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JNAFAU COLLEGE OF FINE ARTS
MAHAVEER MARG, MASAB TANK, HYDERABAD - 500 028, A.P., INDIA.

PROPOSED ACADEMIC REGULATIONS FOR MFA (APPLIED ART)

(with effect from the academic year 2008-09)

I. COURSES OFFERED:

The following courses of study are offered for the award of MFA programme.

1. APPLIED ART AND VISUAL COMMUNICATON
2. PHOTOGRAPHY AND MEDIA COMMUNICATON
3. PAINTING AND VISUAL COMMUNICATON
4. SCULPTURE AND VISUAL COMMUNICATON

II. ELIGIBILITY FOR ADMISSION:

1. Admission will be made on the entrance test conducted by the JNA&FAU College of Fine Arts, Hyderabad for those who have fulfilled eligible qualifications, subject to reservations prescribed by the University.
2. Candidates seeking admission to these programs shall be working in and around Hyderabad.

III. COURSE DETAILS:

1. MFA Programme is of 2 years with 4 semesters.
2. Subjects are classified as Theory, Practicals, Project Work, Internship (if necessary), Practical training and Viva-voce.
3. Each semester will have a minimum of 20 weeks of instruction including examination period (with 90 clear instruction days) and 6 days per week.

IV. MINIMUM ACADEMIC REQUIREMENT:

1. A student has to put in a minimum of 75% attendance in aggregate of all the subjects to be eligible for end examination.

2. A 10% short of aggregate attendance in any semester upon production of satisfactory reasons may be condoned by Way on condonation fee as prescribed by the college academic committee.
3. Any student whose aggregate attendance is below 65% shall not be eligible to appear for end semester examination.
4. Any student who is declared ineligible for shortage of required percentage of attendance shall repeat the semester subject to availability but has no matter of right for demanding commencement of the respective semester and accordingly no future claims of what so ever nature in this regard.
5. A student can be conditionally promoted from first semester to second semester if he/she has not more than two backlogs either theory or practical.
6. A student cannot be promoted from first semester to second semester if he/she has not more than two backlogs either theory or practical.
7. Regular and supplementary examinations shall be conducted at the end of each semester to facilitate the students to fulfill the academic requirements including backlogs.

V. EVALUATION:

1. The performance of the candidate in each semester shall be evaluated subject-wise with a maximum of 100 marks for the theory and 100 marks for the practicals, on the basis of internal evaluation and End Semester Examination.
2. The theory subjects 60 marks shall be awarded based on the performance on the End Semester Examination. 40 marks shall be awarded based on the Internal Evaluation. The Internal Evaluation shall be made based on the better of the marks secured in the two-midterm examination (in case of theory subjects) conducted in the middle of the Semester and the other immediately after the completion of instruction.
3. For practical subjects, 60 marks shall be awarded based on the performance in the End Semester Examinations, 40 marks shall be awarded based on the day-to-day performance as Internal Marks.
4. A candidate shall be deemed to have secured the minimum academic requirement in a subject of he secures a minimum of 40% of marks in the End Examination and a minimum aggregate of 50% of marks in the total marks in the End Semester Examination and Internal Evaluation taken together.
5. In case the candidate does not secure the minimum academic requirement in any subject he has to reappear for the End Examination in that subject.

6. In case the student secures less than he required attendance in the Examination in that subject(s), he shall not be permitted to appear for the End Examination in that subjects. He shall re-register the subject when next offered.

VI. AWARD OF DEGREE:

1. A student shall be declared eligible for the award of MFA degree if he/she completes it successfully for not less than 2 academic years and not more than 4 academic years.
2. A student who fail to fulfill all the above academic requirements for the award of the MFA degree within 4 academic years from the year of his/her admission shall forfeit his/her seat in MFA course.

VII. AWARD OF CLASS:

A student upon successful completion of requirements prescribed by the Academic Regulations and the Course Structure governing the respective Discipline is eligible for award of M.F.A. Degree Certificate in the concerned discipline. He/She shall be awarded. One of the following Four Classes calculated on the aggregate marks secured in the entire programme.

| Class Awarded | % of marks secured |
|------------------------------|---------------------------------|
| First Class with distinction | 75% and above |
| First Class | Below 75% but not less than 60% |
| Second Class | Below 60% but not less than 50% |

VIII. TRANSITORY REGULATIONS:

Candidate who have discontinued or have been detained for want of attendance or who have failed after having undergone the course are eligible for admission to the same or equivalent subjects as and when subjects are offered.

IX. WITHHOLDING OF RESULTS:

The results of any student shall be withheld if:

1. He/She has not cleared the dues to the Institution/Department.
2. A case of disciplinary action is pending against him/her.

X. GENERAL:

1. The academic regulations should be read as a whole for purpose of any interpretation.
2. In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final.
3. The University may change or amend the academic regulations and syllabus at any time and the changes and amendments made shall be applicable to all the students with effect from the date notified by the University.
4. When ever the word he/him or his occur, it will also include she/her and hers.

MASTER OF FINE ARTS (MFA) (REGULAR)**APPLIED ART & VISUAL COMMUNICATION****COURSE STRUCTURE****1ST SEMESTER**

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

2ND SEMESTER

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

3RD SEMESTER

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

4TH SEMESTER

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

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

1ST SEMESTER

MFA A 11: History of Graphic Design

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

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

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

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

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

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

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

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

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

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

MFA A 12

Visualization

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

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

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

UNIT2 : poster design – indoor and outdoor

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

UNIT4: Publication design like magazine news paper

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

MFA A 13

ILLUSTRATION

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

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

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

UNIT 2: Illustrations for Various Sports Magazines

UNIT 3: Thematic Illustration

UNIT 4: Creative Illustrations

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

MFA A 14

MINI PROJECT

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

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

2ND SEMESTER

MFA A 21

Advertising and Market Research (Th)

UNIT 1: Social and economic aspects of advertising

UNIT 2: Legal aspects of advertising

UNIT 3: Selection of media planning

UNIT 4: Marketing and market research

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

MFA A 22

Visualization

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

UNIT 1: Concepts of ad films

UNIT 2: Exploring media / formats

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

UNIT 4: Road shows

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

MFA A 23

GRAPHIC DESIGN OR ILLUSTRATION

GRAPHIC DESIGN

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

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

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

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

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

Unit 2 : Designing sinages

Unit 3 : Book cover and book jacket designs

Unit 4 : Expressive typography

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

Illustration

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

UNIT 1: Traditional Illustrations, Graphic Illustrations

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

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

UNIT 4 : Combination Of The Above Using Vector Graphics

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

MFA A 24

Mini Project

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

(Minimum 6 Nos. works)

3RD SEMESTER

MFA A 31

The Legal Aspects of Advertising (TH)

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

UNIT 1 : Advertisements in newspapers and magazines

UNIT 2 : Radio and television advertising – advertising contracts

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

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

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

MFA A 32

Visualization

From Imagination to Reality - Making Creative Visualization Work Remez Sasson

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

UNIT 1 : Social services

UNIT 2 : Electronic media

UNIT 3 : Web design- home page with links

UNIT 4 : Product layouts

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

MFA A 33

GRAPHIC DESIGN OR ILLUSTRATION

Graphic Design

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

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

UNIT 1: Typographic, Print & Package Design,

UNIT 2: Publication Design, Branding and Identity Design,

UNIT 3: Corporate Communications Design

UNIT 4: Communication Design.

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

Illustration

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

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

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

UNIT 3: Product Illustrations, Thematic Illustrations, Medical Illustrations

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

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

MFA A 34

Mini Project

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

4TH SEMESTER

MFA A 41 P

Final project work (campaign)

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

MFA A 42 T

Thesis

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

Thesis should be in accordance with the following:

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

MFA A43 P

VIVA VOCE

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