



**JAWAHARLAL NEHRU ARCHITECTURE AND FINE ARTS
UNIVERSITY**

Mahaveer Marg, Masab Tank, Hyderabad – 500 028.

Syllabus for

MFA (Applied Art)

Entrance Examination - 2025

Note: The syllabus followed for BFA (Applied Art) at JNAFAU College of Fine Arts is the syllabus for MFA Entrance Examination.

I YEAR - I SEMESTER

BFA AA17B1.1CAPPLIED ART – I

Learn to construct and write letter forms, and how to design finished pieces of lettering, including illuminated effect letters using color and gold leaf effect. The course emphasis is on perfect letter forms and innovative design. The confidence to develop their own without feeling pressured to produce quality.

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

Unit 2 An Introduction to Foundation, demonstrate hand and pointed Italic case and capitals using various sizes, numbers, letters, word spacing, layout and quotations in black and white and colour.

Unit 3 Styles such as Italic, Gothic, Uncials, as Illuminated letters beginning with the use of colour and then gold leaf effect, different papers etc. Design and produce a finished piece in both the hands or a design for literary piece.

Unit 4 Basic study of letter forms, principles of letter forms, Study of “Gothic” style letter forms in small and capitals, suitability & legibility for publication

Additionally, students could learn about:

- Use italic letter forms, uncials and copperplate lettering effect.
- Write illuminated letters using paint and progressing to gold leaf effect.

Produce a portfolio:

Recommended Books:

1. The Art of whimsical lettering –Joanne Sharpe
2. Ornate pictorial Calligraphy- E.A. Lupfer
3. The Calligrapher's bible

BFA FA17B1.1CDRAWING –I

This course is designed to understand the form by learning to see and utilize light, shadow, and basic perspective. Build the ability to focus and analyze complex subject matter through long, in-depth, sustained drawing projects rendered in different black and white. The subjects provides with a range of fundamental, analytical and observational drawing techniques to develop conceptual drawing skills for visualization. Inculcating principles of drawing techniques as well as examining line, tonal value, volume, spatial relationships and composition, form, texture and perspective

Unit1 Understanding line, exercises based on line. e.g. Straight lines, curved lines, Zigzag lines etc in pencil (Black and white), ink.

Unit2 Drawing from Nature example- Leaves, Flowers, Fruits, Bushes Plants, Branches and Trees in black and white and colour pencils.

Unit 3 Object drawing of man-made Objects, detail study of light and shade, create an effect of three dimensional objects, in black and white & colour pencils.

Unit4 Detail drawing and overlapping of three –dimensional forms like cube, cone, cylinder, pyramid and sphere in black and white (5 solid shapes) Creative drawing based on lines, forms, textures and objects both Natural and Man-made etc.

Produce a portfolio:

RecommendedBooks:

1. Drawing the Head and Hands - Andrew Loomis
2. How to draw animals - Jack Hamm
3. Animal anatomy: The Element of form - Eliot Goldfinger

BFA FA17B1.2C COLOUR DESIGN-I

Colour can play a large role in the elements of design with the colour wheel being used as a tool, and Colour theory providing a body of practical guidance to colour mixing and the visual impacts of specific Colour combination. Emphasis is on developing ability to use colour effectively in two and three dimensional design applications by studying traditional design elements, theories of colour, colour and spatial perception, and colour interaction.

Unit 1 Study of Primary and Secondary colours based on colour Wheel.

Unit 2 Study of Opaque colour, Transparent colour, Relationship of primary, secondary and Tertiary colours.

Unit 3 Study of Shade wheel, Tints and shades-based on Colour Wheel.

Unit 4 Understanding the Tonal values in Black and White and colour. Introduction to Design by exercises created from motifs derived from Nature.

Unit 5 Exercises based on colour and design, introducing the Golden rules and division of space.

Produce a portfolio:

RecommendedBooks:

1. <http://www.designersandbooks.com/book/theory-colours>

Book Name: Theory of Colours

Author Name: Johann Wolfgang Von Goethe

Publication: The MIT Press, Cambridge, MA, 2010, English; originally published 1810 in German Nonfiction, Graphic Design

2. <http://www.designersandbooks.com/book/colour-based-nature>

Book Name: Colour Based on Nature

Author Name: Irma Boom

Publication: Thomas Eyck, Oosternijkerk, Netherlands, 2012, English Nonfiction, Graphic Design

Emphasizes on fundamentals of 3D dimensional, Compositions, relationship etc. Includes experimentation of free – forms, geometrical forms, surface, light and shade, visual balance, weight proportion etc. Variety of sculptural materials will be introduced such as clay, soft wood, paper, mount board, cloth, terracotta etc.

Unit 1 Introduction of sculptural elements and materials to develop the sense of the three dimensional design with Cube, Prism, Sphere, Cylinder

Unit 2 Study of natural and manmade 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, plywood, and etc.) in round

Produce a portfolio:

Recommended Books:

1. The Sculpture Reference: Contemporary Techniques, Terms, Tools, Materials And Sculpture Hardcover – Illustrated, September 12, 2004-by Arthur Williams
2. The Elements of Sculpture Oct 13, 2014-by Herbert George
3. The Sculpting Techniques Bible: An Essential Illustrated Reference for Both Beginner and Experienced Sculptors Spiral-bound – September 8, 2006-by Claire Brown (Editor)
4. Terracotta: The Technique of Fired Clay Sculpture Paperback – Import, Aug 1996-by Bruno Lucchesi & Margit Malmstrom

BFAFA17B1.3C HISTORY OF VISUAL ARTS AND AESTHETICS-I

The study outlines the roles in creating native or community arts their motifs and aspirations, moral and ethic which underlay the work looks at the structure of the communities, their socio - economic environment resources and so on. The interplay between the motive and the environment of the community becomes key discussion points. To know in brief about Indian art with a general introduction to every topic by studying their distinct formal and Thematic contents. Stress would be on the descriptive formal study.

Unit 1 What is Art and esthetics? How it has been seen, discussed, and practiced in India

Unit 2 Pre-historic art in India Art - Indus Valley Civilization. Early Sculptural Traditions - Maurya, Sunga, Kushana and Gupta sculpture

Unit 3 Ajanta Murals - Subsequent continuation at Bagh, Badami, Ellora, Vijayanagara. Miniature painting of Mughal, Rajastani and Pahari

Unit 4 Company painting, British Art schools, Raja Ravi Varma and Bengal School.

Produce a portfolio:

Recommended Books:

1. History of Graphic Design – Phillips Megg.
2. Aesthetics-by Krishna's
3. A history of fine arts-by Edith Tomory
4. Ajanta-by Benoyk, Behi
5. Rajasthani painting –by JaisinghNeeraj
6. Raja ravivarma –Rupikachawla.

BFA GN17B1.6A

ENGLISH

The course aims to enhance English skills in reading, speaking and writing with focus upon the topics. This also aims to provide the individuals to develop. The individuals could use their accumulated knowledge and skills with the help of a supervisor to integrate various dimensions.

Unit 1 Listening: In this unit you will learn to distinguish the different stages of listening, to listen effectively. Phonology, stress-marking, Homophones

Unit 2 Terminology (subject-enabled): In this unit, one can learn the vocabulary that is specific thestream/industry (terminology) and the overall usage of a word in syntax (sentence). Commonly confused words

Unit3 Functional Grammar: In this unit, learning of the importance of parts of speech and other aspects of grammar, learning of syntax formation, phrases & clauses, subject-verb agreement, direct vs indirect speech, active vs passive voice, question tags.

Unit 4 Reading: Reading helps us to discover new things. Books, magazines and even the internet are great learning tools which require the ability to read and understand what is read. In this unit, one can develop to skill of reference: Dictionary, Thesaurus, Encyclopedia, and Book reading.

Produce a portfolio:

Recommended Books:

1. Communication Skills for Technical Students – T M Farhathullah
2. Essential English – E. Suresh, P. Sreehari, J. Savithri

BFA GN17B1.2A

ENVIRONMENTAL STUDIES

This course provides theory and ideology of environment protection and the philosophy of sustainability. Include development of industrial societies from various viewpoints i.e. its effect on environment, metropolitan lifestyle, commercialization of natural materials, encouraging of new ideology for enhancing sustainable communities development, analyzing from environmental conservationists and sustainability concerns.

Course Overview: A compulsory subject for all the undergraduate students of various discipline highlights significance of maintaining balance and sustainability of various components of the environment.

Objectives of the Course: To sensitize the students towards sustainable environment.

<u>Unit 1</u>	Environmental studies – Introduction: - Definition, scope and importance, Measuring and defining environmental development indicators.
<u>Unit 2</u>	Environmental and Natural Resources: Renewable and non-renewable resources - Natural resources and associated problems - Forest resources - Use and over - exploitation, deforestation, case studies - Timber extraction - Mining, dams and other 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 resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources Equitable use of resources for sustainable lifestyles.
<u>Unit 3</u>	Basic Principles of Ecosystems Functioning: 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 pyramids. - Introduction, types, characteristic features, structure and function of the following ecosystem: a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).
<u>Unit 4</u>	Biodiversity and its conservation: Introduction - Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - Biodiversity at global, National and local levels. - India as a mega-diversity nation - Hot-spots of biodiversity - Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. - Endangered and endemic species of India - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
<u>Unit 5</u>	Environmental Pollution: Definition, Cause, effects and control measures of: a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. nuclear hazards Solid waste Management: Causes, effects and control measures of urban and industrial wastes. - Role of an individual in prevention of pollution. - Pollution case studies. - Disaster management: floods, earthquake, cyclone and landslides.
<u>Unit 6</u>	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 concerns. 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. - Environment Protection Act. - Air (Prevention and Control of Pollution) Act. - Water (Prevention and control of Pollution) Act - Wildlife Protection Act - Forest Conservation Act - Issues involved in enforcement of environmental legislation. - Public awareness.

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 in Environment and human health. -Case Studies.

Unit 8 Field work: Visit to a local area to document environmental assets River /forest grassland/hill/mountain -Visit to a local polluted site-Urban/Rural/industrial/ Agricultural Study of common plants, insects, birds. -Study of simple ecosystems →pond, river, hill slopes, etc

TEXT BOOK:

ErachBharucha, A Text Book of Environmental Studies for Undergraduate Courses, University Grants Commission.

I YEAR - II SEMESTER I YEAR

BFA AA17B2.1C APPLIED ART – II

To integrate creation problem solving methods into the design process in order to generate effective design solution. Through key topics such as "Problem Defining" & "Idea Generation" which includes various creative techniques, to approach design problem from a fresh perspectives with the aim of increasing the quality of fresh ideas.. The essence to provide the creative process of developing, thinking patterns that foster creative design principles.

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)

Unit 4 Basic design practices used in presentation design and create projects that develop design skills useful in today's society. Engage in the discussion and activity of visual problem solving. Gain skill in conceptual thinking and problem-solving while learning common computer and manual applications.

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio:

Recommended Books:

1. Layout Essentials: 100 Design Principles for Using Grids (Design Essentials) Paperback – 1 Jun 2011 by Beth Tondreau.

BFA FA17B2.1C DRAWING- II

Study of the bones and muscles of the human head as they relate to Figurative Art. Basic animal (quadruped) anatomy. An understanding of the structures, makeup of the body, to deal with the figure in an effective and convincing.

Unit 1 Introduction to elements of perspective – studies of basic solids-plan and elevation, main aspects as parallel perspective.

Unit 2 Outdoor sketching- rapid sketching from any objects from busy streets, markets, stations etc. sketching from zoo and museum

Unit 3 Exposure to drawings made by masters-study of different objects. (colour pencils, dry pastels, oil pastels etc.)

Unit 4 Head study- study of head from cast (various age groups)

Produce a portfolio:

RecommendedBooks:

1. Drawing the Head and Hands - Andrew Loomis
2. How to draw animals - Jack Hamm
3. Animal anatomy: The Element of form - Eliot Goldfinger

BFA FA17B2.2C

COLOUR DESIGN-II

Provides an understanding/ importance and use of colour for graphic design. Explore the principles, attributes, dimensions, harmonies and phenomena of colour by understanding the language and meaning of colour from a social, cultural and psychological context and effectively manipulate colours in design to convey the intended message to the right target audience.

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

Unit 2 Colourharmonies. 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. (e.g. Nature: Mountain, clouds, Butterfly and flowers, fish & water plants, birds and animals etc).

Unit4 Overlapping of motifs &colour combinations to be given from tertiary colours with tints and shades. E,g. For objects: distorted in given space (golden rules of art) exercises- nature and object combination to be given related to colors theory.

Produce a portfolio:

RecommendedBooks:

1. Color Design Workbook: A Real World Guide to Using Color in Graphic Design Paperback – 1 Mar 2008-by AdamsMorioka

Printmaking is a type of art that utilizes the ability to create multiple copies of a piece of art. The emphasis is on the design, not the variety of surfaces that it is applied to. Typically, printmaking uses a some kind of ink or paint to make the design on a surface whether it be paper, cloth, or another medium. Woodcuts are some of the oldest types of relief printmaking. The design is carved from wood and then printed from the raised surface. Woodcuts also refer to the prints made from a woodcut design.

Monotypes and monoprints are very similar and often used interchangeably, but there is a specific difference between the two. While monotypes use a smooth surface, monoprints can use a woodcut, lithography plates, or even etched plates. The way they are painted or inked makes the print unique.

Unit 1 Introduction to theory of Print Making: Introduction to the history of printing medium and techniques from the traditional process through to collagraphy and other Printmaking process.

Unit 2 Collagraphy in Black & white: Study of a printmaking process in which a variety of (usually found) materials are arranged on a collage on to affirm matrix like cardboard or wood. This process is extremely basic and uncomplicated. A collagraph refers to a collage of materials glued on to a "printing block," which is a square of cardboard for base, when the base is prepared with help of glue and the raw found material replaced on baseboard is to be placed on surface & it is to dry. Paper is pressed on to the surface to produce a print, and about collagraph prints
(For example the found raw-materials-
* Textured Handmade sheet, Gaze-cloth (Bandage cloth surgical),
* Thread (cotton) medium thick, Jute cloth pieces, Embroidery lice cloth,
* Sand Paper (Electro coated) as smooth-Rough grades, & any Flat surface materials etc.)

Unit 3 Monotype printing image: Mono printing and monotype are very similar. The difference between mono printing and monotype printing is that mono printing has a matrix that can be reused, but not to produce an identical result. With monotyping there are no permanent marks on the matrix, and at most two impressions (copies) can be obtained.

Unit 4 Surface printing process: In this base medium as wood-block. The relief printing is a process where protruding surface faces of the printing block are inked; recessed areas are ink free. Printing the image is relatively simple matter of inking the surface of the block & bringing it in firm contact with the paper, and its print image.

Group discussion

Assignments: **3** final prints in single colour.

Examinations will be in single colour as Black and white, on **wood-block** medium

Produce a portfolio:

Recommended Books:

1. Basic Printmaking Techniques -by Bernard Toale
2. An Introduction to the History and Techniques -by Antony Griffiths
3. The Print in the Western World: An Introductory History 1st Edition Edition-by Linda C. Hults
4. How to Identify Prints, Second Edition 2nd Edition-by Bamber Gascoigne
5. A History of Engraving and Etching (Dover Fine Art, History of Art) Paperback – June 1, 1963- by Arthur M. Hind

6. The Complete Engravings, Etchings and Drypoints of Albrecht Dürer (Dover Fine Art, History of Art) 2nd ed. Edition-by Albrecht Durer
7. The Complete Woodcuts of Albrecht Dürer Drawings of Albrecht Dürer

BFA FA17B2.3C

HISTORY OF VISUAL ARTS AND AESTHETICS-II

INTRODUCTION TO WESTERN ART

Course Designed to introduce developments in artistic expression from cave drawings and the monuments of the ancient world to the paintings, sculpture and northern Europe. Understand the iconographical significance of important historical works within the historical parameters of the course, achieve a general overview of the history and developments of western visual art, its major periods, movements, concepts, and artists.

Unit 1 Why do we study Western art? What is Western Aesthetics?

Unit 2 Pre-Historic and Ancient Art in Europe, Art of Mesopotamia, Egyptian and Greco-Roman art, Art of Early Christian and Byzantine, Art of Romanesque and Gothic.

Unit 3 Art of Renaissance and Mannerism. Art at Baroque and Rococo.

Unit 4 Neo-Classicism and Romanticism, Realism and Impressionism.

Note: In this semester students are supposed to know in brief about western art, with a general introduction to every topic, by studying their distinct formal and thematic contents. Stress would be on the descriptive and formal study.

Produce a portfolio:

RecommendedBooks:

1. History of Graphic Design – Phillips Megg.
2. A History of Modern Art –H.H Arnason (Garco; Renaussace)
3. A World History of Art- Hugh Honour&John Fleming.
4. Artforms-Duane Preble(Renaussana& Baroque).

BFA GN17B2.3C

COMMUNICATION SKILLS

Course Overview: To prepare students to acquire understanding and fluency in English for professional work.

Objectives of the Course: To provide an adequate mastery of technical and communicative English Language training primarily, reading and writing skills, and also listening and speaking skills. Expected Skills / Knowledge Transferred: Preparation for participation in seminars, group discussion, paper presentation and general personal interaction at the professional level.

Unit 1 Communication: Importance of Communication; Elements of good individual communication; organizing oneself; different types of communication; Barriers in the path of Communication

Unit 2 Listening skills: Listening to conversation and speeches (Formal and Informal)
Reading: Techniques of reading, skimming, Scanning, SQ3R technique

- Unit 3 Creative Writing: Scope of creative writing; Writing skills Signposting, Outlines, Rephrasing Writing a report/ format of the report; Paragraph, Letter Writing, Essay writing, Memo, Circular, Notice, Cover Letter, Resume, Writing with a thesis, Summary, Précis, Product description – Description of projects and features Oral Report; Periodical Report; Progress Report; Field Report Preparation of minutes; Video conference; Tele conference / Virtual meeting
- Unit 4 Speaking: How to converse with people, How to communicate effectively; Language and grammar skills; Pronunciation drills, Phonetics, vowels, Diphthongs, consonants, Stress, Rhythm and intonation, Conversational skills Features of effective speech - practice in speaking fluently –role play – telephone skills – etiquette. Short Extempore speeches – facing audience – paper presentation – getting over nervousness – Interview techniques – preparing for interviews – Mock Interview – Body Language.
- Unit 5 Impact of internet on communication; communication through computers; voice mail; broadcast messages; e-mail auto response; etc

Produce a portfolio:

Reference books:

1. Krishna Mohan & Meera Banerji: Developing Communication Skills Macmillan India
2. C S Rayudu: Principles of Public Relations, Himalaya Publishing House
3. K. Ashwathappa: Organizational Behavior, Himalaya Publishing House
4. Daniel Colman: Emotional Intelligence

BFA GN17B2.7A

VALUE EDUCATION

Course Overview: To provide guiding principles and tools for the development of the whole person, recognizing that the individual is comprised of Physical, Intellectual, Emotional and Spiritual dimensions.

Knowledge Transfer /Expected Skills:

- To help individuals think about and reflect on different values.
- To deepen understanding, motivation and responsibility with regard to making personal and social choices and the practical implications in relation to themselves and others, the community and the world at large
- To inspire individuals to choose their own personal, social, moral and spiritual values and be aware of practical methods for developing and deepening them.

- Unit 1 Value Education—Introduction – Definition of values – Why values? – Need for Inculcation of values – Object of Value Education – Sources of Values – Types of Values: i) Personal values ii) Social values iii) Professional values iv) Moral and spiritual values) Behavioral (common) values
- Unit 2 Personal values – Definition of person – Self confidence – Relative and absolute confidence, being self-determined, swatantrata (loosely equivalent to freedom). Self discipline – Self Assessment – Self restraint –Self motivation – Determination – Ambition – Contentment. Self-respect and respect to others; expression of respect
- Unit 3 Social values – Units of Society - Individual, family, different groups – Community – Social consciousness – Equality and Brotherhood – Dialogue – Tolerance – Sharing – Honesty- Responsibility – Cooperation; Freedom – Repentance and Magnanimity. Peer Pressure –

Ragging - examples - making one's own choices

- Unit 4 Professional values – Definition – Competence – Confidence – Devotion to duty –Efficiency
Accountability
Respect for learning /learned – Willingness to learn-Open and balanced mind – Team spirit
– Professional Ethics – Willingness for Discussion; Difference between understanding and
assuming.
Time Management, Issues of planning, as well as concentration (aligning with self goals).
Expectations from self, excellence and competition, coping with stress, Identifying one's
interests as well as strengths.
- Unit 5 Behavioral values – Individual values and group values. Anger: Investigation of reasons,
watching one's own anger; Understanding anger as: a sign of power or helplessness,
distinction between response and reaction.Right utilization of physical facilities. Determining
one's needs, needs of the self and of the body, cycle of nature.Relationship with teachers.
Inside the class, and outside the class, interacting with teachers.
- Unit 6 Complimentary nature of skills and values, distinction between information &
knowledgeGoals: Short term goals and long term goals; How to set goals; How to handle
responsibilities which have to be fulfilled while working for goals.

Produce a portfolio:

RecommendedBooks:

- 1.RamancharlaPradeep Kumar. Compiled Reading Material IIIT Hyderabad
2. Dr. S. Ignacimuthu S. J., Values for life, Better yourself Books, Bandra Mumbai-600 050 (1999).
3. Values (Collection of Essays)., Published by : Sri Ramakrishna Math., Chennai—4.,(1996)
4. Prof. R.P.Dhokalia., Eternal Human Values NCRT –Campus Sri Aurobindo Marg., New Delhi
5. Swami Vivekananda., Education., Sri Ramakrishna Math., Chennai-4(1957)
6. Holy Books of all religion

II YEAR - I SEMESTER

BFA AA17B3.1C DRAWING FROM LIFE

Aims to provide with a range of fundamentals, analytical and observational drawing techniques, develop conceptual drawing skills for visualization to develop confidence in drawing skills as a means of visual communication.

- Unit 1 Study of full human figure male and female from model, parts of the human body in detail, observation of proportion and character in different postures from model, quick sketches on paper.
- Unit 2 Detailed head study in line drawing, study of figure in action, Study from local scene. Sketching exercises at various public places (outdoors) Study of animals and birds.
- Unit 3 The study of portrait work pertaining to the Illustration field, in a range of styles from Model drawing and experimentation.
- Unit 4 Development of a professional portfolio..

Produce a portfolio / Assignments

RecommendedBooks:

1. Pogany, Willy - The Art of Drawing, Publisher; Madison Books,1996
2. Figure Drawing for All It's Worth by Andrew Loomis
3. Human Figure Drawing – Victor Peread

BFA AA17B3.2C TYPOGRAPHY- I

Fundamentals of typography, to analyze, explore principles of typography. The ability to improve the meaning of a message, express and communicate idea to improve the quality of design thought.

- Unit 1 Principles of letter form, upper case and Lower case, San - serif and Serif. Understanding aesthetic, structure typeface letterforms and managing hierarchy of information in typographic context.
- Unit 2 Roman letter forms – 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.

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

Produce a portfolio / Assignment

RecommendedBooks: 2 books may be incorporated

1. Just my Type: A book about Fonts - Simon Garfield
2. Scripts: Elegant Lettering from Design's Golden Age
3. Typography: A Manual of Design – Emil Ruder

BFA AA17B3.3CGRAPHIC DESIGN – I

The Graphic Design will enable to understand as to how images, symbols, words and letters are used as means of communication. What needs to be communicated and create the most appropriate design that can communicate most effectively. The basic approaches, essential knowledge of creating effective visual identity system, which contributes to generating and sustaining positive brand image.

Unit 1 Introduction to Graphic Design, Design Principles, Introduction to Symbols, Corporate Identity-monograms, designing logos, and trademarks. Focus on the development of visual identity design with application to various printed collateral.

Unit 2 Stationary Design i.e. Designing letterhead, visiting cards, file covers, labels, envelopes and collateral products. Final art work for reproduction purpose keeping the identity consistent and intact throughout the process

Unit 3 Definition of Layout, Elements 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.

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio / Assignments

RecommendedBooks:

1. The Elements of Graphic Design / Applied Art Hand Book
2. Los Logos 7
3. Big Brand theory

BFA AA17B3.1C VISUAL COMMUNICATION-I

The visual realization is of a most basic element of communication.

Unit 1 Introduction to Visual Communication, Modes and methods of Visual Communication, Pictographs and Ideographs

Unit 2 History of Advertising, Importance of pictures in Advertising, Symbols, Functions of pictures, Analyzing the Visuals, Picture versus Words, its place in society

Unit 3 Introduction to media and kinds of media for visual communication.

Unit 4 Verbal and Non-verbal communication.

Produce a Portfolio / Unit Tests / Assignments / Presentations

RecommendedBooks:

1. Advertising Art & Ideas – Dr. G. M. Rege
2. The World of Visual Communication - Dr. G. M. Rege

ELECTIVE – 1

Student's choice of a PE (Professional Elective) may be from:

1. Courses offered by the PD (Parent Dept.)
2. Courses offered by ODs (Other Depts.) which may be either Core courses offered as 'Open' to OD students or as PEs. But these choices of the student have to be approved by the PD as permitted PEs.
3. Courses available online and listed as Approved / Recommended by the Dept.

Choose any one of the following

1. Serigraphy
2. Packaging Design

BFA AA17B3.1E SERIGRAPHY

The use of silkscreen as an art medium to develop the potential application of one's imagery and effects.

Unit 1 Introduction to process of screen printing, Tools and materials, Create an image. Screen preparation, emulsion application, printing Ink mixing, clean up and Printing, registration and trouble shooting.

Unit 2 Image development/ computer generated images / TPs, layout of color and image construction. Create images that have the potential to be silkscreen work, images that are interesting aesthetically.

Unit 3 Various Methods of screen printing,

Unit 4 Final Project: Prints and proofs.

BFAA17B3.2E PACKAGING DESIGN

Challenge is to make a package for Products that are innovative/concept stage, to make an environmentally-responsible package. Incorporate skills learned within the framework of Elements of Art and Principles of Design.

Unit 1 Introduction to Package design and principles, various package designs for different products including wrapper/covers, cartons etc.,

Unit 2 Package design for FMCG products. Packaging materials along with punching and creasing. Analyzing package designs as per market trends. Label and Tag design for various products.

Unit 3 Understanding colour pertaining to package, label and tag designs, along with appropriate printing techniques,

Unit 4 Design a package for a new product using origami / traditional forms. Prototyping and Evaluation.

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio / Assignments.

RecommendedBooks:

1. Over 200 Innovative Solutions in Packaging Design-by John Foster.
2. Best Practices for Graphic Designers: Packaging-by Grip.

OPEN ELECTIVE - 1

Student's choice of a OE (Open Elective) may be from:

1. Any of the listed courses on offer in the University provided the timetables facilitate and the PD 'admits/registers' the student for the course.
2. Any of the online courses available.
3. Any course in any other institution recognized by the UGC / AICTE / State Govt. / MHRD, etc. statutory acts or provisions.

II YEAR - II SEMESTER

BFA AA17B4.1C DRAWING & ILLUSTRATION

To provide the fundamental knowledge of pre-press techniques and print production workflow process for applied illustration. Colour management, selection of paper materials, various printing processes etc.

Unit 1 Depicting the different age groups in various poses with the help of live models (male / female) Study of parts of a human body in detail, observation of proportion and character. Outdoor sketching. Several historical and contemporary illustrators to be examined and analyzed with regard to an image or photography.

Unit 2 Illustration - the art of communicating concise ideas with images using formats including picture books, magazines, newspapers, animation, graphic novels and textiles. The Illustration program cultivates a unique vision to translate it into a wide range of traditional and emerging media.

Unit 3 Memory drawing of the given subject, converting the text into visuals, is rendering in pencil, ink, color and mixed media. Development of personal style and an evolution of work quality will need to be constantly groomed.

Unit 4 Sketching from products, consumer products, product illustration using various techniques black and white and color-enlarging the existing product, further development of a personal style and approach to illustration.

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio:

Recommended Books:

1. Perspective Made Easy-by Ernest R. Norling Dynamic Figure Drawing -by Burne Hogarth
2. Panchatantra - Bhaag 1: Animal-Based Indian Fables with Illustrations and Morals Paperback – Abridged-by Tanvir Khan

BFA AA17B4.1C

TYPOGRAPHY – II

Sequential studies to follow the design process: problem-solving through exploration, experimentation, selection, critique, and refinement. Effectiveness of typographic design will be evaluated in terms of legibility, readability and expression.

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..

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.

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio & PPT Presentation

RecommendedBooks:

1. Type : A Visual History of Typefaces & Graphic Styles. Vol-I, Taschen
2. The Elements of Typographic Style – Robert Bringhurst

BFA AA17B4.3C

GRAPHIC DESIGN – II

The ability to develop creative thinking and translate it into design solutions for awareness of social issues. Corporate communications and product promotion with relevant use of research, analysis, understanding of target audience, appropriate media choices are made and design solutions developed focusing on creative conceptual thinking.

- | | |
|---------------|---|
| <u>Unit 1</u> | 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. |
| <u>Unit 2</u> | Design of Hoarding, understanding the importance, exploring various sizes and techniques involved in hoarding. |
| <u>Unit 3</u> | Designing of book jacket – title of the book-name of the author, publisher and pictorial suggestions. |
| <u>Unit 4</u> | 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 keeping in view for reproduction.

Produce a portfolio / Assignments

Recommended Books

1. Advertising art and Ideas – Dr. G.M. Rege

BFA AA17B3.4C

VISUAL COMMUNICATION – II

- | | |
|---------------|--|
| <u>Unit 1</u> | Creative advertising – planning and execution. Product/services analysis, Unique selling (propositions) points of a Product/service, Applications of USPs. |
| <u>Unit 2</u> | Copy writing – functions of Advertising copy, Basic ingredients of copy, writing copy such as the Headline, Text and Baseline. |
| <u>Unit 3</u> | 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

Produce a portfolio:

Recommended Books:

1. Advertising Art & Ideas – Dr. G.M.Rege
2. Advertising Excellence– Courtland L. Bovee, John V Twill, George P. Dovel, Marian Burk Wood.
3. Advertising – its Role in Modern Marketing – S.Watson Dunn.

ELECTIVE – 2

Student's choice of a PE (Professional Elective) may be from:

1. Courses offered by the PD (Parent Dept.)
2. Courses offered by ODs (Other Depts.) which may be either Core courses offered as 'Open' to OD students or as PEs. But these choices of the student have to be approved by the PD as permitted PEs.
3. Courses available online and listed as Approved / Recommended by the Dept.

Choose any one of the following

- 1 Digital Illustration**
- 2 Charecter Design 2D**

BFA AA17B4.1E

DIGITAL ILLUSTRATION

As in illustration creative solving and image making using drawing software on digital tab/pad to explore computer drawing using advanced and aesthetic approaches. Main objectives in the advanced course will further develop skills and proficiency as illustrators exploring new media. Lifestyle provides a broader umbrella as a means of forging a sense of self and creating cultural symbols that resonate with personal identity.

Unit 1 Introduction to the basic elements of computer drawing. Story based for advertisements film - Series for Animation-Technical Illustration.

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

Unit 3 Illustrations for comics, creating caricatures, illustration for lifestyle. Illustration focuses on the methods, manners, techniques, and presentation in lifestyle.

Unit 4 Fashion Illustration, fantasies reflecting pop culture and communicating desires. Encouraged and guided to complete their portfolios and prepare a cohesive body of work.

For all the units the final execution should be done using drawing software (illustrator , Photoshop etc.) computer/ Digital Tab/ Pad keeping in view for reproduction.

Produce a portfolio:

Recommended Books:

1. Beginner's Guide to Digital Painting in Photoshop: Characters

A course for 2D animation character design provides fundamental skills required to develop a character design. Skills are applied in core areas. The importance of construction of a character, rotations and full body gestures, by creating a production model sheets (turn around) of drawing in various poses and expressions.

Unit 1 Basic Shapes for Cartoons - Line of action, headlines, eye line (head rotations), head proportions.

Unit 2 Character Construction and Detail Study - Study of character as per head ratio/ proportions reference for nature (trees, birds and animals) Reference from objects around us (table lamp, pencil, book, house hold- items, vessels etc)

Unit 3 Developing of Existing and Exaggerated Character By using the existing characters, model sheets, exaggerating the characters / developing a new character modifying realistic human features like hand and feet etc., Creating stylized characters

Unit 4 Character Model Sheets Model sheet, Line-up of characters Lip/ Mouth expressions, Gestures and attitude sheets

Produce a portfolio:

Recommended Books :

1. Animator's survival kit – Richard Williams
2. Draw the looney tunes the Warner Bros. character
3. Simplified Drawing for Planning Animation – Wane Gilbert.

OPEN ELECTIVE - 2

Student's choice of a OE (Open Elective) may be from:

1. Any of the listed courses on offer in the University provided the timetables facilitate and the PD 'admits/registers' the student for the course.
2. Any of the online courses available.
3. Any course in any other institution recognized by the UGC / AICTE / State Govt. / MHRD, etc. statutory acts or provisions.

III YEAR - I SEMESTER

BFA AA17B5.1C

GRAPHIC DESIGN – III

- Unit 1 Introduction to package, design-varieties of package designs for different products. Two-dimensional, three-dimensional, wrappers, covers, cartons etc. Appropriate printing techniques, packing materials with creasing and punching. Use of innovative materials and shape solutions will be encouraged.
- Unit 2 Package designs for fruit juice, biscuits, jams, jelly, grinders, toys, cosmetics, chocolates and articles of daily use and gift items. Conceptualize visually and verbally, sketch ideas in a rough form, and develop final concepts into three-dimensional mock-ups.
- 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 keeping in view for reproduction.

Produce a portfolio:

Recommended Books:

1. Making and Breaking the Grid : A Graphic Design Layout Workshop
2. Above the Fold : Understanding the Principles of successful website design
3. Package Design Workbook: The Art and Science of Successful Packaging.

BFA AA17B5.2C

CONCEPTUAL ILLUSTRATION-I

Conceptual illustration is an art for which the idea (or concept) behind the work is more important than the finished art object. This type of illustration is used in almost all the fields today that include areas such as digital art Illustration, Advertising, Animation, Publications, Video Art, etc. Illustrators started to use modern tools and techniques to create illustration. This is when conceptual illustration came into existence.

- Unit 1 Project brief, mood board and concepts. Conceptual illustration with the perception based on words, synonyms and themes. Conceptual illustrations with the typography.
- Unit 2 Conceptual illustration for Idioms and motivational quotes. Hand drawn water colour strain, simple quotes to hold timeless & moving lessons bubble template/ vector illustration. Create Concept Illustrations with the seeds of the ideas. Establish creative paths that may lead to the idea using a net of concepts.
- Unit 3 Conceptual illustration for humorous visual puns with everyday objects
- Unit 4 Common multi word phrase that nearly rhyme with the conceptual illustration

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a Portfolio:

Recommended Books:

1. Surf's Up: The Art and Making Of A True Story: Scott Robertson
2. The Art of Star Wars Episode II: Attack Of The Clones: TerryWhitlatch, Iain McCaig and Ryan Church.
3. Beginner's Guide to Sketching: Characters, Creatures and Concepts.
4. Framed Ink: Drawing and Composition for Visual Storytellers -by Marcos Mateu-Mestre

BFA AA17B5.3C BASIC PHOTOGRAPHY

To provide the foundation of photography, importance of photography as an visual element of communication as a medium of expression.

Unit 1 Parts of camera and their functions, types of Cameras, accessories, types of lenses, Meaning of focal length, aperture shutter speed and focusing handling a camera. Key light or main light or principle light, fill light, bounce light, diffused light & directional diffused light.

Unit 2 Light angles, Low key, High Key, Rembrandt Lighting, Butterfly Lighting, Silhouette lighting

Unit 3 Conversion of captured images into computer. Negative and positive images, Black & White and color images. Sepia toning using image editing software, enlargement and reduction of images.

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 photo printer.

Produce a portfolio:

Recommended Books:

1. Photography For Beginners- Brendon Ward
2. DSLR Photography for Beginners-Brian Black

BFA AA17B5.4C REPRODUCTION TECHNIQUES

The principles of design as communication tool. Printing and Digital mediums are used as important tools for visual communication. Emphasis on research data, synthesizing, analyzing information in order to identify problem then create alternative solutions.Improvisation experiment of existing technologies to create more suitable newer outputs.

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, Color separation, understanding RGB and CMYK.

Unit 4 Field trips to a printing house for demonstration of offset printing.

Produce a portfolio / PPT Presentation:

Recommended Books:

1. History of Graphic Design – Phillips Megg.
2. Advertising Art & Ideas – Dr. G.M.Rege

ELECTIVE – 3

Student's choice of a PE (Professional Elective) may be from:

1. Courses offered by the PD (Parent Dept.)
2. Courses offered by ODs (Other Depts.) which may be either Core courses offered as 'Open' to OD students or as PEs. But these choices of the student have to be approved by the PD as permitted PEs.
3. Courses available online and listed as Approved / Recommended by the Dept.

Choose any one of the following

1. **Digital Page Layout**
2. **Mascot Design**

BFA AA17B5.1E

DIGITAL PAGE LAYOUT

Provides the opportunity to learn the anatomy of the page; fundamental layout principles, grids system and guides lines for placing elements within a design. The process of a page composition by arranging text and graphic within the design and how these elements are positioned, both in relation to another within the overall design will affect the content to be viewed by the intended audience.

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.

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio:

Recommended Books:

1. Layout Workbook: A Real-World Guide to Building Pages in Graphic Design Paperback – 1 May 2007 by Kristin Cullen (Author)
2. Graphic Design Thinking (Design Briefs) Paperback – 16 Apr 2014 by Ellen Lupton (Author)

A mascot is a representative figure, a symbol and a communication tool for somebody/some organization. Mascot personifies their values, communicates effectively and helps them stand out from the crowd. A well designed company mascot does lend itself to campaigns and merchandising, A mascot is essentially a well designed cartoon character with strong connection to the company it represents.

- Unit 1 Discovery phase – Introduction to a mascot, Characters that makes mascots, How does one design a mascot? Mascots designed as company symbols, mascots designed for campaigns or for products and Mascot as an icon. Character planner
- Unit 2 How to design a mascot? Qualities of a good mascot. Company, profession and values, ability to communicate with emotion and personality. Use it in all suitable mediums
- Unit 3 Importance of a Background story while designing a mascot. (Giving a mascot a story makes all future decisions easier as we know WHO he/she/it is. Personal goals and story give mascot things to do, provides material for campaigns and overall offers mascot some believability.)
- Unit 4 Appeal, a live-action actor with charisma, animated character, a lot more than just 'cute' or 'handsome', and so it is with cartoon characters, too. Their appeal stands for simplicity, pleasing design and charm/magnetism. Why these give appeal? Simple is both easier to read and communicates better than complex. Style for target audience - Consideration here should of course be about your company image, what represents it better. Props and accessories - adds to the design and are ways to say more about the mascot.

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio:

Recommended Books:

1. Character Design from Life Drawing by Mike Matessi
2. Creating Animated Cartoons with Character is a book written by Joe Murray.
3. Character Design from the Ground Up is a book written by Kevin Crossley.
4. Figure Drawing: Design and Invention was written by Michael Hampton.
5. Cartoon Faces: How to Draw Heads, Features & Expressions by Christopher Hart.

OPEN ELECTIVE - 3

Student's choice of a OE (Open Elective) may be from:

1. Any of the listed courses on offer in the University provided the timetables facilitate and the PD 'admits/registers' the student for the course.
2. Any of the online courses available.
3. Any course in any other institution recognized by the UGC / AICTE / State Govt. / MHRD, etc. statutory acts or provisions.

Conceptual Illustration is an art form that tends to give more importance to the idea or meaning being expressed by a masterpiece rather than focusing on the product itself. A deeper realization and life to the artwork without having to look at it as it is.

- Unit 1 Introduction to Conceptual Illustrations: From Concept to Illustration. The process of creating concept based illustrations, Developing the idea and corraling the idea using a net of concepts Creative Thinking : Ways to enhance creative thinking skill Research, Ideation : Ways to creative conceptual ideas for illustration. Digital tools and techniques to digitize illustration. The practical & theoretical aspect of conceptual illustrations.
- Unit 2 Identifying or extracting the concepts to work with Conceptual illustration for primary concepts, Math rhyme, songs & stories reinforce number & counting concepts. Extract ideas from a given text. Focus on the main points of the story, but also pay attention to details of the text that have the potential of being a good creative starting point.
- Unit 3 Sketching the idea / Identifying or extracting the concepts to Work and for editorial/ advertising poster, book cover, T shirt and personal. Impressive conceptual illustration that are both complex and minimalistic with a perfect balance between editorial & advertising for Newspapers, articles for social topics, and magazines. To serve the two purposes to provide meaning and Commentary. Give publication its personality.
- Unit 4 Giving Wings to Concepts Visual story telling; Story board/ Conceptual illustration in sequence for the purpose of pre – visualizing a motion picture, motion graphic or interactive media sequence, line of action for feature films, advertising commercials..

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio:

Recommended Books:

1. The Art Of Mulan: Sunny Apinchapong-Yang.
2. The Art Of Robots: **Pixar's** Daisuke "Dce" Tsutsumi

Photography is a rapidly evolving field, and photographic tastes continue to change with the technology. Photography, like all other assets in a project or advertising campaign must function in the service of a strategy.

- Unit 1 Understanding the advertising photography, importance of photograph in advertising. Study of various techniques for advertising photography
- Unit 2 Advertising Photography for various products, Still life, food and product photography - portraits and fashion.
- Unit 3 Conceptual Photography for various products and services. Indoor and outdoor photography.
- Unit 4 Planning and execution of advertising photography for the different print media like posters, press layouts, outdoor media, with the help of image editing software.

Produce a portfolio:

Recommended Books:

1. Advanced Digital Photography-Tom Ang
2. The Photographer's Mind- Michael Freeman
3. The Photographer's Eye - Michael Freeman

BFA AA17B6.3C MINI PROJECT

Investigate how designs can hold meanings and be introduced to some practical skills which will develop abilities as a visual communicator. Explore and develop skills in design, illustration and typography.

- Unit 1 Detailed study of the selected social cause (Social Ad) such as population control, blood donation, eye donation, eradicating child labor, adult education, etc.
- Unit 2 Collecting relevant data, planning and design of at least 3 formats for indoor media and 3 formats for outdoor media.
- Unit 3 Planning and strategy, identifying the target audience, visualizing various concepts, writing the required copy.
- Unit 4 Execution of the final design must be done with the prior approval of the guide and assessment is through a presentation.

Produce a portfolio:

For all the units the final execution may be done using computer keeping in view for reproduction.

Note:Head of the department will allot a guide to the students

During assessment the student must present his/her project.

BFA AA17B6.4C ADVERTISING OPERATIONS

- Unit 1 The Advertising Department – The Market, The Marketing Policy, Marketing department, Public Relations Department, Advertising budget & planning.
- Unit 2 Advertising Agency and Operations / In House.– How Agency Operates, The Account Executive, Securing the Client and selling agency services.
- Unit 3 Kinds of advertising, public relations, Marketing,Media Planning, client servicing, data collection and research.
- Unit 4 Advertising Plan, The Creative Department, Creative Advertising and Production department

Produce a portfolio:

Recommended Books:

1. Advertising Art & Ideas – Dr. G.M.Rege
2. History of Graphic Design – Phillips Megg.

ELECTIVE – 4

Student's choice of a PE (Professional Elective) may be from:

1. Courses offered by the PD (Parent Dept.)
2. Courses offered by ODs (Other Depts.) which may be either Core courses offered as 'Open' to OD students or as PEs. But these choices of the student have to be approved by the PD as permitted PEs.
3. Courses available online and listed as Approved / Recommended by the Dept.

Choose any one of the following

- 1. Digital Image Editing**
- 2. Creative Illustration**

BFA AA17B6.1E DIGITAL IMAGE EDITING

To provide with the fundamental knowledge of Digital Image Editing software.manipulationsThe course covers preparation of digitalfiles for output and reproduction, color management, color separations, color proofing,

- | | |
|--------|---|
| Unit 1 | Digital Imaging: Introduction to Image Editing Application, Bitmap and Vector Images, Creating, Opening and Closing Files, Changing Canvas Size, Color Mode and Resolution. Understanding layers, Printing, Selecting Areas, Picking and Selecting Color. |
| 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 color, coloring images. |
| Unit 4 | Using light and shadows, creating vignettes, borders and backgrounds, retouching and repairing, working with brushes, using action palette. |

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio:

Recommended Books:

1. "Digital Image Processing" - Rafael C. Gonzalez and Richard E. Wood
2. "Image Processing, Analysis and Machine Vision" - Milan Sonka, Vaclav Hlavac and Roger Boyle
3. "Fundamentals of Digital Image Processing" - Anil K. Jain

BFA AA17B6.2E CREATIVE ILLUSTRATION

Professional applications in drawing and illustration related to traditional, technology, industry specific problems. Practice and develop with main objectives in the advanced course to further develop skills and proficiency as illustrators exploring new media. Development of personal style and an evolution of work quality will be constantly groomed.

- | | |
|---------------|--|
| <u>Unit 1</u> | 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.
- Unit 3 Delves into the world of fantasy subjects such as fairy tales, folk tales, myths and legends, heroic fantasy, science fiction, horror, and supernatural tales. Become familiar with the visual vocabulary specific to these genres.
- Unit 4 Character Design through an emphasis on idea, shape, and structure. The goal is to create characters that captivate the eye, provoke the mind, and pull the viewer into their world and to breathe life into the characters through drawing.

Produce a portfolio:

Recommended Books:

1. Creative Illustration- Andrew Loomis (Illustrations)

OPEN ELECTIVE - 4

Student's choice of a OE (Open Elective) may be from:

1. Any of the listed courses on offer in the University provided the timetables facilitate and the PD 'admits/registers' the student for the course.
2. Any of the online courses available.
3. Any course in any other institution recognized by the UGC / AICTE / State Govt. / MHRD, etc. statutory acts or provisions.

IV YEAR – I SEMESTER

BFA AA17B7.2C

ADVANCE ILLUSTRATION

As in illustration creative solving and image making is an aspect of an illustrator that required practice and development. Main objectives in the advanced course will further develop skills and proficiency as illustrators exploring new media..

- Unit 1 Story based for advertisements film-Series for Animation-Technical Illustration.
- Unit 2 Perspective Illustration in various media and different techniques-product finishing – background and other special effects.
- Unit 3 Illustrations for comics, creating caricatures, illustration for lifestyle. Illustration focuses on the methods, manners, techniques, and presentation in lifestyle.
- Unit 4 Fashion Illustration, fantasies reflecting pop culture and communicating desires. Encouraged and guided to complete their portfolios and prepare a cohesive body of work.

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio:

Recommended Books:

1. Cartooning: The Ultimate Character Design Book by Christopher Hart.
2. Fashion Illustration Techniques: A Super Reference Book for Beginners by ZeshuTakamura
3. The Art of Perspective: The Ultimate Guide for Artists in Every Medium Author Phil Metzger

BFA AA17B7.2C

AD FILM MAKING

Introduction to the Ad world, corporate branding, grammar of Ad- film making skilled understanding of concepts, filming and a mind ever ready to learn in bringing out a product to life giving an identity and establishing a connect with consumers

- Unit 1 Understanding AD films, study of Ad-film equipment, Ad-film design techniques. Preparation of script and shooting, schedule for commercial Ad /music video and submission.
- Unit 2 Planning a story board, executing the story board for day-to-day products.Arranging technical characters, location, commencement of shooting and script.
- Unit 3 Working and shooting with video cameras, shooting and basics of editing, titling, music, rendering, special effects, output and release of Film
- Unit 4 Visiting and live demonstrations of professional Ad-film studios. Conceptualize an idea for a service or a product and make a story board along with the pre- requisites and execute the same.

References:

1. Commercial Ads on TV & Films
2. DVD OR CD from Resource Libraries.
3. Web Resources.
4. Creation of Titles ,Special Effects, Rendering, Output.

Produce a portfolio:

Recommended Books:

1. FCP Catalogue
2. Web Resources.
3. Peach pit Publications on FCP

BFA AA17B7.3C ADVANCED TYPOGRAPHY

This course focuses on using images and type to communicate visually. The course will build on typographic, compositional and imaging skills that have started to develop in earlier classes. The design of series, sequences and publications will extend the potential of image/type relationships.

Advanced Typography is a further exploration of expressive visual communication of words. Both the fundamental legibility of 'the invisible art' and over the expression through type will be addressed.

Unit 1 Semantic Typography - Type manipulation, three-dimensional typography, expressive typography, typographic poster etc. our verbal culture is documented and expressed through typography. In the publication design assignment, create a functional organization of complex information through effective hierarchy and typographic expression.

Unit 2 Type Design – Designing grid for a new typeface, various considerations experimenting with various styles and sizes, gain broader experience in the selection and arrangement of type for effective legibility and readability and enhance skills for shaping verbal messages through typographic design

Unit 3 Text and Image, Composition of visual information using grid structures to integrate text / image, informational / expressive aspects of Graphic Design, hierarchical relationships of visual elements, methods of text layout to enhance communication. Text and Image considers the inter-relationships between pictures and words and how they communicate visually and literally using design principles and elements.

Unit 4 Emphasis is placed on series, sequences and narrative using print-oriented media. Page layout and pagination are considered in the context of publication design challenges. Some exposure to off-set printing technology (digital image file types, CMYK and Pantone color systems, paper terminology and binding structures) is imparted through an applied project.

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio:

Recommended Books:

1. Typographies: A Manual of Design Hardcover – March 1, 2001-by Emil Ruder
2. Type Team: Perfect Typeface Combinations Paperback – March 16, 2015-by Tony Seddon.
3. Type: A Visual History of Typefaces & Graphic Styles Hardcover – September 15, 2013-by Alston W. Purvis, Jan Tholenaar
4. The Evolution of Type: A Graphic Guide to 100 Landmark Typefaces Hardcover – August 14, 2015-by Tony Seddon
5. New Perspectives in Typography Paperback – October 13, 2015-by Scott Williams
6. Typographic Design Paperback – Import, 29 Sep 2014-by Rob Carter

BFA AA17B7.4C**SEMINAR**

Lectures with guest speakers, working professionals in the areas of Illustration, Design, Animation etc. invited guest will address a variety of topic from copy write issues, how to work with design in print and electronic media. Other topics include portfolio design. Each student will work on a project tailored his/her individual professional goals to get the professional mileage out of this seminar.

BFA AA17B7.5C**CAMPAIGN PLANNING**

- Unit 1 What is Campaign? Campaign Objectives, Factors influencing the planning of an Advertising Campaign.
- Unit 2 The purpose of the campaign, three basic principles of campaign planning.
- Unit 3 Basic principles of planning, importance of target audience and financial aspects of campaign.
- Unit 4 Media, various media available, selection appropriate media, media plan, dynamism of media, major media analysis, building brand Image.

Produce a portfolio:

Recommended Books:

1. Advertising Art & Ideas – Dr. G.M. Rege
2. Advertising Excellence -

ELECTIVE – 4

Student's choice of a PE (Professional Elective) may be from:

1. Courses offered by the PD (Parent Dept.)
2. Courses offered by ODs (Other Depts.) which may be either Core courses offered as 'Open' to OD students or as PEs. But these choices of the student have to be approved by the PD as permitted PEs.
3. Courses available online and listed as Approved / Recommended by the Dept.

Choose any one of the following

1. **UI & UX Designing**
2. **Video Shooting and Editing**

BFA AA17B7.1E**UI & UX DESIGNING**

UI/UX design is an essential component of today's design landscape. This course examines the leading concepts of user-centered design through readings, discussions and assignments. Practical concerns include methodologies for rapid prototyping and developing an interactive project from an abstract idea to a finished minimum viable product. Students will gain an understanding of the tools and issues surrounding usability on the Web and mobile, and the various concerns involved in interactivity in general.

- Unit -1 What is User Experience? Distinction between UX and UI. UX Designers in the field UI Design Guideline for Android, IOS, Windows, UI Design Pattern, Navigation, Gestures, UI Resolution, Grids, Typo, Iconography, UI Design Principle, UI Design Guideline for Wearable, Digital Mood Board.
- Unit- 2 User Research and Planning User Research, User Centered Design process, User's point of view to solve a problem. To analyze, prioritize, and think strategically about content,

create better user experiences. UX Design Process, Heuristics, Differentiator, Storyboarding, Paper prototyping, Conceptualization, Ethnographic Study.

Unit-3 Sketching, Wireframing, Prototyping and Visual Designing. User Interface Design/UI Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to access, understand, and use to facilitate those actions. Basics of Interaction Design, UI Design Delivery Techniques, Specification Creation, Conversion Techniques, Asset Slicing.

Unit-4 Navigational Design: Compositional Design, Visual Design, User Interface Specification and Design Guide, Design thinking, Product lockdown, Industry Segment Designing- e-commerce, Automotive, Consumer, Enterprise, IoT, AR.

Produce a portfolio: Project Put together everything for a portfolio-worthy Project a key part of the curriculum. Pick a project of your interest targeted to a specific client (real or imaginary). Using the UX techniques and create a project that has been vetted by an industry professional.

Recommended Books:

1. The UX Book
2. Smashing UX Design
3. The User Experience Team of One
4. Sketching User Experiences: The Workbook

BFA AA17B7.2E

VIDEO SHOOTING & EDITING

Focuses on manipulating and rearranging video shots to create a new work. Editing is usually considered to be one part of the post production process - other post-production tasks include titling, color correction, sound mixing.

Unit -1 Video Shooting techniques: Camera and its controls for video shooting. Techniques involved in chrome key shooting.

Unit -2 Assembling the timeline(video editing)Editing from the Bin- Cutting down Your Sequence - Navigating the Timeline- Thinking Nonlinearly - Trimming Fundamentals - Methods of Trimming - Types of Trim.

Unit -3 Import and Exporting, introduction to effects, Conforming and Finishing importing and Exporting Motion Video, Types of Effects -Effect Design - Rendering – Key frames.

Unit -4 Introduction to Color Correction: The Color-Correction Interface- Color-Correction Workflow - Color Correcting with Curves

Unit -5 Introduction to Sound Editing: Understanding Sound Editing fundamentals, Recording audio.

OPEN ELECTIVE - 5

Student's choice of a OE (Open Elective) may be from:

1. Any of the listed courses on offer in the University provided the timetables facilitate and the PD 'admits/registers' the student for the course.
2. Any of the online courses available.
3. Any course in any other institution recognized by the UGC / AICTE / State Govt. / MHRD, etc. statutory acts or provisions.

IV YEAR - II SEMESTER

BFA AA17B8.1C INTERNSHIP

The internship course caters to build a broader perspective beyond academics and therefore practice working in professional design advertising related offices either private office or government organization. The organization should specialize in design consultancy services, manufacturing or designing of products. Duration of the internship should not be less than 12 weeks / 90 working days during the academic semester.

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.

Unit 2 The student has to submit the copy of the designs done during the Practical Training to the department for assessment.

Unit 3 One staffmember must visit the place where the student has trained and assess the student's sincerity.

Unit 4 Mentoring will be done by both industry and faculty guide.

BFA AA17B8.2C THESIS/DISSERTATION

Research and Communication Skills: Key aspects of research and communication studies in academic contexts relevant to design. To locate, understand and critically evaluate information from books, journals, and the Internet and primary sources in order to do effective research. Using sources of information produce an extended piece of analytical writing. Skills in doing primary research (i.e. conducting focus groups and surveys), accessing and evaluating information, paraphrasing, using established referencing systems.

Unit 1 A report on any topic relevant to design with data collection, analysis under the guidance of a guide. The final report should follow the university format of dissertation.

Unit 2 The presentation should have interesting visuals with necessary data.

BFA AA17B8.3C PROJECT – FINAL

A strong professional portfolio provides an important foundation for the development of a successful future design career. A theoretical and practical overview of graphic design in visual communication will strengthen design skills through exploration of the fundamentals of design.

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

Unit 2 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/a Firm.

Unit 3 The student must strictly follow the procedure of a Campaign planning. The ideas and visuals must be his/her own. All the necessary formats must be attempted.