

**Syllabus of Scheme of Examination –M.F.A. Applied art
Two Year Course-2007-2009-10**

Pages (1to5)

OBJECTIVE:

Applied Art is basically a subject for communication, which assumes various forms and an Applied Artist must know how to communicate through various medias and technologies. For the students of Applied Art today an integrated approach is necessary. This includes the understanding of the basic visual forms, the media and its reach to the public, various tools for execution like photography, films, television, printing and wide range of computer application.

Advertising is now a growing industry. It is a show business where every body has to be creative and to move and change with the time. Not only the Artist but also even a common man is related to advertising in day-to-day life. An Applied Artist is related to Advertising profession and is responsible for creating Visual images to the message to communicated and he has to serve a specific purpose with an aesthetic excellence.

The programme of training in Applied Art is designed to emphasize upon professional aspects, it will not only develop professional skill in students but will also shape the personality of a student and wherein creative freedom will co exist with practical requirements. The main concern of training is Graphic arts is aesthetic sensation, and to understand the problems of communication as well as to transfer graphically the information which are received and analyzed. It is aimed for further development and the knowledge of design and of skills acquired during the studies.

PRACTICAL SUBJECTS-M.F.A. -PREVIOUS YEAR (Applied Art)

1. Visualization:- *Visual communication for appropriate media to a variety of consumer's products/services.*

Assignments:- *Execution of TWO advertising Campaigns on consumer's product or Institutional (Service or Social) related with any of the appropriate medias including Print, Television, Film etc. and in various techniques available.*

(Minimum submission for specified evens is 10 art works with 50 roughs of each work)

2. Opt any one of the following.

(Important:- Subject opted in MFA 1st Year will continue in MF 2nd year also)

A) Graphics Design:- *Creation of images for visual communication. Advance study and exercises in designing of symbol, logotype, brand name, creation of icons, knowledge of information Graphics etc.*

Assignments:- *Execution of Graphic Design for TWO Specified events related with any of the appropriate medias including print, Television, and film etc. and in various techniques available.*

(Minimum submission for specified evens is 10 art works with 50 roughs of each work)

B) Illustration:- *Advance study in illustration for Graphic expression. Emphasis on forming of individual style of creating illustration, cartooning/caricature, etc.*

Assignments:- *Illustrate any TWO of the publications such as Children storybook or Educational book related with any of the appropriate medias including Print and in various techniques available.*

(Minimum submission-Two 12 pages illustrated book)

C) Out-door Publicity:- *Knowledge of various methods of Out-door publicity like Exhibition design and display, Kiosks, Posters, Hoardings, Transit ads, Signage, Packaging, etc.*

Assignments:- *Execution of layout design and models for TWO specified events related with Stall display, Shop window display, Exhibition designs along with kiosks, neon signs, glow signs etc. related with various out door medias and in various techniques available.*

(Minimum submission for specified evens is 10 Art works with 50 roughs of each work).

THEORY SUBJECTS –M.F.A.- PREVIOUS YEAR (Applied Art)

Campaign Planning objectives and basic principals:-

Campaigns Objectives, Factors Influencing the Planning of Advertising Campaign. The Selling Methods, Campaigning for New Products etc:-

Introduction of advertising and Marketing research:-

Define advertising, Types of Advertising, the Advertising and Advertising Agency, Budget, The Media Vendors, The Target Audience, The Age of Print, the Industrial Revolution and emergence of Consumer Society, Modern Advertising Agencies, Science and Creativity, Interactive Advertising, Integrated Marketing, Communication, Globalization, Consumer Power, Relationship, Marketing and Customization.

Advertising and Marketing:-

Marketing Plan, Advertising role in Marketing, Types of Market, Approaching Market. the marketing Concept and Relationship Marketing, Channel of distribution, Pricing.

REPORT & VIVA VOCE SUBJECT-M.F.A-PREVIOUS (Applied Art)

Report will be submitted on given subject on and before one month of completion of the session.

PATTERN OF EXAMINATION-M.F.A.-PREVIOUS (Applied Art)

PRACTICAL SUBJECTS

| SUBJECTS | HOURS/ WEEKS | NO OF WORKS TO BE SUBMITTED | SESSIONAL MARKS 25% | ASSESSMENT MARKS 75% | AGGREGATE |
|---|----------------------------------|--------------------------------|------------------------|-------------------------|-----------|
| 1. Visualization | Practical 480 Hrs 16 Weeks | 20 | 100 | 300 | 400 |
| 2. Graphics Designing or Illustration or Outdoor Publicity | Practical 480 Hrs 16 Weeks | 20 | 100 | 300 | 400 |

THEORY

| SUBJECTS | HOURS/ WEEKS | | SESSIONAL MARKS 20% | ASSESSMENT MARKS 80% | AGGREGATE |
|---|---|---------------------------------------|---|-------------------------|-------------|
| 1. Adverting and Marketing Research | 160 Hrs. (1 Lectures of 60 Minutes. Daily) | Written Examination Time: 3 hrs | 40 | 160 | 200 |
| 2. Report & Viva Voice (Internal) | Submission | ----- | Report (60 Marks) Viva (40 Marks) | ---- | 100 |
| Total | | | | | 1100 |

PRACTICAL SUBJECTS-M.F.A. -FinalYEAR (Applied Art)

1. Visualization:- Visual communication for appropriate media to a variety of consumer's products/services.

Assignments:- Execution of TWO advertising Campaigns on consumer's product or Institutional (Service or Social) related with any of the appropriate medias including Print, Television and Film etc. and in various techniques available.

(Minimum submission for specified evens is 10 art works with 50 roughs of each work)

2. Opt any one of the following.

(Important:- Subject opted in MFA 1st Year will continue in MFA 2nd year also)

A) Graphics Design:- Creation of images for visual communication. Advance study and exercises in designing of symbol, logotype, brand name, creation of icons, knowledge of information Graphics etc.

Assignments:- Execution of Graphic Design for TWO Specified events related with any of the appropriate medias including print, Television, and film etc. and in various techniques available.

(Minimum submission for specified evens is 10 art works with 50 roughs of each work)

B) Illustration:- Advance study in illustration for Graphic expression. Emphasis on forming of individual style of creating illustration, cartooning/caricature,

Assignments:- Illustrate any TWO of the publications such as Children storybook or Educational book related with any of the appropriate medias including Print and in various techniques available.

(Minimum submission-Two illustrated books of 12 pages each)

C) Out-door Publicity:- *Knowledge of various methods of Out-door publicity like Exhibition design and display, Kiosks, Posters, Hoardings, Transit ads, Signage, Packaging, etc.*

Assignments:- Execution of layout design and models for TWO specified events related with Stall display, Shop window display, Exhibition designs along with kiosks, neon signs, glow signs etc. related with various out door medias and in various techniques available.

(Minimum submission for specified events is 20 Art works with 50 roughs of each work).

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| THEORY SUBJECTS-M.F.A. - FINAL YEAR (Applied Art) |
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Advertising and Marketing Research:-

Creative side of the Advertising:-

What is Creative Advertising, Creative Leap, Creative Concept, Strategy and Creativity, Creativity and Strategy in the Message Design, Creative Thinking, Art Direction, Product Category Strategies, Creative Brief, Decision About the Message Execution, Creating Print Advertising, Common Newspaper Advertisements, Magazine Advertisements, Layout Stages, Layout Design Principles.

Marketing and Research:-

Nature and Scope of marketing, Consumer Reaction , Product Development, Motivation Research, Brand Image, Direct Marketing, Data Base Marketing, Direct Marketing Strategies Integrated Marketing, Linking the Channels, Reproduction Planning and Proto Type, Production and Packaging, Distribution, Transportation, Sales and Consumer Reaction, Product Development.

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| DISSERTATION & VIVA VOCE SUBJECTS – M.F.A- PREVIOUS (Applied) |
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Dissertation will be submitted on subjects chosen by the student and approved by the Faculty Head.

For the dissertation the following areas of study may be concerned.

- (i) *The student must write on his/her works of art including one of the following:*
 - *A critical and analytical aspect of history of advertising or contemporary advertising with special reference to the current time.*
 - *Advertising personalities*

- (ii) *The student must write on any relevant topic happening in the advertising field including Experimentation of the current events of advertising.*

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| PATTERN OF EXAMINATION-M.F.A.- FINAL YEAR (Applied Art) |
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| SUBJECTS | HOURS/ WEEKS | NO OF WORKS TO BE SUBMITTED | SESSIONAL MARKS 25% | ASSESSMENT MARKS 75% | AGGREGATE |
|---|----------------------------------|--------------------------------|------------------------|-------------------------|-----------|
| PRACTICAL SUBJECTS | | | | | |
| 1. Visualization | Practical 480 Hrs 16 Weeks | 20 | 100 | 300 | 400 |
| 2. Graphics Designing or Illustration or Outdoor Publicity | Practical 480 Hrs 16 Weeks | 20 | 100 | 300 | 400 |

THEORY

| SUBJECTS | HOURS/ WEEKS | | SESSIONAL MARKS 20% | ASSESSMENT MARKS 80% | AGGREGATE |
|---|---|---------------------|--|-------------------------|-------------|
| 1. Adverting and Marketing Research | 160 Hrs. (1 Lectures of 60 Minutes. Time: 3 hrs Daily) | Written Examination | 40 | 160 | 200 |
| 2. Dissertation & Viva Voice (Internal) | Submission | ----- | Dissertation (60 Marks) Viva (40 Marks) | ---- | 100 |
| | | | | Total | 1100 |

RULES FOR ASSIGNMENT/EXAMINATION

A jury consisting of one external and one internal examiner appointed by The Panjab University, Chandigarh will assess the year's work in practical subject. For theory the Panjab University will take subjects written examination for 80% and 20% marks will be given by the theory subject teacher internally and will be sent to Panjab University. But for report, a jury appointed by the Panjab University, Chandigarh, that will send their marks to the University, would conduct dissertation and viva voce internally.

EXAMINATION AND GRADING SYSTEM

There will be University Examination at the end of each academic year in all the subjects of specialization of the two years master degree course in Applied Art.

The student will be allotted 25% of the total marks for internal sessional marks, which will be added in the total marks obtained. One must get minimum of 45% pass marks in practical subjects and 35% in theory separately. The successful candidates at the Annual Examination shall be classified as follows.

- A) Candidate securing 75% and more shall be placed in first Division with Distinction
- B) 60% and above in First Division
- C) 50% to 59% in Second division

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| Professional Training |
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It is proposed, that every student of Final Year may work on a project assigned by any recognized agency or a professional designer of repute for at least one month-duration in consultation with his teachers concerned. He will have to submit a complete report about his works.

After submitting the Campaign in Second Year of M.F.A. the candidate must submit a report about this one-month training duly signed by the concerned authority.

Certificate will be issued only after this report is submitted.

Recommended Books

Advertising & Marketing Research

1. *Invocation of Marketing-T. Levit.*
2. *Environment of Marketing Behaviour-Halloway and Hanwarcock.*
3. *Advertising Hand Book-Barton-Roger Boviton.*
4. *Modern Advertising-Hepnar.*
5. *Economic Effects of Advertising-Borden.*
6. *Advertising, theory and Practice-C.H. Sandage, Vernon Fryburger, Kim Rotzoll.*
7. *Advertising-John S. Wright, Daniel S. Mamer,WEillis L. Winter Jr. and S.K. Zeigler.*
8. *International Handbook of advertising –S. Watson. Dunn.*
9. *Confessions of an Advertising Man-David Ogilvy.*
10. *Graphic Arts Encyclopedia-George A. Stevenson.*
11. *Photomechanics and Printing-J.S. Mertle and Gordon L. Monsen.*
12. *The Penrose Annuals.*
13. *INFA Press and Advertisers Year Book.*
14. *Modern Marketing –S.A. Sherlekar.*
15. *Advertising Management-Robert L. Anderson.*
16. *Computer Animation –Neal Weinstocks.*
17. *Computer Graphics-Edward Angel.*
18. *What’s in a Brand-John Philip Jones.*
19. *Handbook of Public Relations in India-D.S. Mehta.*
20. *Vigyapan Kala –Ashok Mahajan.*
21. *Contemporary Advertising –William F. Arens.*
22. *Advertising an introductory text-S.A. Chunawala.*

Reference Journals.

1. *Graphics*
2. *Creative Designing*
3. *Photography*
4. *Computer Graphics*
5. *Flash*
6. *Animation etc.*

M.F.A PAINTING.

Syllabus and Scheme of Examination of –M.F.A. –Painting Two Year Course-2007-2009-2010

Pages (1 to 4)

OBJECTIVE

This is an advance level course in painting specialization after the BFA or equivalent degree in painting. After attaining a certain degree of proficiency in various mediums and techniques, the course is to facilitate the student to develop his/her own individual creative visual language in order to effectively express through his/her mediums of expression. This is achieved by the student through extensive research in the practical work, technically and aesthetically supplemented by the theoretical studies in Art, history, relevant philosophy of art and recent developments and trends in art to enhance the analytical and critical abilities in addition to the freedom of creative expression and thereby help develop professional and personal growth.

PRACTICAL SUBJECTS-M.F.A-PREVIOUS YEAR (Painting)

1. **DRAWING:** *Advanced study of figure and group with emphasis on creative drawing. Study of anatomy, proportion, blocking of mass with the aid of light and shade. Emphasis on the delineation of character, distortion settings, emphasis on the development of a personal style.*
Assignment: *Minimum submission -10 works.*
2. **PAINTING:** *Emphasis on color composition and individual technique for working in any one of the following. Opt any one of the following. Subjects opted in MFA 1st Year will continue in the MFA 2nd Year also.*
 - (a) **Creative Painting:-** *Composition with exploration of various phases of contemporary painting and aesthetic principles in order to develop a distinct personal style.*
Medium:- All the painting mediums.
Assignments:- *Minimum submission -10 works.*
 - (b) **Portraiture:-** *Advanced study from life models of different age group(Male and female). Advanced study with character and expression, composition in different settings, development of a personal style.*
Medium: All the painting mediums.
Assignment: *Minimum submission -10 works.*

THEORY SUBJECTS M.F.A.-PREVIOUS YEAR (Painting)

20th Century Art History (Painting, Sculpture, Printmaking and other mediums): *Objective and analytical study various phases in the making of 20th century visual and plastic Arts and related development in other areas. Deeper understanding of modern era as reflected in its art forms to stimulate an increased awareness of the many possibilities of visual communication open to the contemporary artist.*

Lectures on various Art movements i.e., Fauvism, cubism, Expressionism, Surrealism, colorfield Abstractionism, Post-2nd world War Art movements, with reference to theories in western philosophy and Aesthetics.

REPORT & VIVA VOCE SUBJECTS-M.F.A - PREVIOUS (Painting)

Report will be submitted on given subjects on month prior to the end of the session.

PATTERN OF EXAMINATION – M.F.A. – PREVIOUS YEAR (Painting)

PRACTICAL SUBJECTS

| SUBJECTS | HOURS/ WEEKS | NO OF WORKS TO BE SUBMITTED | SESSIONAL MARKS 25% | ASSESSMENT MARKS 75% | AGGREGATE |
|--|----------------------------------|--------------------------------|------------------------|-------------------------|-----------|
| 1. Drawing | Practical 240 Hrs 8 Weeks | 10 | 50 | 150 | 200 |
| 2. Creative Painting or Portraiture Painting | Practical 720 Hrs 24 Weeks | 10 | 150 | 450 | 600 |

THEORY

| SUBJECTS | HOURS/ WEEKS | SESSIONAL MARKS 20% | ASSESSMENT MARKS 80% | AGGREGATE | |
|---|---|------------------------|--------------------------------------|-----------|-------------|
| 1. 20 th Century Art History | 160 Hrs. (1 Lectures of 60 Minutes. Time: 3 hrs Daily) | Written Examination | 40 | 160 | 200 |
| 2. Report & Viva Voice (Internal) | Submission | ----- | Report (60 Marks) Viva (40 Marks) | ---- | 100 |
| Total | | | | | 1100 |

PRACTICAL SUBJECTS –M.F.A.-FINAL YEAR (Painting)

1. **DRAWING:** (Advancement of 1st Yea Programme) *Advanced study of figure and group with emphasis on creative drawing.*

Study of anatomy, proportion, blocking of mass with the aid of light and shade. Emphasis on the delineation of character, distortion settings, emphasis on the development of a personal style.

Assignment: *Minimum submission -10 works.*

2. **PAINTING:** *Emphasis on individual innovative technique for working in any one of the following. Opt any one of the following. Subjects opted in MFA 1st Year will continue in the MFA 2nd Year also.*

(b) **Creative Painting:-** *Composition with exploration of various phases of contemporary painting and aesthetic principles in order to develop a distinct personal style.*

Medium:- All the painting mediums.

Assignments:- *Minimum submission -10 works.*

(b) **Portraiture:-** *Advanced study from life models of different age group (Male and female). Advanced study with character and expression, composition in different settings, development of a personal style.*

Medium: All the painting mediums.

Assignment: *Minimum submission -10 works.*

THEORY SUBJECTS M.F.A. – FINAL YEAR (Painting)

Art Criticism: *Importance and necessary criticism and evaluation of Art works; understanding of Modern and Post Modern Art trends from the Western and Eastern points of view.*

(a) **Western:** *History of Art Criticism-Development of Art History as human discipline Connoisseurship and methodology; Visual analysis; symbolism and Iconography; Psycho-analytic and Anthropological view points; knowledge of relevant writings of Aristotle, Alberta, vasaari, Bellori, Ruskin, Wolffin, Roger Fry, Arnheim, Langer, Herbert Read.*

(b) **Oriental:** *Theories of art and aesthetics in India and Chinese tradition and their critical examination; Material for lectures to be drawn from (a) writing of Bharata to Bhamana, Abhinav Gupta to Vishwanath (b) Selected texts from Silpashastra on technique and Iconography (c) Critical reference on Paintings and Sculpture from ancient and medieval literature (d) writing on Indian Art by Modern Indian and Western writers (e) Principles of Chinese Paintings, and (f) The Chinese theory of Art based on compilations by Lin Yatang and Zen theories, (g) Recent Developments in Indian Art.*

DISSERTATION & VIVA COCE SUBJECTS- M.F.A.-FINAL YEAR (Painting)

Dissertation will be submitted on and before one month of completion of the session. Subjects chosen by the student and approved by the Faculty Head. For the dissertation the following areas of study may be concerned.

(i) *A critical and analytical aspect of 20th century with special reference to Folk, Tribal art and Popular forms of art.*

(ii) *Concept of Aesthetics or philosophy.*

(iii) *Any important artist or art movement in the history of Indian or Western Art.*

(iv) *On his or her own works of art or on any other relevant topic including experimentation.*

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| PATTERN OF EXAMINATION – M.F.A. – FINAL YEAR (<i>Painting</i>) |
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PRACTICAL SUBJECTS

| SUBJECTS | HOURS/ WEEKS | NO OF WORKS TO BE SUBMITTED | SESSIONAL MARKS 25% | ASSESSMENT MARKS 75% | AGGREGATE |
|--|----------------------------------|--------------------------------|------------------------|-------------------------|-----------|
| 1. Drawing | Practical 240 Hrs 8 Weeks | 10 | 50 | 150 | 200 |
| 2. Creative Painting or Portraiture Painting | Practical 720 Hrs 24 Weeks | 10 | 150 | 450 | 600 |

THEORY

| SUBJECTS | HOURS/ WEEKS | SESSIONAL MARKS 20% | ASSESSMENT MARKS 80% | AGGREGATE | |
|---|---|---------------------------------------|---|-------------|-----|
| 1. Appreciation and Critical appraisal | 160 Hrs. (1 Lectures of 60 Minutes. Daily) | Written Examination Time: 3 hrs | 40 | 160 | 200 |
| 2. Dissertation & Viva Voice (Internal) | Submission | ----- | Dissertation (60 Marks) Viva (40 Marks) | ---- | 100 |
| Total | | | | 1100 | |

RULES FOR ASSIGNMENT/EXAMINATION

A jury consisting of one external and one internal examiner appointed by The Panjab University, Chandigarh will assess the year's work in practical subject. For theory the Panjab University will take subjects written examination for 80% and 20% marks will be given by the theory subject teacher internally and will be sent to Panjab University. But for report, a jury appointed by the Panjab University, Chandigarh, that will send their marks to the University, would conduct dissertation and viva voce internally.

EXAMINATION AND GRADING SYSTEM

There will be University Examination at the end of each academic year in all the subjects of specialization of the two years master degree course in Painting. The student will be allotted 25% of the total marks for internal sessional marks, which will be added in the total marks obtained. One must get minimum of 45% pass marks in practical subjects and 35% in theory separately. The successful candidates at the Annual Examination shall be classified as follows.

- A) Candidate securing 75% and more shall be placed in first Division with Distinction
 B) 60% and above in First Division
 C) 50% to 59% in Second division

REFERENCE BOOKS:

1. *Vision in Motion* by Moholy Nagy.
2. *Mark Chagank-Lionello Venturi.*
3. *Art Now-Herbert Read*
4. *The voices of Silence-Andrew Malraux.*
5. *History of Sculpture-George Henry Chase and Chander Rathforn Post.*
6. *sculpture of today-kinston Payker.*
7. *The Moment of Cubisem-Eric Newton.*
8. *Amritan Shergil, Rabindranath Tagore, Jamini roy, Monographs by Lalit kala Akademi.*
9. *Modern Art and India-William Archer.*
10. *Abanindranath and the art of his time –Jara Appaswamy*

11. *Four Steps towards Modern art- Lionello Venturi.*
12. *art Appreciation made simple-Barbara Sheeton.*
13. *Philosophy of Beauty-E.F. Carrit.*

14. *Meaning of Art-Herbert Read.*
15. *social History of Art-Arnold Hauser.*
16. *Natya Shastra- Bharata.*
17. *History of Art Criticism by- Lionello Venturi.*
18. *Christiam and Oriental Philosophy- Anand Coomarn Swamy.*
19. *The transformation of Nature in art-Anand Coomarn Swamy.*
20. *Principles of Chinese painting-Lin Yatang.*
21. *Art and Nationalism in Colonial Period- partho Mathur.*
22. *The making of a New Indian Art-Tapati Guhathakurte.*
23. *Purpose of Art- Albert Alsen.*
24. *Aesthetic Theories of India-I&2 Padma Sudhi.*
25. *Aesthetic Meaning according to Abhinava Gupta.*
26. *Grass roots of Art by Herbert Read.*
27. *Dance of Shiva by A.K Comaryaswami.*
28. *The flamed mosaic Indian Contemporary Painting by Neville Tuli.*
29. *When was Modernism by Gita Kapoor*
30. *The living tradition by K.G. Subramanyam*
31. *The Moving focus by K.G. subramanyam*
32. *The art of the modern age/philosophy of art from Kant to Heidderger by Jean Marie Scheffer*
33. *The Shantiniketan Murals by Jayanta Ghokrovarty, R Siva Kumar, Arun K. Nag*
34. *The Orient in Western Art by Gerard- Jorge Lemeris*
35. *Indian contemporary Art- Painting, Drawing, Sculpture by Nevelle Tullie*
36. *Location of Culture by Homi K. Bhabha*
37. *Art of the Pacific by Anne D'Alleve*
38. *Sociology of Post Modern by Scott Lesh*
39. *The Idea of the postmodern/ a history by Hans Bertens*
40. *The post modern turn by Steven Best, Douglus Kellener*
41. *Women, Art, Society by Whiteny Chalwick*
42. *Problems of Modernity by Adorno & Benjamin*
43. *Concept of Modern Art from Fauvism to Post Modernism edited by Nikos Stangos*
44. *Contemporary art in India/A Perspective by P.N. Mago*
45. *Making of Modern art/ The Progressives by Yashodhra Dalmia*
46. *Contemporary Indian/ Other realities by Yyashodhra Dalmia*
47. *Ganga Devi/Radition & Expression in Mithila Painting by Jyotindra Jain*
48. *Art of Bengal/Past & Present by Partha Mitter*
49. *History of Indian Art by Pratha Mitter*
50. *Indian art & culture by Stuart Cary Welch*
51. *Conceptual Art by Tony Gray*
52. *Art at the turn of the millennium-published by TASCHEN*
53. *Art Tommorow- published by TASCHEN*
54. *The Great Clown by Krishna Reddy*
55. *The Technique of Printmaking by Krishna Reddy*
56. *Te Technique of Printmaking by Dr. Sunil Kumar*
57. *JThe Encyclopedia of Aesthetics published by Oxford Press.*
58. *Art of 20th century, Painting, Sculpture, New Media, photography by Ruhrberg, Scheckenburger, Fricke, Honnef*

REFERENCE JOURNALS

1. *Art India Magazine*
2. *Lalit Kala Contemporary*
3. *Art & Deal*
4. *Art forum*
5. *Art of the Asia pacific*
6. *Sculpture*
7. *Marg*
8. *Contemporary Visual Art (C.V.A.)*
9. *Gallery*
10. *Flash Art*

Syllabus and Scheme of Examination of M.F.A. Sculpture
— Two Year Course — 2007-2009-2010

Pages (1 to 4)

OBJECTIVE

The objective of the 2-year specialization course in Sculpture is to provide the student training in the skills for original and creative visual expression. A student must know how to communicate through various mediums and technology. The aim of the programme is not only to develop professional skill in the student but also shape the personality of a student wherein creative freedom will co-exist with practical requirements. The main objective is to enhance the skills of the artist along with personal growth based on research in various styles of sculpture and related technology.

PRACTICAL SUBJECTS - M.F.A. — PREVIOUS YEAR (Sculpture)

1. Creative Sculpture: - Composition abstract or based on relevant subject and the environment supported by preparatory individual creative expression.

Medium: - wood carving, stone carving, metal casting, synthetic materials and mixed media.

Assignments: - Minimum submissions- 8 works with Drawing

OR

2. Portraiture: - Advanced studies in different size from Life models of different size of different age groups (Male and Female) enlargement from model/photographs, maquettes with drawing.

Medium: - wood carving, stone carving, metal casting, synthetic materials and mixed media.

Assignments: - Minimum submissions- 8 works with Drawing.

THEORY SUBJECTS M.F.A. — PREVIOUS YEAR (Sculpture)

20th Century Art History (Painting, Sculpture, Printmaking and other mediums): Objective and analytical study various phases in the making of 20th century visual and plastic Arts and related development in other areas. Deeper understanding of modern era as reflected in its art forms to stimulate an increased awareness of the many possibilities of visual communication open to the contemporary artist.

Lectures on various Art movements i.e., Fauvism, Cubism, Expressionism, Surrealism, color-field Abstractionism, Post- 2 World War Art movements, with reference to theories in western philosophy and Aesthetics.

REPORT & VIVA VOCE SUBJECTS - M.F.A. - PREVIOUS YEAR (Sculpture)

Report will be-submitted on given subjects on and before one month of completion the session.

PATTERN OF EXAMINATION - M.F.A. — PREVIOUS YEAR (Sculpture)

PRACTICAL SUBJECTS

| SUBJECTS | HOURS/ WEEKS | NO OF WORKS TO BE SUBMITTED | SESSIONAL MARKS 25% | ASSESSMENT MARKS 75% | AGGREGATE |
|-----------------------|-----------------|--------------------------------|------------------------|-------------------------|-----------|
| 1. Creative Sculpture | 32 weeks | 8 work with Drawing | 200 | 600 | 800 |
| Or | | | | | |
| 2. Portraiture | 32weeks | 8 works with Drawing | | | |

THEORY

| SUBJECTS | HOURS/ WEEKS | | SESSIONAL MARKS 20% | ASSESSMENT MARKS 80% | AGGREGATE |
|--|---|---------------------------------------|---|-------------------------|-------------|
| 1. 20 th Century Art History | 160 Hrs. (1 Lectures of 60 Minutes. Daily) | Written Examination Time: 3 hrs | 40 | 160 | 200 |
| 2. Report & Viva Voice (Internal) | Submission | ----- | Report (60 Marks) Viva (40 Marks) | ---- | 100 |
| | | | Total | | 1100 |

PRACTICAL SUBJECTS - M.F.A. - FINAL YEAR (Sculpture)

1. **Creative Sculpture:** - *Composition abstract or based on relevant subject and the environment supported by preparatory individual creative expression.*
Medium: - wood carving, stone carving, metal casting, synthetic materials and mixed media.
Assignments: - *Minimum submissions- 8 works with Drawing*
 OR
2. **Portraiture:** - *Advanced studies in different size from Life models of different size from Life models of different age groups (Male and Female) enlargement from model/photographs, macquets with drawing*
Medium: - Wood carving, stone carving, metal casting, synthetic materials and mixed media.
Assignments: - *Minimum submissions- 8 works with Drawing*

THEORY SUBJECTS M.F.A. — FINAL YEAR (Sculpture)

Art Criticism: *Importance and necessary criticism and evaluation of Art works; understanding of Modern and Post Modern Art trends from the Western and Eastern points of view.*

- (a) **Western:** *History of Art Criticism — Development of Art History as human discipline Connoisseurship and methodology; Visual analysis; Symbolism and Iconography; Psycho-analytic and Anthropological view points, knowledge of relevant writings of Aristotle, Alberta, Vasaari, Bellori, Ruskin, Wolffmn, Roger Fry, Arnheim, Langer, Herbert Read.*
- (b) **Oriental:** *Theories of art and aesthetics in India and Chinese tradition and their critical examination; Material for lectures to be drawn from (a.) writing of Bharata to Bhamana, Abhinavagupta to Vishwanath, (b) Selected texts from Silpashastra on technique and Iconography (c) Critical reference on Paintings and Sculpture from ancient and medieval literature (d) writing on Indian Art by Modern Indian and Western writers (e) Principles of Chinese Paintings, and, (f) The Chinese theory of Art based on compilations by Lin Yatang and Zen Theories.*

DISSERTATION & VIVA VOCE SUBJECTS .M.F.A. – FINAL YEAR (SCULPTURE)

Dissertation will be submitted on and before one month of completion of the session. Subjects chosen by the Student and approved by the Faculty Head. For the dissertation the following areas of study may be concerned.

- (i) *A critical and analytical aspect of 20th century with special reference to Folk, Tribal Art and popular forms .of art.*
- (ii) *Concept of Aesthetics or philosophy.*
- (iii) *Any important artist or art movement in the history of Indian or Western Art.*
- (iv) *On his or her own works of art or on any other relevant topic including experimentation.*

PATTERN OF EXAMINATION .M.F.A. – FINAL YEAR(Sculpture)

PRACTICAL SUBJECTS

| SUBJECTS | HOURS/ WEEKS | NO OF WORKS TO BE SUBMITTED | SESSIONAL MARKS 25% | ASSESSMENT MARKS 75% | AGGREGATE |
|-----------------------|--------------|-----------------------------|---------------------|----------------------|-----------|
| 1. Creative Sculpture | 32 weeks | 8 work with Drawing | 200 | 600 | 800 |
| Or | | | | | |
| 2. Portraiture | 32weeks | 8 works with Drawing | | | |

THEORY

| SUBJECTS | HOURS/ WEEKS | | SESSIONAL MARKS 20% | ASSESSMENT MARKS 80% | AGGREGATE |
|---|--|---------------------------------|--|----------------------|-------------|
| 1. Appreciation and Critical Appraisal Of Art | 160 Hrs. (1 Lectures of 60 Minutes. Daily) | Written Examination Time: 3 hrs | 40 | 160 | 200 |
| 2. Dissertation & Viva Voice (Internal) | Submission | ----- | Dissertation (60 Marks) Viva (40 Marks) | ---- | 100 |
| Total | | | | | 1100 |

RULES FOR ASSIGNMENT/EXAMINATION

A jury consisting of one external and one internal examiner appointed by The Panjab University, Chandigarh, will assess the year's work in practical subject. For theory the Panjab University will take subjects written examination for 80% and 20% marks will be given by the theory subject teacher internally and will be sent to Panjab University. But for report, a jury appointed by the Panjab University, Chandigarh, that will send their marks to the University, would conduct dissertation and viva voce internally.

EXAMINATION AND GRADING SYSTEM

There will be University Examination at the end of each academic year in all the subjects of specialization of the two years master degree course in Sculpture. The student will be allotted 20% of the total marks for internal sessional marks, which will be added in the total marks obtained. One must get minimum of 45% pass marks in practical subjects and 35% in theory separately. The successful candidates at the Annual Examination shall be classified as follows.

- A) Candidate securing 75% and more shall be placed in First Division with Distinction
- B) 60% and above in First Division
- C) 50% to 59% in Second Division

REFERENCE BOOKS:

1. *Vision in Motion* by Moholy Nagy.
2. *Mark Chagank-Lionello Venturi.*
3. *Art Now-Herbert Read*
4. *The voices of Silence-Andrew Mairaux.*
5. *History of Sculpture-George Henry Chase and Chander Rathfor Post.*
6. *Sculpture of Today-kinston Parker.*
7. *The Moment of Cubism-Eric Newton.*
8. *Amritan Shergil, Rabindranath Tagore, Jamini Roy, Monographs by Lalit Kala Akademi.*
9. *Modern Art and,India- William Archer.*
10. *AbanindranatK and the art of his time-Jaya Appaswamy.*
11. *Four Steps towards Modern art-Lionello Venturi.*
12. *Art Appreciation made simple-Barbara Wheeton.*
13. *Philosophy of Beauty-E.F Carrit*
14. *Meaning of Art-Herbert Read.*
15. *Social History of Art-Arnold Hauser.*
16. *Natya Shastra-Bharata.*
17. *History of Art Criticism by-Lionello Venturi.*
18. *Christiam and Oriental Philosophy-Anand Coomarn Swamy.*
19. *The transformation of Nature in art- Anand Coomarn Swamy.*
20. *Principles of Chinese painting-Lin Yatanq.*
21. *Art and Nationalism in Colonial Period-Partho Mathur.*
22. *The making of a New Indian Art-Tapati Guhathakurte.*
23. *Purpose of Art-Albert Alsen.*
24. *Aesthetic Theories of Indiai1 & 2 Padma Sudhi.*
25. *Aesthetic Meaning according to Abhinava Gupta.*
26. *Grass roots of Art by Herbert Read , 2'*
27. *Dance of Shiva by A K. Comaryaswami.*
28. *The flamed mosaic Indian Contemporary painting by Neville Tuli*
29. *When was Modernism by Gita Kapoor*
30. *The living tradition by K. G. Subramanyam*
31. *The Moving focus by K. G. Subramanyam*
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34. *The Orient in Western Art by Gerard-Jorge Lernetes*
35. *Indian Contemporary Art — Painting, Drawing, Sculpture by Nevelle Tulie*
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39. *The Idea of the postmodern / a history* by Hans Bertens
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43. *Concept of Modern Art from Fauvism to Post Modernism* edited by Nikos Stangos
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46. *Contemporary Indian / Other realities* by Yashodhara Dalmia
47. *Ganga Devi / Tradition & Expression in Mithila Painting* by Jyotindra Jam
48. *Art of Bengal / Past & Present* by Panha Mitter
49. *History of Indian Art* by Partha Muter
50. *Indian art & culture* by Stuart Cary Welch
51. *Conceptual Art* by Tony Gray
52. *Art at the turn of the millennium* —published by TASCHEN
53. *Art Tomorrow* -published by TASCHEN
54. *The Great Clown* by Krishna Reddy
55. *The Technique of Printmaking* by Krishna.Reddy
56. *The Technique of Printmaking* by Dr. Sunil Kumar
57. *The Encyclopedia ofAesthetics* published by OxJörd Press
58. *Art of 201h century, Painting, Sculpture, New Media, Photography* by Ruhr berg,
Schneckenburger, Fricke, Honnef

REFERENCE JOURNALS

1. *Art India Magazine*
2. *Lalit Kala Contemporary*
3. *Art & Deal*
4. *Art Forum*
5. *Art of The Asia Pacific*
6. *Sculpture*
7. *Marg*
8. *Contemporary Visual Art (C. V.A.)*
9. *Gallery*
10. *Flash Art*

**Syllabus and Scheme of Examination of –M.F.A. –(Graphics-Printmaking)
Two Year Course (2007-2009-2010)**

Pages 1 to 5

OBJECTIVE

The objective of the 2-year specialization course in Graphics-Printmaking is to provide the student training in the skills for original and creative visual expression. A student must know how to communicate through various mediums and technology. The aim of the programme is not only to develop professional skill in the student but also to shape the personality of a student wherein creative freedom will co-exist with practical requirements. The main objective is to enhance the skills of the artist along with personal growth based on research in various styles of Graphics-Printmaking and related technology.

PRACTICAL SUBJECTS M.F.A.-PREVIOUS YEAR-(Graphics-Printmaking)

- 1. Drawing:** *Advanced study in figure and group with emphasis on creative drawing and on the developments of personal idiom.*
- 2. Creative Printmaking:** *Emphasis on composition and individual techniques working in all the Following mediums:*
 - (a) Relief Process:**
 - (I) *Selection of material, preparation of surface for various textures.*
 - (ii) *Preparing design and transferring on selected material, cutting of material and preparing the printing surface.*
 - (iii) *Printing of prepared block. Determine registration for printing of editions.*
 - (b) Intaglio Process:**
 - (i) *Selection of material, preparation and application of dry and liquid ground. Study of various chemicals and mordents.*
 - (ii) *Preparation of composition on plate with various experiments for textural and tonal values. Different techniques like dry point, aquatint, mezzotint etc.*
 - (iii) *Printing techniques such as viscosity*
 - (c) Lithography (Planography)**
 - (i) *Preparation of surface, polished and fine grained. Experiments with line, tone, Texture*
 - (ii) *Understanding the chemical properties of Lit ho surface.*
 - (iii) *Printing*
 - (d) Screen Printing**
 - (I) *Preparation of screen, selection of various grades of nylon cloth and stretching the cloth.*
 - (ii) *Preparation of design by paper stencil and direct method.*
 - (iii) *Printing & registration for one and multicolor printing*
 - (e) Mixed Media.**
Expenses with combined graphic techniques and mediums.

THEORY SUBJECTS M.F.A. PREVIOUS YEAR - (Graphics - Printmaking)

20th Century Art History *(Painting, Sculpture, Printmaking and other mediums): Objective and analytical study various phases in the making Of 20th Century visual and plastic Arts and related development in other areas. Deeper understanding of modern era as reflected in its art forms to stimulate an increased awareness of the many possibilities of visual communication open to the contemporary artist.*

Lectures on various Art movements i.e., Fauvism, Cubism, Expressionism, Surrealism, color- field Abstractionism, Post- 2nd World War Art movements, with reference to theories in western philosophy and Aesthetics,

REPORT & VIVA VOICE SUBJECTS M.F.A. –PREVIOUS (Graphics -Printmaking)

Report will be submitted on given subjects before one month of completion of the session.

PATTERN OF EXAMINATION –M.F.A-PREVIOUS (Graphics-Printmaking)

PRACTICAL SUBJECTS

| SUBJECTS | HOURS/ WEEKS | NO OF WORKS TO BE SUBMITTED | SESSIONAL MARKS 25% | ASSESSMENT MARKS 75% | AGGREGATE |
|----------------------------|----------------------------------|--------------------------------|------------------------|-------------------------|-----------|
| 1. Drawing | Practical 240 Hrs 8 Weeks | 10 | 50 | 150 | 200 |
| 2. Creative Printmaking | Practical 720 Hrs 24 Weeks | 10 | 150 | 450 | 600 |

THEORY

| SUBJECTS | HOURS/ WEEKS | | SESSIONAL MARKS 20% | ASSESSMENT MARKS 80% | AGGREGATE |
|--|---|---------------------------------------|---|-------------------------|-------------|
| 1. 20 th Century Art History with Reference to Printmaking | 160 Hrs. (1 Lectures of 60 Minutes. Daily) | Written Examination Time: 3 hrs | 40 | 160 | 200 |
| 2. Report & Viva Voice (Internal) | Submission | ----- | Report (60 Marks) Viva (40 Marks) | ---- | 100 |
| Total | | | | | 1100 |

1. Drawing: (Advancement of the first year programme) *Advanced study in figure and group with emphasis on creative drawing and on the developments of personal idiom.*

2. Creative Printmaking: *Emphasis on composition and individual techniques working in all the Following mediums:*

(a) Relief Process:

- (i) *Selection of material, preparation of surface for various textures.*
- (ii) *Preparing design and transferring on selected material, cutting of material and preparing the printing surface.*
- (iii) *Printing of prepared block. Determine registration for printing of editions.*

(b) Intaglio Process:

- (i) *Selection of material, preparation and application of dry and liquid ground. Study of various chemicals and mordents.*
- (ii) *Preparation of composition on plate with various experiments for textural and tonal values. Different techniques like dry point, aquatint, mezzotint etc.*
- (iii) *Printing techniques such as viscosity*

(c) Lithography (Planography)

- (i) *Preparation of surface, polished and fine grained. Experiments with line, tone, Texture*
- (ii) *Understanding the chemical properties of Litho surface.*
- (iii) *Printing*

(d) Screen Printing

- (i) *Preparation of screen, selection of various grades of nylon cloth and stretching the cloth.*
- (ii) *Preparation of design by paper stencil and direct method.*
- (iii) *Printing & registration for one and multicolor printing*

(e) Mixed Media.

Expenses with combined graphic techniques and mediums.

| |
|---|
| THEORY SUBJECT M.F.A-FINAL YEAR (GRAPHICS-PRINTMAKING) |
|---|

Art Criticism: Importance and necessary criticism and evaluation of Art works; understanding of Modern and Post Modern Art trends from the Western and Eastern points of view.

- (a) **Western:** History of Art Criticism — Development of Art History as human discipline Connoisseurship and methodology; Visual analysis; Symbolism and Iconography; Psycho-analytic and Anthropological view points, knowledge of relevant writings of Aristotle, Alberta, Vasaari, Bellori, Ruskin, Wolffmn, Roger Fry, Arnheim, Langer, Herbert Read.
- (b) **Oriental:** Theories of art and aesthetics in India and Chinese tradition and their critical examination; Material for lectures to be drawn from (a.) writing of Bharata to Bhamana, Abhinavagupta to Vishwanath, (b) Selected texts from Silpashastra on technique and Iconography (c) Critical reference on Paintings and Sculpture from ancient and medieval literature (d) writing on Indian Art by Modern Indian and Western writers (e) Principles of Chinese Paintings, and, (f) The Chinese theory of Art based on compilations by Lin Yatang and Zen Theories.

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| DISSERTATION & VIVA VOICE SUBJECTS –M.F.A.-Final Year (GRAPHICS-PRINTMAKING) |
|---|

Dissertation will be submitted on and before one month of completion of the session. Subjects chosen by the Student and approved by the Faculty Head. For the dissertation the following areas of study may be concerned.

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THEORY

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|--|---|------------------------|---|-------------|-----|
| 1. Appreciation and Critical appraisal of Art & Printmaking | 160 Hrs. (1 Lectures of 60 Minutes. Time: 3 hrs Daily) | Written Examination | 40 | 160 | 200 |
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