



Circular/SU./Interdisciplinary Studies/Curriculum- PG/NEP/11/2023

It is hereby inform to all concerned that, on recommendation of Dean, Interdisciplinary Studies, the Hon'ble Vice-Chancellor has accepted the following Curriculum of Post Graduate Two Years Degree Courses as per the Norms of National Education Policy-2020 under the Faculty of Interdisciplinary Studies run at the affiliated Colleges, University Department's & Sub-Campus, Osmanabad in his emergency powers under Section-12[7] the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council as appended herewith.

Sr.No.	Name of the PG Curriculum	Semester
1.	M.A. Home Science (for all Affiliated Colleges)	Ist to IInd
2.	M.A. Music (for all Affiliated Colleges)	Ist to IVth
3.	M.S.W. (Master of Social Work) (for all Affiliated Colleges & University Department)	Ist to IVth
4.	M.A. Library & Information Science (M.Lib.&Inf.Sci.) (for all Affiliated Colleges & University Department)	Ist to IVth
5.	M.A. Journalism & Mass Communication (M.A.J&MC) (for all Affiliated Colleges & University Department)	Ist to IVth
6.	M.F.A. Painting (Painting/Portraiture/Print Making-Graphic) (for all Affi.Coll. & Uni.Dept.)	Ist to IVth
7.	M.F.A. Applied Art (Illustration/Visualization/Typography) (for all Affi.Coll. & Uni.Dept.)	Ist to IVth
8.	M.F.A. - By Research Applied Art (Illustration/Visualization/Typography/Photography) (for University Department)	Ist to IVth
9.	M.F.A. - By Research Painting (Painting /Portraiture /Print Making) (for University Department)	Ist to IVth
10.	M.A. Yoga (for University Department)	Ist to IVth
11.	M.A. (Music) (for University Department)	Ist to IVth
12.	M.P.A. (Stage Craft Specialization) (for University Department)	Ist to IVth
13.	M.P.A. (Acting Specialization) (for University Department)	Ist to IVth
14.	M.P.A. (Production & Direction Specialization) (for University Department)	Ist to IVth
15.	M.P.A. (Folk Theatre Specialization) (for University Department)	Ist to IVth
16.	M.P.A. (Creative Dramatics Specialization) (for University Department)	Ist to IVth
17.	M.A. Liberal Arts (Master of Liberal Arts) (for University Department)	Ist to IVth
18.	M.A. Theatre Arts (Master of Theatre Arts) (for University Department sub-Campus, Osmanabad)	Ist to IVth

This revised Curriculum shall be applicable from the Academic year 2023-2024 and onwards in all Affiliated Colleges, University Departments & Sub-Center, Osmanabad.

This is also available on the University website www.bamu.ac.in

All concerned are requested to note the contents of this circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO.SU/All.PG.Curr.12(7)./NEP/2023-2024/

Date:- 08-08-2023.

8842-9392

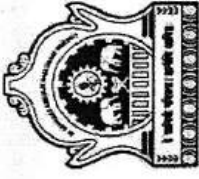
[Signature]
Deputy Registrar,
Academic Section

Copy forwarded with compliments to:-

- 1] The Head, all concerned Departments,
Dr. Babasaheb Ambedkar Marathwada University Aurangabad & Sub-Center,
Osmanabad.
- 2] The Principals, all affiliated Colleges, Dr. Babasaheb Ambedkar Marathwada
University.
- 3] The Principal, Government College of Art & Design, Aurangabad.
- 4] The Director, University Network & Information Centre, UNIC, with a request to
upload the Circular on University Website.

Copy to :-

- 1] Director, Board of Examinations & Evaluation, Dr. Babasaheb Ambedkar
Marathwada University, Aurangabad.
- 2] The In-Charge, E-Suvidha Kendra, Rajarshi Shahu Maharaj Pariksha Bhavan,
Dr. Babasaheb Ambedkar Marathwada University,
- 3] The Section Officer, [Professional Unit], Examinations,
- 4] The Programmer [Computer Unit-1] Examinations,
- 5] The Programmer [Computer Unit-2] Examinations,
- 6] The Public Relation Officer, Dr. Babasaheb Ambedkar Marathwada University,
Aurangabad.
- 7] The Record Keeper, Dr. Babasaheb Ambedkar Marathwada University,
Aurangabad.



DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
AURANGABAD

**Faculty Interdisciplinary Studies
DEPARTMENT OF FINE ART**

NEP Revised Curriculum of

Vide.G.R.No,NEP-2022/CR No,09VISHI-3 Shikana dated April20,2023

MASTER OF FINE ARTS – APPLIED ART

Illustration / Visualization / Typography

(Choice Based Credit & grading system)

W.E.F. ACADEMIC YEAR 2023-24

Dr. C. P. Ghoshale
Dr. C. P. Ghoshale
Head

Dr. C. P. Ghoshale
Head
Department of Fine Art,
Dr. Babasaheb Ambedkar
Marathwada University,
Aurangabad



DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,

AURANGABAD

Faculty Interdisciplinary Studies
DEPARTMENT OF FINE ART

NEP Revised Curriculum of

Vide.G.R.No.NEP-2022/CR No.09/VISHI-3 Shikana dated April20,2023

MASTER OF FINE ARTS – APPLIED ART

Illustration / Visualization / Typography

(Choice Based Credit & grading system)

W.E.F. ACADEMIC YEAR 2023-24

Dr. P. P. Pawar
Director, Fine Arts
Dr. P. P. Pawar
Director, Fine Arts

Dr. P. P. Pawar

Specialization course in "Applied Art" leading to the Master of Fine Art (M.F.A. Applied Art)

- This Syllabus is designed in terms of preparing the student for the professional scenario with relevance to practical needs and requirements. The number of assignments also requires with reference to learning objects for every subject and the time available. A holistic approach includes providing industry training via internships, handling live projects, visits to advertising and design houses and also print and production units.
- Technical advancement is the key to a substantial teaching system in today's world and thus a great responsibility lies on the art curriculum to prepare students to rise to meet global standards and align seamlessly to changing trends.
- The modern world seems to be growing exponentially in the digital domain, and yet the print is also evolving like never before. Thus the syllabus is structured with balance in learning skills in both the domains of design. The syllabus needs to be made to promote flexibility and freedom of approach in teaching, within the structure of learning objectives.
- Regular expertise interaction will help to build a bridge between students and their future mentors from industry.
- There will be three specializations and the student can specialize in one of these specializations. They are: **Illustration /**

Visualization / Typography.

- Once student select his / her Specialization subject, cannot change for whole course.
- The arrangement of visiting staff and regular staff for concern expertise subject to be made by institute according to syllabus.
- The experts / Visiting staff can be Professionals, master craftsmen, artists and traditional artists or from allied subjects.
- While conducting practical assignment attention will be given to develop in students a good professional outlook, apart from academic excellence.
- Visits to Design Studio, Advertising Agency, Print Industry, Museums, Temples, Architectural Monuments, Exhibitions, Galleries, Professional set up, Art and Craft workshop are to be the regular features.



Course Pattern	
Title of Course	M. F. A. (Master of Fine Arts) – Applied Arts
Course Duration	Two Years (4 Semester)
Examination Pattern	Semester Pattern
Intake Capacity	15 students per year
Teaching Learning Days	90 Days per Semester
Eligibility	B.F.A/B.V.A / BFA. Bridge Course in Applied Art or Equivalent

Sr. No	Equivalent percentage	Grade Points	Grade	Grade description
01.	90.00-100	9.00-10	O	Outstanding
02.	80.00-89.99	8.00-8.99	A ++	Excellent
03	70.00-79.99	7.00-7.99	A +	Exceptional
04	60.00-69.99	6.00-6.99	A	Very Good
05	55.00-59.99	5.50-5.99	B+	Good
06	50.00-54.99	5.00-5.99	B	Fair
07	45.00- 49.99	4.50-4.99	C+	Average
08	40.01-44.99	4.01-4.49	C	Below average
09	40	4.00	D	Pass
10	<40	0.00	F	Fail

A. Standard of Passing-

To pass the candidate must obtain at least 50 % in individual subjects, in internal assessments and University examination in all theory and practical subjects.

B. ATKT Rules

As Per University Rules.

C. Award of Class

The system of evaluation will be as follows

D. Attendance of Students

This is a Practical oriented Full time Regular course, so 75 % attendance is compulsory.

E. Verification / Revaluation

- Verification will be done by panel appointed by Concern University
- Revaluation will be done only for theory papers by panel appointed by concern University, Not for the practical subjects.
- Internal marks will not change. A student cannot claim to repeat or reevaluate the internal assessments.

F. Medium of Instruction

Medium of instruction and Examination will be **English** as a global language/ **Hindi** as a national language/ and **Marathi** for better understanding of students.

G. University Terms

Academic calendar should be follow as per concern Universit

Master of Fine Art-Applied Art

NEP-2023-24

Semester : First & Second Semester

Year	Level	Sem	Major		Elective	RM	OJT/FP	RP	Cum.Cr	Degree
			Mandatory							
2Yr PG	6.0	Sem I	Advertising Foundation and Dimension (TH) C-3 Technical Theory (TH) C-3 Specialization (Illustration or Visualization or Typography) C-4 Computer Graphics (PR) C-2 Field Work (PR) C-2	14	1) Visual Communication Design (PR) C-4 2) IVS Appreciation of art (only Other Faculty Student) C-4	Research Methodology C-4	---	---	22	---
1year	6.0	Sem II	Advertising Foundation and Dimension (PR) C-3 Technical Theory (PR) C-3 Specialization (Illustration or Visualization or Typography) C-4 Computer Graphics (PR) C-2 Field Work (PR) C-2	14	Visual Communication Design (PR) C-4	---	On Job Training C-4 (On job training of 04 credits during summer break)	---	22	PG Diploma (Exit Option at the end of the first year Master's Degree
			14		04	04	04	---	---	---
			14+14=28		04+04=08	04	04	---	44	---

**Master of Fine Art-Applied Art
NEP-2023-24**

Semester : Third & Final Semester

Year 2Yr PG	Level	Sem	Major		Elective	RM	OJT/FP	RP	Cum.Cr	Degree																						
			Mandatory																													
II year	6.5	Sem III	Copy Writing (TH) C-4 Packing Design (PR) C-2 Specialization (Illustration or Visualization or Typography) C-4 Visual Communication Design(TH) C-2 Computer Graphics (PR) C-2	14	Visual Communication Design C-4	---	----	Research Project C-4	22	--																						
											III	04	Visual Communication Design C-4	--	04	Research Dissertation C-06	22	--	PG Degree after 4 year UG													
																				Sem IV	Copy Writing (TH) C-4 Packing Design (PR) C-4 Specialization (Illustration or Visualization or Typography) C-4 Viva-Voce	12	04	08	04	10	--					
																												III+IV	26	08	10	--
I to IV	28+26=54	08+08=16	04	10	88																											

NEP 2023-24 : COURSE STRUCTURE

MFA - Applied Art: (Illustration / Visualization / Typography)									
Sem.	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem. / Minm. Assessment tutorial	Exam. Hrs.	Marks		Total
							Internal	Exam.	
Ist Semester									
I	Mandatory (Major)	Course-01	Advertising Foundation and Dimenstion (TH)	03	45 - 04	3	40	60	100
		Course-02	Technical Theory (TH)	03	45 - 04	3	40	60	100
		Course-03	Specialization (Illustration or Visualization or Typography) (PR)	04	120 - 05	18	40	60	100
	Elective (Major)	Course-04	Computer Graphics (PR)	02	60 - 05	12	40	60	100
		Course-05	Field Work (PR)	02	60 - 05	NA	40	--	40
	RM	Course-06	Visual Communication Design (PR)	04	120- 05	18	40	60	100
		Course-07	Research Methodology(TH)	04	60-02	3	40	60	100
TOTAL				22	510-30	---	280	360	640
Th 150 hrs + Pr 360 hrs = 510hrs – 510 =30 Other activity – library hrs, Exhibition , Study Tour & Other									

2nd Semester MFA - Applied Art										
Sem.	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem. / Minm. Assessment tutorial	Exam. Hrs.	Marks		Total	
							Internal	Exam.		
II	Mandatory (Major)	Course-08	Advertising Foundation and Dimension(TH)	03	45 - 02	3	40	60	100	
		Course-09	Technical Theory (TH)	03	45 - 02	3	40	60	100	
		Course-10	Specialization (Illustration or Visualization or Typography) (PR)	04	120 - 05	18	40	60	100	
	Elective (Major)	Course-11	Computer Graphics (PR)	02	60 - 05	12	40	60	100	
		Course-12	Field Work (PR)	02	60 - 05	NA	40	--	40	
		Course-13	Visual Communication Design (PR)	04	120-05	18	40	60	100	
	OJT/FP	Course-14	On Job Training (PR)	04	60-02	NA	--	60	60	
			(On job training of during summer brack)							
					TOTAL	22	510-26	240	360	600
	Th 90 hrs + Pr 420 hrs = 510hrs - 540 =30 other activity - library hrs, Exhibition, Study Tour & Other									
	PG Diploma (Exit Option at the end of the first year Master's Degree)									

3 rd Semester MFA - Applied Art									
Sem.	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem. / Minn. Assessment tutorial	Exam. Hrs.	Marks		Total
							Internal	Exam.	
III	Mandatory (Major)	Course-15	Copy Writing (TH)	04	60-04	3	40	60	100
		Course-16	Packing Design (PR)	02	60-05	12	40	60	100
		Course-17	Visual Communication Design (TH)	02	30-02	3	40	60	100
		Course-18	Computer Graphics (PR)	02	60-05	12	40	60	100
	Course-19	Specialization (Illustration or Visualization or Typography) (PR)	04	120-05	18	40	60	100	
	Elective (Major)	Course-20	Visual Communication Design (PR)	04	120-05	18	40	60	100
	RP	Course-21	Research Project (TH)	04	60-05	NA	--	60	60
TOTAL				22	510-31	---	240	420	660

Th 150 hrs + Pr. 360 hrs = 510hrs - 540 = 30 other activity - library hrs, Exhibition, Study Tour & Other

Dr. C. P. Singh

4 th Semester MFA - Applied Art									
Sem.	Course	Ref. No	Subject Title	Credit	No. of Hrs. / per Sem. / Minim. Assessment tutorial	Exam. Hrs.	Marks		Total
							Internal	Exam.	
IV	Mandatory (Major)	Course-22	Copy Writing (TH)	04	60 - 02	3	40	60	100
		Course-23	Packaging Design (PR)	04	120 - 05	12	40	60	100
		Course-24	Specialization (Illustration or Visualization or Typography) (PR)	04	120 - 05	18	40	60	100
	Course-25	Viva-Voce	--	--	Jury Exam	--	60	60	
	Course-26	Visual Communication Design (PR)	04	120 - 05	18	40	60	100	
	Course-27	Dissertation (TH)	06		90-01	Jury Exam	--	100	100
	RP								
TOTAL				22	510-26	---	160	400	560
Grand Total				88	2070		920	1540	2500
Th 150 hrs + Pr 360 hrs = 510hrs - 540 =30 other activity - library hrs, Exhibition , Study Tour & Other									
PG Degree after 4-year UG									

SEMESTER: FIRST
MASTER OF FINE ARTS – APPLIED ART
Illustration / Visualization / Typography

Mandatory (Major)	Course 01	Course Title : Advertising Foundation and Dimension (For all Electives)
THEROY : 60	CREDIT : 03	SESSIONAL/TUTORIEL : 40

- 1 **Advertising Concept**
 - a Definition and Classification of Advertising in the changing context.
 - b Technology and Evolution of Advertising
 - c Development and Growth of Modern Advertising
 - d Function and Effects of Advertising.
- 2 **The Advertising Environment: Economy, Society and Technology**
 - a The Advertising Environment
 - b Economic Forces and Advertising
 - c Social Forces and Advertising
 - d Technological Forces and Advertising

[Handwritten Signature]
[Handwritten Name]

- 3 **Legal Aspect of Advertising**
 - a Copyright, Trade Mark, Consequences of Advertising
 - b Status of Advertising Agents
 - c Advertising contracts and consequences
 - d defamation, Slander of Goods.
- 4 **Buyer Behavior and Marketing**
 - a The Buyer decision process
 - b Factors Influencing the Business Market
 - c Factors Influencing the Consumer Market
 - d Consumer Behavior
- 5 **Commercial Aspect of Advertising**
 - a Creative Advertising and Commercials
 - b Creative Copy writing, Formulating Copy
 - c Campaign Planning / Campaign Objectives
 - d Financial aspects of campaign planning

Reference Books

- 1 Advertising Art and Ideas/ Dr. G.M Rege / Ashutosh Prakashan
- 2 Principles of Advertising- A Global Perspective / Montle Lee, Carla Johnson
- 3 Klippners Advertising Procedure / Klippner
- 4 Marketing Management / Philip Kotler / Low price Edition / Pearson Education

Mandatory (Major)	Course 02	Course Title : Technical Theory (For all Electives)
THEROY : 60	CREDIT : 03	SESSIONAL /TUTORIEL : 40

1 Communication

- a The evolution of Communication
- b The systems of Communication
- c The types or Methods of Communication
- d Importance of the study of Communication

2 Gestures

- a Prominent routine Gestures
- b Face, Hands, Body Movement, Pantomime or Miming
- c Technical Gestures, The dance
- d Indian Mythology, The dance in India

3 Pictures

- a Paintings in India
- b Different schools of India viz. Ajanta, Mughal, Rajput etc.
- c Illustrations, Caricatures and cartoons
- d Photographs

4 Symbols and Scripts

- a Symbolism in India
 - b Picture Writing, Ideographic Writing
 - c Transitional Writing, Phonic Writing
 - d Alphabetic Writing, Calligraphy
- #### 5 Medias of Communication
- a Historical background of the Poster
 - b The advantage of the Modern Poster, Functions of Posters
 - c Role of News papers in society as a medium of communication
 - d Importance of Magazines as a medium of Communication

Reference Books

01. Advertising Art and Ideas/ Dr. G.M.Rege / Ashutosh Prakashan
02. Principles of Advertising- A Global Perspective/ Montle Lee, Carla Johnson
03. Klippners Advertising Procedure / Klippner
04. Marketing Management / Philip Kotler / Low price Edition / Pearson Education
05. The World of Visual Communication/ Dr. G.M.Rege/ Himalaya Art Book Centre Publication

Elective (Major)	Course 06	Course Title : Visual Communication Design
PRACTICAL : 60	CREDIT : 04	SESSIONAL/TUTORIEL : 40
<p>Visualization / Lettering Typography / Illustration / photography elective specialization oriented assignments. Creative finished artwork in elective specialization suitable for advertising, Publication, Public Welfare. Various media must be use with clear accent on their subject of elective specialization.</p>		

Mandatory (Major)	Course 04	Course Title : Computer Graphics
PRACTICAL : 60	CREDIT : 02	SESSIONAL/TUTORIEL : 40
<p>Study of Computer Software applications used for creating Graphic Design. In first semester student must thoroughly study one of the software to create advertisement using vector formats. It is expected to study such application software like CorelDraw, or Adobe Photoshop</p>		

Mandatory (Major)	Course 05	Course Title : Field Work
PRACTICAL : NA	CREDIT : 02	SESSIONAL/TUTORIEL : 40
<p>A study camp minimum of four days must be attended by the student to make detailed study of animals, Historical monuments, Museums, Zoo, Bazaars, Nature, and People etc. for sketching and / or photography purpose. Students also should visit various local & other places/ spots of interactions to make their studies, such study must be based on their choice of specialization. A portfolio pertaining to such study must be submitted by the student.</p>		

Mandatory (Major)	Course 03	Course Title : Specialization Visualization / Illustration / Typography
PRACTICAL : 60	CREDIT : 04	SESSIONAL/TUTORIEL : 40
Specialization		
<p>1 Visualization Concepts of Branding, Marketing and Advertising / Logo Design and Corporate Identity / Studies in Advertising Design / Concepts of Information Theory</p> <p>2 Illustration Examining the structure of body through the study of the mechanics of motion, surface form and human anatomy. As examples of great sculptural art, the casts reward close study with insights into how reality is abstracted, simplified, clarified and translated into artistic form.</p> <p>3 Typography Study of Typography- History- Classifications- Anatomy and uses of various letter forms- Theoretical and applicable principles of letter forms. Expressive typography- Compositions with types- Study of Indian language scripts- Calligraphic experiments in Indian language scripts- Typography in different context like new media, posters, signage, books, mailers, motion graphics etc.</p>		

RM	Course 07	Course Title : Research Methodology
Theory : 60	CREDIT : 04	SESSIONAL / TUTORIEL : 40
Objective of the Subject-		
<ul style="list-style-type: none"> ➤ To learn media research ➤ Understand the techniques of qualitative and quantitative research 		
Contents -		
<p>Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing</p> <p>Survey: Meaning, Concept, Utility, Planning, Organizing & Conducting survey, Public Opinion Survey, Readership Survey</p> <p>Date: Meaning, Kinds - Demographic, Socio - Economic, Socio - Psychological data</p> <p>Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc</p> <p>Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback</p> <p>Market Research: Principles of Market Research, Theories of Segmentation & Positioning, Pre-Testing, Post -Testing</p>		

SUGGESTED READINGS:

1. Social Research S R Vajpayee
2. Doing Your Research Project Judith Bell
3. Research Methodology - Methods & C R Kothari Techniques
4. Research Methodology in Social Sandhu & Singh Sciences
5. Communication & Research V P Michael for Management
6. Research in Mass Media S R Sharma & Anil Chaturvedi
7. Research - How to Plan, Clifford Hawkins & Speak & Write About it Macro Sorgi

SEMESTER – SECOND
MASTER OF FINE ARTS – APPLIED ART

Illustration / Visualization / Typography

Mandatory (Major)	Course 08	Course Title : Advertising Foundation and Dimension (For all Electives)
THEROY : 60	CREDIT : 03	SESSIONAL/TUTORIEL : 40

- 1 **Modern Marketing Activity**
 - a Evolution of marketing Concept
 - b Process of Marketing
 - c Characteristics of Modern marketing activity
 - d Promotional Marketing communication

- 2 **Marketing Communication**
 - a Aims and Objectives
 - b Role of Marketing Communication
 - c Various forms of Marketing Communication viz. Advertising, Personal selling, Sales promotion, Public relation, Direct mail etc.
 - d New concepts of Marketing Communication.

- 3 **Advertising as Marketing Communication**
 - a Advertising as a means of man's communication

- b Purpose and role of Advertising in Marketing communication- Influence and Impact of Advertising
- c Strong and Weak theories of Advertising
- d Role of Marketing Research in Marketing Communication.

4 Media of Advertising

- a Media Planning
- b Media buying
- c Indoor Advertising media
- d OOH Advertising media

5 Creative Advertising

- a Planning and Execution
- b Unique Selling Points of subject. Its use in creative advertising
- c Basic Human Motives / Desires
- d Copy Platform / Function of Copy / Approach to Writing copy
- e Principles of Design / Hard-sell and Soft-sell advertising.

Reference Books

- 01. Advertising Art and Ideas/ Dr. G.M Rege / Ashutosh Prakashan
- 02. Principles of Advertising- A Global Perspective/ Montie Lee, Carla Johnson
- 03. Klippners Advertising Procedure/ Klippner
- 04. Marketing Management / Philip Kotler / Low price Edition / Pearson Education
- 05. The World of Visual Communication/ Dr. G.M.Rege/ Himalaya Art Book Centre Publication

Mandatory (Major)	Course 09	Course Title : Technical Theory (For all Electives)
THEORY : 60	CREDIT : 03	SESSIONAL/TUTORIEL : 40

1 Advertising Production

- a History of Printing Technology
- b Different Methods of Production
- c Printing Technology and Media of Advertising
- d Innovations in print technology

2 Print Media

- a Magazine Advertising
- b Newspaper Advertising

3 Broadcast Media

- a Television Advertising
- b Radio Advertising

4 Internet Advertising

- a The Internet
- b Web Advertising
- c Internet Directory Advertising

5 Alternative Advertising Media

- a Out-of-home Advertising
- b Other Alternative Advertising Media

Reference Books

- 01. Advertising Art and Ideas/ Dr. G.M Rege / Ashutosh Prakashan
- 02. Principles of Advertising- A Global Perspective / Monte Lee, Carla Johnson
- 03. Klippners Advertising Procedure / Klippner
- 04. Marketing Management / Philip Kotler / Low price Edition / Pearson Education
- 05. The World of Visual Communication/ Dr. G.M.Rege/ Himalaya Art Book Centre Publication

Mandatory (Major)	Course 10	Course Title : Specialization Visualization / Illustration / Typography
PRACTICAL : 60	CREDIT : 04	SESSIONAL /TUTORIEL : 40
<p>Specialization</p> <p>1 Visualization Market Research methods /Studying media for branding /Understanding Positioning, brand value and experience</p> <p>2 Illustration To develop proportional accuracy, foreshortening, detail-mass relationships and the use of light & shadow to draw the figure as a convincing volumetric and spatial form. History of Composition and Design Movements will be covered such as Modernism, post-Modernism, Surrealism, Conceptual Art, Pop Art, Expressionism and Realism. Relationships of past art to the development of contemporary figurative art in design illustration.</p> <p>3 Typography Development of typography as a discipline and overview of historical, technical and aesthetics issues- Effect of technology on changing practice of typography and role of typography.</p>		

Mandatory (Major)	Course 11	Course Title : Computer Graphics
PRACTICAL : 60	CREDIT : 02	SESSIONAL/TUTORIEL : 40
<p>Study and practice of using pagination application software like Adobe In Design, Page Maker, and Quark Express and CorelDraw Graphic suite. A proper design for not less than four pages may be created using any one of the software suite mentioned above.</p>		

Mandatory (Major)	Course 12	Course Title : Field Work
PRACTICAL : NA	CREDIT : 02	SESSIONAL/TUTORIEL : 40
<p>A study camp minimum of four days must be attended by the student to make detailed study of animals, Historical monuments, Museums, Zoo, Bazaars, Nature, and People etc. for sketching and / or photography purpose. Students also should visit various local & other places/ spots of interactions to make their studies, such study must be based on their choice of specialization. A portfolio pertaining to such study must be submitted by the student.</p>		
Elective (Major)	Course 13	Course Title : Visual Communication Design
PRACTICAL : 60	CREDIT : 04	SESSIONAL/TUTORIEL : 40
<p>Effective and creative advertising campaigns created by the students making effective use of Illustrations / Typography / Visualization /Photography as the case may be. Various advertising media must be tried to deliver their message effectively on specialization field.</p>		

RP	Course 14	Course Title : On JOB Training
PRACTICAL : NA	CREDIT : 01	SESSIONAL /TUTORIEL : 60
<p>Professional Practice: Applied Art (On job training of 04 credits during summer brake) AIM- To expose the students to issues concerning advertising industry (Advertising Agency, Newspaper, Printing press, Publication studio, any media house, Photo studio, artist studio) work system /various method of work including process of development of concepts, ideas, presentation skill, involvement in office discussions, client meetings & others. OBJECTIVES – To enable the students to understand the issues of professional practice To expose the students to various professional bodies and their role in professional practice To expose the students on some of the important legislations concerning Advertising design and industry TERM-WORK – Notes on the above topics to be submitted in a file Along with satisfactory certificate & small project /four Assignment of concern Textile Industry.</p>		

SEMESTER – THIRD
MASTER OF FINE ARTS – APPLIED ART
Illustration / Visualization / Typography

Mandatory (Major)	Course 15	Course Title : Copy Writing
<p>THEROY : 60</p> <p>Types of Headline - Declarative - Interrogative - Testimonial - News-Curiosity- Emotional - Humorous etc. Types of Copy - Use of Product Service - Information -Its Marketing Report - Special Target Audience for making Copy effective. The Focus: What is copy platform? - Copy writing as a keying on copy - Testing methods such as 'Mail Order Ads'. The code of Advertising practice - To ensure the truthfulness and honesty. (To avoid misleading claims) Standard of public decency - Code of conduct for promotional advertising Drugs control act. - Copyright act, General rules of conduct in Advertising. - Advertising Council in India. Discussion case studies - Questions needing answers in the form of Tutorials. Preparing advertising brief- Writing copy (Text) on given brief of product, writing of headline on given copy.</p>	<p>CREDIT : 03</p> <p>SESSIONAL/TUTORIEL : 40</p>	

Mandatory (Major)	Course 16	Course Title : Packing Design
<p>PRACTICAL : 60</p> <p>The focus: The package design is a specialised branch of studies. Understanding the importance of packaging as one of the media of communication design, developing a user-friendly shape and designing surface of a product in an artistic manner need to be included in the training programme for a communication designer. Fundamentals of package design. Designing principles of package design. Aspects that influences package design. Consumer-consumer behaviour - handling mannerisms - shelf appeal - protection stackability - display - costing and estimating to the contents - transportability- Elements of package design. Logo - Colour - Shape - Text. etc. Types of packages. Reusable. Use and Throw. Festival. Promotional Materials used for package design. Labels, Cartons, Tags. Covers, CD Covers, Cassette Covers, Shopping Bags, Wrapping papers. Information material given along with the package.</p>	<p>CREDIT : 04</p> <p>SESSIONAL/TUTORIEL : 40</p>	

Mandatory (Major)	Course 17	Course Title : Visual Communication Design
Theory : 60	CREDIT : 04	SESSIONAL/TUTORIEL : 40
Effective and creative advertising campaigns created by the students making effective use of Illustrations / Typography / Photography as the case may be. Various advertising media must be tried to deliver their message effectively on specialization field.		

Compulsory Course	Course 18	Course Title : Computer Graphics
PRACTICAL : 60	CREDIT : 02	SESSIONAL/TUTORIEL : 40
Advanced study of Animation techniques used in 2D OR 3D animation making use of suitable application software should be done. Any of the above mentioned assignment may be produced by the student using suitable software like In Design, CorelDraw or Quark Express. Use of sources from internet must be used by the students to embed suitable images supporting their specialization subject.		

Mandatory (Major)	Course 19	Course Title : Specialization Visualization / Illustration / Typography
PRACTICAL : 60	CREDIT : 04	SESSIONAL/TUTORIEL : 40
Specialization 1 Visualization Creating a Brand Experience / Brand Evaluation and Rebranding / Formulation Brand Strategies 2 Illustration This semester addresses theoretical and applied perspective in order to build spatial environments within artworks. Students are encouraged to examine issues and methods of perspective in the context of their own pictorial concerns. Relationship of technique to content in drawing traditions up to the present day.		

Dr. C. Prabhakar

Wet and dry media on various supports are explored in a studio format. Students will prepare paper with grounds for use with metal-point, inks applied with pen and brush, both natural and fabricated chalks, and various forms of charcoal.

- 3 **Typography** Digital typography: emerging directing and new possibilities- Typography as communication. Experimental typography and need for experiments.

Elective (Major)	Course 20	Course Title : Visual Communication Design
PRACTICAL : 60	CREDIT : 04	SESSIONAL/TUTORIEL : 40
Effective and creative advertising campaigns created by the students making effective use of Illustrations / Typography / Photography as the case may be. Various advertising media must be tried to deliver their message effectively on specialization field.		

RP	Course 21	Course Title : Research Project
THEROY : NA	CREDIT : 04	SESSIONAL/TUTORIEL : 60
Local or regional Marathwada level problem in specialized in stream study is expected by student in research project subject with reliable solution.		

SEMESTER – FOURTH
MASTER OF FINE ARTS – APPLIED ART
Illustration / Visualization / Typography

Mandatory (Major)	Course 22	Course Title : Copy Writing
<p>THEROY : 60</p> <p>Types of Headline - Declarative - Interrogative - Testimonial - News-Curiosity- Emotional - Humorous etc. Types of Copy - Use of Product Service - Information -Its Marketing Report - Special Target Audience for making Copy effective. The Focus: What is copy platform? - Copy writing as a keying on copy - Testing methods such as 'Mail Order Ads'. The code of Advertising practice - To ensure the truthfulness and honesty. (To avoid misleading claims) Standard of public decency - Code of conduct for promotional advertising Drugs control act. - Copyright act. General rules of conduct in Advertising. - Advertising Council in India. Discussion case studies - Questions needing answers in the form of Tutorials. Preparing advertising brief- Writing copy (Text) on given brief of product, writing of headline on given copy.</p>	CREDIT : 03	SESSIONAL/TUTORIEL : 40

Mandatory (Major)	Course 23	Course Title : Packing Design
<p>PRACTICAL: 60</p> <p>The focus: The package design is a specialised branch of studies. Understanding the importance of packaging as one of the media of communication design, developing a user-friendly shape and designing surface of a product in an artistic manner need to be included in the training programme for a communication designer. Fundamentals of package design. Designing principles of package design. Aspects that influences package design. Consumer-consumer behaviour - handling mannerisms - shelf appeal - protection stackability - display - costing and estimating to the contents - transportability- Elements of package design. Logo - Colour - Shape - Text. etc. Types of packages. Reusable. Use and Throw. Festival. Promotional Materials used for package design. Labels, Cartons, Tags, Covers, CD Covers, Cassette Covers. Shopping Bags. Wrapping papers. Information material given along with the package.</p>	CREDIT : 04	SESSIONAL/TUTORIEL : 40

Elective (Major)	Course 26	Course Title : Visual Communication Design
PRACTICAL : 60	CREDIT : 04	SESSIONAL/TUTORIEL : 40
Effective and creative advertising campaigns created by the students making effective use of Illustrations / Typography / Photography as the case may be. Various advertising media must be tried to deliver their message effectively on specialization field.		

Mandatory (Major)	Course 25	Course Title : Viva-Voce
PRACTICAL : NA	CREDIT : 01	SESSIONAL/TUTORIEL : 60
The one or two external referees shall be the persons residing in India, who are experts in the subject. The viva shall be held jointly by the external referees and the Guiding Teacher, only after the dissertation have been valued by the external and/or referees, and at the time of holding it, the referees conducting the viva-voce shall have the dissertation in their hands and project work (Class work) displayed at the same time. A candidate will have to arrange a display of their total project work done in all first to third semesters. The work should be well presented in the exhibition hall or studio of the department. The panel of examiners shall observe the candidate's performance on the basis of his/her displayed work and conduct the viva-voce examination simultaneously.		

Mandatory (Major)	Course 24	Course Title : Specialization
PRACTICAL : 60	CREDIT : 04	SESSIONAL/TUTORIEL : 40
Specialization 1 Visualization Creating a Brand Experience /Brand Evaluation and Rebranding / Formulation Brand Strategies 2 Illustration This semester addresses theoretical and applied perspective in order to build spatial environments within artworks. Students are encouraged to examine issues and methods of perspective in the context of their own pictorial concerns. Relationship of technique to content in drawing traditions up to the present day.		

Wet and dry media on various supports are explored in a studio format. Students will prepare paper with grounds for use with metal-point, inks applied with pen and brush, both natural and fabricated chalks, and various forms of charcoal.

- 3 Typography Digital typography: emerging directing and new possibilities- Typography as communication. Experimental typography and need for experiments.

RP	Course 27	Course Title : Dissertation
THEROY : 100	CREDIT : 06	SESSIONAL/TUTORIEL : Dissertation (theory) Jury Exam .
<p>Dissertation</p> <p>The students of post graduation are required to select a suitable hypothesis supporting their choice of specialization and prepare a dissertation in conclusion with Head of the Department and work on it under the guidance of such faculty member or under a teacher as approved by the University. Such dissertation must be prepared in the prescribed manner (Four copies) and should have minimum 7000 to 10000 words in it. It should be handed over to the concern teacher, through the Head of Department positively one calendar month before commencement of final examination.</p>		

Dr. C. P. Sankar
Dr. J. D. Sankar