# DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD

**Circular No/Syll.Sec./UG/Rev.Curri/Fac. of Interdicsiplnary Stu./03/2022.**

It is hereby inform to all concerned and that, on the recommendation of Ad-hoc Board/Board of Studies & Dean, Faculty of Interdisciplnary Studies the Hon'ble Vice Chancellor has accepted the Syllabus/Curriculum and Regulations of **Following under grduate level Courses of Choice Based Credit and Grading System under** the Faculty of Interdisciplnary Studies in his emergency powers Under section 12(7) of the Maharashtra Public Univerities Act, 2016 on behalf of The academic council as appended herewith.

| Sr.No. | Name of the Courses & Curriculum | Semester |
|--------|----------------------------------|----------|
| 1. | B.A. Home Science | Ist to IInd |
| 2. | B.A. Dramatics | Ist to VIth |
| 3. | B.A. (Optional) Physical Eduction | Ist to IInd |
| 4. | B.F.A. Drawing & Painting, | Ist to VIIIth |
| 5. | B.F.A. Applied Art | Ist to VIIIth |
| 6. | B.F.A. Textile Design | Ist to VIIIth |
| 7. | B.S.W. (Bachelor of Social Work) | Ist to VIth |
| 8. | B.A. Journalism & Mass Cummunication (B.A.JMC) | Ist to VIth |
| 9. | B.A.Library & Information Science (B.A.Lib. & Inf.Sci.) | Ist to VIth |

This is effective from the **Academic Year 2022-2023** and onwards.

These under graduate Syllabus/Curriculum with Structure & Regulation 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/B.A Syll./2022/3610-20
Date: 15.07.2022

**Deputy Registrar,**
**Academic Section**
**[Syllabus]**

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# DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD.



## Curriculum under Choice Based Credit & Grading System

# B.F.A. Applied Art,

### First to Third Year

### First to Six Semester
### [Ist to VIth ]

### [ EFFECTIVE FROM 2022-2023 & PROGRESSIVELY]

# DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD

## SYLLABUS FOR
## BACHELOR OF FINE ART – Applied Art
### (Choice based Credit & grading system)

**W.E.F. ACADEMIC YEAR 2022-203**

## PROPOSED SYLLABUS FOR THE COURSE
## BACHELOR OF FINE ART IN APPLIED ART
## (TWELVE PLUS FOUR)

After H.S.C. Examination, this four year (Eight semester) course in Applied Art is planned to provide the student with the means to become a communication designer in expanding areas of communication design, where opportunities exist for designers in various field of communication i.e. Advertising, Social Communication, Publication, Education etc. Also as per the norms laid down by All India Council for Technical Education, 12 + 4 pattern is requested to be accepted.

The knowledge given to the student in theory subjects, History of Visual Communication and Advertising Art & Ideas are imparted to equip the students to apply this knowledge analytically and creatively toward as communication designer in society.

## DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD.

Eligibility of a candidate for admission to the course for the degree of Bachelor of Fine Arts (B.F.A.) in the respective branches:

Should pass a Common Aptitude Test (MAH-AAC-CET) for the admission to Bachelor of Fine Art degree courses. Conducted by the Competent Authority appointed by Government of Maharashtra. The Competent Authority shall devise the system of Allotment/Counseling. This procedure shall be governed by the regulations and directions specified by the Govt. of Maharashtra from time to time.

Medium of teaching / Instruction: Marathi / English / Hindi

### A. Standard of Passing:

Standard of passing applicable to B.F.A (Applied Art) Degree Examination will be as under :

The candidate must obtain at least 40 % in individual subjects, in internal assessments and University examination in all theory and practical subjects.

### B. ATKT Rules

Allow to keep term (ATKT) available for Theory subjects for only.

### C. Fees structure

1) **Tuitions fees:** As per guideline of directorate of art Maharashtra state, Mumbai.

2) **Exam. Fees:** as per guide line of Dr.B.A.M.University Aurangabad.

### D. Evaluation / Assessment :

1) Theory Paper (University Exam.) evaluation shall be done by examiner appointed by university authority

**2)** All Practical paper (University Exam.): Dissertation, Viva-Voce evaluation shall be done by examiner Penal (Internal & External examiner) appointed by university authority

**E. Award of Class**

The system of evaluation will be as follows

| 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 |

Standard of Passing ,Grade card , Grievance & Redressal, Registration rules & other as per CBCGS Dr. B.A.M. University Aurangabad 2016-17.

**COURCE STRUCTURE:**
B.F.A. examination pattern is divided in to THREE groups.
**FOUNDATION COURSE................ (THEORY)**
**CORE COURSE............... (PRACTICAL)**
**ELECTIVE COURSE...... (PRACTICAL)**

| | | |
|---|---|---|
| First Semester B. F. A. Applied Art. | 800 Marks | Foundation Course, Core Course & Elective Course |
| Second Semester B. F. A. Applied Art. | 800 Marks | Foundation Course, Core Course & Elective Course |
| Third Semester B. F. A. Applied Art. | 700 Marks | Foundation Course, Core Course & Elective Course |
| Fourth Semester B. F. A. Applied Art. | 700 Marks | Foundation Course, Core Course & Elective Course |
| Fifth Semester B. F. A. Applied Art. | 700 Marks | Foundation Course, Core Course & Elective Course |
| Sixth Semester B. F. A. Applied Art. | 700 Marks | Foundation Course, Core Course & Elective Course |
| Seven Semester B. F. A. Applied Art. | 550 Marks | Foundation Course, Core Course & Elective Course |
| Eight Semester B. F. A. Applied Art. | 200 Marks | Foundation Course, Core Course & Elective Course |
| **Total** | 5150 Marks | |

The courses of study for the Bachelor of Fine Arts (Applied Arts) Examination shall consist of the following subjects:

**FIRST & SECOND**
**SEMESTER B.F.A. APPLIED ART :**

Sr. No.  Subjects

**FOUNDATION COURSE:**
1. Theory-Basic Computer Software Study
2. History of Visual Communication and Media - I
3. Advertising Art & Ideas - I

**CORE COURSE:**
4. Basic Computer Software Study
5. Drawing :Head Study
6. Colour and Design (2D & 3D)
7. Lettering: calligraphy
8. Visual Communication Design - I
9. Computer Graphics – I
**ELECTIVE COURSE:**
8. Perspective or Drawing from Nature or Object & Product Drawing,

**THIRD & FORTH**
**SEMESTER B.F.A. APPLIED ART**

Sr. No.  Subjects

**FOUNDATION COURSE:**
1. Copy writing and communication skill.
2. Advertising Art & Ideas - II
**CORE COURSE:**
3. Drawing from life
4. Lettering: Typography
5. Visual Communication Design - II
6. Computer Graphics - II
7. Screen Printing
**ELECTIVE COURSE:**
8. Animation or Exhibition Design and Display.
9. MOCC Course (any one each semester and related course)

**FIFTH & SIXTH**
**SEMESTER B.F.A. APPLIED ART**

Sr. No.  Subjects
**FOUNDATION COURSE:**
1. Printing: Theory of Reproduction Techniques
2. Advertising Art & Ideas - III
**CORE COURSE:**
3. Illustration
4. Visual Communication Design - III
5. Animation

6. Computer Graphics - III
7. Photography
**ELECTIVE COURSE**
8. Visualization or Advertising Appreciation & Criticism or Professional Practices.

**SEVENTH & EIGHT**
**SEMESTER B.F.A. APPLIED ART**

Sr. No.        Subjects

**FOUNDATION COURSE**
1. Advertising Art & Ideas - IV
2. Dissertation
3. Viva - Voce

**CORE COURSE:**
4. Visual Communication Design
5. **Elective Course**: (Any one of the following)  Illustration / Animation / Typography / Photography / Exhibition Design & Display, Visualization.
6. Computer Graphics – IV
7. Professional Practice (seventh Semester)

Note : Students have to submit synopsis in semester and get it approved by concern teacher Final "Dissertation" work is to be completed 15 days before the examination under the guidance of the concerned teachers.

**Following shall be the scheme of examination for external assessments :**

## EXAMINATION PATTERN

**FIRST SEMESTER**
**Examination Pattern : B.F.A. APPLIED ART**

| Paper No | Paper | Th/Pr | Duration Hours | Max. Marks | Uni. Exam. | Class Work | Min. Marks |
|---|---|---|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | | | | |
| 01 | Theory-Basic Computer Software Study | (Th) | 02 | 100 | 50 | 50 | 40 |
| 02 | History of Visual Communication and media - I | (Th) | 03 | 100 | 80 | 20 | 40 |
| **CORE COURSE** | | | | | | | |
| 03 | Drawing : Head study | (Pr) | 06 | 100 | 50 | 50 | 40 |
| 04 | Colour and Design (2D & 3D) | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 05 | Lettering - Calligraphy | (Pr) | 06 | 100 | 50 | 50 | 40 |
| 06 | Visual Communication Design- I | (Pr) | 18 | 100 | 50 | 50 | 40 |
| 07 | Computer Graphics - I | (Pr) | 12 | 100 | 50 | 50 | 40 |
| **ELECTIVE COURSE** | | | | | | | |
| 08 | Perspective or Drawing from Nature. | (Pr) | 12 | 100 | 50 | 50 | 40 |
| | **TOTAL** | | | 800 | 430 | 370 | 320 |

**SECOND SEMESTER**
**Examination Pattern : B.F.A. APPLIED ART**

| Paper No | Paper | Th/Pr | Duration Hours | Max. Marks | Uni. Exam. | Class Work | Min. Marks |
|---|---|---|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | | | | |
| 01 | Theory-Basic Computer Software Study | (Th) | 02 | 100 | 50 | 50 | 40 |
| 02 | Advertising Art & Ideas - I | (Th) | 03 | 100 | 80 | 20 | 40 |
| **CORE COURSE** | | | | | | | |
| 03 | Drawing : Head study | (Pr) | 06 | 100 | 50 | 50 | 40 |
| 04 | Colour and Design (2D & 3D) | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 05 | Lettering - Calligraphy | (Pr) | 06 | 100 | 50 | 50 | 40 |
| 06 | Visual Communication Design- I | (Pr) | 18 | 100 | 50 | 50 | 40 |
| 07 | Computer Graphics - I | (Pr) | 12 | 100 | 50 | 50 | 40 |
| **ELECTIVE COURSE** | | | | | | | |
| 08 | Perspective or Object & Product Drawing, | (Pr) | 12 | 100 | 50 | 50 | 40 |
| | **TOTAL** | | | 800 | 430 | 370 | 320 |

**THIRD SEMESTER**
**Examination Pattern : B.F.A. APPLIED ART**

| Paper No | Paper | Th/Pr | Duration Hours | Max. Marks | Uni. Exam. | Class Work | Min. Marks |
|---|---|---|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | | | | |
| 01 | Copy writing and Communication skill | (Th) | 03 | 100 | 80 | 20 | 40 |
| **CORE COURSE** | | | | | | | |
| 02 | Drawing from life | (Pr) | 06 | 100 | 50 | 50 | 40 |
| 03 | Lettering Typography | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 04 | Visual Communication Design - II | (Pr) | 18 | 100 | 50 | 50 | 40 |
| 05 | Computer Graphics - II | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 07 | Screen Printing | (Pr) | 12 | 100 | 50 | 50 | 40 |
| **ELECTIVE COURSE** | | | | | | | |
| 08 | Animation or Exhibition Design and Display. | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 09 | MOCC Course | (Pr) | -- | As per MOOC grade | -- | -- | -- |
| | **TOTAL** | | | 700 | 380 | 320 | 280 |

**FORTH SEMESTER**
**Examination Pattern : B.F.A. APPLIED ART**

| Paper No | Paper | Th/Pr | Duration Hours | Max. Marks | Uni. Exam. | Class Work | Min. Marks |
|---|---|---|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | | | | |
| 01 | Advertising Art & Ideas - II | (Th) | 03 | 100 | 80 | 20 | 40 |
| **CORE COURSE** | | | | | | | |
| 02 | Drawing from life | (Pr) | 06 | 100 | 50 | 50 | 40 |
| 03 | Lettering Typography | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 04 | Visual Communication Design - II | (Pr) | 18 | 100 | 50 | 50 | 40 |
| 05 | Computer Graphics - II | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 06 | Screen Printing | (Pr) | 12 | 100 | 50 | 50 | 40 |
| **ELECTIVE COURSE** | | | | | | | |
| 07 | Animation OR Exhibition Design and Display. | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 08 | MOCC Course | (Pr) | -- | As per MOOC grade | -- | -- | -- |
| | **TOTAL** | | | 700 | 380 | 320 | 280 |

**FIFTH SEMESTER**
**Examination Pattern : B.F.A. APPLIED ART**

| Paper No | Paper | Th/Pr | Duration Hours | Max. Marks | Uni. Exam. | Class Work | Min. Marks |
|---|---|---|---|---|---|---|---|
| | **FOUNDATION COURSE** | | | | | | |
| 01 | Printing : Theory of Reproduction Techniques | (Th) | 03 | 100 | 80 | 20 | 40 |
| | **CORE COURSE** | | | | | | |
| 02 | Illustration | (Pr) | 06 | 100 | 50 | 50 | 40 |
| 03 | Visual Communication Design - III | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 04 | Animation | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 05 | Computer Graphics - III | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 06 | Photography | (Pr) | 12 | 100 | 50 | 50 | 40 |
| | **ELECTIVE COURSE** | | | | | | |
| 07 | Visualization     OR Advertising Appreciation & Criticism. | (Pr) | 12 | 100 | 50 | 50 | 40 |
| | | (Th) | 03 | | | | |
| | **TOTAL** | | | 700 | 380 | 320 | 280 |

**SIXTH SEMESTER**
**Examination Pattern : B.F.A. APPLIED ART**

| Paper No | Paper | Th/Pr | Duration Hours | Max. Marks | Uni. Exam. | Class Work | Min. Marks |
|---|---|---|---|---|---|---|---|
| | **FOUNDATION COURSE** | | | | | | |
| 01 | Advertising Art & Ideas : III | (Th) | 03 | 100 | 80 | 20 | 40 |
| | **CORE COURSE** | | | | | | |
| 02 | Illustration | (Pr) | 06 | 100 | 50 | 50 | 40 |
| 03 | Visual Communication Design - III | (Pr) | 18 | 100 | 50 | 50 | 40 |
| 04 | Animation | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 05 | Computer Graphics - III | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 06 | Photography | (Pr) | 12 | 100 | 50 | 50 | 40 |
| | **ELECTIVE COURSE** | | | | | | |
| 07 | Visualization     OR Advertising Appreciation & Criticism. | (Pr) | 12 | 100 | 50 | 50 | 40 |
| | | (Th) | 03 | | | | |
| | **TOTAL** | | | 700 | 330 | 320 | 240 |

**SEVENTH SEMESTER**
**Examination Pattern : B.F.A. APPLIED ART**

| Paper No | Paper | Th/Pr | Duration Hours | Max. Marks | Uni. Exam. | Class Work | Min. Marks |
|---|---|---|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | | | | |
| 01 | Advertising Art & Ideas - IV | (Th) | 03 | 100 | 80 | 20 | 40 |
| **CORE COURSE** | | | | | | | |
| 02 | Visual Communication Design - IV | (Pr) | 18 | 200 | 100 | 100 | 80 |
| **ELECTIVE COURSE** | | | | | | | |
| 03 | Elective : (Any one of the following) Illustration / Animation / Typography / Photography / Exhibition Design & Display, Visualization. | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 04 | Computer Graphics - IV | (Pr) | 12 | 100 | 50 | 50 | 40 |
| 05 | Professional Practices (Compulsory) | (Pr) | -- | 50 | -- | 50 (Jury Exam) | 20 |
| **TOTAL** | | | | 550 | 280 | 270 | 220 |

**EIGHT SEMESTER**
**Examination Pattern : B.F.A. APPLIED ART**

| Paper No | Paper | Th/Pr | Duration Hours | Max. Marks | Uni. Exam. | Class Work | Min. Marks |
|---|---|---|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | | | | |
| 01 | Dissertation | (Th) | --- | 100 | 100 | --- | 40 |
| 02 | Viva - Voce | (Th) | --- | 100 | 100 | --- | 40 |
| **TOTAL** | | | | 200 | 200 | --- | 80 |

## ASSIGNMENTS & CREDIT SYSTEM

**FIRST SEMESTER B.F.A. APPLIED ART :**

| Sr. No. | Subjects | Total Hours in Semesters | Total Assignments | Total Credits |
|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | |
| 01 | Theory-Basic Computer Software Study | 30 | 02 | 02 |
| 02 | History of Visual Communication and Media | 30 | 02 | 02 |
| **CORE COURSE** | | | | |
| 03 | Basic Computer Software Study | 60 | 02 | 02 |
| 04 | Drawing : Head study * Nature, Sketch Book, | 60 | 05 | 02 |
| 05 | Colour and Design (2D & 3D) | 60 | 03 | 02 |
| 06 | Lettering - Calligraphy | 60 | 04 | 02 |
| 07 | Visual Communications Design - I | 90 | 04 | 02 |
| 08 | Computer Graphics - I | 60 | 02 | 02 |
| **ELECTIVE COURSE** | | | | |
| 09 | Perspective **OR** Drawing from Nature. | 60 | 02 | 02 |
| | **TOTAL** | 510 | 26 | 18 |

Th 60 + Pr 450 hrs= 480 hrs -510hrs = 30 Other activity

**SECOND SEMESTER B.F.A. APPLIED ART :**

| Sr. No. | Subjects | Total Hours in Semesters | Total Assignments | Total Credits |
|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | |
| 01 | Theory-Basic Computer Software Study | 30 | 02 | 02 |
| 02 | Advertising Art & Ideas - I | 30 | 02 | 02 |
| **CORE COURSE** | | | | |
| 03 | Basic Computer Software Study | 60 | 02 | 02 |
| 04 | Drawing: Head study * Sketch Book, Out Door Study | 60 | 05 | 04 |
| 05 | Colour and Design (2D & 3D) | 60 | 03 | 02 |
| 06 | Lettering - Calligraphy | 60 | 04 | 03 |
| 07 | Visual Communications Design - I | 90 | 04 | 03 |
| 08 | Computer Graphics - I | 60 | 02 | 02 |
| **ELECTIVE COURSE** | | | | |
| 09 | Perspective **OR** Object & Product Drawing, | 60 | 02 | 02 |
| | **TOTAL** | 510 | 26 | 22 |

Th 60 + Pr 450 hrs= 510 hrs - 540hrs = 30 Other activity

## THIRD SEMESTER B.F.A. APPLIED ART :

| Sr. No. | Subjects | Total Hours in Semesters | Total Assignments | Total Credits |
|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | |
| 01 | Copy writing and communication skill | 30 | 02 | 02 |
| **CORE COURSE** | | | | |
| 02 | Drawing for Life : | 60 | 05 | 02 |
| 03 | Lettering - Typography | 60 | 03 | 02 |
| 04 | Visual Communications Design - II | 90 | 04 | 03 |
| 05 | Computer Graphics - II | 60 | 04 | 02 |
| 06 | Screen Printing | 60 | 02 | 02 |
| **ELECTIVE COURSE** | | | | |
| 07 | Animation **OR** Exhibition Design and Display. | 90 | 02 | 03 |
| 08 | MOCC Course | 60 | -- | 02 |
| | **TOTAL** | 510 | 22 | 18 |

Th 30 + Pr 480 hrs= 510 hrs -540hrs = 30 Other activity

## FORTH SEMESTER B.F.A. APPLIED ART :

| Sr. No. | Subjects | Total Hours in Semesters | Total Assignments | Total Credits |
|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | |
| 01 | Advertising Art & Ideas - II | 30 | 02 | 02 |
| **CORE COURSE** | | | | |
| 02 | Drawing for Life : | 60 | 05 | 02 |
| 03 | Lettering - Typography | 60 | 03 | 02 |
| 04 | Visual Communications Design - II | 90 | 04 | 02 |
| 05 | Computer Graphics - II | 60 | 04 | 03 |
| 06 | Screen Printing | 60 | 02 | 02 |
| **ELECTIVE COURSE** | | | | |
| 07 | Animation **OR** Exhibition Design and Display. | 90 | 02 | 03 |
| 08 | MOCC Course | 60 | -- | 02 |
| | **TOTAL** | 510 | 22 | 18 |

Th 30 + Pr 480 hrs= 510 hrs -540hrs = 30 Other activity

## FIFTH SEMESTER B.F.A. APPLIED ART :

| Sr. No. | Subjects | Total Hours in Semesters | Total Assignments | Total Credits |
|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | |
| 01 | Printing : Theory of Reproduction Techniques | 30 | 02 | 02 |
| **CORE COURSE** | | | | |
| 02 | Illustration | 60 | 03 | 02 |
| 03 | Visual Communication Design - III | 90 | 03 | 03 |
| 04 | Animation Techniques | 90 | 04 | 03 |
| 05 | Computer Graphics - III | 90 | 04 | 03 |
| 06 | Photography | 60 | 02 | 02 |
| **ELECTIVE COURSE** | | | | |
| 07 | Visualization **OR** Advertising Appreciation & Criticism. | 60 | 02 | 02 |
| | **TOTAL** | 480 | 20 | 17 |

Th 30+ Pr 450 hrs= 480 hrs -540hrs          = 60 other activity

## SIXTH SEMESTER B.F.A. APPLIED ART :

| Sr. No. | Subjects | Total Hours in Semesters | Total Assignments | Total Credits |
|---|---|---|---|---|
| **FOUNDATION COURSE** | | | | |
| 01 | Advertising Art & Ideas - III | 30 | 02 | 02 |
| **CORE COURSE** | | | | |
| 02 | Illustration | 60 | 03 | 02 |
| 03 | Visual Communication Design - III | 90 | 03 | 03 |
| 04 | Animation | 90 | 04 | 03 |
| 05 | Computer Graphics - III | 90 | 04 | 03 |
| 06 | Photography | 60 | 02 | 02 |
| **ELECTIVE COURSE** | | | | |
| 07 | Visualization **OR** Advertising Appreciation & Criticism. | 60 | 02 | 02 |
| | **TOTAL** | 480 | 20 | 17 |

Th 30+ Pr 450 hrs= 480 hrs -540hrs   = 60 other activity

**SEVENTH SEMESTER B.F.A. APPLIED ART :**

| Sr. No. | Subjects | Total Hours in Semesters | Total Assignments | Total Credits |
|---------|----------|--------------------------|-------------------|---------------|
| **FOUNDATION COURSE** | | | | |
| 01 | Advertising Art & Ideas - IV | 60 | 02 | 02 |
| **CORE COURSE** | | | | |
| 02 | Visual Communications Design | 120 | 03 | 06 |
| 03 | Elective : (Any one of the following) Illustration / Animation / Typography / Photography / Exhibition design & Display, Visualization | 90 | 02 | 04 |
| 03 | Computer Graphics - IV | 60 | 04 | 03 |
| 04 | Professional Practice | 180 | 02 | 06 |
| | **TOTAL** | 440 | 13 | 21 |

Th 60+ Pr 450 hrs= 510hrs -540hrs = 30 other activity

**EIGHTH SEMESTER B.F.A. APPLIED ART :**

| Sr. No. | Subjects | Total Hours in Semesters | Total Assignments | Total Credits |
|---------|----------|--------------------------|-------------------|---------------|
| **FOUNDATION COURSE** | | | | |
| 01 | Dissertation | 300 | 01 | 20 |
| 02 | Viva - Voce | --- | --- | --- |
| | **TOTAL** | 300 | 01 | 20 |

Th 300 hrs - 540hrs = 200 Other activity

**FIRST SEMESTER:**
**FOUNDATION COURSE:**

**1)Theory-Basic Computer Software Study (Coral Draw) –I**
a) Introduction of basics theory of computer hardware and software. b) Introduction of Coral Draw tools.

## 1. HISTORY OF VISUAL COMMUNICATION AND MEDIA : I

Introduction -What is communication? It's Evolution. It's rightful place in script. Verbal and nonverbal communication. Audio and Visual Communication. The communication Formula' The purpose of communication as an adjunct to the study of applied Art. A Historical and chronological survey of the following media of' visual communication till present day.
1) Gestures and sign languages. Mudras.
2) Pictures-Cave Painting till to-day.
3) Objects - Artefacts - Iconography.
4) Signs and Symbols.
5) Script evolution. calligraphy. M. S. Books up to comies,
6) Outdoor posters (albums) up to neon signs.
7) Exhibitions.
8) Dances. Dramas, and cultural programmes,
9) Leaflets, up to Direct Mail,
10) Newspapers, Magazines and Journals.
11) Window Display, Point of Sale,
12) Films. Cinema Slides.
Other medias of communications. Telegraph, Radio Telecommunications, Satellites -Evolution of New Media, Dynamic of Media, a prognosis for future.

## CORE COURSE:

**3)Basic Computer Software Study (Coral Draw) –I**
a) Making design visuals in Coral Draw software.

## 2. DRAWING:
  **Head Study :**
Drawing from life with emphasis on structure and form of human figure, Study of basic anatomy and drawing from life, simplified structure of head, different planes on head with light and shade. Rendering in pencil, ink & monochrome.

## 3. COLOUR & DESIGN :
Experiments of various mediums to understand the formal structure of colour through analysis of colour theory and notion. Transparent colours (water colour, waterproof Ink etc.) Opaque colours (poster colours etc.) Pastels, Wax crayons, etc
(a) Design-2D :

Design - 2-D : Study of Visual Elements, point, line, planes and shapes, Two dimensional designs, Basic Principal of Design, Organization in space (Positive and Negative), Basic and free shapes, line, Colour, Tone Texture, Form and Space. A co-ordinated series of basic design assignments with aesthetic and analytical approach related to communication design.

**\* (a)Colour experience in :**
Study in Primary (Primary and pigment theory), Secondary, Tertiary, Quaternary, Achromatic, Monochromatic, Polychromatic, High, average and low key, high, average and low contrast.


**\* Study in colour harmonies :**
Complementary, Split complementary, Double split complementary, Analogous, Warm and cool, Neutralization of colour, Optical illusion, Advancing and receding colours, Simultaneous and successive contrast, Visual mixing. Student should be made aware of all these principles of colour harmony.

**\* Experience of colour as :**
Visual effect: What is light? What is colour? Function of eye. Symbolic expression through colours in relation with advertising.

### 4. LETTERING - CALLIGRAPHY
History of writing, Writing Systems of different scripts    Development of alphabets, Different calligraphic schools, Script styles.

### 5. VISUAL COMMUNICATION DESIGN - I
Primary elements and forces. Exercise in line and dot. Exercise with basic shapes and texture in relation to space. Study of letter forms. Basic types study of their formal aspect. Design elements with Proportions and scales, as well as interrelation of negative and positive space.
**CORPORATE IDENTITY :** Designing and implements Symbol /Logo for corporate identity programme.
**PRESS LAYOUT :** Press layout, Principles of Design, Elements of press advertisement and its functional aspects.


### 6. COMPUTER GRAPHICS - I
a) Computer Hard ware, Soft Ware and Basics.
b) Computer Aided Drawing / Graphics (Corel Draw)
c) Using the menus, standard toolbar, property Bar and dialogue boxes Drawing lines of all shapes and sizes creating and manipulating text selecting objects. filing objects outlining objects object ordering, layers and the object manager combing breaking apart, grouping,    ungrouping. separating and converting to curves / weld, intersection and trim.
d) Aligning, distributing, copying, pasting and cloning.
e) Envelop and perspective, extending, blending & countering. Lens transparency and power clip.
F) Study of Marathi & English Typing.

**7. ELECTIVE COURSE :**

**a) Perspective :**

Study of basic solids. plan and elevation, main aspects of parallel and two angular perspective.

<center>**OR**</center>

**b) Drawing from Nature :**

To develop the sense of structure Study from any kind of forms in nature-pods, shells, butterflies, flowers, plants, insects, minerals, (Living / Non-living) etc. To understand how these forms achieve their structural unity through adherence to principals consistent with physical nature of the material being observed and studied through various rendering medias and techniques in different light conditions.

*Not for University Examination

## SECOND SEMESTER:
## FOUNDATION COURSE:

**1) Theory-Basic Computer Software Study (Photoshop) – II**
a) Introduction of Photoshop tools.

### 1. ADVERTISING ART AND IDEAS :

Introduction to advertising - village economy - Post Industrial revolution economy - Advertising mass - Production and Transportation -Affects of advertising on everybody: Communication. Marketing, Advertising. History of Advertising - Pre and Post printing period till modern age.

A part of Marketing Direct and Indirect Advertising - Description of Advertising Qualities of modern advertising man - Advertising and Publicity - Definition of Advertising - Advertising an, Art, a science, a business and a profession - Advertising to sell ideas to a world - Advertising for urban and rural communications.

### CORE COURSE:

**3)Basic Computer Software Study (Photoshop) – II**
a) Making design visuals in Photoshop software.

### 2. DRAWING:
(a) Head Study :

Head Study rendering in pencil, colour and in various mediums.

*(b) Out Door Study :

On the spot drawings, landscapes and Seascapes, study of Architectural structures and various outdoor environment.

### 3. COLOUR & DESIGN :

Experiments of various mediums to understand the formal structure of colour through analysis of colour theory and notion. Transparent colours (water colour, waterproof Ink etc.) Opaque colours (poster colours etc.) Pastels, Wax crayons, etc
(a) Design-2D :

Design - 2-D : Study of Visual Elements, point, line, planes and shapes, Two dimensional designs, Basic Principal of Design, Organization in space (Positive and Negative), Basic and free shapes, line, Colour, Tone Texture, Form and Space. A co-

ordinated series of basic design assignments with aesthetic and analytical approach related to communication design.

* (b) Design- 3D :

Study of basic 3-dimensional shapes and forms such as cubes, spheres, and cylinders - constructed or molded in different medium like paper, card, soft clay. soap, plaster, plastic, wire etc., Positive and Negative spaces. A co-ordinated series and basic design problems with analytical approach related to communication design.

### 4. LETTERING - CALLIGRAPHY

Roman lettering, Classification of Type, Study of one family of Serif as well as San- serif type face and rendering the same.

### 5. VISUAL COMMUNICATION DESIGN - I

POSTER / HOARDING : History of poster design, Principles of design, Elements of Poster/ Hoarding, Brief message.

BOOK JACKET : Functional and designing aspect of Book Jacket.

### 6. COMPUTER GRAPHICS - I

a) Colour management, scanning and auto tracing, importing and opening files, exporting and saving files.

b) Page set up: Printing, styles, Templates and scrapbooks, creating custom. Arrowheads patterns, symbols and line styles.

c) Fonts and fonts formats.

d) Corel draw and the internet setting options and customising the user interface. Automation of Corel draw.

E) Using paint and text tools.

G) Study of Marathi & English Typing.

### 7. ELECTIVE COURSE:

a) **Perspective :**

Study of basic solids. plan and elevation, main aspects of parallel and two angular perspective.

**OR**

b) **Object & Product Drawing :**

Drawing from cubes. cones, cylindrical objects, casts, drapery, still life groups, Product etc, observe and study in various rendering techniques using different mediums and in different light conditions.

*Not for University Examination

**THIRD SEMESTER:**
**FOUNDATION COURSE:**

### 1. COPY WRITING AND COMMUNICATION SKILL :

What is copy platform?- Copy writing - Functions of Advertising copy, Basic ingredients of copy. Approach of writing copy - The Headline - Declarative - Interrogative Testimonial -   News-Curiosity - Emotional - Humours - Text Copy - Visualization - Invention of Advertising Ideas - Types of Copy - Use of product service - Information its marketing report - Special target audience for making copy effective

### CORE COURSE:
### 2. DRAWING FROM LIFE

Structural drawing of the human figure in full and parts -  Time sketching- Rendering in Pencil, Ink & colour. Human anatomy study, Out-door study's of  natural / man-made objects.

### 3. LETTERING -TYPOGRAPHY:

Principles of Typography: Design, suitability, legibility and readability of types. Detail study of different type faces and type families. Understanding the Mechanical and optical spacing in typography.

### 4. VISUAL COMMUNICATION DESIGN : II

As applicable to advertising, public welfare, publishing and education, student should be encouraged to adopt an analytical and creative approach to the problems.
I) CORPORATE IDENTITY

Application of Symbol - Logos for stationery and other media of 2-D and 3-D designs.
II) PACKAGING

Function of a Label and Carton design, Designing principles of packaging. components of a Label design. General knowledge of various materials- Paper, Boards etc. Methods of packaging, Costing and estimating.

### 5. COMPUTER GRAPHICS: II

a) Image Editing (Photoshop) - Making sections - Working with paint and text tools - Using various apply modes - Importing image and file formats.
b) Saving and exporting, working with paths and masks layers and channels, using adjustment layers, layer most scanning and image resolution, colour correction techniques and colour management using Photoshop filters, automating Photoshop with active configuration and optimising Photoshop, using Photoshop for world wide web printing and creating colour separation introducing third party plug-ins.

### 6. SCREEN PRINTING :

1) General knowledge of the process, equipment and advantages, preparing Hand-cut stencils, shellac stencils, Glue stencils, Photographic stencils, Preparing positives, exposing and developing add printing colour jobs of the nature i.e.' Letterhead Greeting cards etc.

### 7. ELECTIVE COURSE :
#### a) ANIMATION:
Animation techniques and it's importance in communication media history of animation, Basic technique, Manual / Computer methodology, Designing Character / Story Board, Backgrounds and making Animation film.

**OR**

**b) Exhibition Design and Display:** Introduction of the subject with history of Exhibition Display Design, Purpose, Design Concept, Type of Exhibition, Window and Showroom Drawing, Method of Drawing, Use of Different Materials, Construction Materials.

### 8. MOCC Course –
(Any one related to Textile Printing & Dyeing or Textile Weaving, research course) grade as per selected and completed MOOC Course examination.

## FORTH SEMESTER:
### FOUNDATION COURSE:
### 1. ADVERTISING ART & IDEAS: II
The Social and Economic Aspects of Advertising - Advertising business offers employments - Advertising promotes freedoms of the press functions of Advertising: Information, Assurance, Convenience, Freedom of choice, Buyer's Guide - Is the cost of Advertising justified?- Advertising creates demand and consequently sale - Advertising tries to raise the standard of living - Advertising can reduce selling price - Advertising creates employments - Advertising establishes reputation and prestige - Truth in Advertising - Role of Advertising in society.

b) Marketing and Market Research - The nature and scope of Marketing - The nature and scope of Market Research - Market Research, and Product - Market Research and Production - Market Research and the Market - Market Research and Marketing Policies and Methods - Market Research and channels of Distribution - Market Research and Selling Performances - Market Research and Advertising - Market Research and Competition - Market Research and Product Development - Motivational Research - Brand Image.

### CORE COURSE:
### 2. DRAWING FROM LIFE
Structural drawing of the human figure in full and parts.- Drawing from life Rendering in Pencil, ink and colour- Understanding of different rendering techniques. Human anatomy study.

### 3. LETTERING -TYPOGRAPHY:
Applications of simple professional Typographic work in simple advertising assignments. Expressive words, Character of type faces.

### 4. VISUAL COMMUNICATION DESIGN : II
I) PRESS / MAGAZINE LAYOUT
Assignments based on principles of Design for indoor media Daily Consumer / Consumer Durables Product / Public Services etc.
II) POSTER / HOARDING
Components of a Poster. and Hoarding, function' of a Poster and Hoarding. Atmosphere in a Poster. Understanding of different Types of posters - Sales, Services, Social

information, Propaganda, Education etc. Poster for Daily Consumer / Consumer Durable Products. Different types of appeal. Importance. of colours in Poster / Hoarding etc.
III) 3-D DISPLAY  (WINDOW DISPLAY)

General knowledge of various methods of executions. Materials that are used, Paper,  Thermo-Cole. Costing and estimating the problems.

## 5)  COMPUTER GRAPHICS: II

a) Image Editing (Photoshop) - Making sections - Working with paint and text tools - Using various apply modes - Importing image and file formats.

b) Saving and exporting, working with paths and masks layers and channels, using adjustment layers, layer most scanning and image resolution, colour correction techniques and colour management using Photoshop filters, automating Photoshop with active configuration and optimising Photoshop, using Photoshop for world wide web printing and creating colour separation introducing

c) Introduction Adobe premier (Video &.Editing) and sound etc.

## 6) SCREEN PRINTING :

1) Preparing transform Stickers and Posters with multicolour printing. Printing on the products and other surfaces. Preparing cost estimates.

## 7. ELECTIVE COURSE:

### a) ANIMATION:

Animation techniques and it's importance in communication media history of animation, Basic technique, Manual / Computer methodology, Designing Character / Story Board, Backgrounds and making Animation film.

### OR

b) **Exhibition   Design and Display:** Introduction of the subject with history of Exhibition Display Design, Purpose, Design Concept, Type of Exhibition, Window  and Showroom Drawing, Method of Drawing, Use of Different Materials, Construction Materials.

## 8. MOCC Course –

(Any one related to Textile Printing & Dyeing or Textile Weaving, research course) grade as per selected and completed MOOC Course examination.

**FIFTH SEMESTER:**
**FOUNDATION COURSE:**

### 1. PRINTING: THEORY OF REPRODUCTION TECHNIQUE :
a) Out line of Printing Industry-Application in day -to- day life - Scope and relation with other industries.
b) Invention of Printing and Paper.
c) Invention of movable type.
d) Terminology used in printing: Point size & Em - En scale and values of space in terms of units. Proof reading marks.
e) Main process of reproduction - relief, pantographic, intaglio & screen printing.
f) How lithography was invented - development of process. lithographic principles.
g) Printing Process - Letterpress, Offset & Screen Printing. their characteristics and suitability for various jobs, limitations.
h) Paper - its classification, qualities, sizes, (British standard & DIN) their sub divisions. Conversion from GSM, weight per ream.
i) Boards - its qualities, sizes, weight etc.
j) Inks - Inks & types, Process inks, colour matching with process ink. suitability for different types of paper.
k) General introduction to Book-binding, scheme of imposition, signature, collection marks, types of folds - cross fold, right angle fold, parallel folds.
l) Advance printing process &development in printing industry. Digital printing. DTP, Scanner & colour separation, colour correction, out put devices- Laser Printers, Image setters etc, Selection of Halftone dots- Percentage & size and  relation with ptg. Process and Paper quality.

**CORE COURSE:**
### 2. ILLUSTRATION :
Drawing from life in colour, Rendering of human figure in action, Converting the figure / figures into simplified Illustrations step by steps. Creating atmosphere, Developing an individual styles and techniques of Illustration.

### 3. VISUAL COMMUNICATION DESIGN - III
I) PRESS/MAGAZINE
Planning of campaign for Press/Magazine based on data collected, Treasure - Hard sell - Soft sell-Institutional - Editorial Testimonial - Prestige etc.

II) CORPORATE IDENTITY
Corporate Identity programmed to be planned for Company/Organization - Preparing Design Manual - Logo/Symbol Design for stationery - Transport - Signage - Environmental Design.

### 4. ANIMATION:
Animation techniques and it's importance in communication media history of animation, Basic technique, Manual / Computer methodology, Designing Character / Story Board, Backgrounds and making Animation film.

### 5. COMPUTER GRAPHICS - III

a) Morphing and warping - Internet and Web-designing -What is Internet History- Communication- Software, hard ware, network etc.- Parts of Internet - Getting connected to the internet basic internet- Basic Internet Technologies- WWW-Who's shoon WWW- FTP-IPC-MAIL, WEB NEWS VOICE MAIL- Popular website - Search engines-Utility sites, services, education, info, jobs etc.

b) Mail voice mail, Telephony introduction to advanced Internet Technology. website creation and process.-Role definition of people involved incite creative.

### 6. PHOTOGRAPHY:

Invention and progress up to the beginning of wet collodion era.
Dark-room : Equipment and arrangement.
Camera : Parts of the camera and their functions.
Lighting : Natural, conventional artificial lighting for still life and portraits.
Material : Roll Films, Lithe Films, Photographic papers, Paper grades etc.
Processes : Developing and fixing the photographs.
Chemicals : Chemicals used in the processes taught.
Print Criticism: Understanding a good photograph and criticizing it with reference to originality, subject matter, print quality, composition, lighting and presentation.

### 7. ELECTIVE COURSE:

a) **Visualization:** Concepts of Branding, Marketing and Advertising/Logo Design and Corporate Identity/Studies in Advertising/Concepts of Information Theory.

<div align="center">OR</div>

b) **Advertising Appreciation & Criticism:** Element of Appreciation of Advertising/ Modern Concepts & Culture/Sex & Nudity/Encourage of Harmful Products/Encourage of Gambling/ Encourage of Costly Goods/To create Complexes among the People etc..

### SIXTH SEMESTER:
### FOUNDATION COURSE:

### 1) ADVERTISING ART & IDEAS - III

a) Campaign Planning: What is a Campaign?- What is Campaign Planning? - Campaign objectives - Factors influencing the Planning of Advertising Campaign - Three main decisions in Campaign Planning - Three basic Principles of Campaign Planning -Importance of Unity and Continuity - The Advertising Appropriation Percentage of Last Year's sale percentage of expected sales Matching Competitor's allocations - Requirements to fulfil the objective - Launching a new product. I

b) Selection of Advertising Media: Selection of appropriate Media - Media plan - part of the total Marketing and Advertising Plan - How selection of Media is made - The Product - The Market - The Campaign objectives - The atmosphere - The appropriation - The Period - The Competitive spending - Evaluation of Media - The Character of Medium - The Atmosphere of Medium - The quantities and cost of the Medium -The Flexibility - The Dynamism of media - Major Media analysis - Newspapers, Magazines - Trade Journals - Outdoor Advertising - Posters - Films - Cinema Slides - Radio -Television - Exhibition and Demonstration - Window Display - Merchandising Media and Point of Sale material - Direct Mail - Miscellaneous Print Media - Special Media - Mix for Rural Advertising.

## CORE COURSE:

### 2. ILLUSTRATION :

Drawing from life in colour, Rendering of human figure in action, Converting the figure / figures into simplified Illustrations step by steps. Creating atmosphere, Developing an individual styles and techniques of Illustration.

### 3. VISUAL COMMUNICATION DESIGN - III

#### I) POSTER / HOARDING

Different types of Poster, Sale - Service - Social information - Propaganda – Education Different appeal etc.

#### II) POINT OF SALE (P.O.S.)

An Importance of P.O.S. to sell the product. Delivers message at the location. Different forms of P.O.S, Show cards, Crowners, Banners, Mobiles, Buntings, Floor Displays and Dispensers. Direct Mail as a media. Its function, Personalized Printing Processes, Colour limitation and types of paper.

### 4. ANIMATION:

Animation techniques and it's importance in communication media history of animation, Basic technique, Manual / Computer methodology, Designing Character / Story Board, Backgrounds and making Animation film.

### 5. COMPUTER GRAPHICS - III

a) Flow charting, Human Interface design for 'the web Graphic design for the web and tools, HTML Programmes tools- Animation for the Web and tools.

b) Hosting and uploading, web advertising, website management, emerging Technologies and trend, Director for Internet' (add-ons for the web)

### 6. PHOTOGRAPHY:

History of photography - Camera and  Accessories. Lights and Lighting. Developer and other chemicals. Negative Positive  material. Revision of Photography. Study of different types of camera and lenses. Types of films. Types of lightings for various purposes - Portrait - Still life - Table top. Planning of darkroom and equipments. Enlarging - Copying. Creativity Through Photography. Use of  expose meters. Advanced  lighting - Flash, Umbrella & Suit. Taking table top, Copying and Developing, Spotting of the prints and applying the  lighting  techniques etc.

### 7. 7. ELECTIVE COURSE:

a) **Visualization:** Concepts of Branding, Marketing and Advertising/Logo Design and Corporate Identity/Studies in Advertising/Concepts of Information Theory.

**OR**

b) **Advertising Appreciation & Criticism:** Element of Appreciation of Advertising/ Modern Concepts & Culture/Sex & Nudity/Encourage of  Harmful Products/Encourage of Gambling/ Encourage of Costly Goods/To create Complexes among the People etc..

## SEVENTH SEMESTER:
### FOUNDATION COURSE:

**1. ADVERTISING ART & IDEAS:**

1) Creative advertising - Planning and Execution -Ideas -Soul of Advertising - U.S.P. of Products -How Product analysis are made -Applications of USP'S - Basic Human Motives that make people Act - Desire and hope - Basic Human Desires that related to advertised products - Humor - Sympathy - Empathy - Anxiety - Fear - Executing the theme creatively - What is copy platform? Copy writing - Functions of Advertising copy- Basic ingredients of copy. Approach of writing copy The Headline - Text Copy - Visualization - Invention of Advertising Ideas - Advertising must be such that it is capable to easy perception - Advertising must be interesting - Advertising must use the best presentation techniques Principles of Design: The Law of Balance - The Law of Rhythm - The Law of Emphasis - The Law of Unity - The Law of Simplicity - The Law of Preparation - Eye Direction - White space - Unity - Simplicity - Preparation - Layout - Picture vs Words - Communication; Nonverbal, Verbal- Symbology -.The importance of pictures in Advertising: Functions of Pictures - Analysis Picture subject; most interesting to men, most interesting to women - Interesting to both sexes - Interest factors governing pictures Content - Form - Types of Advertisements; The Hard-Sell - The Soft-Sell - The Reminder - The prestige - The Humorous - Consumer Advertising - Distributors Advertising Retail Advertising- Industrial Advertising - Educational Advertising - Mail Orders Advertising - Direct Mail Advertising - Financial Advertising - Travel and Entertainment Advertising - Co-operative Advertising - Advertising by Govt. and Public Bodies.

2) Advertising Operation - The Advertising Department - The Market - The Marketing Policies - Publicly Relations Department - Advertising Agency and Operations - How the Agency works the Account Executive - Securing the Client - Selling Agency Service - Collection of Relevant Data - The Marketing and Advertising Plan - Marketing and Market Research Media Planning - Advertising Plan - The Creative Department - Creative Advertising - The Studio - The Production Department Media and Scheduling - Why Advertising Agency Service?

3) Advertising as a Vocation - List of position in Advertising - Advertising Agencies - Manufacturers -Printing Houses - Market Research Organisations.

4) The Legal Aspects of Advertising - Status of Advertising Agents - Outdoor Advertising - Advertisement in Newspapers and Magazines - Cinematography or after selecting the client, a student should make the market study, find out the USP, Decide the advertising objectives and prepare the copy platform. Planning and execution of campaign, Either for advertising or any promotional client as per his / her selected subject.

### CORE COURSE:

**2. VISUAL COMMUNICATION DESIGN - IV (PROJECT) :**
Advertising Campaign/Project Work: The students have to select any existing client from the following categories :
(A) PRODUCT         :   Consumer/Consumer durable
(B) SERVICE           :   Commercial/Non-Commercial

(D)PUBLIC / SOCIAL / WELFARE       :    National / International

      After selecting the client, a student should make the market study, find out the USP, Decide the advertising objectives and prepare the copy platform. Planning and execution of campaign, Either for advertising or any promotional client as per his / her selected subject.

**3. ELECTIVE COURSE:** (any one of the following) Assignments must be based on selected project work : Illustration/Animation/Typography/photography/Exhibition Design and Display, Visualization.

ILLUSTRATION :

      The importance of illustration for- Communication from pre-historic period to modern period - selection of specific "Area" for Illustration like advertising, Editorial, Publishing, Fashion, animation (from Script to story board) comic strips etc. Exploration of reproduction techniques, knowledge of printing processes, Animation, Basic techniques, Manual / Computer methodology - Designing Character / Backgrounds - Knowledge of computer graphics. Story Board : Audio Visual Communication, Short Film , T. V. Commercial ; Information of Film making - Developing Concept - Script Writing - Preparing Visuals - Presentation Live/Animated.

<p align="center">OR</p>

ANIMATION :

      Animation techniques and it's importance in communication media. History of animation, Basic technique, Manual / Computer methodology, Designing Character Story Board, Backgrounds and making Animation film.

<p align="center">OR</p>

LETTERING - TYPOGRAPHY :

      Importance of written words in the world of communication - Typography and Calligraphy - The definition - Type and its Characters - Type Faces - type Families - Calligraphy - formal and informal - Experimenting with calligraphic tools, Surface and styles - Application. Constructions of Type design. Expressive words - Logos. Applications of Typographical design for press / magazine, packaging, calendar, book-jackets, broacher etc.

<p align="center">OR</p>

PHOTOGRAPHY :

      Photography and it's role in communication media. Advanced exercises in professional photography, photographing various product situations. Outdoor photography according to assignments, Industrial photography, Fundamentals of colour photography. Experiments like Solarisation, photogram etc. Telephoto lens and other modern equipments for digital photography.

<p align="center">OR</p>

EXHIBITION DESIGN & DISPLAY:

      Exhibition display as an effective sales promotional advertising medium. Study of type of Exhibition: Nation – International. Indoor – Permanent – Temporary. Regional – Mobile. Design Concept – Use of different materials – Scheduling – Casting – Illumination – Mechanical and Electronic Devices – Colouring – Space Planning assignments based on 2-D/3-D in class and in workshop.

VISUALIZATION: Market Research Methods/Studying media for Branding/ Understanding Positioning, Brand Evaluation and Rebranding.

**4. COMPUTER GRAPHICS - IV** : (Assignments Based on selected project work.)
Advance study in Corel Draw, Photoshop, Illustrator, Flash its applications in work (Assignments).

## ELECTIVE COURSE:
### PROFESSIONAL PRACTICE:

**AIM-** To expose the students to issues concerning Advertising agency 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 Applied art 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.

PPT on the above topics to be submitted at the time of particular exam. Evaluation.

Along with satisfactory completion certificate & attendance certificate of concern agency / organization.

In Examination & evaluation process industry expert (expert (external) +

one academic expert (internal) this combination of jury evaluation the performance of candidate & grading it.

## EIGHTH SEMESTER:

## FOUNDATION COURSE:
### 1. DISSERTATION :

The Subject for Dissertation should be related to tine Project which has been selected and the Elective selected by the student. The Dissertation would be approximately of 3,000 words in English / Marathi or Hindi, which will be assessed by the panel of examiners appointed by the University. Though references and illustrations from elsewhere- may be used, the student must make his original contribution in terms of thought and hypothesis.

The Dissertation would be illustrated fully with good and bad references from actual, existing, printed and published material, whenever necessary. Bad examples and its criticism would illustrate the negative aspect of hypothesis.

The subject matter can be divided as follows:

a) Introduction
b) The hypothesis
c) Examples to illustrate the hypothesis
d) References to support the hypothesis
e) Discussion
f) Conclusion

NOTE : The students have to submit synopsis in  first term and get it approved by the concern Teacher.  Final Dissertation based on  Project work is to be completed 30 days before the Examination under the guidance of the Teacher.

**2. VIVA-VOCE :** The Viva-voce will be taken along with class work and dissertation.

Dr . S. S. Ambekar
chairman

CHILLIALE T. B.
Member

**LIST OF REFERENCE BOOKS:**

GENERAL :

  1) Druk Kala - Multatve ani Aswad --- Shantinath Arwade
  2) Drusha Kala - Payashudha Abhyas --- Gajanan Bhagwwat & A. Desai
  3) The Bauhaus --- Gillian Nay!or
  4) Bauhaus --- Frank Whitfcrd
  5) Bauhaus 1919-1928 --- Herbert Bayer
  6) Bauhaus 1919-1924 --- Walther Scheidig
     Craft of the Weinmar
  7) Design: Elements and Principles --- Dorothea C. Malcolm
  8) Exploring Visual Design — Joseph A. Gatto
  9) The Visual Dialogue --- Nathan Knobler
  10) Colour Harmony --- Hideaki Chij.iiwa
  11) Colour Harmony-2 --- Bride M. Whelan

ILLUSTRATION :

  Rendering with Pen and Ink --- Robert W. Gill
  Basic Perspective --- Robert W. Gill
  Perspective for Painters — Howard Etter, Margit Malmstrom

TYPOGRAPHY :

  Basic Typography --- Ruedi Ruegg & Godi Frohlich
  Speedball Text Book 20 th Edition --- Stoner Charles Ed.
  The Art Written Forms --- Anderson D. M.
  International Calligraphy Today --- HermanZapf
  The Encyclopaedia of Calligraphy Techniques — Diana Handy Wilson
  Type and Typography The Designer's ---
  Type Books — Ben Rosen
  Introduction to Typography --- Oliver Simon
  Pictorial Calligraphy & Communication --- Edmund V. Gillon jr.
  Woman's Day Book of Calligraphy --- Dennis Droge,
  Janice Glander Bandyk

ADVERTISING THEORY & HISTORY OF VISUAL COMMUNICATION

  The World of Visual Communication --- Dr. G. M. Rege
  Druk Vichar Prasaranache Vishva --- Dr. G. M. Rege
  Vigyapan Kala — A. P. Hatwal
  Advertising Second Edition --- Maurice 1. Mandell
  Foundations of Advertising — S.A. Chunawalla, K.C.Sethia.
  जाहिरातीचे शैलीशास्त्र ---- डॉ. श्रीपाद भालचंद्र जोशी.
  जाहिरातीचं जग, --- भागवत यशोदा
  मराठी भाषा आणि शैली ---- धोंगडे रमेश व धोंगडे अश्विनी