

APPLIED ART & PAINTING

[SPECILISATION CODE: 02]

PAPER-I

S.NO	SUBJECT NAME	SUBJECTCODE
1	RESEARCH METHODOLOGY FOR VISUAL ARTS	R 50201
2	RESEARCH METHODOLOGY (APPLIED ARTS)	R 50202

PAPER-II

[SPECILISATION CODE: 02]

S.NO	SUBJECT NAME	SUBJECTCODE
1	VISUAL ARTS (PAINTING)	R 50251
2	APPLIED ART	R 50252
3	TYPOGRAPHY (APPLIED ART)	R 50253

Paper-I

Research Methodology for Visual Arts

- Unit-I: Research Methodology in Visual Art:
Meaning of Research, Objectives of Research, Types of Research
Research Approaches, Significance of Research
Research Methods versus Methodology
- Unit-II: Defining the Research Problem and Hypothesis in Visual Art:
What is a Research Problem?, Identifying the Problem
Review of Literature, Defining the Problem
What is the Hypothesis?, understanding Hypothesis, Types of Hypothesis
- Unit-III: Meaning of Research Design in Art:
Important Concepts Relating to Research Design
Different Research Designs
- Unit-IV: Methods of Data Collection and Analysis:
Qualitative & Quantitative Methods
Primary and Secondary Data Collection
Exploratory Method, Interview Method
Collection of Data through Questionnaires
Other Methods of Data Collection
- Unit- V: Writing a Research proposal, Synopsis and Thesis:
Characterization, Hypothesis, Preliminary observation, Conclusion, etc.
- Unit-VI: Citation Methods and Plagiarism.

Recommended Books

1. Bairagi, Vinayak and Munot.V, Mousami (Ed). Research Methodology: A Practical and Scientific Approach. New York: Taylor & Francis, 2019.
2. Bhattacharyya, D K. Research Methodology. New Delhi: Excel Books , 2006.
3. Creswell, W. John. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, SAGE Publications, 2002.
4. Kothari, C R and Garg, Gaurav. Research Methodology: Methods and Techniques. New Age International, 2019.
5. Singh, Y.K. and Bajpai, R.B. Research Methodology: Techniques & Trends. APH Publishing, 2008.

Paper-I

Research Methodology (Applied Arts)

- Unit-I: Research Methodology in Visual Art:
Meaning of Research, Objectives of Research, Types of Research
Research Approaches, Significance of Research
Research Methods versus Methodology
- Unit-II: Defining the Research Problem and Hypothesis in Visual Art:
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5. Singh, Y.K. and Bajpai, R.B. Research Methodology: Techniques & Trends. APH Publishing, 2008.

PAPER-II

VISUAL ARTS (Painting)

1. Introduction to Aesthetics (Indian & Western)
 - a) Theories of Painting with reference to "Shilpa Shastra"/ "Chitrasutra" etc.
 - b) Comparative study of "Rasa" and the Concept of beauty.
 - c) Western Aesthetics:
 - Aesthetic theories of Plato on Art.
 - Aristotle's concept of imitation (or) mimesis.
2. a) The revivalist trends in the west: 15th century Italian Art, Baroque, Neo-classical Art and the social political impact and cultural conditions.
b) Introduction to social and historical background of Art of the 20th century: (with reference to Europe) –Romanticism-Realism-Impressionism-Post Impressionism-Symbolism-Fauvism-Expressionism and Cubism.
3. Post –Independent Art movements in India: -Abstraction, Post-Independence Era/period and art practices during that time.
 - Progressive Group
 - Calcutta Group
 - Cholamandal Artist Group
 - Baroda Group
4. Study of Non-Representational Art
 - a) VS Gaitonde, Jeram Patel, Nasreen Mohammadi, S H Raza
 - b) Contemporary Indian art and Artists
 - c) Post Modern Art in India.
5. Importance of Feminist Art in the West and an introduction to Feminist Art: Discussion of well-known feminist artists in the west during the 1960s (Concept & Style)
6. Introduction to Visual Art Praxis: Explore Visual art praxis through the processes of acquiring skills- using the principles of arts, and foregrounding various theoretical assumptions. Understanding semiotics-the concept of Sign (signifier and signified), and the concept of Dhvani
7. Conceptual Art in India: Vivan Sunderam, Nalini Malani, Sonia Khurana, Subodh Gupta, Puspamala N, Bharti Kher, Shilpa Gupta and Sheila Gowda.

Recommended Books

1. Barrett, Douglas and Gray, Basil. *Treasures of Asia: Indian Painting*, Skira, Pennsylvania State University, 1963.
2. Britt, David. (Ed), *Modern Art: Impressionism to Post-modernism*. Thames and Hudson, 1999.
3. Dalmia, Yashodhara. (Ed), *Contemporary Indian Art: Other Realities*, 2003.
4. Fleming, John. *A World History of Art*, (Revised 7th ed).London: Lairence King, 2009.
5. Gombrich E.H. *The Story of Art*. Prentice-Hall, 1995.

Syllabi for Pre. PhD.

6. Johnson, Paul. *Modern times: a history of the world from the 1920s to the year 2000*. London: Phoenix Giant, 1999.
7. Kleiner, Fred. *Gardner's Art Through the Ages: A Concise History of Western Art*. Cengage Learning, 2010.
8. Mitter, Partha. *Art and Nationalism in Colonial India, 1850-1922: Occidental Orientations*. Cambridge University Press, 1994.
9. Read, Herbert. *A Concise History of Modern Painting*. Literary Licensing, LLC, 2013.

PAPER II

Sub: **Applied Art**

Unit-1: The evolution of Visual Communication from Pre-historic times. Invention of Writing, Verbal and Non-verbal communication. the origins of Printing and Typography, Contribution of Johann Gutenberg for Movable type, The German Illustrated book. Typography for Industrial Age, Contribution of William Morris for Typography and design, The development of poster during Art Nouveau movement,

Unit-2: Elements of Art, Principles of Design: Balance, Emphasis, Unity, Simplicity, Proportion. Layout and its components. Colour Theory, Role/importance of Colour in design, understanding RGB and CMYK colour modes in reproduction, Corporate Identity in Visual Communication. design considerations of Monogram, logo, Trademark, Symbol and Mascot,

Unit-3: Anatomy of a letter form. Weights and Proportions of a letter form. Classification of Type Faces. Typographic Font, Typographic Measurement. Typographic Grid. Visibility, Legibility and Readability of a type. Hand Composition, Linotype, Monotype and Digital type setting. Design considerations of a Type design, Type family, Study of Typefaces such as Garamond, Universe, Baskerville, Helvetica and Times Roman. Expressive Typography, role of Typography in Advertising and Visual Communication.

Unit-4: Functions of Advertising, Advertising campaign objectives, Three main decisions of a Campaign planning, principles of Campaign Planning, Advertising campaign objectives, Available media for Advertising, Outdoor Vs Indoor Advertising, Design for Print media, Broadcasting media, Social media and Transit Media, Advertising copy, Verbal and Non-verbal communication, Importance of pictures in Advertising, Role of colour in Advertising, Role of an artist/designer, Visualizer, Art Director and creative director in advertising, Creativity and creative strategy.

Unit-5: Emerging trends in design: Digital Graphic Design, Digital Drawing, Digital Image Editing, Web design, design for Desktop Publishing, design for Multi-media, and Fundamentals of Interactive design (UI & UX).

References:

1. "A History of Graphic Design" by Phillip B. Meggs.
2. "Applied Art handbook" by prof. SK Luthra
3. "Typographic Design: Form and Communication by Rob Carter, Ben Day and Phillip Meggs
4. "Advertising Art & Ideas" by G.M. Rege.
5. "Advertising Excellence" by Bovee, Thill, Dovel, Wood
6. "The Fundamentals of Interactive Design" by Michael Salmond and Gavin Ambrose.
7. "Graphic Design School" by David Babner, Sandra Stewart, Eric Zempol, Abbie Vickress

PAPER II

Sub: Typography (Applied Art)

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