



DEPARTMENT OF APPLIED ART FACULTY OF FINE ARTS JAMIA MILLIA ISLAMIA

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SYLLABUS ■

MFA (I II III & IV SEMESTER) BFA (I, II, III & IV YEAR)

CERTIFICATE COURSES (ONE YEAR)

COMMERCIAL ART, PHOTOGRAPHY AND CALLIGRAPHY

ABOUT ATTENDANCE

INNER COVER


ORDINANCES

ORDINANCE RELATING TO THE BACHELOR OF FINE ARTS

(B.F.A) EXAMINATION

Modified in the BOS dated: 14.10.2004 (Agenda item No. 03)

1. Examination for the degree of Bachelor of Fine Arts shall be held in part viz. I, II, III and IV year and shall be open to a candidate who had undergone a regular course of study prescribed by the Jamia and has attended a required percentage of lectures and tutorials and has undergone the required practical training in teaching and in practical work for a period specified for the examinations (hereinafter to be called regular student),
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2. Who has failed to pass either parts of the examination or who was unable to appear at either parts of the examination after having undergone a regular course of study vide para I above, (hereinafter to be called ex-student), provided that:
 3. The regular student has passed the senior secondary examination of the Jamia Millia Islamia or any other examination accepted as equivalent therein and during the course of regular study the candidate does not pursue, any other study or vocation, and that
 4. The ex-student in theory papers only on the recommendation of the Dean of Faculty of Fine Arts, has been registered as an ex-student after a payment of prescribed registration fee for ex-student for each academic session, provided that the application for such registration may be entertained and the registration fee may be accepted in a special case at the discretion of the Controller of Examination after expiry of the prescribed date up to 31st December, on payment of prescribed penalty fee, provided also that
 5. The candidate has attended at least 75% of lectures, tutorials, periods in each craft and in practical work, and completed the prescribed amount of practice teaching, unless the Majlis-e-Talimi (Academic Council) directs otherwise, and that

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6. An ex-student shall not be kept on the rolls for more than two consecutive years after the candidate appears or fails to appear as a regular student in either parts of Bachelor of Fine Arts Examination. Unless Shaikhul Jamia (Vice Chancellor) directs otherwise, and that
 7. The regular student / ex-student at the time of enrolment signs a declaration that on admission the candidate submits him/herself to the disciplinary jurisdiction of the Shaikhul Jamia who may be vested with the power to exercise the discipline.

Proposed: FSW (for final year students, date of resubmission.

8. The examination of Bachelor of Fine Arts shall comprise of the following:
 - (a) Theory papers and
 - (b) Sessional Work in theory papers/Craft.
 - (c) Practical work/ Practice teaching.
9. The written paper will be examined externally and the sessional work connected with each paper will be examined internally Practical work, Practice Teaching and Craft work will be evaluated internally in I, II and III year. The written papers as well as practicals will be examined externally in IV year. The sessional work related to those papers will be evaluated internally.
10. The internal evaluation of sessional work in Theory and the crafts, practical work and practice teaching will be finalized by Moderation Board comprising 05 members, the Head of the Department as Chairman, two members of the teaching staff and two external experts appointed by the Board of Studies by scrutinizing the record of work and other relevant material for each part separately and that
(The Moderation Board should moderate the marks in all respect)

11. To pass the Bachelor of Fine Arts a candidate must obtain at least:
- (A) 40% marks in each theory paper at term end exam.
 - (B) 50% marks in the sessional work relating to each paper.
 - (C) 45% of the total marks in each paper, and connected sessional work in each year and
 - (D) 50% marks in each Practical work/Practice Teaching.
12. A candidate shall be allowed to pursue the course studies upto IV year at the conclusion of the course of studies in I, II and IIIrd year even if she/he does not meet the requirements of Para 11 b & C above, and that
13. A candidate who fails in any one of the craft activities or Practical work of I, II and IIIrd year or in practice teaching of IIInd and Ird year shall be required to repeat their studies as full time student of I, II, IIIrd year and IVth year as the case may be, and that.
14. A candidate who fails in any Theory paper(s) in I, II and IIIrd year and has to appear in subsequent examination /s shall to pay a fresh examination fee.
15. Division shall be assigned on the basis of the aggregate mark of craft, practical work, practice teaching and theory main subjects taken together, obtained by a candidate as given below:
- I. First Division to those candidates who obtain at least 60% marks.
 - ii. Second Division to candidates who obtain less than 60% but not less than 50% of marks.
16. All candidates who have not studied Urdu upto class VIII shall be required to undergo a course of study in Easy Urdu to take an examination at the end of 1st year and obtain a total of at least 33% in sessional and term end examination.
17. 50% of marks in Easy Urdu shall be allotted to the sessional work assessed internally.

18. Marks obtained in Easy Urdu shall not be added to those obtained in the other theory papers for the purpose of awarding a Division. Success in Easy Urdu shall, however be essential in order to get the Degree.
19. The candidate who has obtained required proficiency in Urdu shall be exempted from the course of study in elementary Urdu.
20. Foreigners shall, however, be exempted to pursue the course of Elementary Urdu, if they so desire.
21. Bachelor of Fine Arts examination will be held in April/May every year. A candidate can appear at the examination provided that
The application of the candidate for permission to appear at the examination appropriate printed form has been duly recommended and certified by the Head of the Department and Dean, Faculty of Fine Arts, and that
- I. the candidate has attended the required percentage of lectures and tutorials and has completed the prescribed work in craft, practical work and practice teaching and that
 - ii. the conduct and character of the candidate are satisfactory and that
22. The examination fee has been deposited with the Jamia Millia Islamia and the receipt in respect of this has been attached with the application for the permission to appear at the examination.
23. The application to appear for the examination is submitted by the candidates on or before the prescribed date, the candidate shall submit the application within one month of the prescribed date after depositing a late fee over and above the examination fee to Jamia Millia Islamia, receipt for the same being attached with the application and that
24. An admission card stating the candidate's name and roll number is issued by the Controller of Examination, Jamia Millia Islamia to the candidate and presented by the candidate on demand at the portals of inside the examination hall, provided that
25. Permission to appear at an examination may be withdrawn before or during the course of examination for the conduct which in opinion of the authorities justifies the candidate is exclusion.

BFA first year

Applied Art as the name itself suggests is Art as Applied to a specific purpose in order to inform or sell goods or services. It is best regarded as a powerful medium for mass communication besides its extensive use in the field of advertising, Applied Art is also considered as an effective tool for visual publicity. It is an art of the modern age with a firm belief in art and industry suitable to the age.

Applied Art is the need of every nation and national industry and the field of commerce has to depend on it. When labour and machinery play their part in producing indigenous goods or products, the Applied artist plays an equally important part in planning, designing, advertising and helping to sell these goods or products. The Applied artist has as fascinating, a creative field as anyone connected with other Fine Art he can make his work a thing of beauty, charm and attraction, there by becoming a Fine showman and an engaging sells man.

The syllabus is designed to sharpen artistic intellectual and creative sensibilities, the students are groomed to attain proficiency as Graphic Designers (Applied Artist) in the field of Advertising. Intellectual development is also directed to perusing higher education.

Our Objectives :

Our objectives are to advance learning, knowledge and professional competence particularly in the field of applied arts, in the principle and practice of art and design in relation to industrial, commercial and social developments.

Department of Applied Arts, Jamia Millia Islamia aims to achieve international standards of excellence in graduate and post graduate educations of future artists and designers.

It aims to achieve these through the quality of its teaching, research and practice and through its relationship with the institutions and industry and technologies associated with the discipline of art and designs.

Fostering a high level of understanding of the principle and practice of art and design encouraging individual creativity among staff and students.

Recruiting students of proven ability and by providing pre-professional and post experience study opportunities.

Continuously enhancing appropriate links and collaborations with industries and professional bodies.

BFA first year

Exploring the innovative applications of technologies and processes to the discipline of art and design.

Encouraging awareness of social and environmental developments in so far as they relate to art and design.

Scope of Applied Art (Graphic Design) :

- a) Information Graphics
- b) Advertising Design
- c) Packaging
- d) Corporate Identity
- e) Desktop Publishing
- f) Knowledge of Typography
- g) Photography
- h) Drawing and Visual Studies
- i) History of Graphics and Art
- j) Drawing for Storyboard
- k) Animation
- l) Illustrations
- m) Outdoor Media / Wow Media
- n) POP Media

Electronic Media : as it has redefined the definition of Graphic Design and has made graphic reproduction technology more accessible to the designers.

Growth :

Innovation and Research
Professional Focus
Influence on Art and Design
Achievements

BFA first year

PRACTICAL & THEORY COURSES

B.F.A. FIRST YEAR APPLIED ART (FOUNDATION COURSE)

PRACTICAL COURSE:

Sketching

Quick & rapid sketches from Human figure
Animal & Birds
Nature

Drawing

- a) Drawing exercises to study nature to observe and acquire skills for its graphic representation.
- b) Exercises to explore the expressive quality of line using different media like pencil, charcoal, crayon, pen and ink. brush and ink etc.
- c) Drawing from imagination.
- d) Study of line through constructions using different media like wire, straw and thread etc.
- e) Cultivating sketching habits-both indoor and out-door sketching. It will continue in Summer vacation also for all the students of each class.

BFA first year

Painting:

- A) Painting from objects and nature to study from color, tone and texture. Study of perspective. Difference in handling of nearer and distant objects controlled light and shade. Ability to simplify treating the essential omitting detail.
- b) Use of different painting media like water color, poster, color, tempera, pastel and wax pastels.
- c) Exercises in collage (Paper tearing and mixing media) to develop an understanding of relationship between different shapes in different colors. Overlapping and grouping etc.

Graphic Design

- a) Understanding design as an organized visual arrangement.
- b) Line-Drawing from nature for creating motive and using it for regular organized pattern in different geometrical shapes i.e. Square, Circle, Rectangle and Triangle etc. and its decorative applications.
- c) Understanding design as visual arrangement of both two dimensional as well as three dimensional.
- d) Understanding colour: Colour Wheel. Colour sensation i.e. hue, tone, chrome, harmony and contrast of warm and color, Appreciation and understanding of colour qualities. Mixing of colours.
- e) Introduction of typography Roman & Gothic type and their classification.

BFA first year

Clay Modeling / Pottery:

- a) Concept of mass volume and space.
- b) Creative forms through the manipulation of clay or Plaster of Paris simple compositions based on human, animals and bird forms.
- c) Biscuiting of clay models (terracotta).
- d) Exercises for relief work on clay slabs.

Print Making:

- a) Lino Cut & Printing, Mono and Colour print with mounting.
- b) Wood Cut & Printing.

Calligraphy / Typography

- a) Nature study of Lines, forms and shapes.
- b) Scribbles with Kalam, Nib, Brush and Calligraphy Pen.
- c) Calligraphy, Urdu, Hindi and English.
- d) Alphabet, sentences and composition of different types.

BFA first year

THEORY COURSE:

English (Compulsory Paper)

Fundamental of Applied Art

1. Elements and forces. Line, Postulates & Tone.
2. Design : i) The origin of design ii) Elements of design iii) Principles of design.
3. Perspective
4. Techniques of various mediums.
5. Rendering with different mediums.
6. Colour Theory : i) Primary Colours ii) Secondary Colours iii) Complementary Colours
9. Typography : Roman / Gothic
10. Calligraphy
11. Monograms
12. Symbol
13. Trade Mark / Monograms
14. Logo Type
15. Book Cover
16. Poster

SPECIALIZATION IN B.F.A. APPLIED ART

Graphic design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) in order to convey information to a targeted audience. Graphic Design has a purpose or function. Usually its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience.

Graphic designs course have great potential in providing creative solutions to communication of complex phenomena of print media such as books, magazines and newspaper, known as pictographic depictions or concept visualization. It can be traditionally applied in typography, cartooning (social, political and educational), and designing poster, book-covers, letter heads, news papers, brochure, logo, textile prints, or even jewelries. Since the advent of personal computers and design software, graphic design is being utilized in electronic media-often referred to as interactive design which has unlimited applications in advertisements. The students can later become graphic designers working in print production (newsletters, posters, brochures, etc). Graphic designers combine text and images to communicate a message: sell a product or service, inform, or entertain.

The Graphic Design curriculum focuses on creating intelligent and powerful visual communication. Students build a strong foundation for a graphic design career by learning design techniques, visual thinking, concept development, colour, composition, and typography.

History of Art

1. Concept of Visual Art:
 - Fundamentals of Visual Arts
 - Principles of Visual Arts
 - Concepts of Visual imagination
2. Prehistoric Art
3. River Valley Civilizations: Egyptian Art, Mesopotamian Art and Indus Valley Art, Chinese Bronzes and early sculptures and paintings and Confucius philosophy.
4. Greek and Roman Art

BFA second year

PRACTICAL COURSE:

Drawing and Painting:

- i) Drawing exercise from nature in Pencil, Pen, Ink and Colour.
- ii) Study of human figure and human head from live model in monochrome and colour.
- iii) Study of Still Life/ Still Objects from nature

Illustration

- i) Use of studies from nature for illustrations in Black & White and colour.

Graphic Design:

- i) Typography as a design form study of some basic types of typography.
- ii) Study of basic principles of layout and their practical application to simple problems.
- iii) Preparation of simple layout for stationary, book jackets and posters.
- iv) Use of reference materials in designing.

Typography

- i) Devnagri and Urdu sentence exercises. with Kalam, Nib, Brush and Calligraphy Pen.
- ii) English, Roman and Gothic type exercise. Serif and San serif type, Ascending and descending and X Spacing, Character/Letter Spacing, Word Spacing and Making of units of different sentences.

BFA second year

Still Life

- i) Drawing and painting of three dimensional objects of various shapes, colour and character alongwith different types of draperies

Optional

Print Making

- i) Silk Screen
 - a) Preparation of Screen
 - b) Print
 - c) Inks
- ii) Etching
 - a) Zink Plate & Print
 - b) Acrylic Sheet & Print
- iii) Calligraphy
 - A) Through cut process
 - B) Cut Process

THEORY COURSE:

History of Art

Advertising Theory

- i) Communication.
- ii) The origin of design
- lii) Creative Planning
- iv) Press advertising
- v) Out door advertising
- vi) Printing or Reproduction

BFA third year

PRACTICAL COURSE :

Life Study :

- i) Study of human figure from life model, portrait as well as full figure in various mediums and techniques.

Illustration:

- ii) Study of different techniques of illustration in black and white and colour for reproduction process photo realistic rendering of products.

Graphic Design:

- i) Designing of two complete campaigns of advertising incorporating the use of following. Logo, Total Stationary design, Press and magazine advertisements, posters, brochures and show cards.

(Final term):

- ii) Designing of one social Campaign (10) ten complete finished posters.
- ii) Packaging designs or any two daily use products.

Computer Software

- i) Adobe Illustrator
- ii) CorelDraw.
- iii) Adobe Photoshop
- Iv) Adobe In-design

BFA third year

Optional

Photography

Optical Photography

- i) Brief History of Photography
- ii) What is light?
- iii) What is Basic Camera
 - a) Aperture
 - b) Shutter Speed
 - c) Focussing
- iv) Lens : Their functioning and uses:
 - a) Normal Lens
 - b) Wide Angle Lens
 - c) Telephoto Lens
 - d) Zoom Lens
- v) Exercises on Indoor and Outdoor light (Rule Sunny 16)
- vi) What is ISO
- vii) Composition (Rule of Thirds)
- viii) Knowledge about film:
 - a) Black & White and Colour
 - b) Different format of films

BFA third year

- i) Knowledge about Dark Room for Black & White photography:
 - a) Developer & Fixer, Developing process.
 - b) Printing on Paper
 - c) Enlarger
 - d) What is a good negative
 - e) How to create a good enlargement

THEORY COURSE

History of Art

Advertising Theory

- i) Village economy
- ii) Post industrial revelation economy
- iii) Advertising effects every body
- iv) Communication Marketing, advertising
- v) Description of Advertising
- vi) Qualities of a modern advertising man.
- vii) Definition of advertising.

BFA fourth year

PRACTICAL COURSE :

Illustration

Students will design and create a variety of projects, both by hand and by using computer graphic design programs. They will maintain good studio organization and use of tools as expected by the teacher.

Students have to illustrate two complete projects in first term and two in second term, i. e. (Story Board, Book Illustration, Product based Illustration in Black & White and color with various mediums & techniques. Students have to go through the complete process while creating these projects.

Graphic Design

Yearly submission of Four Campaigns (Portfolio) consisting of selected works (min. no.of works 20 per campaign) produced during the year. The works should be rich in terms of material exploration and visual impact.

- i) Designing of two complete campaigns in first term and two in second term, one social and one product Campaign, incorporating the following.
- ii) Logo
- iii) Total Stationary Design
- iv) Press and magazine advertisements
- v) Poster, brochures, show card.

BFA fourth year

Optional

Photography

Optical and Digital Photography

- i) Introduction of Digital Camera & Digital Lenses.
- ii) Theory of Digital Photography, Sensor & Mega pixel etc.
- iii) Transfer of images in JPEG, RAW etc.
- iv) Photoshop:
 - a) Filters in Photoshop
 - b) Manipulation of image through various functions in Photoshop
 - c) Preparation of image through Photoshop
- v) Digital Print
- vi) Mounting
- vii) Framing
- viii) Continuation from IIIrd year (Dark Room + Black & White photography)

THEORY COURSE :

Dissertation, Viva Voice & Art Camp.

Attending the Art Camp at Artistic Sites (related with History Syllabus) for about one week. Submission of report along with the photograph done during the Art camp.

URDU

یہ پرنچہ 100 نمبر کا ہوگا، 50 نمبر سالانہ امتحان کے لیے اور 50 نمبر سال بھر کے کام کے لیے ہوں گے۔ نصاب حسب ذیل حصوں پر مشتمل ہوگا اور آنرز کورس کے پہلے سال میں مکمل کر لیا جائے گا۔

(الف) پڑھنا اور لکھنا سکھانا

طریق الصوت کے ذریعے پڑھنا سکھانا
حروف تہجی کی شناخت، دو حرفی، سرہ حرفی اور چہار حرفی الفاظ کو پڑھنا، اعراب اشعار اور علامتوں کی شناخت اور ان کا استعمال، پورے حروف لکھنا، آدھے حروف لکھنا اور حروف کو ملا کر الفاظ لکھنا۔

(ب) ہندی اور انگریزی مہینوں کی نام لکھنا

عزیزوں اور دوستوں کے نام خطوط، رخصت کی درخواستیں اور چھوٹے ہونے پر بیانیہ مضامین لکھنا۔ (کسی واقعہ نمائش یا بیچ سے متعلق۔)

(ج) کتاب کی کسی کہانی یا نظم کا خلاصہ لکھنا

مطلوعے کی کتابیں

1۔ رہنما ہندی کے ذریعے اردو (خط کتابت اردو کورس، جامعہ ملیہ اسلامیہ)

2۔ دوسری کتاب ایضاً

ENGLISH

SYLLABUS OF ENGLISH

For 1st Year Students

BOOKS: 1. Preceptions

Edited by Shanta Rameshwar Rao.

2. English Grammar and compositions by Wren & Martin

by Tickoo, M.L.Subramanian, A.E. and Subramanian P.R.

CONTENTS:

(A) Six chosen lessons from the book, 'Perceptions'

1. Pret in the House
2. My muscles Froze
3. Not just Oranges
4. A different kind of learning
5. The Election
6. A Night with the Bears

Comprehension based questions will be the main language activity.

(B) Grammar:
Verbs
Use of Prepositions
Voice
Narration

(C) Composition

- ❖ Letter/Application Writing
- ❖ Expansion of ideas/paragraph writing
- ❖ Precise writing (not to be examined)
- ❖ Article writing
- ❖ Poster (not to be examined)

PHOTOGRAPHY

- What is Photography and its History
- The basic camera. How it works.
- Types of cameras: SLR, TLR, Compact Amateur Cameras, Digital Camera.
- The Lens: Its use in making image
- Lenses and their classification: Tele, Normal, Wide, Zoom lenses Micro, Fish-Eye, and supplementary lens
- The Film: Its type structure and format, Hardware related to processing and printing: Chemicals, papers, Enlarger, Dark room etc.
- Image Control and Quality: Shutter as the controller of light and motion, Aperture and Depth of Field/Depth of Focus/Circle of Confusion
- Focal length as controller of perspective, depth of field, Hyper focal Distance
- Exposure, Characteristic response to light, film latitude, reciprocity law
- Accessories in Shooting pictures, Flash, Tripod, Light Meter, Studio Flash lights, Soft Box, Auto pole etc.
- Lighting Techniques: Indoor, Outdoor, Artificial/Mixed
- Rule of Composition
- Techniques in Digital Imaging: Digital image capture CMOS, CCD
- Image Compression Formats: RAW TIFF JPEG
- Image Correction and Restoration Software's and techniques

Lab Work

- Making of Simple and Complex Photogram
- Developing Black and White films using time and temperature method
- Contact Printing
- Making Enlargements
- Correction and manipulation of digital images

PHOTOGRAPHY

Studio based lighting Exercise

- Portraiture exercise with Studio Flash lights
- Product / Still Life with Studio Flash Lights (Table Top)
- Lighting Techniques: Indoor

Outdoor based Lighting exercise (Shooting in Different Lighting Condition)

- Lighting Techniques: Outdoor, Artificial/Mixed
- Fashion and Portraiture
- Architecture

Photography Assignments

- Shooting Black and White Film
- Shooting Digital
- Preparation of Photo-Feature

Examinations

- Internal Assessment
- Product