

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
LUCKNOW**



Evaluation Scheme & Syllabus

for

**Bachelor of Fine Art (BFA)
I, II, III & IV Year**

On

Choice Based Credit System

(For Batch 2016 Onwards)

SCHEME OF EVALUATION – BACHELOR OF FINE ARTS (BFA)

1st Year: Semester – I (Common to Applied Art & Painting)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFA 111	History & Appreciation of Art	2-1-0	70	20	10	100	3
2.	RFA 112	Hindi	1-0-0	70	20	10	100	Com. Audit Course
3.	RFA 151	Design	0-2-4	70	20	10	100	3
4.	RFA 152	Computer Graphics	0-1-4	70	20	10	100	3
5.	RFA 153	Geometrical & Perspective Drawing	0-1-4	70	20	10	100	3
6.	RFA 154	Drawing	0-2-4	50	40	10	100	3
7.	RFA 155	Painting	0-2-4	50	40	10	100	3
8.	RFA 156	Clay Modeling	0-1-2	70	20	10	100	2
9.	RFA 157	Print Making	0-1-4	70	20	10	100	2
10.	RFA 158	Art Project	0-1-2	50	-	50	100	2
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/Tutorial/Practical

1st Year: Semester – II (Common to Applied Art & Painting)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFA 221	History & Appreciation of Art	2-1-0	70	20	10	100	3
2.	RFA 222	English for Professional Communication	1-0-0	70	20	10	100	Com. Audit Course
3.	RFA 251	Design	0-2-4	70	20	10	100	3
4.	RFA 252	Computer Graphics	0-1-4	70	20	10	100	3
5.	RFA 253	Geometrical & Perspective Drawing	0-1-4	70	20	10	100	3
6.	RFA 254	Drawing	0-2-4	50	40	10	100	3
7.	RFA 255	Painting	0-2-4	50	40	10	100	3
8.	RFA 256	Clay Modeling	0-1-2	70	20	10	100	2
9.	RFA 257	Print Making	0-1-4	70	20	10	100	2
10.	RFA 258	Art Project	0-1-2	50	-	50	100	2
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/Tutorial/Practical

2nd Year III-SEMESTER (Stream: Applied Art)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RVE301/ RAS302	Universal Human Values & Professional Ethics/ Environment & Ecology	3-0-0	70	20	10	100	3
2.	RFAA301	History of Art-I	2-1-0	70	20	10	100	3
3.	RFAA302	Aesthetics-I	2-1-0	70	20	10	100	3
4.	RFAA303	Design & Communication Practices-I	2-1-0	70	20	10	100	3
5.	RFAA351	Communication Illustration-I	0-0-4	50	30	20	100	2
6.	RFAA352	Communication Design-I	0-0-4	50	30	20	100	2
7.	RFAA353	Advertising Art-I	0-0-4	50	30	20	100	2
8.	RFAA354	Computer Graphics-I	0-0-4	50	30	20	100	2
9.	RFAA355	Advertising Seminar	0-1-2	50	30	20	100	2
10.		Elective-I	0-1-3	50	30	20	100	3
Total							1000	25

CT: Class Test TA: Teacher Assessment L/T/P: Lecture/ Tutorial/ Practical

Elective-I:

- a. RFAA031 Photography-I
- b. RFAA032 Entertainment Design-I

Note: Elective course opted in Semester III shall be applicable for all subsequent semester till end of the course (till 8th semesters). Further change of subject shall not be permitted.

2nd Year IV-SEMESTER (Stream: Applied Art)

S. No.	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RAS402/ RVE401	Environment & Ecology/ Universal Human Values & Professional Ethics	3-0-0	70	20	10	100	3
2.	RFAA401	History of Art-II	2-1-0	70	20	10	100	3
3.	RFAA402	Aesthetics-II	2-1-0	70	20	10	100	3
4.	RFAA403	Design & Communication Practices-II	2-1-0	70	20	10	100	3
5.	RFAA451	Communication Illustration-II	0-0-4	70	20	10	100	2
6.	RFAA452	Communication Design-II	0-0-4	70	20	10	100	2
7.	RFAA453	Advertising Art-II	0-0-4	50	30	20	100	2
8.	RFAA454	Computer Graphics-II	0-0-4	50	30	20	100	2
9.	RFAA455	Critical & Contextual Studies	0-1-2	50	30	20	100	2
10.		Elective-II	0-1-3	50	30	20	100	3
Total							1000	25

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

Elective-II:

a. RFAA041 Photography-II

b. RFAA042 Entertainment Design-II

3rd Year V-SEMESTER (Stream: Applied Art)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFAA501	History of Art-III	2-1-0	70	20	10	100	3
2.	RFAA502	Aesthetics-III	2-1-0	70	20	10	100	3
3.	RFAA503	Design & Communication Practices-III	2-1-0	70	20	10	100	3
4.	RFAA551	Communication Illustration-III	0-1-4	50	30	20	100	3
5.	RFAA552	Communication Design-III	0-1-4	50	30	20	100	2
6.	RFAA553	Advertising Art-III	0-1-4	50	30	20	100	2
7.	RFAA554	Computer Graphics-III	0-1-4	50	30	20	100	3
8.	RFAA555	Market Research	0-1-2	100	50	50	200	2
9.		Elective-III	0-1-3	50	30	20	100	3
10.	AUC002	Cyber Security	2-1-0	50	15	10	75*	-
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

Elective-III:

- a. RFAA051 Photography-III
- b. RFAA052 Entertainment Design-III
- c. RFAA053 Print Making-I
- d. RFAA054 Packaging-I

* Cyber Security will be offered as a compulsory audit course for which passing marks are 30% in End Semester Examination and 40% in aggregate

3rd Year VI-SEMESTER (Stream: Applied Art)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFAA601	History of Art-IV	2-1-0	70	20	10	100	3
2.	RFAA602	Aesthetics-IV	2-1-0	70	20	10	100	3
3.	RFAA603	Design & Communication Practices-IV	2-1-0	70	20	10	100	3
4.	RFAA651	Communication Illustration-IV	0-1-4	50	30	20	100	3
5.	RFAA652	Communication Design-IV	0-1-4	50	30	20	100	2
6.	RFAA653	Advertising Art-IV	0-1-4	50	30	20	100	2
7.	RFAA654	Computer Graphics-IV	0-1-4	50	30	20	100	3
8.	RFAA655	Educational Tour	0-1-2	100	50	50	200	2
9.		Elective-IV	0-1-3	50	30	20	100	3
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

Elective-IV:

- a. RFAA061 Photography-IV
- b. RFAA062 Entertainment Design-IV
- c. RFAA063 Print Making-II
- d. RFAA064 Packaging-II

4th Year VII-SEMESTER (Stream: Applied Art)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFAA701	History of Art-V	2-1-0	70	20	10	100	3
2.	RFAA702	Aesthetics-V	2-1-0	70	20	10	100	3
3.	RFAA703	Design & Communication Practices-V	2-1-0	70	20	10	100	3
4.	RFAA751	Communication Illustration-V	0-1-4	50	30	20	100	3
5.	RFAA752	Communication Design-V	0-1-4	50	30	20	100	2
6.	RFAA753	Advertising Art-V	0-1-4	50	30	20	100	2
7.	RFAA754	Computer Graphics-V	0-1-4	50	30	20	100	3
8.	RFAA755	Training	0-1-2	100	50	50	200	2
9.		Elective-V	0-1-3	50	30	20	100	3
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

Elective-V:

- a. RFAA071 Photography-V
- b. RFAA072 Entertainment Design-V
- c. RFAA073 Print Making-III
- d. RFAA074 Packaging-III

4th Year VIII-SEMESTER (Stream: Applied Art)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFAA801	History of Art-VI	2-1-0	70	20	10	100	3
2.	RFAA802	Aesthetics-VI	2-1-0	70	20	10	100	3
3.	RFAA803	Design & Communication Practices-VI	2-1-0	70	20	10	100	3
4.	RFAA851	Communication Illustration-VI	0-1-4	50	30	20	100	3
5.	RFAA852	Communication Design-VI	0-1-4	50	30	20	100	2
6.	RFAA853	Advertising Art-VI	0-1-4	50	30	20	100	2
7.	RFAA854	Computer Graphics-VI	0-1-4	50	30	20	100	3
8.	RFAA855	Subject Research	0-1-2	100	50	50	200	2
9.		Elective-VI	0-1-3	50	30	20	100	3
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

Elective-VI:

- a. RFAA081 Photography-VI
- b. RFAA082 Entertainment Design-VI
- c. RFAA083 Print Making-IV
- d. RFAA084 Packaging-IV

2nd Year III-SEMESTER (Stream: Painting)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RVE301/ RAS302	Universal Human Values & Professional Ethics/ Environment & Ecology	3-0-0	70	20	10	100	3
2.	RFAA301	History of Art-I	2-1-0	70	20	10	100	3
3.	RFAA302	Aesthetics-I	2-1-0	70	20	10	100	3
4.	RFAP301	Visual Art Process & Practices-I	2-1-0	70	20	10	100	3
5.	RFAP351	Drawing-I	0-0-4	50	30	20	100	2
6.	RFAP352	Painting-I	0-0-4	50	30	20	100	2
7.	RFAP353	Composition-I	0-0-4	50	30	20	100	2
8.	RFAP354	Digital Art-I	0-1-3	50	30	20	100	3
9.	RFAP355	Mural-I	0-0-4	50	30	20	100	2
10.	RFAP356	Art Seminar	0-1-2	50	30	20	100	2
Total							1000	25

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

2nd Year IV-SEMESTER (Stream: Painting)

S. No.	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RAS402/ RVE401	Environment & Ecology/ Universal Human Values & Professional Ethics	3-0-0	70	20	10	100	3
2.	RFAA401	History of Art-II	2-1-0	70	20	10	100	3
3.	RFAA402	Aesthetics-II	2-1-0	70	20	10	100	3
4.	RFAP401	Visual Art Process & Practices-II	2-1-0	70	20	10	100	3
5.	RFAP451	Drawing-II	0-0-4	50	30	20	100	2
6.	RFAP452	Painting-II	0-0-4	50	30	20	100	2
7.	RFAP453	Composition-II	0-0-4	50	30	20	100	2
8.	RFAP454	Digital Art-II	0-1-3	50	30	20	100	3
9.	RFAP455	Print Making	0-0-4	50	30	20	100	2
10.	RFAP456	Critical & Contextual Studies	0-1-2	50	30	20	100	2
Total							1000	25

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

3rd Year V-SEMESTER (Stream: Painting)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFAA501	History of Art-III	2-1-0	70	20	10	100	3
2.	RFAA502	Aesthetics-III	2-1-0	70	20	10	100	3
3.	RFAP501	Visual Art Process & Practices-III	2-1-0	70	20	10	100	3
4.	RFAP551	Drawing-III	0-1-4	50	30	20	100	3
5.	RFAP552	Painting-III	0-1-4	50	30	20	100	3
6.	RFAP553	Composition-III	0-1-4	50	30	20	100	2
7.	RFAP554	Print Making-I	0-1-3	50	30	20	100	2
8.	RFAP555	Art Research	0-1-4	100	50	50	200	2
9.		Elective-I	0-1-2	50	30	20	100	3
10.	AUC002	Cyber Security	2-1-0	50	15	10	75*	-
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

Elective-I:

- a. RFAP051 Mural-I
- b. RFAP052 Ceramics-I
- c. RFAP053 Photography-I
- d. RFAP054 Computer Graphics-I

Note: Elective course opted in Semester V shall be applicable for all subsequent semester till end of the course (till 8th semesters). Further change of subject shall not be permitted.

* Cyber Security will be offered as a compulsory audit course for which passing marks are 30% in End Semester Examination and 40% in aggregate

3rd Year VI-SEMESTER (Stream: Painting)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFAA601	History of Art-IV	2-1-0	70	20	10	100	3
2.	RFAA602	Aesthetics-IV	2-1-0	70	20	10	100	3
3.	RFAP601	Visual Art Process & Practices-IV	2-1-0	70	20	10	100	3
4.	RFAP651	Drawing-IV	0-1-4	50	30	20	100	3
5.	RFAP652	Painting-IV	0-1-4	50	30	20	100	3
6.	RFAP653	Composition-IV	0-1-4	50	30	20	100	2
7.	RFAP654	Print Making-II	0-1-3	50	30	20	100	2
8.	RFAP655	Art & Culture Tour	0-1-4	100	50	50	200	2
9.		Elective-II	0-1-2	50	30	20	100	3
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

Elective-II:

- a. RFAP061 Mural-II
- b. RFAP062 Ceramics-II
- c. RFAP063 Photography-II
- d. RFAP064 Computer Graphics-II

4th Year VII-SEMESTER (Stream: Painting)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFAA701	History of Art-V	2-1-0	70	20	10	100	3
2.	RFAA702	Aesthetics-V	2-1-0	70	20	10	100	3
3.	RFAP701	Visual Art Process & Practices-V	2-1-0	70	20	10	100	3
4.	RFAP751	Drawing-V	0-1-4	50	30	20	100	3
5.	RFAP752	Painting-V	0-1-4	50	30	20	100	3
6.	RFAP753	Composition-V	0-1-4	50	30	20	100	2
7.	RFAP754	Print Making-III	0-1-3	50	30	20	100	2
8.	RFAP755	Training	0-1-4	100	50	50	200	2
9.		Elective-III	0-1-2	50	30	20	100	3
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

Elective-III:

- a. RFAP071 Mural-III
- b. RFAP072 Ceramics-III
- c. RFAP073 Photography-III
- d. RFAP074 Computer Graphics-III

4th Year VIII-SEMESTER (Stream: Painting)

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RFAA801	History of Art-VI	2-1-0	70	20	10	100	3
2.	RFAA802	Aesthetics-VI	2-1-0	70	20	10	100	3
3.	RFAP801	Visual Art Process & Practices-VI	2-1-0	70	20	10	100	3
4.	RFAP851	Drawing-VI	0-1-4	50	30	20	100	3
5.	RFAP852	Painting-VI	0-1-4	50	30	20	100	3
6.	RFAP853	Composition-VI	0-1-4	50	30	20	100	2
7.	RFAP854	Print Making-IV	0-1-3	50	30	20	100	2
8.	RFAP855	Subject Research	0-1-4	100	50	50	200	2
9.		Elective-IV	0-1-2	50	30	20	100	3
Total							1000	24

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

Elective-IV:

- a. RFAP081 Mural-IV
- b. RFAP082 Ceramics- IV
- c. RFAP083 Photography-IV
- d. RFAP084 Computer Graphics-IV

1st Year: Semester – I & II

(Common to Applied Art and Painting)

Objectives

The Foundation course of the four-year BNFA program is common for both painting and applied arts. This course emphasizes on a student's imaginative engagement with the world to understand visual elements and various principles of art. Students admitted to Fine Arts programs come from varied educational backgrounds and skill levels. They need fundamental and methodological training to improve their practical and analytical skills.

The primary focus in foundation course is on creating awareness in the students about the use of art materials and technical processes which are used in creating visual art and ideas.

1st Year: Semester – I (Common to Applied Art and Painting)

RFA-111: HISTORY AND APPRECIATION OF ART

Objectives

This module is designed to weave the concept of Art in the mind of a student. It is very important to understand the nature of art and its scope in the factual world. Art as an expression of thoughts, ideas and communication needs to be understood to make a solid foundation for the course.

Desired outcome of the course

From this module, student shall be able to understand the immensity and role of art in their daily life. It shall establish the concept of Art in their consciousness. Students shall be acquainted with art from an expansive viewpoint. They shall be able to comprehend the elements and principles of art.

Syllabus

Unit 1: What is Art

- What is art?
- What is the relationship between Art and the Artist?
- The basic concept of beauty that is involved in the creation of Art.
- Art as an essential part of the real world.
- Art as a powerful medium of self-expression

Unit 2: Art concepts

- Role of forms in art.
- Content and style as the essence of art.
- Meaning and definition of Iconography.

Unit 3: Theme and purpose of art

- Role of art in the society
- Relationship between art and nature as a complement to each other
- Role of Imagination and fantasy as an important phenomenon for the creation of art

Unit 4: The Visual Elements

- Lines
- Types of lines and their functions in art
- Formation of shapes and their role in art
-
- Importance of Light and colour
- Usage of tones and textures to create an effective body of art work
- Importance of space, time and motion in understanding art

Unit 5: Principles of Design in Art

Definition and principles of design- o Balance o
Proportion o Harmony o Emphasis o Rhythm

Role of elements of design in creating an effective design

Evaluation Methodology

- Written test
- Assignments

RFA-112: HINDI

Objectives

To enable the students to read and comprehend complex texts, write logical, coherent and grammatically correct Hindi.

Desired outcome of the course

Students will be able to:

Read, write, speak and comprehend Hindi

Syllabus

Unit - 1: हिंदीव्याकरण

- संज्ञा, सर्वनाम, विशेषण, क्रिया, क्रियाविशेषण, कारक
- संधि, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमशब्द, मुहावरा, लोकोक्ति, अनेक शब्दों के एक शब्द

Unit 2: पत्रलेखन

Unit 3: अंग्रेजी अनुच्छेदों का हिंदी में अभ्यास

Unit 4: निबंधलेखन

Unit 5: काव्यसंग्रह

- कबीरगरन्थावली - कबीरदास
- अग्निपथ - हरिवंशरायबच्चन
- आग की भीख - रामधारी सिंह दिनकर

Unit 6: गद्यसंकलन

- बेटी का धन - प्रेमचंद
- अपराजिता - रविंद्रनाथ टैगोर
- धर्मयुद्ध - यशपाल

Evaluation Methodology

- Test
- Assignment

RFA-151: DESIGN

Objectives

Design is an arrangement of various forms and shapes for a specific purpose in a given space. It establishes the coordination of different forms with the available space in a harmonious way. Different articles, objects and shapes are used to create an arrangement and establish a relationship, which is pleasant to the eye of a viewer. During this module, student will be able to understand the concept of design, its elements and the principles involved in making a good design. This subject develops a sense of arrangement and movement in the mind of an artist.

Desired outcome of the course

From this module, students will be able to understand the concept of design. They will be able to design, taking ideas from natural objects and their surroundings. They will learn different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms and their behaviour when they are in proximity to each other. It will help students to create a sense of intuitive balance and rhythm with the help of designs. Students will be trained to use their eyes to see a good design. Their hand and eye will be synchronized and work in tandem to create any piece of art.

List of Practicals

Unit-1. Line

Creation of different effects and moods using different types of lines
Exercises of different kinds of line in a square format

Unit 2. Forms

Forms and their types, role of forms in design
Exercises on creating a design in square format using basic geometrical forms

Unit 3. Design embedding within a form

Creation of a design with animal images
Implanting the above design into basic forms such as triangles, squares and circles.

Unit 4. Design based on study of form objects

Using and overlapping of designs for creating interesting forms

Exercises to design using the different object available in the environment

Unit 5. Design based on study of nature

Use of elements from nature to create a good design Exercises
on arrangement of elements in a square format

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFA-152: Computer Graphics

Objectives

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

Desired outcome of the course

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

List of Practicals

Make a project file using diagram and text on following units

Unit 1: Introduction to Computers

- Introduction to Computers
- Definition, Characteristics and history and evolution
- Types of computers and their Classification and application
-

Components of Computers

Unit 2: Hardware

- Hardware: Input/Output Devices, Hardware Optimization
Processors, Ports, Cables
- Types of Storage Device, Backup Devices
Memory, Cache, Display, Resolutions, Graphic Cards, VRAM

Unit 3: Software and OS

- Introduction to Windows, Internet Explorer
- Introduction to OSX (Apple)
- Introduction to Graphic Software
Window Accessories: Paint Brush, Notepad and WordPad

Do the following exercise

- Exercise for configuring Display, Resolutions
- Exercise for Managing Files and Folders
Exercise for creating backups and using external storage

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
Project Submission: End of the Semester

RFA-153: GEOMETRICAL AND PERSPECTIVEDRAWING

Objectives

Orthographic Projection is a way of drawing a 3D object from different perspectives. Usually a front, side and plane view are drawn so that a person looking at the drawing can perceive it from all the angles. Orthographic drawings are useful especially when a design has been developed to a stage where it is almost ready to manufacture. In this module student will be able to learn different types of geometrical planes and their usage. During this module student will be able to understand the concept of orthographic projections, their types, elements and principles involved. The course trains a student to present 3D visuals on 2D surfaces.

Desired outcome of the course

From this module student will be able to understand the 2D and 3D projection. They will be able to draw orthographic projections of the objects available. They will learn the different types of planes and their purpose in professional and daily life. They will be able to understand the focal length, optics, projections, and their relationship with 2D objects.

List of Practicals

Unit 1. Introduction to plane Geometry

- Plane, its types and purposes.
- Historical background of geometrical planes.
- Make a simple geometrical plane of an object
- Make Multi view orthographic projection

Unit 2. Orthographic projection

- Meaning of orthographic projection
- Multi view orthographic projection and their need
- Role of focal point and focal length
- Relationship between optics and orthographic projection
- Making an orthographic projection of an object.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFA-154: DRAWING

Objectives

Drawing is the basis of any art course. The subject aims at establishing hand-eye coordination while drawing any object. During this module, the students are trained to understand the importance of proportion while drawing. This subject develops the sense of line, space and volume in the mind of an artist.

Desired outcome of the course

From this module student will be able to understand the concept of line. They will be able to draw the objects using different types of lines. Students exhibit capacity to create volume with the help of lines and draw with intuitive attitude. Synchronization of hand and eye will be well established and students can work in tandem to create any piece of art.

List of Practicals

Unit-I: Sketching

Rapid sketches
Role of proportion in drawing

Drawing intuitively

Unit-II. Exercise of different types of lines

Different types of lines, their nature, emotions and effects.

Creation of art work using different types of lines.

Unit-III. Drawing from still objects

Drawing a still life using different objects of different sizes and shapes
Concept of materials and shapes

Unit 4. Drawing of foliage (plants)

Study of nature using lines
Creating volume through lines
Use of pressure to create the required effect of light and shade

Unit 5. Drawing from model

- Drawing a human figure with rapid speed
- Ideal proportions of human body
- Examples of drawings of great masters

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester
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RFA-155: PAINTING

Objectives

Painting is the ability of applying colour and tone to any given space. The knowledge of painting and accurate handling of colours is the fundamental need for the development of an artist. The core learning of the course is to see colours in different lights and study the change that results according to the intensity of light. This course aims at developing a sense of harmony and the concepts of opposite and complimentary colours and use them appropriately.

Desired outcome of the course

In this module the students will be able to understand the concept of colours. They will be able to paint and handle different kinds of colours and mediums. Students will be able to see the colours in natural as well as artificial light. They will be able to draw a conclusive opinion about the behaviour of colours in different environments.

List of Practicals

Unit 1. Exercise with Basic colours

- Colours and their behaviour
- Basic colours and different colour models Unit

2. Exercise with Secondary colours

- Secondary colours and their preparation using basic colours

Number of secondary colours that can be made from basic colours
Colour wheel, colour scheme

Unit 3. Exercise with Colours and tones

Importance of colours and tones
using tones in creating an art object Unit

4. Exercise with Colour wheel

Types of Colour wheel
Importance of colour wheel in understanding the nature and harmony among colours

Unit 5. Exercise with colours expression

Usage of colours to create an expression in art
Effect of colours on moods

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFA-156: CLAY MODELING

Objectives

Art is to see an object in 2D as well as 3D perspective. Clay modelling will help the students to develop a three-dimensional vision. Students will be able to feel the objects and materials. This exercise is designed to develop a sense of proportion and volume in students.

Desired outcome of the course

In this module, students will be able to understand the concept of modelling and volume in the given time and space. They will be able to make 2D and 3D miniatures of objects available in the nature and their surroundings. They will learn the different types of clays modelling and materials that are used for the same. They will develop skills to use the tools available, the quality of material, their behaviour, maintenance and durability. Their hand and eye will be synchronized with the proportion and volume of the object.

List of Practicals:

Unit 1. Creating 3d form with clay

Creation of simple 3D objects in clay

Usage and preparation of clay for modelling
Types of clay and usages

Unit 2. Creating 3d form with Plaster of

Creation of simple 2D and 3D objects using Plaster of Paris.
Plaster of Paris and its behaviour
Maintenance and durability of plaster of Paris (POP)

Evaluation Methodology

Individual's daily performance
 Project Review: Mid Semester
 Project Submission: End of the Semester

RFA-157: PRINT MAKING

Objectives

Printmaking is as ancient as human civilization. Print is about taking multiple impressions of similar objects or patterns. Print is a medium of expression used for communicating to masses. Students, in this module, will learn various types of printmaking techniques. They will also learn how prints are being created for the purpose of art and beauty. During this module, students will be able to understand the concept of print, its elements and principles involved in making a good print. Students will develop a sense of materials, methods and their usage.

Desired outcome of the course

From this module, students will be able to understand the concept of Printmaking. They will be able to make prints, taking ideas from objects in nature and their surroundings. They will learn different types of printing techniques and their usage in everyday life. They will be able to understand the quality of prints, inks, papers, and their behaviour when they are applied on different surfaces. It will help students to understand print as a medium of artistic expression. They will also be able to create blocks and print them accordingly.

List of Practicals

Unit 1. Making of mono prints with Lino cut

- Printing techniques
- Exercise on creating a Lino cut mono print

Unit 2. Making block print with objects selected at random in one's environment

- Students will be encouraged to look for various objects around them and use their impressions as blocks for printing
- Students will collect objects of different textures both natural as well as man-made to use as blocks for printing

Unit 3. Making a stencil print

- Stencil and evolution of stencil printing
- Stencil graffiti
- Find stencils from everyday life

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFA-158: Art Project

List of Practicals

Unit 1. Creating 3d form with paper or cloth

- Using paper and cloth to make different objects
- Creation of forms from simple to complex
 - Behaviour and usage of materials
 - Choosing appropriate material based on the object

Unit 2. Creating 3d form with cardboard

- Cardboard and its types
 - Use of cardboard to create a 3D object
- Tools used in cardboard cutting
 - Creating a 2D or 3D object with the help of cardboard

Unit 3. Creating 3D form using Everyday Objects

- Choose everyday object.
 - Create utility or decorative object using everyday object

Evaluation Methodology

- Individual's daily performance
 - Project Review: Mid Semester
 - Project Submission: End of the Semester

1st Year: Semester – II (Common to Applied Art and Painting)

RFA-221: HISTORY AND APPRECIATION OF ART

Objective

This module is designed to weave the concept of Art in the mind of a student. It is very important to understand the nature of art and its scope in the factual world. Art as an expression of thoughts, ideas and communication needs to be understood to make a solid foundation for the course.

Desired outcome of the course

From this module, student shall be able to understand the immensity and role of art in their daily life. It shall establish the concept of Art in their consciousness. Students shall be acquainted with art from an expansive viewpoint. They shall be able to comprehend the elements and principles of art.

Syllabus

Unit 1: What is Art

What is art?

What is the relationship between Art and the Artist?

The basic concept of beauty that is involved in the creation of Art.

Art as an essential part of the real world.

Art as a powerful medium of self-expression

Unit 2: Art concepts

Role of forms in art.

Content and style as the essence of art.

Meaning and definition of Iconography.

Unit 3: Theme and purpose of art

Role of art in the society

Relationship between art and nature as a complement to each other

Role of Imagination and fantasy as an important phenomenon for the creation of art

Unit 4: The Visual Elements

- Lines
- Types of lines and their functions in art
- Formation of shapes and their role in art
- Importance of Light and colour
- Usage of tones and textures to create an effective body of art work
- Importance of space, time and motion in understanding art

Unit 5: Principles of Design in Art

- Definition and principles of design-
 - o Balance
 - o Proportion
 - o Harmony
 - o Emphasis
 - o Rhythm
-
- Role of elements of design in creating an effective design

Evaluation Methodology

- Written test
- Assignments

RFA-222: ENGLISH FOR PROFESSIONAL COMMUNICATION

Objective of the Course:

To impart basic skills of communication in English through intensive practice to the first year UG students of engineering so as to enable them to function confidently and effectively in that language in the professional sphere of their life.

Desired Entry Behaviour:

The student must have some basic command of English that is must be able to:

- Write reasonably grammatically.
- Understand (if not use) at least some 2500 general-purpose words of English.

- Use some 2000 (at least 1500) general-purpose words of English to express himself in writing and 1500 such words to talk about day to day events and experiences of life.
- Understand slowly- delivered spoken material in Standard Indian English, and
- Speak reasonably clearly (if not fluently) on routine matters with his fellow students.

Teaching Method:

- The topics must be covered essentially through plenty of examples; lecture classes must be conducted as lecture-cum-tutorial classes.
- It is a course that aims to develop skills. It is therefore “practical” in orientation plenty of exercises of various kinds must be done by the students both inside and outside the classroom.
- The teacher must not depend on a single or a set of two or three textbooks. He must choose his materials from diverse sources.
- Keeping in view the requirements of his students, the teacher may have to prepare some teaching and exercise materials.
- For practice in listening, good tape recorders can be used if the more advanced facilities (for example, language laboratory) are not available. In fact they can be used very fruitfully.
- The teacher must function as a creative monitor in the classroom.
- Minimum time should be spent in teaching phonetic symbols, stress, information, etc. The aim should be to enable the student to find out for himself the correct pronunciation of a word from a learner’s dictionary. In teaching speaking, emphasis
- should be on clarity, intelligibility and reasonable fluency rather than on “correct” pronunciation of words. Classroom presentation and group discussion sessions should be used to teach speaking.

Some key Concepts:

Communication as sharing; Context of communication; the speaker/writer and the listener! Reader; medium of communication; barriers to communication; accuracy, brevity, clarity and appropriateness in communication.

Note: 90 days of working/teaching (including internal assessment)

RFA-251: DESIGN

Objectives

Design is an arrangement of various forms and shapes for a specific purpose in a given space. It establishes the coordination of different forms with the available space in a harmonious way. Different articles, objects and shapes are used to create an arrangement and establish a relationship, which is pleasant to the eye of a viewer. During this module, student will be able to understand the concept of design, its elements and the principles involved in making a good design. This subject develops a sense of arrangement and movement in the mind of an artist.

Desired outcome of the course

From this module, students will be able to understand the concept of design. They will be able to design, taking ideas from natural objects and their surroundings. They will learn different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms and their behaviour when they are in proximity to each other. It will help students to create a sense of intuitive balance and rhythm with the help of designs. Students will be trained to use their eyes to see a good design. Their hand and eye will be synchronized and work in tandem to create any piece of art.

List of Practicals

Unit 1. Composition using basic shapes

Composition using different types of forms in Mono colour

Creation of forms in different colour

Relationship of colour and form

Exercises on creating a design in square format using basic geometrical forms

Unit 2. Lines, forms and colours

Creation of a design using line, form and colours

Implanting the above design into basic forms such as triangles, squares and circles. Using colour overlapping and transparency to create forms

Unit 3. Line, Forms, Colours, tones and textures

Creation of a design using line forms, colours, tones and textures.

Exercise to design using different objects available in the environment.

Using colour overlapping and transparency to create forms

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFA-252: COMPUTERS GRAPHICS

Objectives

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

Desired outcome of the course

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

List of Practicals

Unit 1: Making PowerPoint presentation

- Overview of Presentation
- Use of PowerPoint
- Different types of Slide Layouts
- Applying Background and Design Templates
- Transitions and Custom Animation Effects.
- Printing Slides

Unit 3: Microsoft office

- Making Office Document
- Formatting Documents
- Working with Page Setups, Tables and shapes

Formatting Tables, Header and Footer
Printing Procedures
Spell Checker and Thesaurus

Unit 4: Basics Networking

- Introduction to Networks
- Advantages of Network
- Types of Network, Wireless, Bluetooth, Ethernet, VPN
- Cloud Computing
- Sharing devices, networks

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFA-253: GEOMETRICAL AND PERSPECTIVE DRAWING

Objectives

Orthographic Projection is a way of drawing a 3D object from different perspectives. Usually a front, side and plane view are drawn so that a person looking at the drawing can perceive it from all the angles. Orthographic drawings are useful especially when a design has been developed to a stage where it is almost ready to manufacture. In this module student will be able to learn different types of geometrical planes and their usage. During this module student will be able to understand the concept of orthographic projections, their types, elements and principles involved. The course trains a student to present 3D visuals on 2D surfaces.

Desired outcome of the course

From this module student will be able to understand the 2D and 3D projection. They will be able to draw orthographic projections of the objects available. They will learn the different types of planes and their purpose in professional and daily life. They will be able to understand the focal length, optics, projections, and their relationship with 2D objects.

List of Practicals

Unit 1. Draw Plan and elevation

- Draw a simple geometrical plan of an object
- Draw elevation drawing
- Draw isometric projection of an object

Make a project file from following units

Unit 2. Isometric projection

- Isometric projection and its need

- Role of focal point and focal length
- Relationship to orthographic projection

Unit 3. Parallel and Angular Perspective

- Parallel and Angular perspective and its need

- Role of perspective in drawing
- Relationship between different types of projections

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester
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RFA-254: DRAWING

Objectives

Drawing is the basis of any art course. The subject aims at establishing hand-eye coordination while drawing any object. During this module, the students are trained to understand the importance of proportion while drawing. This subject develops the sense of line, space and volume in the mind of an artist.

Desired outcome of the course

From this module student will be able to understand the concept of line. They will be able to draw the objects using different types of lines. Students exhibit capacity to create volume with the help of lines and draw with intuitive attitude. Synchronization of hand and eye will be well established and students can work in tandem to create any piece of art.

List of Practicals:

Unit 1: Sketching

Rapid sketches, Drawing intuitively

Structural drawings

Unit 2. Exercise of different types of lines

Different types of lines, their nature, emotions and effects.

Creation of drawing using different types of lines.
Mood and expression in human form Unit

3. Drawing from still objects

Drawing a still life using different objects of different sizes and shapes
Concept of materials and shapes
Draw with light, shade and volume

Unit 4. Drawing of foliage (plants)

Study of nature using lines
 Creating volume through lines

Use of pressure to create the required effect of light and shade
Draw, showing the effect of light, shade and volume

Unit 5. Drawing from model

Drawing a human figure with rapid speed

Ideal proportions of human body
Examples of drawings of great masters. Anatomy and structure.

Evaluation Methodology

Individual's daily performance
Project Review: Mid Semester
Project Submission: End of the Semester

RFA-255: PAINTING

Objectives

Painting is the ability of applying colour and tone to any given space. The knowledge of painting and accurate handling of colours is the fundamental need for the development of an artist. The core learning of the course is to see colours in different lights and study the change that results according to the intensity of light. This course aims at developing a sense of harmony and the concepts of opposite and complimentary colours and use them appropriately.

Desired outcome of the course

In this module the students will be able to understand the concept of colours. They will be able to paint and handle different kinds of colours and mediums. Students will be able to see the colours in natural as well as artificial light. They will be able to draw a conclusive opinion about the behaviour of colours in different environments.

List of Practicals:

Unit 1. Painting from object using colours and tones

- Draw and paint an object with water colours
- Colour and its behaviour
- Ways of using tones in creating an art object

Unit 2. Landscape

- Draw landscape and paint with water colours
- Effect of light on properties of colours

Unit 3. Transparency and opaqueness of colour

- Draw a colour wheel, Meaning and types of colour wheel
- Understanding colour wheel in relation to nature and harmony among colours
- Overlapping, transparency and opacity of colours
- Importance of colours and tones
- Colour, hue and intensity

Unit 4. Use of opaque and tempera colours

- Draw a still life in tempera
- and behaviour of colours in different opacities
- Use of colours to create volume and depth
- Effect of colours on moods

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFA-256: CLAY MODELING

Objectives

Art is to see an object in 2D as well as 3D perspective. Clay modeling will help the students to develop a three-dimensional vision. Students will be able to feel the objects and materials. This exercise is designed to develop a sense of proportion and volume in students.

Desired outcome of the course

In this module, students will be able to understand the concept of modeling and volume in the given time and space. They will be able to make 2D and 3D miniatures of objects available in the nature and their surroundings. They will learn the different types of clays modeling and materials that are used for the same. They will develop skills to use the tools available, the quality of material, their behaviour, maintenance and durability. Their hand and eye will be synchronized with the proportion and volume of the object.

List of Practicals

Unit 1. Creating 3d form with clay

- Creation of complex 3D objects in clay
- Usage and preparation of clay for modeling

Types of clay available

Use of different types of clay for different purposes

Unit 2. Creating 3d form with Plaster of Paris

Plaster of Paris and its behaviour

Creation of complex 2D and 3D objects using Plaster of Paris.

Maintenance and durability of plaster of Paris.

Evaluation Methodology

Individual's daily performance

Project Review: Mid Semester

Project Submission: End of the Semester

RFA-257: PRINT MAKING

Objectives

Printmaking is as ancient as human civilization. Print is about taking multiple impressions of similar objects or patterns. Print is a medium of expression used for communicating to masses. Students, in this module, will learn various types of printmaking techniques. They will also learn how prints are being created for the purpose of art and beauty. During this module, students will be able to understand the concept of print, its elements and principles involved in making a good print. Students will develop a sense of materials, methods and their usage.

Desired outcome of the course

From this module, students will be able to understand the concept of Printmaking. They will be able to make prints, taking ideas from objects in nature and their surroundings. They will learn different types of printing techniques and their usage in everyday life. They will be able to understand the quality of prints, inks, papers, and their behaviour when they are applied on different surfaces. It will help students to understand print as a medium of artistic expression. They will also be able to create blocks and print them accordingly.

List of Practicals:

Unit 1. Making of mono woodcut print

Print and its origin, Printing techniques
Exercise on creating a mono print

Unit 2. Making of woodcut print in colour

Woodcut colour printing process and tools
Exercise on woodcut printing with colour

Unit 3. Making a print with silk screen

Silkscreen colour printing process and tools

Types of silk screen printing
Exercise on silk screen printing with single and multi colour

Evaluation Methodology

Individual's daily performance

Project Review: Mid Semester
Project Submission: End of the Semester

RFA-258: ART PROJECT

List of Practicals

Unit 1. Creating 3d form with paper or cloth

- Using paper and cloth to make different objects
- Creation of forms from simple to complex
 - Behaviour and usage of materials
 - Choosing appropriate material based on the object

Unit 2. Creating 3d form with cardboard

- Cardboard and its types
- Use of cardboard to create a 3D object
- Tools used in cardboard cutting
- Creating a 2D or 3D object with the help of cardboard

Unit 3. Creating 3D form using Everyday Objects

- Choose everyday object.
- Create utility or decorative object using everyday object

Unit 4. Composition using different materials

- Creating a 2D or 3 D composition using different materials

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

List of Web Resources for semester I and II

<http://en.wikipedia.org/wiki/Painting>
http://en.wikipedia.org/wiki/History_of_painting
http://en.wikipedia.org/wiki/20th-century_Western_painting
http://en.wikipedia.org/wiki/Chinese_painting
http://en.wikipedia.org/wiki/History_of_Chinese_art
<http://www.ngmaindia.gov.in/index.asp>
<http://www.sothebys.com/en.html>
<http://www.googleartproject.com/> <http://www.christies.com/>
http://en.wikipedia.org/wiki/Indian_art
http://en.wikipedia.org/wiki/Cave_paintings_in_India

<http://www.wondermondo.com/Best/As/IndMedCavePaint.htm>
<http://www.culturalindia.net/indian-art/paintings/index.html>
<http://www.colourlovers.com/palettes> <http://www.colormatters.com/color-and-design/basic-color-theory> <http://www.worqx.com/color/>
<http://www.smashingmagazine.com/2010/01/28/color-theory-for-designers-part-1-the-meaning-of-color/>

http://en.wikipedia.org/wiki/Color_theory#Color_abstractions
<http://www.beautifulife.info/web-design/10-best-typography-tutorials/>
<http://www.creativebloq.com/graphic-design-tips/typography-tutorials-1232719>
<http://www.creativebloq.com/tag/graphic-design>
www.ideastraining.com/PDFs/TypographyBasics.pdf <http://designinstruct.com/tools-basics/the-basics-of-typography/> <http://abduzeedo.com/tutorials>
<http://www.aiga.org/guide-whatisgraphicdesign/> <http://www.aiga.org/design-for-good/>
http://en.wikipedia.org/wiki/Graphic_design
http://en.wikipedia.org/wiki/Communication_Design <http://www.drawspace.com/>

<http://en.wikipedia.org/wiki/Drawing>

<http://nasonart.com/writing/ondrawing2.html> <http://www.art-drawing.ru/terms-and-concepts/2360-drawing>
<http://www.artgraphica.net/free-art-lessons/drawing-pencil-tutorial.html>
<http://en.wikipedia.org/wiki/Printmaking>
<http://www.moma.org/interactives/projects/2001/whatisaprint/flash.html>
<http://lecomtedominique.com/techan.html>
http://en.wikipedia.org/wiki/Modelling_clay
<http://www.gcflearnfree.org/computerbasics>

http://graphicssoft.about.com/od/videotutorials/Video_Tutorials_for_Learning_Graphics_Software.htm

<http://graphicssoft.about.com/od/photoshop/1/bllps5out.htm>

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History of Art – by Christensen □
- Art through the ages – By Gardner, Helen □
Story of Art, London – By Gombrich, E.H. □
Folk painting of India – by Idwin, V. □
The picture history of Painting – By Janson, H.W. and Janson, D. □
Understanding the Art – by Myers, Bernard S. □
Art of the World Series – By Newton, Eric □
Art in East & West – By Rowland, Benjamin U. □
Art of Asia – By Rubissow, H. □
An History of Far Eastern Arts – By Sherman, E. Lee □
History of Art – By Vincent, Jean A. □
Indian miniature – By Archer, W.G. □
Painting in India – By Barret, D. and Gray, Basil □
Indian Painting – By Brown, Percy □
Art of Mughul India – By Born, Wash and Bailey, Gordon. □
History of Indian and Indonesian Art – By Coomaraswamy, Anand. □
Indian Art – By Iyer K. Bharat. □
Indian Sculpture – By Kramrisch Stella. □
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The Art and Architecture of India – By Rowland Benjamin □
Indian Painting from Ajanta Caves – By Singh, M. □
South Indian Painting – By Sivaramamurti, C. □
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Foundation of Modern Art – By Fant, Ozen □
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Man and the Renaissance – By Martindale, Andrew □
Contemporary Sculpture – By Welcher C.G. □
Art Today – By Ziegfeld, Edwin. □
Abanindranath Tagore and the Art of his time – By Appasamy, Jaya. □
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The History of Western Art – By Christensen, Erwin □
Foundation of modern Art – By Fant, Ozen. □
Contemporary Indian Arts – By Kapoor, Geeta. □
Trends in Indian Paintings – By Kaul, □
The New Drawing on the Right Side of the Brain - By Betty Edwards □
Exploring Drawing - By Brommer, Gerald F. □
Modern master drawings - By Bodley Gallery □
Pen & Ink Techniques - By Frank Lohan □
Drawing Realistic Textures in Pencil - By J. D. Hillberry □
Take a line for a walk: A Creativity Journal - By Landa, Robin □

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- "Design Rockism" - By Currie, Nick. □
 'Graphic Design History: A critical Guide' - By Drucker, Johanna and McVarish, Emily □
 'A history of graphic design' - By Meggs, Philip B. □
 "The Sign of the Self in the Metropolis" - By Baker, Steve □ Modernism in Art Design and Architecture - By Crouch, Christopher □ Digital design media - By Mitchell, William; Malcolm McCullough □ "The Sculptor's Way: A Guide to Modeling and Sculpture" - By Putman, Brenda □ "Printmaking: A Complete Guide to Materials & Processes." - By Beth Grabowski and Bill Fick □ Experience Printmaking - By Donna Anderson □
- Prints Now: Directions and Definitions - By Gill Saunders and Rosie Miles □
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 Prints and Visual Communication - By William Ivins, Jr. □
 A Century of American Printmaking. Madison - By James Watrous □

BACHELOR OF FINE ARTS (BFA) [STREAM: APPLIED ART]

OBJECTIVE

Applied art is designed to prepare an individual for a career in Advertising industry, Visual Media industry, Art direction, Creative direction, Print and media Industry, freelance design or design for industry producing anything from small scale book cover to large scale brand building. It covers various forms of communication, techniques, print and production and effective deployment of communication material.

Emphasis is laid on the development of an intuitive temperament with an eye for marketing and communication strategy, which would enable the student to work in collaborative brand building effort. It is designed to help in establishing a range of design solutions developed by an understanding of the contextual and professional skills that shape your discipline, ensuring you can work in professional environment. Its project-based learning provides the opportunity to integrate your personal creative expression with the needs of the market. It encourages student to think fresh ideas, develop innovative use of material, techniques and technology.

The course also introduces the student to new prevalent technologies in the field of art, photography, films, television, and printing to promote the application of technology for communication problem solving and visual interpretation. The study of Drawing & Illustration, Lettering & Typography, Design & Printing processes, Photography, Computer Graphics, Packaging and Display Design as Practical, and Aesthetics, History of Art, and Advertising Profession and Practice as Theory will help in developing the creative ability and professional skills-through projects based exercises.

RFAA301: HISTORY OF ART-I

Objective

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Moughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

Desired outcome of the course

From this module student shall be able to examine and analyse the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and affect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

SYLLABUS

UNIT-I

Mauryan Period

Understanding of Mauryan art. Understanding social, political and economical scenario.

Mauryan Architecture. Mauryan sculptures. Mauryan popular art forms.

UNIT-II

Sunga period

Understanding of Sunga art. Understanding social, political and economical scenario. Role of Buddhism. Sunga Architecture. Sunga Sculptures.

UNIT-III

Kushan Period

Understanding of Kushan art. Understand social, political and economical scenario. Role of Buddhism. Kushan Architecture. Kushan Sculptures.

UNIT-IV

Gandhara Period

Understanding of Gandhara art. Understand social, political and economical scenario. Role of Buddhism. Gandhara Architecture. Gandhara Sculptures.

UNIT-V

Gupta Period

Understanding of Gupta art. Understand social, political and economical scenario. Role of Buddhism. Gupta Architecture. Gupta Sculptures.

Evaluation Methodology

- Written test
- Assignments

RFAA302: AESTHETICS-I

Objective

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

Desired outcome of the course

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

SYLLABUS

UNIT-I

Aestheticism in Art

What is aesthetics? Art and Aesthetics. Relationship of Art and Aesthetics. Relationship of Artist, Art and Aesthetics.

UNIT-II

Indian Aesthetics – Introduction and Historical Perspective

Understanding Indian aesthetics. Indian historical perspective. Origin and development.

UNIT-III

Indian Aesthetics- Philosophy

Five Schools of Indian Aesthetics. Study of their emergence. Role in development of art. Theory of Rasa and Bhava. Rasa in different form of artistic expressions. Understanding of viewer experience.

Evaluation Methodology

- Written test
- Assignments

RFAA303: DESIGN AND COMMUNICATION PRACTICE-I

Objective

Advertising is a form of communication used to encourage or persuade an audience to continue or take some new action. This module is designed to introduce the concept of communication. It is very important to understand the advertising as tool for communication. Advertising Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

Desired outcome of the course

This module will prepare students for industry-oriented environment. It shall establish the concept of Advertising Art and its role in communication, and the way it affect our daily life. Student shall be acquainted with advertising art from liberal viewpoint. They shall be able to comprehend the process and principle of advertising.

SYLLABUS

UNIT-I

Introduction to Advertising

What is advertising. Understanding Advertising: Historical Survey. Origin and development of advertising.

UNIT-II

Advertising as tool of Communication

Tool of communication. Advertising Communication theory. Relationship between advertising and marketing. Advertising media and approaches.

UNIT-III

Understanding Advertising Art

What is advertising art. Devolvement in human history. Forms of advertising art. Relationship between advertising art and Visual art.

UNIT-IV

Study of behaviour of colour and usages

Understanding colour as visual perception. Physics behind colour. Understanding spectral colour. Monochrome colours, Duo chrome. Colour and light. Colours in shadow. Nature of colour, and their psychological perception. Usage of colour in advertising design.

UNIT-V

Typography

The origin and development of typography. Types of typography. Text typography. Display typography. Kinetic typography. Graffiti, and calligraphy. Type design.

UNIT-VI

Introduction to computer graphics

Introduction to graphic software. Vector and bitmaps software. Anti Virus. File Compression.

Evaluation Methodology

- Written test
- Assignments

RFAA351: COMMUNICATION ILLUSTRATION-I

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Desired outcome of the course

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

LIST OF PRACTICALS

UNIT-I

Rapid Sketching

Rapid sketches. Understanding of proportion. Draw intuitively.

UNIT-II

Line Drawing from Human Anatomy

Life model Drawing. Rapid Sketches. Understanding of proportion. Understanding volume and structure with human torso. Understanding drawing of the great masters.

UNIT-III

Imitation of Great Masters

Copying illustration or drawing. Historical perspective of drawing and Illustration. Focal points of drawing in great details. Understanding drawing of the great masters.

UNIT-IV

Illustration Techniques: Black and White

Different techniques of drawing and illustration. Usage of Black and white. Converting a photograph into flat black and white line illustration. Application of line drawings.

UNIT-V

Illustration Techniques: Flat colour

Different techniques of drawing and illustration. Usage of Colours in illustration. Converting a photograph colour illustration. Application of flat colours.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA352: COMMUNICATION DESIGN-I

Objective

Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective. In this course student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

Desired outcome of the course

From this module student will be able to understand the concept of design. They will be able to design from the object available in the nature and their surroundings. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

LIST OF PRACTICALS

UNIT-I

Design- Historical Perspective

Prepare guidebook. Design from Historical perspective. Origin, social and economical usage of design. Understanding design as process.

UNIT-II

Design Approach

Prepare a Design. Different approaches of design. Principles & Characteristics of design. Objectives of Design

UNIT-III

Design – Elements of design

Prepare a design as art. Element of design and their relationships. Nature and behaviour of design elements. Exercise using elements of design.

UNIT-IV

Design – Understanding Principle of Design

Exercise using Principle of design. Understanding of Unity, Balance, Rhythm. Relationships and behaviours in design environment. Understanding contrast.

UNIT-V

Design – Understanding use of colour and space in design

Design using flat colours in different tones and hues. Understanding colour theories. Understanding of space. Understanding of light.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA353: ADVERTISING ART-I

Objective

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

Desired outcome of the course

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are in applied in different scenario. It will help student understand typography as a medium of artistic expression.

LIST OF PRACTICALS

UNIT-I

Typography

Prepare a Guide book. Understanding Lettering and Typography. Historical perspective. Definition & Characteristics. Typography and communication.

UNIT-II

Typography as Forms

Prepare a design in black and white. Use of typography as forms. Character of types. Study of types as expression of emotion.

UNIT-III

Typography as complex Forms

Prepare a design using any animal figure or human face. Use of typography as complex forms. Character of types. Study of types as object.

UNIT-IV

Typography application- Simple Display typography Design

Prepare a design using typography and geometrical forms. Use of typography as display typography. Character of types.

UNIT-V

Typography application- Complex Display typography Design

Prepare a design using typography. Use of typography as display typography. Character of types. Space with typography.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA354: COMPUTER GRAPHICS-I

Objectives

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

Desired outcome of the course

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

LIST OF PRACTICALS

UNIT-I

Introduction to Utilities

Anti Virus. File Compression. Fonts. CD/DVD burning. Data Recovery. Cleanup.

UNIT-II

Computer technology: Graphic Software

Digital Technology. Introduction to different OS and platforms used in graphic. Introduction to graphic software. Understanding, simple Vector and bitmaps software.

UNIT-III

Bitmap Graphics

Introduction to Photoshop. Preference settings. Default Plug-in. Default Presets. Colour settings. Working with Simple Image. Create Bitmap Graphic in Photoshop.

UNIT-IV

Vector Graphics

Introduction to illustrator. Preference Settings. Working with Simple Objects. Create Vector Graphics in illustrator.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA355: ADVERTISING SEMINAR

Focus of the Seminar

Seminar is the one occasion in which all faculty, students and industry professionals can meet and discuss new developments in their respective field. This gives a student special opportunity to learn how to present and discuss, to think and develop individualistic approach, and to demonstrate his/her ability as an Advertising Professional. A good seminar program shall be designed in a way where all departments can participate. External Speakers shall be invited to share their knowledge. This shall foster unity and mutual respect among the participants and provides an atmosphere that promotes research activities and collaborative information.

Seminar shall focus on practical ideas to sell and retain digital and print. Discuss success stories on innovative advertising solutions from individuals both inside and outside the industry. Learn what you can apply to your own market. Seminar shall discuss why and what is driving this new era of ad innovation, and how advertisers are approaching and evaluating the opportunities. By participating in this seminar, student shall understand the components, opportunities and challenges of advertising and marketing.

Policy Statements for Seminar

Attendance at all Departmental seminars and at seminars given by visitors to the Department is mandatory. Each student is expected to attend every seminar and students are expected to participate actively by asking questions, contributing to the discussion, etc. The topic for presentation and the date of the seminar must be approved by the faculty member in charge of the seminar program.

Suggested List of Topics for Seminar

1. Creative thinking Process
2. Branding
3. Brand Planning
4. Products Advertising
5. Online advertising
6. Print Advertising
7. Multimedia
8. Social Advertising
9. Global Advertising
10. Geo-Targeted Advertising
11. Service Marketing
12. Post Advertising Logistics
13. Advertising medium
14. Social Media
15. Media and budget
16. Advertising Trends
17. Ethics in Advertising
18. Corporate Ethics
19. Common Mistakes in Advertising
20. Customer Satisfaction
21. Customer Relationship Management
22. Consumer Behaviour
23. Management of the advertising function
24. Integration of advertising with other forms of promotion
25. Marketing research
26. Advertising research
27. SWOT Analysis
28. Technology in Advertising

Evaluation Methodology

- Individual's Participation
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA031: PHOTOGRAPHY-I

Objective

Photography is the art, science and practice of creating durable images by recording light or other electromagnetic radiation, either chemically by means of a light-sensitive material such as photographic film, or electronically by means of an image sensor. In this module student shall learn the finer points of photography. It is intended to interweave the camera handling skills; technology and techniques. Student shall learn about various types of cameras, photography equipments and techniques from historical perspective. They shall also learn to shoot great images, understand concept of framing and composition from artistic and communicative point of view. It shall make them understand the application of camera techniques, processing, developing films, and using prevalent digital photography technology for visual media.

Desired outcome of the course

From this module student will be able to learn shooting from camera using artistic composition and framing methods. They shall be able to process, develop, and print photographs. They shall learn the different types of camera techniques and their usage in visual media and communication. They will be able to understand the light, exposures, and sensitivity of films, bromide papers, and their behaviour when they are used for specific results. It will help student understand photography as a medium of artistic expression. After this they shall be able handle camera and photographic accessories professionally to produce expressive photographs. They shall also learn to use digital computer technology for the same.

LIST OF PRACTICALS

UNIT-I

Camera as a Tool: Evolution of camera. Camera technology. Film formats. Camera design. Optical lenses, accessories.

UNIT-II

Camera Techniques - Observation, Selection of subject: Observing light, light temperature. Selection of subject. Exposures, apertures. Choice of lens, filters. Choice of shot.

UNIT-III

Know your digital Camera: Camera Parts. Body. Sensor/lenses/digital technology/CPU.

UNIT-IV

Automated and Assisted settings: Shooting modes. Flash Modes. Image enhancement settings. Video mode. Manual Settings.

UNIT-V

Automated and Assisted settings: Shooting modes. Flash Modes. Image enhancement settings. Video mode. Manual Settings. Shoot with different Automated modes. Shoot with manual settings. Shoot with different lenses. Shoot with Flash. Shoot with natural light. Shoot with filters.

- Project Submission: End of the Semester.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA032: ENTERTAINMENT DESIGN-I

LIST OF PRACTICALS

UNIT-I

Know your Camera

Camera Parts. Camera technology. Film formats. Optical lenses, accessories.

UNIT-II

Camera Techniques - Observation, Selection of subject

Observing light, light temperature. Selection of subject. Exposures, Apertures. Choice of Lens, Filters. Camera Modes & Settings.

UNIT-III

Introduction to Entertainment Design

Cinematic structure and vocabulary. Narrative, documentary, abstract, experimental.

UNIT-IV

Working with Camera

Electronic Video cameras. Camera work. Shutter speed, exposure, depth of field, colour temp, time code. Field and studio lighting. Back, fill, key. Cross, practical, and motivated light sources. Shoot with different Automated modes. Shoot with manual settings. Shoot with different lenses. Shoot with Flash. Shoot with natural light. Shoot with filters.

- Project Submission: End of the Semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA401: HISTORY OF ART-II

Objective

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Moughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

Desired outcome of the course

From this module student shall be able to examine and analyse the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and affect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

SYLLABUS

UNIT-I

Early Christian Art

Understanding of Christian art. Understand social, political and economical scenario. Stylistic approach. Architecture, churches, palaces. Sculptures. Popular art forms. Paintings.

UNIT-II

Byzantine Art

Understanding of Byzantine Art. Christian art influence. Understand social, political and economical scenario. Stylistic approach. Architecture, churches, palaces. Sculptures. Popular art forms. Iconoclasm, Macedonian Art, Mosaics Art.

UNIT-III

Romanesque Period

Understanding of Romanesque Art. Christian art influence. Understand social, political and economical scenario. Stylistic approach. Architecture, churches, palaces. Sculptures. Popular art forms. Enamel Work.

UNIT-IV

Art of Ceylon, Cambodia and java

Understanding of south eastern art. Role of Buddhism in stylistic approach. Understand social, political and economical scenario. Stylistic approach. Architecture, palaces. Sculptures.

Evaluation Methodology

- Written test
- Assignments

RFAA402: AESTHETICS-II

Objective

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

Desired outcome of the course

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

SYLLABUS

UNIT-I

Theory of Rasa

What is Rasa. Understanding of Navrasa. Nātyasāstra. Relationship of Art and Aesthetics with Rasa. Anubhava.

UNIT-II

Elements of Aesthetics

Understanding Dhvani. Bhāva. Alankār. Auchitya. Riti. Guna-Dosh. Vyanjana.

UNIT-III

Nātyasāstra theory

Study of relationship of visual and performing Arts. Theories of Abhinav Gupta and Bhartmuni.

Evaluation Methodology

- Written test
- Assignments

RFAA403: DESIGN AND COMMUNICATION PRACTICE-II

Objective

Design defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving any objective. In this course student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

Desired outcome of the course

From this module student will be able to understand the concept of design. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

SYLLABUS

UNIT-I

Principles of Design: What is design? Understanding design from historical point of view. Origin and development of design. Understanding principle of design. Understanding of Unity, Balance, Rhythm. Relationships and behaviours in design environment. Understanding contrast.

UNIT-II

Elements of design: Understanding of design as art. Element of design and their relationships. Understanding Line, forms, shapes, colours. Understanding their nature and behaviour in design environment.

UNIT-III

Design in Advertising: What is advertising art? Devolvement of advertising in human history. Forms of advertising art. Relationship between advertising art and visual art. Understanding different approaches of design.

UNIT-IV

Design as communication : Communication principles & Process. Research, Methodology in brief, Marketing approach.

UNIT-V

Communication Media: Media of communication. Mass media. Print media, Outdoor Media. Web media, Online advertising. Point of Purchase, Point of sale, Display media. Electronic Media.

UNIT-VI

Digital Printing: Graphic Scalability, Image Resolution. Colour models in computer graphics. Types of Digital Printers. Digital Printing techniques.

Evaluation Methodology

- Written test
- Assignments

RFAA451: COMMUNICATION ILLUSTRATION-II

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through stylization. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very detailed study. Student shall learn various types of illustration techniques. They shall also learn to draw outdoors to understand focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Desired outcome of the course

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. After this they shall be able draw to create expressive stylized illustration and apply different techniques accordingly.

LIST OF PRACTICALS

UNIT-I

Life study – Pencil and shades

Detailed life drawing from life model. Develop a sense of proportion in their mind. Learn to draw anatomical structure. Study with pencil and shade, emphasis on volumes.

UNIT-II

Life study – Colour and shades

Drawing a human figure with rapid speed. Create a sense of proportion of the human body. Learn ideal proportions, volume, and structure with Human torso. Study with colour and shade, emphasis on volumes.

UNIT-III

Outdoor study – Colour and tones

Draw Illustration or drawing from nature outdoors study. Historical site or monument study. Focal points of drawing in great details. Understanding of ideal proportions, volume, and structure. Emphasis will be on colour and tones.

UNIT-IV

Illustration Techniques: Concept of stylized illustration

Different techniques of drawing and illustration. Developing a illustration style. Convert a photograph into stylized colour illustration. Stylization methods and application.

UNIT-V

Illustration Techniques: Figurative Illustration

Different techniques of drawing and illustration. Emphasis on figurative drawing. Draw a stylized figurative colour illustration. Stylization methods and application.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA452: COMMUNICATION DESIGN-II

Objective

Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective. In this course student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

Desired outcome of the course

From this module student will be able to understand the concept of design. They will be able to design from the object available in the nature and their surroundings. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

LIST OF PRACTICALS

UNIT-I

Design- Geometrical pattern

Design using geometrical forms and human figure. Understanding of design with geometric point of view. Fusion of geometric forms with human figure. Symmetric pattern.

UNIT-II

Design- Abstract pattern

Design using typography with geometrical forms in abstract pattern. Understanding of design with geometric point of view. Fusion of geometric forms and typography asymmetrically.

UNIT-III

Design – Tones and texture

Understanding of tones and texture. Element of design in different tones, and their relationships. Understanding colours, their nature and behaviour in design environment.

UNIT-IV

Design – Rhythm and movement

Understanding of Unity, Balance, Rhythm in great detail. Relationships and behaviours in design environment. Understanding contrast, student shall design focusing these principles in mind.

Unit 5:

Design –Pattern

Design using flat colours in different tones and hues. Understanding patterns in detail. Seamless pattern. Textile design. Non-seamless pattern.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA453: ADVERTISING ART-II

Objective

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

Desired outcome of the course

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are applied in different scenario. It will help student understand typography as a medium of artistic expression.

LIST OF PRACTICALS

UNIT-I

Typography as communication & Brand

Use of typography as communication. Typography and brand association. Use of typography as display typography. Use of typography for brand image. Character of types; prepare a design using typography in colour.

UNIT-II

Typography Design

Understanding Lettering and Typography design. Historical perspective. Typography and communication. Types of typographic design.

UNIT-III

Typography as Forms- Fusion techniques

Use of typography as forms. Character of types, Study of types as expression of emotion. Prepare a design in colour, Fusion of different forms in typography.

UNIT-IV

Typography application- Calligraphy

Use of typography as calligraphy. Historical perspective. Techniques of calligraphy. Use of calligraphy in design, prepare a design using calligraphy in colour.

UNIT-V

Typography application- Visual art

Use of typography as Visual art. Usage of space with typography. Fusion of different types. Prepare a visual art design using typography in colour.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA454: COMPUTER GRAPHICS-II

Objectives

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

Desired outcome of the course

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

LIST OF PRACTICALS

UNIT-I

Introduction to Productivity tools

Time saving tool on Mac/PC Platform

UNIT-II

Working with Vector

Vector graphic software. Illustration techniques. Printing techniques for vector graphics. Scalability, printing resolution. Colour models.

UNIT-III

Working with Bitmap

Bitmap graphic software. Rendering techniques. Printing techniques for bitmap graphics. Scalability, printing resolution. Colour model. Vector Illustration. Bitmap graphics- handling scalability.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA455: CRITICAL & CONTEXTUAL STUDY

Scope of Critical and Contextual studies

Critical and Contextual Studies are based upon the active and individual response(s) of students on works of art and design. Student shall identify suitable artists, designers, crafts people or art movements and carry out the study of one of the following topics listed below. Students shall elaborate on the topic by critically analysing the subject, context, treatment or stimuli. They shall create piece of art work and write a critical note by evaluative work.

• Great Masters	• Art movements
• Portraits	• Nature
• Design	• Architecture
• Machinery	• Entertainment
• New media	• Contemporary art
• Digital Art	• War and conflict
• Art, Culture and Society	• Environment
• Social Practices	• Art and Mythology
• Art and Economy	

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA041: PHOTOGRAPHY-II

Objective

Photography is the art, science and practice of creating durable images by recording light or other electromagnetic radiation, either chemically by means of a light-sensitive material such as photographic film, or electronically by means of an image sensor. In this module student shall learn the finer points of photography. It is intended to interweave the camera handling skills; technology and techniques. Student shall learn about various types of cameras, photography equipments and techniques from historical perspective. They shall also learn to shoot great images, understand concept of framing and composition from artistic and communicative point of view. It shall make them understand the application of camera techniques, processing, developing films, and using prevalent digital photography technology for visual media.

Desired outcome of the course

From this module student will be able to learn shooting from camera using artistic composition and framing methods. They shall be able to process, develop, and print photographs. They shall learn the different types of camera techniques and their usage in visual media and communication. They will be able to understand the light, exposures, and sensitivity of films, bromide papers, and their behaviour when they are used for specific results. It will help student understand photography as a medium of artistic expression. After this they shall be able handle camera and photographic accessories professionally to produce expressive photographs. They shall also learn to use digital computer technology for the same.

LIST OF PRACTICALS

UNIT-I

Camera Techniques - Framing a Composition (indoors and outdoors)

Composition methods, Using grids. Balancing elements. Theory of odds. Rule of third, Headroom. Distractions, Floating heads. Look space & walk room. Angles, leading lines.

UNIT-II

Understanding Films (Sensitivity), Bromide papers grades & chemicals

Process of developing. Printing process (contact and enlargements). Film vs. Digital. Film basic, Film speed, Film sizes. Spectral sensitivity, Special films. Bromides papers, emulsion types. Archival quality.

UNIT-III

Post shooting image enhancement

Colour and tone correction. Repairing Scratches/Blemishes. Sharpness/Distortions/noise. Skin tone.

UNIT-IV

Studio Equipments

Backgrounds. Lightings. Risers. Special bulbs. Stands/reflectors/Tripods. Using strobes. Wireless Remote flash. Shoot using composition principle. Shooting and developing a film/photographs. Shoot in studio conditions. Image enhancement exercise.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA042: ENTERTAINMENT DESIGN-II

LIST OF PRACTICALS

UNIT-I

Simple Editing

Understanding Editing software. Non-linear editing. Visual effects & image processing.

UNIT-II

Advance Editing

Multi-source playback and control. Typography Motion Graphics/Titling. Shoot using composition principle. Editing. Motion Graphics.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA501: HISTORY OF ART-III **(Common to Applied Art and Painting)**

Objective

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Mughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

Desired outcome of the course

From this module student shall be able to examine and analyse the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and effect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

Syllabus

Unit 1: Pallava & Cholas Period

- Understanding of Pallava & Cholas art,
- Understand social, political and economical scenario
- Pallava & Cholas Architecture
- Pallava & Cholas sculptures
- Pallava & Cholas popular art forms,

Unit 2: Chalukya & Rastrakuta period

- Understanding of Chalukya & Rastrakuta art
- Understand social, political and economical scenario
- Chalukya & Rastrakuta Architecture,
- Chalukya & Rastrakuta Sculptures

Unit 3: Chandela/Hosalya & Orissan Period

- Understanding of Chandela/Hosalya & Orissan art,
- Understand social, political and economical scenario
- Chandela/Hosalya & Orissan Architecture,
- Chandela/Hosalya & Orissan Sculptures

Unit 4: Rajput Art (6 sessions)

- Understanding of Rajput art,
- Understand social, political and economical scenario

- Role of Mughals,
- Rajput Architecture,
- Rajput Miniature paintings

Unit 5: Mughal Art

- Understanding of Mughal art,
- Understand social, political and economical scenario
- Influence of Indian art,
- Mughal Architecture,
- Mughal Miniature paintings

Evaluation Methodology

- Written test
- Assignments

RFAA502: AESTHETICS-III **(Common to Applied Art and Painting)**

Objective

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

Desired outcome of the course

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

Syllabus

Unit 1: Fundamentals of Indian art

- In reference to Hindu Shilpa texts
 - o Vishnudharmotara-puran
 - o Samaranana,
 - o Sutrarachana,
 - o Sukranitisara
 - o Silparatham.
- Indian Art and Aesthetics
- Relationship of Artist, Art and Aesthetics

Unit 2: Indian Aesthetics – Theory of Rasa

- Advance Understanding Rasa theory
- Origin and development
- Nishpathi

Unit 3: Indian Aesthetics- Six limbs

- Origin and development of Sadanga
- Role in Sadanga in development of art
- Applications of Six limbs in Indian Aesthetics

Evaluation Methodology

- Written test
- Assignments

RFAA503: DESIGN AND COMMUNICATION PRACTICES-III

Objective

Advertising is a form of communication used to encourage or persuade an audience to continue or take some new action. This module is designed to introduce the concept of communication. It is very important to understand the advertising as tool for communication. Advertising Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

Desired outcome of the course

This module will prepare students for industry-oriented environment. It shall establish the concept of Advertising Art and its role in communication, and the way it affect our daily life. Student shall be acquainted with advertising art from liberal viewpoint. They shall be able to comprehend the process and principle of advertising.

Syllabus

Unit 1: Research in Advertising

- What is advertising research?
- Types of research method
- Role of research in creative strategy

Unit 2: Advertising Copy-Writing

- What is copy-writing
- Role of copy-writer in effective communication
- Relationship between Advertising Art and Copy
- How copy-writers work on creative strategy

Unit 3: Advertising Art-Directors

- What is Art Direction
- Role of Art Director in effective communication
- How Art Director work on creative strategy

Unit 4: Packaging technology

- Print production of Packaging design,
- Essential symbols

Evaluation Methodology

- Written test
- Assignments

RFAA551: COMMUNICATION ILLUSTRATION-III

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Desired outcome of the course

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

List of Practicals:

Unit 1: Draw Rapid Sketching

- Rapid sketches
 - o Understanding of proportion
 - o Draw intuitively

Unit 2: Line Drawing from Human Anatomy

- Life model Drawing
- Rapid Sketches
 - o Understanding of proportion
 - o Understanding volume and structure with human torso
 - o Understanding drawing of the great masters

Unit 3: Press Illustration

- Create communication using Press illustration
 - o Need and Usage of Press Illustration
 - o Techniques of Press Illustration
 - o Types of Press illustration

Unit 4. Magazine Illustration

- Create communication using Magazine illustration
 - o Need and Usage of Magazine Illustration
 - o Techniques of Magazine Illustration
 - o Types of Magazine illustration

Unit 5. Magazine and Book Cover Illustration

- Create Book cover or Magazine Cover Illustration
 - o Need and Usage of Magazine & Book Cover Illustration o
 - Techniques of Magazine & Book Cover Illustration
 - o Types of Magazine & Book Cover illustration

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA552: COMMUNICATION DESIGN-III

Objective

Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective. In this course student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

Desired outcome of the course

From this module student will be able to understand the concept of design. They will be able to design from the object available in the nature and their surroundings. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

List of Practicals:

Unit 1: Posters

- Creating a poster
 - o Posters: Historical perspective
 - o Origin, social and economical usage of Poster design
 - o Understanding need and usage of Poster
 - o Designing Process for a poster

Unit 2: Packaging

- Creating a packaging
 - o Packaging: Historical perspective
 - o Origin, social and economical usage of Packaging design
 - o Different approaches of Packaging design,
 - o Principles of Packaging design,
 - o Designing Process for a Packaging design

Unit 3: Brochure Design

- Create a brochure
 - o Understanding of need and usages of Brochure
 - o Elements of brochure design,
 - o Types of Brochure
 - o Designing Process for a Brochure design

Unit 4: Signage Design

- Create a signage
 - o Understanding Signage
 - o Target Audience and its Relationships with signage display environment
 - o Designing Process for a Signage
 - o Effectiveness of Signage Design

Unit 5: Display Design

- Create a display design
 - o Understanding Display Design
 - o Principals of Display Design
 - o Types of Display Design
 - o Designing Process for a Display Design

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA553: ADVERTISING ART-III

Objective

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

Desired outcome of the course

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are applied in different scenario. It will help student understand typography as a medium of artistic expression.

List of Practicals

Unit 1: Press Advertising- Typographical

- Create Press Ad
 - o Understanding of creative brief
 - o Copy-writing techniques Press
 - o Technicalities of Typographical Press Advertising
 - o Reproducing techniques for Press Advertising

Unit 2: Magazine Advertising- Typographical

- Create Magazine ad
 - o Understanding of creative brief
 - o Copy-writing techniques for Magazine
 - o Technicalities of Typographical Magazine Advertising
 - o Reproducing techniques for Magazine Advertising

Unit 3: Press Advertising- Illustrative Approach

- Create press ad
 - o Understanding of creative brief
 - o Illustrative Approach techniques Press
 - o Technicalities of Illustrative Press Advertising
 - o Reproducing Illustration for Press Advertising

Unit 4: Magazine Advertising- Illustrative Approach

- Create magazine ad
 - o Understanding of creative brief
 - o Illustrative Approach techniques Magazine
 - o Technicalities of Illustrative Magazine Advertising
 - o Reproducing Illustration for Magazine Advertising

Unit 5: Outdoor Media Design

- Create outdoor media design
 - o Understanding of creative brief
 - o Outdoor media Approach
 - o Technicalities of Outdoor Media Design
 - o Reproducing Outdoor Media Design

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA554: COMPUTER GRAPHICS-III

Objectives

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

Desired outcome of the course

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

List of Practical

Unit 1: Digital Posters

- Poster for print production
- Poster for digital printing
- Create Poster in Vector Graphics in illustrator
- Create Poster in Bitmap Graphic in Photoshop

Unit 2: Packaging

- Create Packaging in Vector Graphics/bitmap in

illustrator Unit 3: Brochure Design

- Print production of Brochure
- Binding process
- Special colours
- Design Consideration
- Create Brochure design in Adobe In-design

Unit 4: Signage Design

- Signage technology
- Print production of signage design,
- Fabrication & Design consideration
- Create a signage in Illustrator/Photoshop

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA555: MARKET RESEARCH

Scope of Market Research

The objective of this exercise is to expose student to the theoretical and analytical framework of market research. This will elaborate on the components that links the consumers, customers, and public to the marketer through information. This information is further used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

Exercise

In this module student are expected to take a Research case study and make a project report on “The marketing research process” comprised of following

1. Problem definition
2. Research approach to the problem,
3. Research design
4. Data collection
5. Data analysis and
6. Report preparation and presentation

Evaluation Methodology

- Individual’s daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAA051: PHOTOGRAPHY-III (ELECTIVE)

Objective

Photography is the art, science and practice of creating durable images by recording light or other electromagnetic radiation, either chemically by means of a light-sensitive material such as photographic film, or electronically by means of an image sensor. In this module student shall learn the finer points of photography. It is intended to interweave the camera handling skills; technology and techniques. Student shall learn about various types of cameras, photography equipments and techniques from historical perspective. They shall also learn to shoot great images, understand concept of framing and composition from artistic and communicative point of view. It shall make them understand the application of camera techniques, processing, developing films, and using prevalent digital photography technology for visual media.

Desired outcome of the course

From this module student will be able to learn shooting from camera using artistic composition and framing methods. They shall be able to process, develop, and print photographs. They shall learn the different types of camera techniques and their usage in visual media and communication. They will be able to understand the light, exposures, and sensitivity of films, bromide papers, and their behaviour when they are used for specific results. It will help student understand photography as a medium of artistic expression. After this they shall be able handle camera and photographic accessories professionally to produce expressive photographs. They shall also learn to use digital computer technology for the same.

List of Practicals

Unit 1: Lighting

- Using Soft-boxes and Reflectors
- Different type of Soft boxes
- Different type of Reflectors
- Lighting accessories

Unit 2: Still life photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot

Unit 3: Portrait photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot

Unit 4: Travel Photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot

Unit 5: Shooting Exercise

1. Shoot Still life
2. Shoot baby/Child/Teens/family
3. Shoot streets/Museums/Architecture

As below

- Shoot with different Automated modes
- Shoot with manual settings
- Shoot with different lenses
- Shoot with Flash
- Shoot with natural light
- Shoot with filters

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAA052: ENTERTAINMENT DESIGN-III (ELECTIVE)

List of Practicals

Unit 1: Sound Recording

- Understanding Sound
 - o Audio Production Basics
 - o Simple Sound recording
 - o Sound as visual
 - o Acoustic/Sound Localization/Masking
 - o Sound recording technology/Compressions
 - o Sound Studio
 - o Multi-track recording
 - o Sound Editing

Unit 2: Set Design

- o Making of set
 - o Significance of space
 - o Materials/Construction
 - o Financial Consideration
 - o Research
 - o Prototype/Model
 - o Create a set design

Unit 3: Advance Editing-I

- o Editing techniques
 - o Editing Software
 - o Work flow
 - o Create a multi-track audio project
 - o Create a multi-layered Editing project

Unit 4: Media Studies

- o Technology, Communication, and Culture studies
- o Satellite Media and Communications
- o Media and Development
- o Media Management
- o Methodologies
- o Research

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA053:PRINT MAKING-I (ELECTIVE)

List of Practicals

Unit 1: Introduction to Process

- Historical Perspective
- Process of Printing

Unit 2: Materials & Equipments

- Types of cloths
- Types of emulsion
- Types of Inks

Unit 3: Converting design for printing

- Stencil method
- Converting design for printing
- Overlapping methods

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAA054: PACKAGING-I (ELECTIVE)

List of Practicals

Unit 1: Introduction to Packaging

- Historical Perspective
- Origin

Unit 2: Usage of Packaging Design

- Different approaches
- Principles of packaging design

Unit 3: Process & Technique

- Designing process of packaging design
- Creating prototypes

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA601: HISTORY OF ART-IV **(Common to Applied Art and Painting)**

Objective

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Mughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

Desired outcome of the course

From this module student shall be able to examine and analyse the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and affect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

Syllabus

Unit 1: Renaissance

- What is the meaning of Renaissance?
- Origin of Renaissance
- Renaissance : Understand social, political and economical scenario
- Pre-Renaissance period
- Early Renaissance period
- High Renaissance period

Unit 2: Renaissance Art

- Themes of Renaissance
- Architecture of Renaissance
- Characteristics of Renaissance Art

Unit 3: Renaissance Artists

- Fra Angelico
- Biagiod' Antonio
- Donatello
- Leonardo da Vinci
- Michelangelo
- Raphael
- Other Italian Artist
- Prominent Renaissance artist from Spain and Germany

Unit 4: Gothic Art

- Origin of Gothic Art
- Understand social, political and economical scenario
- Characteristics of Gothic Art paintings
- Characteristics of Gothic Art Sculptures
- Study of prominent Gothic Artist

Unit 5: Gothic Architecture

- Understanding of Gothic Architecture
- Social, political and economical influence on Gothic architecture
- Characteristics of Gothic Architecture
- Comparative study of Gothic Architecture in different countries

Evaluation Methodology

- Written test
- Assignment

RFAA602: AESTHETICS-IV

(Common to Applied Art and Painting)

Objective

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

Desired outcome of the course

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

Syllabus

Unit 1: Visual Art

- What is Visual Art?
- Relationship of Visual Art and Literature
- Relationship of Visual Art and Performing Art

Unit 2: Visual Art Theories

- Theories of creating visual art
- Expression in Art
- Release of Emotion
- Communication

Unit 3: Aesthetics Philosophy

- Influence of western Art Aesthetics
- Influence of oriental Art Aesthetics

Evaluation Methodology

- Written test
- Assignments

RFAA603: DESIGN AND COMMUNICATION PRACTICES-IV

Objective

Design defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving any objective. In this course student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

Desired outcome of the course

From this module student will be able to understand the concept of design. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

Syllabus

Unit 1: Advertising Communication

- Understanding Advertising Communication
- Advertising communication Process
- Principle of Advertising communication
- Media Planning

Unit 2: Advertising Campaign

- Elements of Advertising Campaign
- Creative Brief
- Brainstorming Exercise
- Visualizing a Campaign
- Layout and Execution of Art work

Unit 3: Printing Technology

- History of Printing
- Printing Processes
- Offset Printing in Detail

Unit 4: Outdoor Media Advertising

- Origin of Outdoor Media
- Devolvement Outdoor Media
- Significance of outdoor media
- Forms of outdoor media

Unit 5: Working with Computer Graphic Peripherals

- Scanner
- Printers
- Digital Pens
- Portable Media

Evaluation Methodology

- Written test
- Assignment

RFAA651: COMMUNICATION ILLUSTRATION-IV

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through stylization. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very detailed study. Student shall learn various types of illustration techniques. They shall also learn to draw outdoors to understand focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Desired outcome of the course

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. After this they shall be able draw to create expressive stylized illustration and apply different techniques accordingly.

List of Practicals:

Unit 1. Line Drawing from Human Anatomy

- Life model Drawing
- Rapid Sketches
 - o Understanding of proportion of hand and feet
 - o Understanding volume and structure with human hands and feet
 - o Understanding drawing of the great masters

Unit 3: Stylized Illustration

- Create your own style of illustration
 - o Study of different individual styles of Illustration
 - o Techniques of stylized Illustration
 - o Types of stylized illustration

Unit 3. Caricature and Cartoon Illustration

- Create caricature illustration
 - o Need and Usage of caricature and cartoon illustration
 - o Techniques of caricature illustration
 - o Types of caricature and cartoons illustration

Unit 4. Comic Illustration

- Create comic illustration
 - o Need and Usage of comic illustration
 - o Techniques of comic illustration
 - o Types of comic illustration

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA652: COMMUNICATION DESIGN-IV

Objective

Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective. In this course student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

Desired outcome of the course

From this module student will be able to understand the concept of design. They will be able to design from the object available in the nature and their surroundings. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

List of Practicals:

Unit 1: Posters

- Poster Design- Photography based
- Poster Design – Illustration based
- Poster Design – Typography based
- Poster Design –Computer Graphic based
 - o Application of Posters in different scenario
 - o Innovations

Unit 2: Packaging

- Packaging: Photography based
- Packaging: Illustration based
- Packaging: Typography based
- Packaging: Computer Graphic based
 - o Application of Packaging in different scenario
 - o Innovations

Unit 3: Corporate Brochure Design

- Designing a Corporate Brochure
 - o Understanding of need and usages of Corporate Brochure
 - o Elements of Corporate brochure design,
 - o Types of Corporate Brochure
 - o Info-graphic design and usages
 - o Designing Process for a Corporate Brochure

Unit 4: Corporate Identity

- Designing Corporate Identity
 - o Understanding Corporate Identity
 - o Designing Process for Corporate Identity
 - o Effectiveness of Corporate Identity
 - o Innovation in Corporate Identity

Unit 5: Online Identity Design

- Creating online identity
 - o Info graphic design
 - o Understanding Internet environment
 - o Scope of Web design
 - o Web page designing Process

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA653: ADVERTISING ART-IV

Objective

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

Desired outcome of the course

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are applied in different scenario. It will help student understand typography as a medium of artistic expression.

List of Practicals:

Unit 1: Press Advertising- Photographic Approach

- Create a Press ad
 - o Understanding of creative brief
 - o Minimal Approach
 - o Technicalities of Photography in Advertising
 - o Reproducing techniques for Photographic based Advertising

Unit 2: Magazine Advertising- Photographic Approach

- Create a Magazine ad
 - o Understanding of creative brief
 - o Minimal Approach
 - o Technicalities of Photography in Magazine Advertising
 - o Reproducing techniques for Photographic based Magazine Advertising

Unit 3: Social Advertising

- Create a Social Ad
 - o Understanding of creative brief
 - o Social Advertising Approach
 - o Copy-writing for Social advertising
 - o Scope and limitations of Social Advertising
 - o Effectiveness of Social Advertising

Unit 4: Advertising- Innovative Approach

- Create a media innovation
 - o Understanding of creative brief
 - o Crafting Innovative idea

- o Scope and limitations of innovation in Advertising
- o Reproducing techniques for innovation in

Advertising Unit 5: Outdoor Media Design innovation

- Create a Outdoor media innovation
 - o Understanding of creative brief
 - o Outdoor media innovation Approach
 - o Technicalities of Outdoor Media innovation
- Design o Reproducing Outdoor Media innovation
Design

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA654: COMPUTER GRAPHICS-IV

Objectives

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

Desired outcome of the course

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

List of Practicals:

Unit 1: Advance concepts of Image editing

- Advance layering Concepts
- Advance Image editing
- Create Bitmap base Press and magazine ad

Unit 2: Working with Computer Graphic Peripherals

- Scanner
- Printers
- Digital Pens
- Portable Media
- Allied software

Unit 3: Press and Magazine Advertisement

- Technology Involvement
- Print production of Advertisement
- Design Consideration
- Working with bitmap and vector for advertisement
- Create Vector base Press and magazine ad

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA655: EDUCATIONAL TOUR

Scope of Educational Tour

Educational field trips contribute to the development of students into educated young citizen who possess more knowledge about art, have developed critical-thinking skills, imbibe increased historical compassion, display higher levels of patience, open-mindedness and have a greater taste for appreciating art and culture. They gather a great amount of factual details and improve recall value about work of art.

Educational Tour Guidelines

The educational trip shall be organized of places covering different culture, museums, institutions and historical places of artistic and creative significance. Teachers are advised to create instructional material and clearly lay down the learning objectives before the tour. The discussions shall be student directed with the museum educator or guide who is facilitating the discourse. These facilitator shall be shall be well verse with the subject and their commentary shall go beyond the name, brief description of the work of art. At the end of the tour student shall submit a project report with tour details, historical understanding and critical analysis. The student shall be judge on the basis of following criteria:

1. Project Report
2. Tour details
3. Critical thinking
4. Historical understanding
5. Level of interest
6. Patience of listening the critics
7. Behavioral study
8. Team work

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva-voce: End of the Semester

RFAA061: PHOTOGRAPHY-IV (ELECTIVE)

Objective

Photography is the art, science and practice of creating durable images by recording light or other electromagnetic radiation, either chemically by means of a light-sensitive material such as photographic film, or electronically by means of an image sensor. In this module student shall learn the finer points of photography. It is intended to interweave the camera handling skills; technology and techniques. Student shall learn about various types of cameras, photography equipments and techniques from historical perspective. They shall also learn to shoot great images, understand concept of framing and composition from artistic and communicative point of view. It shall make them understand the application of camera techniques, processing, developing films, and using prevalent digital photography technology for visual media.

Desired outcome of the course

From this module student will be able to learn shooting from camera using artistic composition and framing methods. They shall be able to process, develop, and print photographs. They shall learn the different types of camera techniques and their usage in visual media and communication. They will be able to understand the light, exposures, and sensitivity of films, bromide papers, and their behaviour when they are used for specific results. It will help student understand photography as a medium of artistic expression. After this they shall be able handle camera and photographic accessories professionally to produce expressive photographs. They shall also learn to use digital computer technology for the same.

List of Practicals:

Unit 1: Backdrops

- Shooting with Flat Backdrops
- Creating a backdrop
- Shooting with green screen
- Shooting with textured backdrop

Unit 2: Support Systems

- Working with Turntables
- Building a set
- Light modifiers
- Camera maintenance
- Camera Flash Basics

Unit 3: Animal Photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot

Unit 4: Nature Photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot

Unit 5: Shooting Exercise

- Shoot still life/Portrait using backdrops
- Shoot Pets
- Shoot Birds
- Shoot Wildlife
- Shoot Landscape/Sky/Water

As below

- Shoot with different Automated modes
- Shoot with manual settings
- Shoot with different lenses
- Shoot with Flash
- Shoot with natural light
- Shoot with filters

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAA062: ENTERTAINMENT DESIGN-IV (ELECTIVE)

List of Practicals

Unit 1: Performance & Video

- Collaborative Exercise
 - o Communicating Mood
 - o Performance documentation
 - o Choreography/Concert based video
 - o Light Design/Stage Design/Costume Design
 - o Music Production

Unit 2: Creative and content

- o Making of
 - o Short Form Media
 - Scriptwriting o Non-Traditional
 - Storytelling
 - o Visual story telling o
 - Working with Actors o
 - Media Workshop

Unit 3: Advance Editing II

- o Editing techniques
 - o Editing
 - Software o Work
 - flow
 - o Media Management o
 - Methodologies
 - o Research

Unit 4: Media Studies

- o Researching Audience
- o Film History
- o Women in Media
- o Media and social justice

Unit 5 : Media Studies

Create a performance based video project(short film

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAA063: PRINT MAKING-II (ELECTIVE)

List of Practicals

Unit 1: Introduction to Engraving

- Process and its technique

Unit 2: Making of mono lino cut print

- Process of its printing
- Create Lino cut print

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA064: PACKAGING-II (ELECTIVE)

List of Practicals

Unit 1: Packaging Photography based

- Designing process/method
- Creating prototypes
- Final execution

Unit 2: Packaging Illustration based

- Designing process/method
- Creating prototypes
- Final execution

Unit 3: Packaging Typography based

- Designing process/method
- Creating prototypes
- Final execution

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAA701: HISTORY OF ART-V **(Common to Applied Art and Painting)**

Objective

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Mughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

Learning Outcome

From this module student shall be able to examine and analyse the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and affect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

Syllabus

Unit 1: Indian Art Post Mughal

- Understanding of Company School art
- Understand social, political and economical scenario
- Characteristic of Company School Art

Unit 2: Kalighat School of painting

- Understanding of Kalighat School of painting
- Understand social, political and economical scenario
- Characteristic of painting

Unit 3: Art of Ravi Verma

- Understanding of art of Raja Ravi Verma
- Understand social, political and economical scenario
- Characteristic of Raja Ravi Verma's paintings

Unit 4: Bengal School Renaissance

- Understanding of Bangal Art
- Understand social, political and economical scenario
- Role of British and Mughal,
- Characteristics of Bangal Art

Unit 5: Progressive Artists Group)

- Emergence of Progressive art group
- Understand social, political and economical scenario
- Influence of Modern Art
- Progressive Art group: Artist Profiles

Evaluation Methodology

- Written test
- Assignments

RFAA702: AESTHETICS-V

(Common to Applied Art and Painting)

Objective

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

Learning Outcome

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

Syllabus

Unit 1: Fundamentals of Nature of beauty

- In reference to Western Aesthetics
- Indian Art and western art: comparative analysis
- Understanding Nature of Beauty

Unit 2: Western Philosophers

- Plato
- Aristotle
- Longinus
- Descarte
- Berkeley
- Kant
- Hegal
- Schopenhouser, Nietzche, Lipps, Dewey, Croce, Gentile, Worringer, Herbert Read

Unit 3: Origin of art: theories

- Origin and development of Art
- Applications of theories of Art

Evaluation Methodology

- Written test
- Assignments

RFAA703: DESIGN AND COMMUNICATION PRACTICES-V

Objective

Advertising is a form of communication used to encourage or persuade an audience to continue or take some new action. This module is designed to introduce the concept of communication. It is very important to understand the advertising as tool for communication. Advertising Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

Learning Outcome

This module will prepare students for industry-oriented environment. It shall establish the concept of Advertising Art and its role in communication, and the way it affect our daily life. Student shall be acquainted with advertising art from liberal viewpoint. They shall be able to comprehend the process and principle of advertising.

Syllabus

Unit 1: Expression in Advertising

- Humour in advertising
- Appeal in advertising
- Social action through advertising
- Innovation in advertising

Unit 2: Consumer in advertising

- Understanding consumer behaviour
- Role of consumer in advertising
- Relationship between company and consumer
- Ways of creating consumer base

Unit 3: Online Media

- Historical Perspective
- Web technology
- What is online media
- Emergence of Internet
- Historical perspective of internet technology
- Usage of Internet

Unit 4: 2D Animation

- Historical Perspective
- Technology for 2D Animation

Evaluation Methodology

- Written test
- Assignments

RFAA751: COMMUNICATION ILLUSTRATION-V

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Learning Outcome

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

List of Practicals:

Unit1: Major Advertising Illustration project-I

- Part 1. Planning Illustrations
 - o Understanding of need
 - o Understanding techniques and technology
 - o Preparing brief report

- Part 2: Research: Target audience
 - o Understanding audience
 - o Educational/economical/social scenario

- Part 3. Developing prototype illustration
 - o Concept cards/Prototypes
 - o Techniques and technology to be used

- Part 4. Execution of Illustration project
 - o Final Illustrations as per project

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA752: COMMUNICATION DESIGN-V

Objective

Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective. In specialization student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

Learning Outcome

From this module student will be able to understand the concept of design. They will be able to design from the object available in the nature and their surroundings. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

List of Practicals:

Unit 1: Major Information Graphic Project-I

- Part 1. Planning Information Graphic Project
 - o Understanding of need
 - o Understanding techniques and technology
 - o Preparing brief report

- Part 2: Research: Target audience
 - o Understanding audience
 - o Educational/economical/social scenario

- Part 3. Developing prototype
 - o Concept cards/Prototypes
 - o Techniques and technology to be used

- Part 4. Execution of Information graphic
 - o Final information graphic as per project

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA753: ADVERTISING ART-V

Objective

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

Learning Outcome

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are in applied in different scenario. It will help student understand typography as a medium of artistic expression.

List of Practicals:

Unit 1: Major Advertising Design Project-I

- Part 1. Planning advertising design project
 - o Understanding of need
 - o Understanding techniques and technology
 - o Preparing brief report

- Part 2: Research: Target audience
 - o Understanding audience
 - o Educational/economical/social scenario

- Part 3. Developing prototype
 - o Concept cards/Prototypes
 - o Techniques and technology to be used

- Part 4. Execution of advertising design project
 - o Final execution as per project

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA754: COMPUTER GRAPHICS-V

Objectives

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

Learning Outcome

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

List of Practicals

Unit 1: 2D Animation

- Technology for 2D Animation
- Software for 2D Animation
- Create a simple 2D animation

Unit 2: Web Technology

- Historical Perspective
- Web technology
- Essential symbols/terms/definitions/protocols
- Design Consideration for web

Unit 3: HTML

- Working with the Internet server
- Basic commands
- Setting up an HTML document
- HTML text formatting, Images in HTML
- Optimizing images for the web using Photoshop
- Create web page using HTML

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA755: TRAINING

Scope of Training

Training programme is about Student working under the supervision of professional organizations or under the supervision of Professional individual. After such training student shall submit the training report and certificate to the effect that he/she has undergone professional training.

The Training Programme focus

The student shall craft "Vision & Mission Statement" according to the task assigned to them with pre-defined objective, work plan and specific deliverables. The student shall be involved in a specific functional area, to become part of the operations of a department or function according to their subject and ability.

The student shall craft "Internship Objective" according to vision while introducing the student to a range of professions and areas/functions within the company/organization. The student might be inducted on rotation basis between different functions, or invited to participate in seminars and training programs, or might join one or more managers and assist them as trainee.

Indicative structure of the report or presentation

1. Abstract
2. Summary
3. Acknowledgements
4. Introduction about organization
5. Vision and Mission
6. Context analysis
7. Methodology
8. Key Results
9. Observations
10. Conclusion
11. Bibliography & References

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester

Project Submission & Viva-voce: End of the Semester

RFAA071: PHOTOGRAPHY-V (ELECTIVE)

Objective

Photography is the art, science and practice of creating durable images by recording light or other electromagnetic radiation, either chemically by means of a light-sensitive material such as photographic film, or electronically by means of an image sensor. In this module student shall learn the finer points of photography. It is intended to interweave the camera handling skills; technology and techniques. Student shall learn about various types of cameras, photography equipments and techniques from historical perspective. They shall also learn to shoot great images, understand concept of framing and composition from artistic and communicative point of view. It shall make them understand the application of camera techniques, processing, developing films, and using prevalent digital photography technology for visual media.

Desired outcome of the course

From this module student will be able to learn shooting from camera using artistic composition and framing methods. They shall be able to process, develop, and print photographs. They shall learn the different types of camera techniques and their usage in visual media and communication. They will be able to understand the light, exposures, and sensitivity of films, bromide papers, and their behaviour when they are used for specific results. It will help student understand photography as a medium of artistic expression. After this they shall be able handle camera and photographic accessories professionally to produce expressive photographs. They shall also learn to use digital computer technology for the same.

List of Practicals

Unit 1: Close up photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot

Unit 3: City scape photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot

Unit 4: Event Photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot
- Shoot City life

- Shoot events/birthday/parties/concerts/plays etc
- Shoot close up of objects/insects/butterflies etc

As below

- Shoot with different Automated modes
- Shoot with manual settings
- Shoot with different lenses
- Shoot with Flash
- Shoot with natural light
- Shoot with filters

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAA072: ENTERTAINMENT DESIGN-V

List of Practicals

Unit 1: Film History and Analysis

- Film Movements
- National Cinema
- Major Directors
- Major Narratives

Unit 2: Introduction to Digital media

- Using computer technologies
- Streaming technologies
- Social media
- Blogs
- Podcasts

Unit 3: Media for community engagement

- o Impact study
- Community building
- Social change
- Sustainability
- Methodologies
- Research

Unit 4: Media Studies

- o Sustainability and Indian Media
- o Mass Media law and ethics
- o Electronic News

Exercise

1. Major Film Project

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA073: PRINT MAKING-III (ELECTIVE)

List of Practicals

Unit 1: Techniques of Engraving

- Historical perspective
- Origin
- Printing process
- Method & material

Unit 2: Developing prints

- Study of Great Masters work
- Create Woodcut prints

Project Submission: End of the Semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA074: PACKAGING-III (ELECTIVE)

List of Practicals

Unit 1: Major Packaging Design Project-I

- Planning Packaging
- Understanding of need
- Understanding technique & technology
- Preparing brief report

Unit 2: Research: Target audience

- Understanding audience
- Educational/Economical/Social Scenario
- Final execution

Unit 3: Developing Prototypes

- Concept Designs/Prototypes
- Techniques and methods/mediums to be used

Unit 3: Execution of Packaging Design

- Final Packaging design as per project

Project Submission: End of the Semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA801: HISTORY OF ART-VI **(Common to Applied Art and Painting)**

Objective

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Mughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

Learning Outcome

From this module student shall be able to examine and analyse the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and affect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

Syllabus

Unit 1: Mannerism:16th C

- Rosso, Parmagianino, Correggio, Tintoretto, El Greco, Bologna, Cellini, Jean Goujon.

Unit 2: Baroque :17th C

- Carracci, Caravaggio, Frans Hal, Rembrandt, Vermeer, Rubens, Velazquez, Poussin, Claude Lorian, Bernini

Unit 3: Rococo :18th C

- Watteau, Boucher, Gainsborough, Hogarth, Reynolds

Unit 4: Classicism :19th C

- David, Ingres, Roman – Goya, Delacroix, Constable Turne.
- Realism– Courbet, Millet, Corot.
- Impression– Manet, Renoir, Degas. Post–Impression, Expressionism, symbolism, cubism, fauvism, surrealism, Abstractionism
- Eminent Sculptors of the Modern Period.

Evaluation Methodology

- Written test
- Assignments

RFAA802: AESTHETICS-VI

(Common to Applied Art and Painting)

Objective

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

Learning Outcome

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

Syllabus

Unit 1: Intimation in art

- Imitation play & Institutions.
- Role of the sub-conscious in artistic creation.

Unit 2: Theories relating to works of Art

1. Organic structure
2. Content & Form
3. Expressiveness.

Unit 3 : Theories relating to response & appreciation

- Empathy
- Psychical distance
- Pleasure
- Art in relation to society

Evaluation Methodology

- Written test
- Assignments

RFAA803: DESIGN AND COMMUNICATION PRACTICES-VI

Objective

Design defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving any objective. In specialization student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

Learning Outcome

From this module student will be able to understand the concept of design. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

Syllabus

Unit 1: Brand Building

- Understanding brand Communication
- Brand Cycle
- Principle of Brand Building
- Brand Planning

Unit 2: Social Media

- What is social media marketing
- Historical perspective
- Brand opportunity in social media
- Building social Media brand
- Brand guide for social media

Unit 3: Animation Technology

- History of animation
- Animation Processes
- Types of animation

Unit 4: Photography

- Origin of photography
- Devolvement of camera
- Photographic instruments
- Photographic techniques

Evaluation Methodology

- Written test
- Assignments

RFAA851: COMMUNICATION ILLUSTRATION-VI

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Learning Outcome

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

List of Practicals:

Unit1: Major Advertising Illustration project-II

- Part 1. Planning Illustrations
 - o Understanding of need
 - o Understanding techniques and technology
 - o Preparing brief report

- Part 2: Research: Target audience
 - o Understanding audience
 - o Educational/economical/social scenario

- Part 3. Developing prototype illustration
 - o Concept cards/Prototypes
 - o Techniques and technology to be used

- Part 4. Execution of Illustration project
 - o Final Illustrations as per project

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA852: COMMUNICATION DESIGN-VI

Objective

Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective. In specialization student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

Learning Outcome

From this module student will be able to understand the concept of design. They will be able to design from the object available in the nature and their surroundings. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

List of Practicals:

Unit 1: Major Information Graphic Project-II

- Part1. Planning Information Graphic Project
 - o Understanding of need
 - o Understanding techniques and technology
 - o Preparing brief report

- Part 2: Research: Target audience
 - o Understanding audience
 - o Educational/economical/social scenario

- Part 3. Developing prototype
 - o Concept cards/Prototypes
 - o Techniques and technology to be used

- Part 4. Execution of Information graphic
 - o Final information graphic as per project

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA853: ADVERTISING ART-VI

Objective

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

Learning Outcome

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are applied in different scenario. It will help student understand typography as a medium of artistic expression.

List of Practicals:

Unit 1: Major Advertising Design Project-II

- Part 1. Planning advertising design project
 - o Understanding of need
 - o Understanding techniques and technology
 - o Preparing brief report

- Part 2: Research: Target audience
 - o Understanding audience
 - o Educational/economical/social scenario

- Part 3. Developing prototype
 - o Concept cards/Prototypes
 - o Techniques and technology to be used

- Part 4. Execution of advertising design project
 - o Final execution as per project

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA854: COMPUTER GRAPHICS-VI

Objectives

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

Learning Outcome

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

List of Practicals

Unit 1: Web 2.0 Tools and techniques

- Historical Perspective
- Technology for Web Building
- Software for Web building
- Essential symbols/terms/definitions/protocols
- Design Consideration for web

Unit 2: Introduction to Web 3.0 Technology

- Historical Perspective
- Web technology
- Essential symbols/terms/definitions/protocols
- Design Consideration for web

Unit 3: Digital Audio Workshop

- Podcasting & RSS Feeds
- Using XML to separate form from function
- Using Audacity
- Creating your own podcast

Exercise

1. Working on Dream weaver
2. Working with Flash
3. Create your own podcast

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAA855: Subject Research

Scope of Subject Research

The objective of this exercise is to expose student to the theoretical and analytical framework of about researching a product, service or any predefined area. This will elaborate on the components that links the effectiveness of the creative content in the consumer mind space. This information is further used to identify and define communication strategies, opportunities and threats; generate, refine, and evaluate actions areas; monitor effectiveness of communication; and improve understanding of communication as a process.

Exercise

In this module student are expected to take a Research case study about any area of advertising communication or product or services and make a project report on any chosen subject.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission + viva-voce: End of the Semester

RFAA081: PHOTOGRAPHY-VI (ELECTIVE)

Objective

Photography is the art, science and practice of creating durable images by recording light or other electromagnetic radiation, either chemically by means of a light-sensitive material such as photographic film, or electronically by means of an image sensor. In this module student shall learn the finer points of photography. It is intended to interweave the camera handling skills; technology and techniques. Student shall learn about various types of cameras, photography equipments and techniques from historical perspective. They shall also learn to shoot great images, understand concept of framing and composition from artistic and communicative point of view. It shall make them understand the application of camera techniques, processing, developing films, and using prevalent digital photography technology for visual media.

Desired outcome of the course

From this module student will be able to learn shooting from camera using artistic composition and framing methods. They shall be able to process, develop, and print photographs. They shall learn the different types of camera techniques and their usage in visual media and communication. They will be able to understand the light, exposures, and sensitivity of films, bromide papers, and their behaviour when they are used for specific results. It will help student understand photography as a medium of artistic expression. After this they shall be able handle camera and photographic accessories professionally to produce expressive photographs. They shall also learn to use digital computer technology for the same.

List of Practicals

Unit 1: Long exposure photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot

Unit 3: Sports photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot

Unit 4: Street Photography

- Observing light, light temperature
- Selection of subject
- Exposures, apertures
- Choice of lens, filters
- Choice of shot

Exercise

1. Shoot street life
2. Shoot sports event
3. Shoot long exposure

As below

- Shoot with different Automated modes
- Shoot with manual settings
- Shoot with different lenses
- Shoot with Flash
- Shoot with natural light
- Shoot with filters

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAA082: ENTERTAINMENT DESIGN-VI (ELECTIVE)

List of Practicals

Unit 1: Film History and Analysis

- Film Movements
- National Cinema
- Major Directors
- Major Narratives

Unit 2: Introduction to Digital media

- Using computer technologies
- Streaming technologies
- Social media
- Blogs
- Podcasts

Unit 3: Media for community engagement

- o Impact study
- Community building
- Social change
- Sustainability
- Methodologies
- Research

Unit 4: Media Studies

- o Sustainability and Indian Media
- o Mass Media law and ethics
- o Electronic News

Exercise

1. Major Film Project
2. Make a Project report

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA083: PRINT MAKING-IV (ELECTIVE)

List of Practicals

Unit 1: Techniques of Engraving

- Historical perspective
- Origin
- Printing process
- Method & material

Unit 2: Developing prints

- Study of Great Masters work
- Create Woodcut prints

Project Submission: End of the Semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAA084: PACKAGING-IV (ELECTIVE)

List of Practicals

Unit 1: Major Packaging Design Project-II

- Planning Packaging
- Understanding of need
- Understanding technique & technology
- Preparing brief report

Unit 2: Research: Target audience

- Understanding audience
- Educational/Economical/Social Scenario
- Final execution

Unit 3: Developing Prototypes

- Concept Designs/Prototypes
- Techniques and methods/mediums to be used

Unit 3: Execution of Packaging Design

- Final Packaging design as per project

Project Submission: End of the Semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

BACHELOR OF FINE ARTS (BFA) [STREAM: PAINTING]

RFAP301: VISUAL ART PROCESS & PRACTICES-I

Objective

It is very essential to understand the nature and behaviour of material in visual art. Every material reacts differently on different surfaces. It is key to experimentation and development of self-stylization in art. Usage and application of material is unique to every artist. It is important to learn the different material and their handling for creative rendering of the art subject imagery. This module is focusing on different type of material, their nature and application.

Desired outcome of the course

From this module student shall be able to understand the role of methods and material in art. It shall establish the concept of material application in the style of artist. Student shall be acquainted with different material from expansive viewpoint. They shall be able to comprehend their nature and usages aesthetically.

SYLLABUS

UNIT-I

Importance of methods & materials

Permanence – Beautiful material. Deterioration of paint. Nature & characteristics of drawing & painting media such as pencil, crayon, Charcoal, Pen & ink, watercolour, gouache, pastel & oil paint.

UNIT-II

Introduction to Mural & print making media, Material Study

Fresco-Buono, Fresco-secco, Mosaic. Silk-screen, Etching, Lithography. Weaving. Folk Art: Madhubani, Kalamkar i& Pat-citra, Miniature Painting. Gums & Glues, Resin & Varnishes. Drying Oils, Thinners & Siccatives.

Evaluation Methodology

- Written test
- Assignments

RFAP351: DRAWING-I

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Desired outcome of the course

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

LIST OF PRACTICALS

UNIT-I

Rapid Sketching: Rapid sketches. Create a sense of proportion in their mind. Learn to draw intuitively.

UNIT-II

Line Drawing from Human Anatomy: Life model. Drawing a human figure with rapid speed. Proportion of the human body. Volume, and structure with Human torso.

UNIT-III

Life study – Pencil and shades: Detailed life drawing form life model. Develop a sense of proportion in their mind. Learn to draw anatomical structure. Study with pencil and shade, emphasis on volumes.

- *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

UNIT-IV

Life study – Colour and shades: Life model. Drawing a human figure with rapid speed. Proportion of the human body. Volume, and structure with Human torso.

- *Medium: Oil Pastels Colours, Colour Pencils, Soft Crayons*

UNIT-V

Outdoors study: Nature outdoors study. Historical site or monument drawing and Illustration. Focal points of drawing in great details with understanding of ideal proportions, volume, and structure. Emphasis will be drawing.

- *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP352: PAINTING-I

Objective

Painting is the ability of applying colour and tone to any given space. The knowledge of painting is very fundamental and accurate handling of colour is needed to develop in the student. Their eye should be trained to see colours in different lights and study their change of behaviour according to the intensity of light. This is the core learning of the course. During this module student should be able to understand the concept of colour and tone. It should develop the sense of harmony, concept of opposite and complimentary colours in the mind of the artist.

Desired outcome of the course

From this module student will be able to understand the concept of colour. They will be able to paint and handle different kind of colours and mediums. It will help student see the colour in natural as well as artificial light. They will be able to draw a conclusive opinion upon the behaviour of colour in different environment.

LIST OF PRACTICALS

UNIT-I

Painting from Object: Draw and paint an object. Apply the understanding of the 2nd semester regarding colour and its behaviour.

- *Medium: Poster colour, Oil Pastels & watercolour*

UNIT-II

Painting from Life: Draw and paint life drawing. Apply the understanding of the 2nd semester regarding colour and its behaviour. How light changes the properties of colours?

- *Medium: Poster colour, Oil Pastels & watercolour*

UNIT-III

Colour and tone: Advance understanding of importance of colour and tone. What is colour hue and intensity? How tones are used in creating and art object.

- *Medium: Poster colour, Oil Pastels & watercolour*

UNIT-IV

Transparency and opaqueness of colour: What is colour wheel shall be taught in detail? How many types of colour wheel can be made? Understand the nature and harmony among the colours. How overlapping is done? How to use transparency and opacity of the colour?

- *Medium: Poster colour, Oil Pastels & watercolour*

Unit 5.

Use of opaque and tempera colours: What is tempera? How colour behaves in different opacity? How these of colours are used to create expression in the art? How colour changes the mood?

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP353: COMPOSITION-I

Objective

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behaviour will be studied in great detail.

Desired outcome of the course

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skilfully and apply colours in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition

LIST OF PRACTICALS

UNIT-I

Understanding & handling of the 2-D surface: Different kind of surfaces. Preparation of surfaces and their handling. Study of examples of great masters.

UNIT-II

Understanding forms and Structural possibilities: Learning division of space. Different types of forms, their behaviour and nature, structural possibilities. Theory of odds, Rules of third, foreground and background. Negative and positive space, study of examples of great masters

UNIT-III

Simple compositions: Arranging of element from sketches of daily life. Still life objects, study of examples of great masters.

- *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

UNIT-IV

Nature studies: Detail nature studies. Study of trees, leaves, houses. Study of nature of natural light, nature of reflection, study of shadows. Study of relationship of light and colour.

- *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

UNIT-V

Human figures & animals figures: Detail of human figure and animals. Faces, expressions, street animals. Nature of natural light, nature of studio light. Nature of reflection on human body, study of shadows. Study of relationship of light and colour.

- *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP354: DIGITAL ART-I

LIST OF PRACTICALS

UNIT-I

Introduction to Digital Art: Photoshop and other graphic software.

UNIT-II

Brushs: Brush Panel, Presets, Custom Brushes.

UNIT-III

Setting Composition: Document setup, Composition principals.

UNIT-IV

Sketching: Digital Sketching, Draw still life, Draw Human figure.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAP355: MURAL-I

Objective

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. A particularly distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. In this module students will learn to work on murals. They will be introduced to various techniques of painting on different surfaces, using different material.

Desired outcome of the course

From this module student will be able to mural or fresco grapy using artistic composition and framing methods. They shall be able to understand the process, methods and material. They shall learn the different types of fresco techniques and their usage in visual art. They will be able to understand the surface, texture, and sensitivity of surface, and their behaviour when they are used for specific results. It will help student understand fresco as a medium of artistic expression.

LIST OF PRACTICALS

UNIT-I

Introduction to the Mural: Historical perspective. Material, techniques. Traditional murals.

UNIT-II

Introduction to Glass Mosaic: Historical perspective. Material, techniques. Traditional glass mosaic paintings.

UNIT-III

Introduction to Tile Mosaic: Historical perspective, Material, techniques. Traditional Tile Mosaic. Prepare a wall mosaic. Prepare a wall painting.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAP356: ART SEMINAR

Focus of the Seminar

Seminar is the one occasion in which all faculty, students and art professionals can meet and discuss new developments in their respective field. This gives a student special opportunity to learn how to present and discuss, to think and develop individualistic approach, and to demonstrate his/her ability as an Artist. A good seminar program shall be designed in a way where all department can participate. External Speakers shall be invited to share their knowledge. This shall fosters unity and mutual respect among the participants and provides an atmosphere that promotes research activities and collaborative information. Seminar shall focus on practical ideas to create, demonstrate, exhibit and sell art. Discuss great masters, contemporary artists of national or international repute, their life and work. Learn what you can apply to your own style and art Seminar shall discuss why and what is driving this contemporary art and how artists, galleries and critics are approaching and evaluating the art by participating in this seminar, student shall understand the aesthetics behind any art, its medium, and techniques.

Policy Statements for Seminar

Attendance at all Departmental seminars and at seminars given by visitors to the Department is mandatory. Each student is expected to attend every seminar and students are expected to participate actively by asking questions, contributing to the discussion, etc. The topic for presentation and the date of the seminar must be approved by the faculty member in charge of the seminar program.

Suggested List of Topics for Seminar

1. Creative Thinking Process
2. Aesthetics
3. Art and Philosophy
4. Art and Society
5. Art and Culture
6. Pop Art
7. Public Art
8. Street Art
9. Digital Art
10. Great Masters and their work
11. Art Trends
12. Art Criticism
13. Art History
14. Art Museums
15. Art and Poetry
16. Mediums and techniques
17. Anything or everything in art

Evaluation Methodology

- Individual's Participation
- Project Review: Mid Semester
- Project Report Submission & Viva: End of the Semester

RFAP401: VISUAL ART PROCESS & PRACTICES-II

Objective

It is very essential to understand the nature and behaviour of material in visual art. Every material reacts differently on different surfaces. It is key to experimentation and development of self-stylization in art. Usage and application of material is unique to every artist. It is important to learn the different material and their handling for creative rendering of the art subject imagery. This module is focusing on different type of material, their nature and application.

Desired outcome of the course

From this module student shall be able to understand the role of methods and material in art. It shall establish the concept of material application in the style of artist. Student shall be acquainted with different material from expansive viewpoint. They shall be able to comprehend their nature and usages aesthetically.

SYLLABUS

UNIT-I

Classification of colour

Cause of changing colours. Advance understanding of importance of colour and tone. What is colour hue and intensity? How tones are used in creating and art object.

UNIT-II

Transparency and opaqueness of colour

Advance concepts of colour wheel. How they are important to understand the nature and harmony among the colours? Complex overlapping, transparency and opacity of the colour

- *Medium: Poster colour, Oil Pastels & watercolour*

UNIT-III

Preparation of Canvas and tempera technique

What is Egg Tempera? How colour behaves in different opacity? How these of colours are used to create expression in the art? Stretching of canvas & framing, Preparation of canvas.

UNIT-IV

Frescos

Fresco (Secco/Buono) Painting – glaze & distemper, wall, plastering, colours.

Evaluation Methodology

- Written test
- Assignments

RFAP451: DRAWING-II

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Desired outcome of the course

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

LIST OF PRACTICALS

UNIT-I

Life study- Head

Life model. Drawing a human face with rapid speed. Create a sense of proportion of the human Face. Ideal proportions, volume, and structure with Human face. Example of drawing from the masters.

UNIT-II

Life study – Volume and Masses

Detailed life drawing form life model. Develop a sense of volume and mass in their mind. Draw anatomical structure. Study with pencil and shade, emphasis on volumes.

- *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

UNIT-III

Life study – Skull study

Drawing a human face with rapid speed. Create a sense of proportion of the human Face/Skull. Ideal proportions, volume, and structure with Human face/Skull. Example of drawing from the masters.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP452: PAINTING-II

Objective

Painting is the ability of applying colour and tone to any given space. The knowledge of painting is very fundamental and accurate handling of colour is needed to develop in the student. Their eye should be trained to see colours in different lights and study their change of behaviour according to the intensity of light. This is the core learning of the course. During this module student should be able to understand the concept of colour and tone. It should develop the sense of harmony, concept of opposite and complimentary colours in the mind of the artist.

Desired outcome of the course

From this module student will be able to understand the concept of colour. They will be able to paint and handle different kind of colours and mediums. It will help student see the colour in natural as well as artificial light. They will be able to draw a conclusive opinion upon the behaviour of colour in different environment.

LIST OF PRACTICALS

UNIT-I

Painting from Object

Draw and paint an object. Apply the understanding of the 3rd semester regarding colour and its behaviour. Introduction to the medium of oil & acrylic.

- *Medium: Acrylic colour, Oil Pastels & watercolour*

UNIT-II

Painting from Life

Draw and paint life drawing. Apply the understanding of the 3rd semester regarding colour and its behaviour. How light changes the properties of colours. Introduction to the medium of oil & acrylic.

- *Medium: Acrylic colour, Oil Pastels & watercolour*

UNIT-III

Handling of colours

Introduction to the medium of oil & acrylic. How colour behaves in different opacity? How these of colours are used to create expression in the art? How colour changes the mood? How to use transparency and opacity of the colour?

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP453: COMPOSITION-II

Objective

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behaviour will be studied in great detail.

Desired outcome of the course

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skilfully and apply colours in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition.

LIST OF PRACTICALS

UNIT-I

Simple compositions

Introduction to the medium of oil & acrylic. Arranging of element from sketches of daily life. Still life objects, study of examples of great masters.

- *Medium: Acrylic colour, oil pastels & watercolour, pen & Ink on Paper*

UNIT-II

Nature studies

Introduction to the medium of oil & acrylic. Detail nature studies, trees, leaves, houses. Nature of natural light, nature of reflection, study of shadows. Study of relationship of light and colour.

- *Medium: Acrylic colour, oil pastels & watercolour, pen & Ink on Paper*

UNIT-III

Human figures & animals figures

Introduction to the medium of oil & acrylic. Detail of human figure and animals, faces, expressions, street animals. Nature of natural light, nature of studio light. Nature of reflection on human body, study of shadows. Study of relationship of light and colour.

- *Medium: Acrylic colour, oil pastels & watercolour, pen & Ink on Paper*

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP454: DIGITAL ART-II

LIST OF PRACTICALS

Unit 1:

Working with colour and using colour palate

Colour modes, Colour adjustment, Colour Profiles, Palates.

Unit 2:

Working with Perspective

How to Work with Perspective. Theory behind perspective. Set up construction lines, vanishing points and a horizon. Create a perspective grid.

Unit 3:

Understanding light, Shadow, Shading

Understanding Light, Shading. How to use different types of lighting. Create an appropriate shadow.

Unit 4:

Painting Exercise

Still life. Human figure.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAP455: Print Making

Objective

Screen-printing (occasionally known as "silkscreen", or "serigraphy") creates prints by using a fabric stencil technique; ink is simply pushed through the stencil against the surface of the paper, most often with the aid of a squeegee. The print is the medium of expression used for communication for masses. Student in this module will learn silk-screen printmaking technique. They will also learn how silk-screen prints are being created for the purpose of art and beauty. During this module student should be able to understand the concept of print, its element and principle involved in making a good print. It should develop the sense of materials, methods, and their usages in the student.

Desired outcome of the course

From this module student will be able to understand the concept of Screen-printing. They will be able to make Screen-printing and learn the different types of printing techniques and their purpose in art and visual media. They will be able to understand the quality of prints, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand Screen-printing as a medium of artistic expression.

LIST OF PRACTICALS

Unit 1:

Introduction to process

What is screen-printing? Historical perspective, Process of printing, stencil making.

Unit 2:

Materials and Equipment

Type of Cloths, Types of emulsion, Types of inks, Exposing technique, Paper.

Unit 3:

Converting design for printing

Stencilling method, converting design for printing, braking different colures, accuracy, registration techniques, overlapping methods.

Unit4:

Printing Exercise: Monochrome

Making of a Screen-printing design in monochrome using learning from previous units.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAP456: CRITICAL & CONTEXTUAL STUDIES

Scope of Critical and Contextual studies

Critical and Contextual Studies are based upon the active and individual response(s) of students on works of art and design. Student shall identify suitable artists, designers, crafts people or art movements and carry out the study of one of the following topics listed below. Students shall elaborate on the topic by critically analysing the subject, context, treatment or stimuli. They shall create piece of art work and write a critical note by evaluative work.

- Great Masters
- Portraits
- Design
- Machinery
- New media
- Digital Art
- Art, Culture and Society
- Social Practices
- Art and Economy
- Art movements
- Nature
- Architecture
- Entertainment
- Contemporary art
- War and conflict
- Environment
- Art and Mythology
-

Evaluation Methodology

- Individual's Participation
- Project Review: Mid Semester
- Project Report Submission & Viva: End of the Semester

LIST OF WEB RESOURCES FOR SEMESTER III AND IV

http://en.wikipedia.org/wiki/Still_life
http://en.wikipedia.org/wiki/Figure_drawing
<http://www.glasspainting.co.uk/>
<http://www.ianswer4u.com/2011/06/how-to-make-glass-painting.html>
<http://en.wikipedia.org/wiki/Mural>
http://en.wikipedia.org/wiki/Madhubani_art
<http://en.wikipedia.org/wiki/Fresco>
http://en.wikipedia.org/wiki/Screen_printing
http://en.wikipedia.org/wiki/Indian_painting
http://www.metmuseum.org/toah/hd/mugh_2/hd_mugh_2.htm
http://en.wikipedia.org/wiki/Category:Painting_techniques
http://en.wikipedia.org/wiki/Landscape_art
<http://www.artistdaily.com/blogs/beginnersoil/archive/2008/09/11/beginners-how-to-prepare-a-canvas-for-an-oil-painting.aspx>
<http://www.eggtempera.com/technical-info/egg-tempera-paint>
<http://www.sensationalcolor.com/color-theory/how-color-theory-came-the-theoristconcepts-at-a-glance.html>
<http://en.wikipedia.org/wiki/Lithography>
<http://www.realcolorwheel.com/human.htm>
<http://www.dragoart.com/tuts/6736/1/1/how-to-draw-a-human-face.htm>
<http://en.wikipedia.org/wiki/Etching>
<http://advertising2826.blogspot.in/p/bibliography.html>
http://en.wikipedia.org/wiki/Design_history
<http://www.designhistorysociety.org/>
<http://www.designishistory.com/>
http://en.wikipedia.org/wiki/History_of_Western_typography
<http://www.planet-typography.com/directory/histoire.html>
<http://www.drawinghowtodraw.com/drawing-lessons/drawing-faces-lessons/bd-drawinghuman-figures-anatomy.html>
<http://www.illustration.com/>
<http://en.wikipedia.org/wiki/Advertising>
http://en.wikipedia.org/wiki/Gupta_Empire
<http://www.art-and-archaeology.com/timelines/india/india.html>
<http://www.design-lib.com/graphic-design-principles-gd.php>
<http://www.spoonfeddesign.com/10-principles-of-effective-advertising>
http://en.wikipedia.org/wiki/Rasa_%28aesthetics%29
http://en.wikipedia.org/wiki/Offset_printing
<http://en.wikipedia.org/wiki/Camera>
<http://www.dpreview.com/>
http://www.howtodrawwithpencil.com/howtodrawwithpencil/Human_Figure_1.html

RFAP501: VISUAL ART PROCESS & PRACTICES-III

Objective

It is very essential to understand the nature and behaviour of material in visual art. Every material reacts differently on different surfaces. It is key to experimentation and development of self-stylization in art. Usage and application of material is unique to every artist. It is important to learn the different material and their handling for creative rendering of the art subject imagery. This module is focusing on different type of material, their nature and application.

Learning Outcome

From this module student shall be able to understand the role of methods and material in art. It shall establish the concept of material application in the style of artist. Student shall be acquainted with different material from expansive viewpoint. They shall be able to comprehend their nature and usages aesthetically.

Syllabus

Unit 1: Unit 1. Visual Art: Methods-I

- Colour application in Painting
- Cause of changing colours

Unit 2. Visual Art: Material-I

- Preparation for painting
- Advance concepts of surface preparation
- Choice of Canvas
- Preparing and stretching of Canvas
- Framing Concepts

Unit 3. Visual Art: Contemporary Painting

- Territory and practice
- Influence Study
- Issues and Challenges

Evaluation Methodology

- Written test
- Assignments

RFAP551: DRAWING-III

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Learning Outcome

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

List of Practicals:

Unit 1: Rapid Sketching

- Rapid sketches
 - o Create a sense of proportion in their mind
 - o Learn to draw intuitively

Unit 2. Line Drawing from Human Anatomy- Head

- Life model Drawing
- Drawing a human head with rapid speed
 - o Proportion of the human body and head
 - o Volume, and structure with Human head

Unit 3: Life study – Pencil and shades- Head

- Detailed life drawing form life model
 - o Develop a sense of proportion in their mind
 - o Learn to draw anatomical structure of Head
 - o Study with pencil and shade, emphasis on volumes
 - o *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

Unit 4. Life study – Head in Colour and shades

- Drawing a human head with rapid speed
 - o Proportion of the human head
 - o Volume, and structure with Human head
 - o *Medium: Oil Pastels Colours, Colour Pencils, Soft Crayons*

Unit 5. Portrait study

- Life model
- Drawing a character sketch with rapid speed
- Features study of the human head
- Expression study of Human head
 - o Focal points of portrait drawing in great details with understanding of ideal proportions, volume, and structure. Emphasis will be features
 - o *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP552: PAINTING-III

Objective

Painting is the ability of applying colour and tone to any given space. The knowledge of painting is very fundamental and accurate handling of colour is needed to develop in the student. Their eye should be trained to see colours in different lights and study their change of behaviour according to the intensity of light. This is the core learning of the course. During this module student should be able to understand the concept of colour and tone. It should develop the sense of harmony, concept of opposite and complimentary colours in the mind of the artist

Learning Outcome

From this module student will be able to understand the concept of colour. They will be able to paint and handle different kind of colours and mediums. It will help student see the colour in natural as well as artificial light. They will be able to draw a conclusive opinion upon the behaviour of colour in different environment.

List of Practicals:

Unit 1. Painting from Object

- Draw and paint an object
 - o Apply the understanding of the 2nd year regarding colour and its behaviour o Planning foreground and Background Space
 - o Technique of handling near and distant object
 - o *Medium: Poster colour, Oil Pastels & watercolour*

Unit 2. Painting from Life-I

- Draw and paint life drawing
 - o Apply the understanding of the 2nd year regarding colour and behaviour o Planning foreground and Background Space
 - o Technique of handling near and distant object
 - o *Medium: Poster colour, Oil Pastels & watercolour*

Unit 3. Painting from Life-II

- Draw and paint from Life around you
 - o Advance understanding of importance of colour and tone
 - o Application of colour hue and intensity
 - o How tones are used in creating and art object
 - o Planning foreground and Background Space with colour o Technique of handling near and distant object with colour o *Medium: Poster colour, Oil Pastels & watercolour*

Unit 4. Painting from Life-III

- Draw and paint from Life around you
 - o Advance understanding of handling transparencies
 - o Application of colour
 - o Technique of handling near and distant object with using transparency

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP553: COMPOSITION-III

Objective

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behaviour will be studied in great detail.

Learning Outcome

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skilfully and apply colours in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition

List of Practicals:

Unit 1: Composition-I: Handling of the Pictorial Space

- Create a Composition from Elements
 - o Interrelation of elements with in space
 - o Study Learning division of space
 - o Examples of great masters
 - o Methods of creating relationship between elements
 - o Method of creating relationship of objects with background space

Unit 2: Composition-III: Forms and figures

- Create a Composition from Figures
 - o Different types of forms
 - o Behaviour and nature of forms o
 - Figurative approach in painting
 - o Relationship between figures and forms
 - o Arranging of element from sketches of daily life,
 - o Human life subject in relation with still life
 - o Composition of human figure and animals o
 - Faces, expressions, depiction of moods o
 - Expression and role of light
 - o *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

Unit 3: Composition-III:Nature

- Create a Composition from Nature o
 - Detail landscape studies
 - o Study of water, river, gardens, mountains
 - o Study of nature of natural light, nature of reflection, study of shadows
 - o Study of relationship of light and colour
 - o *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

Unit 4: Composition-IV: Individual temperament

- Create a composition from own imagination
 - o Nature and reflection of your temperament
 - o Subjects of your art
 - o Unique thought process of your painting o
 - Application of your thought
 - o *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP554: PRINT MAKING-I

List of Practicals

Unit 1: Techniques: Etching Printing

- Historical Perspective
- Development of Graphics
- Printing Processes
- Method and material
- Study of great masters work

Unit 2: Techniques: Wood cut Printing

- Historical Perspective
- Development of Graphics
- Printing Processes
- Method and material
- Study of great masters work

Unit 3: Techniques: Lithography

- Historical Perspective
- Development of Graphics
- Printing Processes
- Method and material
- Study of great masters work

Exercise:

1. Create a etching print
2. Create a wood-cut print
3. Create a lithography print

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP051: MURAL-I (ELECTIVE)

Objective

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. A particularly distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. In this module students will learn to work on murals. They will be introduced to various techniques of painting on different surfaces, using different material.

Learning Outcome

From this module student will be able to mural or fresco grapy using artistic composition and framing methods. They shall be able to understand the process, methods and material. They shall learn the different types of fresco techniques and their usage in visual art. They will be able to understand the surface, texture, and sensitivity of surface, and their behaviour when they are used for specific results. It will help student understand fresco as a medium of artistic expression.

List of Practicals:

Unit 1: Introduction to Mural-I

- Historical Perspective
- Development of Mural
- Mural Processes in detail
- Create a Mosaic mural

Unit 2:Mural – Tile method

- Various forms of Tile methods in Mural – focus on Mosaic
- Material, Tools, Wall plastering, etc.
- Techniques
- Material used
- Colours and painting method
- Historic know how and contemporary applications of Tile technique.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP052: CERAMICS-I (ELECTIVE)

Objective

This course will prepare students who are studying ceramics for the first time. It is a comprehensive introduction to the subject. The main focus is on studio work in addition to demonstrations of technique and technical assignments.

The main emphasis is on developing an ability to create, appreciate and express, creativity through clay forms. Student will have an understanding of historical evolution of ceramics and other clay forms and finally you will begin to be proficient at forming clay objects yourself.

Learning Outcomes

Students will learn about clay and glaze composition and formulation. Emphasis will be on hand built ceramic forms. They will explore a variety of hand building methods including extended pinch, slab built and extruded forms. And will also learn firing and glazing methods for stoneware clay.

Student will also be able to appreciate ceramics from an historical perspective spanning from Neolithic times through to the present.

List of Practicals:

Unit 1: Introduction to Ceramics-I

- Historical Perspective
- Development of Ceramics
- Ceramic Processes in detail
- Method and material
- Study of great masters work
- Discuss ceramic Terms and Definition
- studio policies, safety, and clean up

Unit 2: Hand-building – Pinch Construction

- Various forms of construction methods in Ceramics – focus on pinch construction
- Historic know how and contemporary applications of pinch technique.

Unit 3: Hand-building – Coil Construction

- Various forms of construction methods in Ceramics – focus on coil construction
- Historic know how and contemporary applications of coil construction technique.

Exercise

1. Create a ceramic using pinch construction
2. Create a ceramic using coil construction
3. Create a handbook of do's and don't of ceramic

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAP053: PHOTOGRAPHY-I (ELECTIVE)

List of Practicals

Unit 1: Camera as a Tool

- Evolution of Camera
- Camera technology
- Film formats
- Optical lenses/accessories

Unit 2: Camera Techniques-Observation, selection of subject

- Observing light
- Selection of Subject
- Exposures, apertures
- Choice of lenses, filters
- Choice of shot

Unit 3: Automated and Assisted Settings

- Shooting modes
- Flash modes
- Video mode
- Manual setting

Project Submission: End of the semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP054: COMPUTER GRAPHICS-I (ELECTIVE)

List of Practicals

Unit 1: Introduction to Utilities

- Anti-Virus
- File Compression
- Fonts
- CD/DVD burning
- Data Recovery
- Clean-up

Unit 2: Computer Technology

- Digital Technology
- Introduction to different OS and platforms used in Graphics
- Introduction to Graphic Software

Unit 3: Vector & Bitmap Software

- Understanding of Vector & Bitmap software
- Introduction to Vector Software
- Introduction to Bitmap Software
- Working with simple images

Project Submission: End of the semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAP601: VISUAL ART PROCESS & PRACTICES-IV

Objective

It is very essential to understand the nature and behaviour of material in visual art. Every material reacts differently on different surfaces. It is key to experimentation and development of self-stylization in art. Usage and application of material is unique to every artist. It is important to learn the different material and their handling for creative rendering of the art subject imagery. This module is focusing on different type of material, their nature and application.

Learning Outcome

From this module student shall be able to understand the role of methods and material in art. It shall establish the concept of material application in the style of artist. Student shall be acquainted with different material from expansive viewpoint. They shall be able to comprehend their nature and usages aesthetically.

Syllabus

Unit 1. Visual Art: Methods-II

- Colour application in Painting
- Experimental Approach
- Beyond colours

Unit 2. Visual Art: Material-II

- Preparation for painting
- Using natural surfaces
- Using Texture and props
- Advance concepts of surface preparation

Unit 3. Visual Art: Contemporary Painting-II

- Territory and practice
- Cultural Influence study
- Religious Influence study

Unit 4. Visual Art: In Public Sphere

- Contemporary Art and Public space- Relationship study
- Social Thinking- Influence study

Evaluation Methodology

- Written test
- Assignments

RFAP651: DRAWING-IV

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Learning Outcome

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

List of Practicals:

Unit 1: Rapid Sketching

- Rapid sketches
 - o Create a sense of proportion in their mind
 - o learn to draw intuitively

Unit 2. Line Drawing from Human Anatomy- body parts

- Study from Life model
- Drawing body parts with rapid speed
 - o Inter-proportion of the human body parts
 - o Volume, and structure with Human body parts

Unit 3: Life study – Pencil and shades- body parts

- Detailed life drawing form life model
 - o Develop a sense of proportion in their mind
 - o Learn to draw anatomical structure of different body parts in details
 - o Study with pencil and shade, emphasis on volumes
 - o *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

Unit 4. Life study – body parts in Colour and shades

- Life model
- Drawing a human parts with rapid speed
 - o Proportion of the human body parts
 - o Volume, and structure with Human body parts
 - o *Medium: Oil Pastels Colours, Colour Pencils, Soft Crayons*

Unit 5. Portrait study

- Study from Life model
- Drawing a character sketch with rapid speed
- Features study of the human head
 - o Expression study of Human head
 - o Focal points of portrait drawing in great details with understanding of ideal proportions, volume, and structure. Emphasis will be features
 - o *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP652: PAINTING-IV

Objective

Painting is the ability of applying colour and tone to any given space. The knowledge of painting is very fundamental and accurate handling of colour is needed to develop in the student. Their eye should be trained to see colours in different lights and study their change of behaviour according to the intensity of light. This is the core learning of the course. During this module student should be able to understand the concept of colour and tone. It should develop the sense of harmony, concept of opposite and complimentary colours in the mind of the artist

Learning Outcome

From this module student will be able to understand the concept of colour. They will be able to paint and handle different kind of colours and mediums. It will help student see the colour in natural as well as artificial light. They will be able to draw a conclusive opinion upon the behaviour of colour in different environment.

List of Practicals:

Unit 1. Painting from Object-II

- Draw and paint an object
 - o Apply the understanding of the 2nd year regarding colour and behaviour
 - o Planning foreground and Background Space
 - o Technique of handling near and distant object
 - o *Medium: Poster colour, Oil Pastels & watercolour*

Unit 2. Painting from Life-V

- Draw and paint life drawing
 - o Apply the understanding of the 2nd year regarding colour and behaviour
 - o Planning foreground and Background Space
 - o Technique of handling near and distant object
 - o *Medium: Poster colour, Oil Pastels & watercolour*

Unit 3. Painting from Life-VI

- Draw and paint from Life around you
 - o Advance understanding of handling transparencies
 - o Advance understanding of importance of colour and tone
 - o *Medium: Poster colour, Oil Pastels & watercolour*

Unit 4. Painting from Life-VII

- Draw and paint from Life around you
 - o Advance understanding of handling opaque colours
 - o Application of colour and detailing
 - o Technique of handling near and distant object with using detailing

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP653: COMPOSITION-IV

Objective

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behaviour will be studied in great detail.

Learning Outcome

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skilfully and apply colours in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition

List of Practicals:

Unit 1: Composition-V: Handling of the Pictorial Space

- Create a Composition from Elements
 - o Interrelation of elements with in space
 - o Study Learning division of space
 - o creating relationship between elements

Unit 2: Composition-VI: Forms and figures

- Create a Composition from Figures
 - o Arranging of element from sketches of daily life, o Human life subject in relation with still life
 - o Figurative approach in painting
 - o Relationship between figures and forms o Faces, expressions, depiction of moods
 - o *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

Unit 3: Composition-VII:Nature

- Create a Composition from Nature o
 - Detail landscape studies
 - o Study of water, river, gardens, mountains
 - o Study of nature of natural light, nature of reflection, study of shadows
 - o Study of relationship of light and colour
 - o *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

Unit 4: Composition-VIII: Individual temperament

- Create a composition from own imagination
 - o Nature and reflection of your temperament
 - o Subjects of your art
 - o Unique thought process of your painting

- o Application of your thought
- o *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP654: PRINT MAKING-II

List of Practicals

Unit 1: Techniques: Drypoint Printing

- Historical Perspective
- Development of Graphics
- Printing Processes
- Method and material
- Study of great masters work

Unit 2: Techniques: Silkscreen Printing

- Historical Perspective
- Development of Graphics
- Printing Processes
- Method and material
- Study of great masters work

Unit 3: Techniques: Engraving

- Historical Perspective
- Development of Graphics
- Printing Processes
- Method and material
- Study of great masters work

Exercises

1. Create a etching print
2. Create a wood-cut print
3. Create a dry-point print
4. Create a silk screen printing

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP655: ART & CULTURE TOUR

Scope of Educational Tour

Educational field trips contribute to the development of students into educated young citizen who possess more knowledge about art, have developed critical-thinking skills, imbibe increased historical compassion, display higher levels of patience, open-mindedness and have a greater taste for appreciating art and culture. They gather a great amount of factual details and improve recall value about work of art.

Educational Tour Guidelines

The educational trip shall be organized of places covering different culture, museums, institutions and historical places of artistic and creative significance. Teachers are advised to create instructional material and clearly lay down the learning objectives before the tour. The discussions shall be student directed with the museum educator or guide who is facilitating the discourse. These facilitator shall be well verse with the subject and their commentary shall go beyond the name, brief description of the work of art. At the end of the tour student shall submit a project report with tour details, historical understanding and critical analysis. The student shall be judge on the basis of following criteria:

1. Project Report
2. Tour details
3. Critical thinking
4. Historical understanding
5. Level of interest
6. Patience of listening the critics
7. Behavioural study
8. Team work

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva-voce: End of the Semester

RFAP061: MURAL-II (ELECTIVE)

Objective

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. A particularly distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. In this module students will learn to work on murals. They will be introduced to various techniques of painting on different surfaces, using different material.

Learning Outcome

From this module student will be able to mural or fresco grapy using artistic composition and framing methods. They shall be able to understand the process, methods and material. They shall learn the different types of fresco techniques and their usage in visual art. They will be able to understand the surface, texture, and sensitivity of surface, and their behaviour when they are used for specific results. It will help student understand fresco as a medium of artistic expression.

List of Practicals:

Unit 1: Introduction to Mural-II

- Method and material
- Study of great masters work
- Discuss Mural Terms and Definition
- studio policies, safety, and clean up

Unit 3:Mural – Fresco Method

- Various forms of fresco methods– focus on wall painting
- Fresco-Buono, Fresco-seeco, Mosaic
- Glazing & Distemper
- Plastering
- Preservation Techniques
- Historic know how and contemporary applications of fresco technique
- Create a fresco wall painting

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP062: CERAMICS-II (ELECTIVE)

Objective

This course will prepare students who are studying ceramics for the first time. It is a comprehensive introduction to the subject. The main focus is on studio work in addition to demonstrations of technique and technical assignments.

The main emphasis is on developing an ability to create, appreciate and express, creativity through clay forms. Student will have an understanding of historical evolution of ceramics and other clay forms and finally you will begin to be proficient at forming clay objects yourself.

Learning Outcomes

Students will learn about clay and glaze composition and formulation. Emphasis will be on hand-built ceramic forms. They will explore a variety of hand-building methods including extended pinch, slab built and extruded forms. And will also learn firing and glazing methods for stoneware clay.

Student will also be able to appreciate ceramics from an historical perspective spanning from Neolithic times through to the present.

List of Practicals

Unit 1: Introduction to Ceramics-II

- Historical Perspective
- Development of Ceramics
- Ceramic Processes in detail
- Method and material
- Study of great masters work
- Discuss ceramic Terms and Definition Studio policies, safety, and clean up

Unit 2: Hand-building – Slab Construction

- Various forms of construction methods in Ceramics – focus on slab construction
- Historic know how and contemporary applications of slab technique.

Unit 3: Wheel – Throwing & Trimming

- Wheel throwing and trimming demonstration-one horizontal bowl or plate form, and one vertical cylinder form
- Historic know how and contemporary applications of wheel technique.
- Create a ceramic using slab construction
- Create a ceramic using wheel
- Create a handbook of ceramic art throughout history

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAP063: PHOTOGRAPHY-II (ELECTIVE)

List of Practicals

Unit 1: Camera Techniques

- Framing a composition indoor & outdoor
- Using Grids
- Balancing elements
- Theory of Odds
- Rules of Third

Unit 2: Understanding of Films (Sensitivity), Bromide paper grades & Chemicals

- Process of developing
- Printing Process
- Film vs. Digital
- Spectral sensitivity, Special films

Unit 3: Post Shooting Image Enhancement

- Colour and tone correction
- Repairing Scratches/Blemishes
- Skin Tone

Unit 4: Studio Equipments

- Lightings
- Special Bulbs
- Shoot using composition principle

Project Submission: End of the semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAP064: COMPUTER GRAPHICS-II (ELECTIVE)

List of Practicals

Unit 1: Working with Vector

- Vector Graphic Software
- Illustration techniques
- Printing Techniques for Vector Graphics
- Scalability, printing resolution
- Colour models

Unit 2: Working with Bitmap

- Bitmap Graphic Software
- Rendering techniques
- Printing Techniques for Bitmap Graphics
- Scalability, printing resolution
- Colour models

Project Submission: End of the semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP701: VISUAL ART PROCESS & PRACTICES-V

Objective

It is very essential to understand the nature and behaviour of material in visual art. Every material reacts differently on different surfaces. It is key to experimentation and development of self-stylization in art. Usage and application of material is unique to every artist. It is important to learn the different material and their handling for creative rendering of the art subject imagery. This module is focusing on different type of material, their nature and application.

Learning Outcome

From this module student shall be able to understand the role of methods and material in art. It shall establish the concept of material application in the style of artist. Student shall be acquainted with different material from expansive viewpoint. They shall be able to comprehend their nature and usages aesthetically.

Syllabus

Unit 1. Visual Art: Methods-III

- Colour application in Painting
- Experimental Approach
- Beyond colours

Unit 2. Visual Art: Material-III

- Preparation for painting
- Using natural surfaces
- Using Texture and props
- Advance concepts of surface preparation

Unit 3. Visual Art: Contemporary Painting-III

- Autobiography of a

painter Unit 4. Visual Art:

Cirticism-I

- Basics of criticism in art
- Artist's writings

Evaluation Methodology

- Written test
- Assignments

RFAP751: DRAWING-V

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Learning Outcome

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

List of Practicals:

Unit 1: Rapid Sketching

- Rapid sketches
 - o Create a sense of proportion in their mind
 - o learn to draw intuitively

Unit 2. Line Drawing from imagination

- Drawing: expression individual style
 - o Drawing ideas
 - o Drawing with rapid speed
 - o Developing ideas

Unit 3: Individual Drawing style

- Detailed drawing form life figures
 - o Develop a sense of proportion in their mind
 - o Learn to draw with ideas
 - o Communicating with drawing
 - o Study with pencil and shade, emphasis on imagery
 - o *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

Unit 4. Individual Drawing style – imagination in Colour and shades

- Detailed drawing form life figures
 - o Develop a sense of proportion in their mind
 - o Learn to draw with ideas
 - o Communicating with drawing
 - o Study with pencil and shade, emphasis on imagery
 - o *Medium: Oil Pastels Colours, Colour Pencils, Soft Crayons*

Unit 5. Experimental Portrait study

- Developing individual style of portrait
 - o Life model
 - o Drawing a character sketch with rapid speed
 - o Features study of the human head
 - o Expression study of Human head
 - o Focal points of portrait drawing in great details with understanding of ideal proportions, volume, and structure. Emphasis will be features
 - o *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP752: PAINTING-V

Objective

Painting is the ability of applying colour and tone to any given space. The knowledge of painting is very fundamental and accurate handling of colour is needed to develop in the student. Their eye should be trained to see colours in different lights and study their change of behaviour according to the intensity of light. This is the core learning of the course. During this module student should be able to understand the concept of colour and tone. It should develop the sense of harmony, concept of opposite and complimentary colours in the mind of the artist

Learning Outcome

From this module student will be able to understand the concept of colour. They will be able to paint and handle different kind of colours and mediums. It will help student see the colour in natural as well as artificial light. They will be able to draw a conclusive opinion upon the behaviour of colour in different environment.

List of Practicals:

Unit 1. Painting from Object-III

- Individual painting style
- Draw and paint an object
 - o Apply the understanding of the 3rd year regarding colour and its behaviour
 - o Planning foreground and Background Space
 - o Technique of handling near and distant object
 - o *Medium: Poster colour, Oil Pastels & watercolour*

Unit 2. Painting-own style-I

- Individual painting style
- Draw and paint life drawing
 - o Apply the understanding of the 3rd year regarding colour and its behaviour
 - o Planning foreground and Background Space
 - o Technique of handling near and distant object
 - o *Medium: Poster colour, Oil Pastels & watercolour*

Unit 3. Painting-own style-II

- Developing Individual painting style
- Advance understanding of importance of colour and tone
 - o Application of colour hue and intensity
 - o *Medium: Poster colour, Oil Pastels & watercolour*

Unit 4. Painting-own style-III

- Developing Individual painting style
 - o Advance understanding of handling transparencies
 - o Advance understanding of handling opaque colours
 - o Application of colour
 - o Technique of handling near and distant object with using transparency

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP753: COMPOSITION-V

Objective

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behaviour will be studied in great detail.

Learning Outcome

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skilfully and apply colours in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition

List of Practicals:

Unit 1: Composition-IX: Handling of the Pictorial Space

- Create a Composition from Elements
- Individual composition style
 - o Interrelation of elements with in space
 - o Study Learning division of space
 - o creating relationship between elements

Unit 2: Composition-X: Forms and figures

- Create a Composition from Figures
- Individual composition style
 - o Arranging of element from sketches of daily life, o Human life subject in relation with still life
 - o Figurative approach in painting
 - o Relationship between figures and forms o Faces, expressions, depiction of moods
 - o *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

Unit 3: Composition-XI:Nature

- Create a Composition from Nature
- Individual composition style
 - o Detail landscape studies
 - o Study of water, river, gardens, mountains
 - o Study of nature of natural light, nature of reflection, study of shadows o Study of relationship of light and colour
 - o *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

Unit 4: Composition-XII: Individual temperament

- Create a composition from own imagination

- Individual composition style
 - o Nature and reflection of your temperament
 - o Subjects of your art
 - o Unique thought process of your painting o
 - Application of your thought
 - o *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP754: PRINT MAKING-III

List of Practicals

Unit 1: Techniques: Digital Printing

Historical Perspective
Development of Graphics
Printing Processes
Method and material
Study of contemporary digital work

Unit 2: Techniques: Aquatint Printing

Historical Perspective
Development of Graphics
Printing Processes
Method and material
Study of great masters work

Unit 3: Techniques: Foil Imaging

Historical Perspective
Development of Graphics
Printing Processes
Method and material
Study of great masters work

Exercise

1. Create a Foil imaging printing
2. Create a digital print
3. Create a aquatint print

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP755: TRAINING

Scope of Training

Training programme is about Student working under the supervision of professional organizations or under the supervision of Professional individual. After such training student shall submit the a training report and certificate to the effect that he/she has undergone professional training.

The Training Programme focus

The student shall craft "Art Vision" according to the own thoughts and style & medium of work. The student shall be involved in a specific area of his/her interest which they want to develop further and need guidance.

The student shall craft "Road map" according to the vision while introducing the student to an areas or functions within the subject and stream of studies. The student might be inducted on rotation basis between different functions, or invited to participate in seminars, Residency, Camps, Exhibitions and training programs, or might join one or more Artist or Gallery to assist them as trainee.

Indicative structure of the report or presentation

1. Abstract
2. Summary
3. Acknowledgements
4. Introduction about Trainer or Guide
5. Art vision Statement
6. Objective of training
7. Context analysis of his work
8. Methodology of his work
9. Experience or Memoir of the training
10. Observations
11. Conclusion
12. Bibliography & References

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva-voce: End of the Semester

RFAP071: MURAL-III (ELECTIVE)

Objective

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. A particularly distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. In this module students will learn to work on murals. They will be introduced to various techniques of painting on different surfaces, using different material.

Learning Outcome

From this module student will be able to mural or fresco grapy using artistic composition and framing methods. They shall be able to understand the process, methods and material. They shall learn the different types of fresco techniques and their usage in visual art. They will be able to understand the surface, texture, and sensitivity of surface, and their behaviour when they are used for specific results. It will help student understand fresco as a medium of artistic expression.

List of Practicals

Unit 1: Introduction to Mural-III

- Contemporary Method and material
- Discuss Mural Terms and Definition
- Mural and Politics
- Mural in interior designing
- Social influence and mural
- Public art and mural

Unit 2: Jaipur method of Fresco Painting

- Techniques
- Material used
- Colours and painting method

Unit 3: Re-Constructed Ajanta technique

- Techniques
- Material used
- Colours and painting method
- Restoration techniques

Unit 4: Mural: Graffiti style

- Interior mural
- techniques
- Traditional interior mural
- Mural in Graffiti

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP072: CERAMICS-III (ELECTIVE)

Objective

This course will prepare students who are studying ceramics for the first time. It is a comprehensive introduction to the subject. The main focus is on studio work in addition to demonstrations of technique and technical assignments.

The main emphasis is on developing an ability to create, appreciate and express, creativity through clay forms. Student will have an understanding of historical evolution of ceramics and other clay forms and finally you will begin to be proficient at forming clay objects yourself.

Learning Outcomes

Students will learn about clay and glaze composition and formulation. Emphasis will be on hand built ceramic forms. They will explore a variety of hand building methods including extended pinch, slab built and extruded forms. And will also learn firing and glazing methods for stoneware clay.

Student will also be able to appreciate ceramics from an historical perspective spanning from Neolithic times through to the present.

List of Practicals

Unit 1: Introduction to Ceramics-III

- Historical Perspective
- Development of Ceramics
- Ceramic Processes in detail
- Method and material
- Study of great masters work
- Discuss ceramic Terms and Definition
- Studio policies, safety, and clean up

Unit 2: Texturing and coloring clay

- Various methods of Texturing and coloring clay in Ceramics
- Color used in clay and slips
- Non traditional decorative techniques including acrylic paint and dye
- Historic know how and contemporary applications of Texturing and coloring technique

Unit 3:Glazing

- Glazing function and techniques of glazes
- Engobes, oxides and under-glazes
- Simple glaze testing

Exercise:

1. Colouring a ceramic using non traditional method
2. Colouring a ceramic using traditional method
3. Colouring a ceramic using glazing method

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP073: PHOTOGRAPHY-III (ELECTIVE)

List of Practicals

Unit 1: Lighting

- Using Soft boxes and reflectors
- Lighting Accessories

Unit 2: Still Life Photography

- Selection of Subject
- Exposures, apertures
- Choice of lenses, filters
- Choice of shot

Unit 3: Portrait Photography

- Selection of Subject
- Exposures, apertures
- Choice of lenses, filters
- Choice of shot

Unit 4: Travel Photography

- Selection of Subject
- Exposures, apertures
- Choice of lenses, filters
- Choice of shot

Project Submission: End of the semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP074: COMPUTER GRAPHICS-III (ELECTIVE)

List of Practicals

Unit 1: Digital Illustration

- Sketching using basic tools
- Create Illustrations in graphic software

Unit 2: Colouring Technique

- Process & techniques of colour in graphic software
- Using different colour models (Manual/in-built)

Unit 3: Print Production

- Developing digital art in graphic software
- Printing techniques and modes

Project Submission: End of the semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP801: VISUAL ART PROCESS & PRACTICES-VI

Objective

It is very essential to understand the nature and behaviour of material in visual art. Every material reacts differently on different surfaces. It is key to experimentation and development of self-stylization in art. Usage and application of material is unique to every artist. It is important to learn the different material and their handling for creative rendering of the art subject imagery. This module is focusing on different type of material, their nature and application.

Learning Outcome

From this module student shall be able to understand the role of methods and material in art. It shall establish the concept of material application in the style of artist. Student shall be acquainted with different material from expansive viewpoint. They shall be able to comprehend their nature and usages aesthetically.

Syllabus

Unit 1. Visual Art: Methods-IV

- Colour application in Painting
- Experimental Approach
- Beyond colours

Unit 2. Visual Art: Material-IV

- Preparation for painting
- Using natural surfaces
- Using Texture and props
- Advance concepts of surface preparation

Unit 3. Visual Art: Contemporary Painting-IV

- Autobiography of a Place

Unit 4. Visual Art: Criticism-II

- Advance theory of criticism in art
- Thesis writing

Evaluation Methodology

- Written test
- Assignments

RFAP851: DRAWING-VI

Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

Learning Outcome

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

List of Practicals:

Major Drawing Project

Unit 1: Drawing: Individual Style drawing Portfolio

- Detailed drawing forms
- Develop a unique imagery and style
- Learn to draw with ideas
- Communicating with drawing
- Study with pencil and shade, emphasis on imagery

Unit 2: Drawing: Individual Style drawing Portfolio: with colour

- Detailed drawing forms
- Develop a unique imagery and style
- Learn to draw with ideas
- Communicating with drawing
- Experimenting with colours

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP852: PAINTING-VI

Objective

Painting is the ability of applying colour and tone to any given space. The knowledge of painting is very fundamental and accurate handling of colour is needed to develop in the student. Their eye should be trained to see colours in different lights and study their change of behaviour according to the intensity of light. This is the core learning of the course. During this module student should be able to understand the concept of colour and tone. It should develop the sense of harmony, concept of opposite and complimentary colours in the mind of the artist

Learning Outcome

From this module student will be able to understand the concept of colour. They will be able to paint and handle different kind of colours and mediums. It will help student see the colour in natural as well as artificial light. They will be able to draw a conclusive opinion upon the behaviour of colour in different environment.

List of Practicals:

Major Painting portfolio

Unit 1. Painting from Object

- Individual painting style
- Draw and paint individual style drawing
- Apply the understanding of the 3rd year regarding colour and its behavior
- Planning foreground and Background Space
- Technique of handling

Unit 2. Painting from Life

- Individual painting style
- Draw and paint individual style drawing
- Apply the understanding of the 3rd year regarding colour and its behavior
- Planning foreground and Background Space
- Technique of handling

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP853: COMPOSITION-VI

Objective

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behaviour will be studied in great detail.

Learning Outcome

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skilfully and apply colours in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition

List of Practicals:

Major Composition Portfolio

Unit 1: Composition : Individual style portfolio

- Detailed composition forms
- Develop a unique imagery and style
- Learn to draw with ideas
- Communicating with painting
- Study with acrylic, emphasis on imagery

Unit 2: Composition : Individual style portfolio

- Detailed composition forms
- Develop a unique imagery and style
- Learn to draw with ideas
- Communicating with painting
- Study with oil colours, emphasis on imagery

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP854: PRINT MAKING-IV

List of Practicals

Unit 1: Great Masters

Study of prints of great masters

Unit 2: Museum Visit

Report and documentation on printmaking

Unit 3: Print and Visual Art

Historical Perspective

Print and society development

Thesis

Exercise

1. Create a etching print
2. Create a wood-cut print
3. Create a lithography print

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester

Project Submission: End of the Semester

RFAP855: SUBJECT RESEARCH

Scope of Subject Research

The objective of this exercise is to expose student to the theoretical and analytical framework of about researching any predefined area with in his stream. This will elaborate on the philosophy that links the subject and style or medium of the creative in his work. This information is further used to identify and define aesthetic values, elemental values, and experimental opportunities in his/her art to improve understanding and critical submission of his/her work.

Exercise

In this module student are expected to take a Research on any artist, artwork or art movement or any area related to his stream of studies and make a project report on any chosen subject.

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission + viva-voce: End of the Semester

RFAP081: MURAL-IV (ELECTIVE)

Objective

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. A particularly distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. In this module students will learn to work on murals. They will be introduced to various techniques of painting on different surfaces, using different material.

Learning Outcome

From this module student will be able to mural or fresco grapy using artistic composition and framing methods. They shall be able to understand the process, methods and material. They shall learn the different types of fresco techniques and their usage in visual art. They will be able to understand the surface, texture, and sensitivity of surface, and their behaviour when they are used for specific results. It will help student understand fresco as a medium of artistic expression.

List of Practicals

Unit 1: Introduction to ceramics & teracotta

- Historical Perspective
- Development of Ceramics
- Ceramic Processes in detail
- Method and material
- Study of great masters work
- Discuss ceramic Terms and Definition
- Studio policies, safety, and clean up

Unit 2: Mural: Ceramics and Terra-cotta

- Encaustic
- Ceramic & glass, Terra-cotta tiles
- Display of & lighting for Art Works

Unit 3: Firing

- Various methods of firing in Ceramics
- Non traditional techniques of firing
- Primitive pit firing and oxidation firing
- Historic know how and contemporary applications of firing technique

Exercise

1. Create a ceramic or terracotta mural
2. Firing of all ceramics

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

RFAP082: CERAMICS-IV (ELECTIVE)

Objective

This course will prepare students who are studying ceramics for the first time. It is a comprehensive introduction to the subject. The main focus is on studio work in addition to demonstrations of technique and technical assignments.

The main emphasis is on developing an ability to create, appreciate and express, creativity through clay forms. Student will have an understanding of historical evolution of ceramics and other clay forms and finally you will begin to be proficient at forming clay objects yourself.

Learning Outcomes

Students will learn about clay and glaze composition and formulation. Emphasis will be on hand built ceramic forms. They will explore a variety of hand building methods including extended pinch, slab built and extruded forms. And will also learn firing and glazing methods for stoneware clay.

Student will also be able to appreciate ceramics from an historical perspective spanning from Neolithic times through to the present.

List of Practicals

Unit 1: Introduction to Ceramics-IV

- Historical Perspective
- Development of Ceramics
- Ceramic Processes in detail
- Method and material
- Study of great masters work
- Discuss ceramic Terms and Definition
- Studio policies, safety, and clean up

Unit 2: Firing

- Various methods of firing in Ceramics
- Non traditional techniques of firing
- Primitive pit firing and oxidation firing
- Historic know how and contemporary applications of firing technique

Unit 3: Sculpture

- Create a series of three dimensional sculptures
- Develop your own style and technique
- Historic know how and contemporary methods of sculpting

Exercise

1. Create a series of three dimensional sculptures
2. Firing of all ceramics

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester

RFAP083: PHOTOGRAPHY-IV (ELECTIVE)

List of Practicals

Unit 1: Street Photography

- Selection of Subject
- Exposures, apertures
- Choice of lenses, filters
- Choice of shot

Unit 2: Close-up Photography

- Selection of Subject
- Exposures, apertures
- Choice of lenses, filters
- Choice of shot

Unit 3: Event Photography

- Selection of Subject
- Exposures, apertures
- Choice of lenses, filters
- Choice of shot

Project Submission: End of the semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

RFAP084: COMPUTER GRAPHICS-IV (ELECTIVE)

List of Practicals

Unit 1: Advance Concepts of image editing

- Advance layering concepts
- Advance Image editing

Unit 2: Working with Computer Graphic peripherals

- Scanner
- Printers
- Digital Pens
- Portable Media
- Allied software

Unit 3: Digital Painting

- Design consideration
- Create digital painting using graphic software and tools

Project Submission: End of the semester

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission& Viva: End of the Semester