide from any reputed Ad. Agency or Firm.

The student must strictly follow the procedure of Campaign planning. The ideas and visuals must be his/her own. All the necessary formats must be attempted.

During assessment the student must present his/her project.

A 4.2.3 THESIS

Unit 1 Submission of a report on any topic with data collection and analysis under the guidance of a guide.

The presentation should have interesting visuals with necessary data.

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