



INSTITUTE OF MUSIC & FINE ARTS

University of Kashmir

(APPLIED ART)

First Year Degree Foundation Course Fine Arts

*Credit Points and Marks

1. Each course will be assigned as specific number of credit points.
2. Credit hours imply the number of studio hours assigned for studio courses per week and number of lectures prescribed for theory courses per week.
3. The value in terms of marks of one credit point would be 100.
4. In determining the credit point in terms of marks obtained by a student, the quality of assignments/projects & performances in the class tests by him/her will be considered.

Theory

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
Story of Art	I	2	200	120	80
Fundamental of Art	II	2	200	120	80

Theory Paper I

Subject: Story of Art, Paper: I

Examination

Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Part -1: Indian Art:

- A) Proto-Historic, Early Historic,
- B) Early Classical and Classical.
- C) Medieval,
- D) Indo-Islamic Miniature Paintings: Mughal, Rajasthani & Pahari.
- E) British Period to Indian Renaissance.
- F) Modern Indian Art.
- G) Contemporary Art.
- H) Eminent Artists.

Project work/tests on any four of the above topics in consultation with concerned faculty

Part 2: Western art

- a) Beginning of Art-Old and New Stone Age
- b) Art of Primitive Societies, Tribal and Folk Art.
- c) Art of Ancient Civilizations (Egypt, Mesopotamia, China, Japan, Incas, Aztec)
- d) Greek and Roman Periods
- e) Early Christian & Byzantine, Romanesque,
- f) Gothic Renaissance, Baroque
- g) Modern Art.

Project work/tests on any four of the above topics in consultation with concerned faculty

Books Recommended

Indian Art

- Art of Indian Asia by Zimmer. H.
- History of Indian and Indonesian Art by A.K. Coomaraswamy.
- Art & Architecture of Indian by B. Rowland.
- Introduction to Indian Art by A.K. Coomaraswamy.
- Studies in Early Indian Painting by Moti Chander
- Indian Paintings in the Panjab Hills by W.G. Archer
- Three Tagores by Prof Rattan Parimoo
- Lalit Kala Akademi, New Delhi, Publications o Indian Modern

Western Art

- History of art by H.W. Janson
- Art and Civilization by Mayers
- Art by Fredrick Hartt
- Story of art by Gombreich
- History of Modern Art by Aranson

Theory Paper II

Subject: Fundamentals of Art, Paper: II

Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus

Painting

Part-A

Line: Definition, various kinds of line and their significance in Visual Art, Proportional Lines such as Curved, Zigzag, Wavy, Broken and their significances vis-à-vis expression through Visual Arts.

Space as a General Term: Space division and its application. Understanding of Pictorial, Positive and Negative space and its significance in practice.

Colour: Fundamental knowledge of Colour. Classification of Colour. The Colour wheel. General expression of colour.

Texture : Its definition, knowing various textures. Significance of Texture in Visual Arts.

Perspective: Its definition, main types and their significances vis-à-vis, painting along with some particular references.

Part – B

- Survey of various painting media.
- Compositional Analysis of Painting
- Identification of Visual resource
- Transformation and its importance.
- Further study into various aspects of colour along with the understanding of Colour vis-à-vis. Chemistry, Physics, Physiology and Psychology.

Sculpture**Part –A**

- Its importance in environment and society.
- Its difference from Painting and Architecture.
- Elements of Sculpture viz: Space, Volume, Mass, Texture, Balance and Colour.
- An introduction to Contemporary forms such as: Installation, Performance and sight specific works.

Part –B

- Further study into various aspects of Space viz-a-viz its significance in relation to Sculpture.
- Sculpture as a medium of expression in reference to particular examples. Compositional analysis of Sculpture, with reference to some master works of post impressionistic and 20th Century works.

Material Values:

Study of significance of material such as Clay, Stone, Metal, Wood, P.O.P, Cement, Paper and Modern Synthetic materials.

Applied Art**Part A**

- Media of Communication with special emphasis on understanding the merit of Visual Communication.
- Various methods of Visual Communication such as Poster, Press Advertisement and Hoarding.
- Understanding illustration, Slogan, Copy matter, Monogram and Insignia.

Part B

- Advertising and its importance in present day society. Various ways of advertising with elaborate study of Press Advertising.
- Introduction to the role of Electronic Media in Advertising.
- TV Radio and Cinema as the means for Advertising.
- Understanding of a good Advertising.

Print Making**Part A**

- The purpose of Print Making.
- Historical background of Print Making

Part B

- Characteristics of Fine Prints.
- A survey of various media applied in Print Making.
- Survey of Graphics Prints of Old masters and Contemporary Artists.

Books Recommended

1. Advertising Hand Book by D. V. Gandhi.
2. Modern Advertising by Hepner.
3. Advertising made simple by Frank Jefitine.
4. Advertising theor and Practices by Verman Fryburger and Kim Rotzoll.
5. The creative Connection, Advertising Copy writing and Idea Visualization by Arthur A. Winters Shirley F. Milton.

Practical Papers III to VII

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
Colour Practical & Design	III	5	500	300	200
Clay Modeling	IV	5	500	300	200
Object drawing	V	5	500	300	200
Applied Arts	VI	5	500	300	200
Print Making	VII	4	400	240	160

Subject: Colour Practical & Design, Paper: III

Examination Duration	12 Hours (4 hours daily)	Credit hours*	5
Total Marks	500		
Annual Examination	300		
Internal Assessment	200		

SYLLABUS**Colour Practical and Composition****Paper-III:**

- a) Study of Colour (Primary, Secondary, Tertiary, Quaternary Colours, Grey Colour and Tone)
- b) Study of three dimensionality of colour (Hue, Value and Chrome)
- c) Study of Principles of introducing colour (Repetition, Alternation, Gradation, Harmony, Contrast unity and balance)
- d) Study of methods of obtaining colour scheme (Achromatic, Mono-Chromatic, High or Low key colour schemes, Analogous or Related Harmony Complimentary and Double Complimentary)
- e) Study of advancing and receding Colours and emotional effects of colour, psychologically.
- f) Study of elements of Designs Basic Principle of Design and Division of Design.
- g) Study of two dimensional and three dimensional surfaces visually with related materials, Tools and techniques.

Subject: Clay Modeling, Paper: IV

Examination Duration	12 Hours (4 hours daily)	Credit hours*	5
Total Marks	500		

Annual Examination	300
Internal Assessment	200

SYLLABUS

Clay Modelling

Paper-IV :

Part I Clay Modeling

- Preparation, Conservation and handling of Clay and Clay modeling Tools.
- Study of basic objects and their combinations in clay.
- Study of natural and manmade objects in round and its modeling in clay
- Study of human figures and their arrangements in relief and round.
- Moulding and casting in P.O.P.
- Introduction to other possible materials such as Paper, Papier-mâché, Cardboard, wire etc.

Part II Pottery

- Introduction and preparation of clay bodies
- Wheel work- Throwing a pot, turning and surfacing
- Coil and pinch work,
- Mould making, Slab and Slip Casting

Subject: Object Drawing, Paper:V

Examination Duration	12 Hours (4 hours daily)	Credit hours*	5
Total Marks	500		
Annual Examination	300		
Internal Assessment	200		

SYLLABUS

Object Drawing

Paper-V

- Study of Geometrical shapes and construction.
- Study of forms in nature in line, tone and texture.
- Study of perspective in detail (Linear perspective & Aerial perspective)
- Free hand drawing from human figure (Male / Female and Child), animal forms to study proportion, volume and visual perspective; suggestion of solidity by line as well light and shade, realization of rhythmic relationship between line, mass, volume and texture; emphasis on variety of visual experiences.

Medium: - Pencil, Charcoal, Crayon, Pastel, Poster colour, Water Colour and Pen and ink.

Subject: Applied Arts Paper:VI

Examination Duration	12 Hours (4 hours daily)	Credit hours*	5
Total Marks	500		
Annual Examination	300		
Internal Assessment	200		

SYLLABUS**Applied Art****Paper-VI**

- a) **Drawing:** Sketching, Nature and Structural drawing in different medium (Pencil, Pen and Ink, Crayon, Poster & Colour etc.)
- b) **Lettering:** Typography/Calligraphy, Roman ,Gothic and Devnagri etc.

Graphic Design:

Designing of Logo, Trademark, Insignia, Crest and Sign, Symbol of various services with proper understanding of Print and Production.

Design 2D

Study of Visual elements for products and services. Study of basic and free shapes of letter line, colour, Tone, Texture etc.

Subject: Print Making, Paper: VII

Examination Duration	12 Hours (4 hours daily)	Credit hours*	4
Total Marks	400		
Annual Examination	240		
Internal Assessment	160		

SYLLABUS**Paper-VII: Print Making**

- a) Study the technique of printmaking by woodcut and lino-cut in achromatic and chromatic
- b) Exploring the meaning of materials and instruments (knife, 'V' tool and the curved gouge) and the evolution of printmaking (as language of forms, lines, textures and relief)
- c) Survey of different graphic prints of old masters and contemporary artists.

Languages Subject for the 1st Year Degree B.V.A
(Foundation)

Subject	Credit hours	Total Marks	Annual Examination	Internal Assessment
General English	2	200	120	80
Hindi/Urdu	2	200	120	80

Subject: General English

Duration	3 Hours	Credit hours* 2
Total Marks	200	
Annual Examination	120	
Internal Assessment	80	

Syllabus: As prescribed by the University of Kashmir for first year Degree of other affiliated colleges

Subject: Hindi

Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus: As prescribed by the University of Kashmir for first year Degree of other affiliated colleges

SYLLABUS FOR

BVA - SECOND, THIRD & FINAL YEAR DEGREE

APPLIED ART

University of Kashmir

Second Year Degree Course Applied Art

*Credit Points and Marks

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2. Credit hours imply the number of studio hours assigned for studio courses per week and number of lectures prescribed for theory courses per week.
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4. In determining the credit point in terms of marks obtained by a student, the quality of assignments/projects & performances in the class tests by him/her will be considered.

Theory

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
History of Indian Art	I	2	200	120	80
History of Western Art	II	2	200	120	80
Theory of Applied Art	III	2	200	120	80

Theory Paper I

Subject: History of Indian Art

Paper: I

Examination Duration 3 Hours Credit hours* 2

Annual Examination	120
Internal Assessment	80

Syllabus

History of Indian Art

Art of Ancient India up to Gupta Period.

- 1) Sculpture and Architecture of Indus valley civilization, Relationship with Sumerian Art
- 2) Mauryan Period, Sculpture, Architecture, Contacts with Achaemenian Art
- 3) Development of Buddhist Stupa, Architecture, and Sculpture.
- 4) Shunga, Andhra & later periods at Bharut, Sanchi, Bodh Gaya, Amravati, Nagarjungkonda etc.
- 5) Mathura Sculptures- Kushana Period
- 6) Gandhara Sculptures-Kushana & later periods.
- 7) Rock Cut Architecture & Sculpture (Buddhist, Jain, Brahmanical) at Bhaja, Karle, Bedsa, Nasik, Udhaygiri.
- 8) Gupta\ Vakataka period- Mathura, Sarnath & other centers in Western, Central and Eastern India.
- 9) Painting, Sculpture & Architecture at Ajanta.

Books Recommended

Indian Art

Art of Indian Asia by Zimmer. H.
 History of Indian and Indonesian Art by A.K. Coomaraswamy.
 Art & Architecture of Indian by B. Rowland.
 Introduction to Indian Art by A.K. Coomaraswamy.
 Cultural History of Indian, Bhartiya Vidya Bhavan Publication.
 A survey of Indian Sculpture by S.K.Sarswati.
 Indian Architecture by Percy Brown.
 Studies in Early Indian Painting by Moti Chander
 Indian Paintings in the Panjab Hills by W.G.Archer
 Three Tagores by Prof Rattan Parimoo
 Lalit Kala Akademi, New Delhi, Publications o Indian Modern

Theory Paper II

Subject: History of Western Art

Paper: II

Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus

History of Western Art

Pre-History to Gothic Period.

- | | |
|-------------------------------------|--|
| 1. Paleolithic Art- | Painting, Sculpture |
| 2. Art of Egypt- | Architecture, Painting, Sculpture |
| 3. Greek Art: | Early, Archaic & Classical Periods, Vase Paintings |
| 4. Roman Art- | Architecture- Mosaics, Paintings, Portraits, War Columns |
| 5. Early Christian & Byzantine Art: | Basilica as the First Church, Shifting of Empire to Constantinople, Mosaics, Spread of Byzantine in Russia |
| 6. Romanesque Period- | Churches, Mosaics, Book Covers, Tapestries & Decorative Objects |
| 7. Gothic | Architecture & Art-Crusades, Cathedrals & Stained Glass, Pointed and Ribbed Vaults. |

Books Recommended

Western Art

- 1 History of art by H.W. Janson
- 2 Art and Civilization by Mayers
- 3 Art by Fredrick Hartt
- 4 Story of art by Gombreich
- 5 History of Modern Art by Aranson

Theory Paper III

Theory of Applied Art

Subject: Theory of Applied Art

Paper: III

Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus

Theory of Applied art

- a) Definition of communication, various means of communication i.e. Visual communication, Audio communication and Audio visual communication with detail & examples.
- b) History of various Typography i.e. Old English, Roman, Gothic etc. and their application in applied art.
- c) Definition of Advertising, function and effects of advertising. Advertising as communication, advertising function in society. What are the advertising media with advantage & dis-advantage, advertising everyday life.
- d) Advertising Agency :- The role of advertising agency and type of agencies , the client and agency relationship, the role of advertising i.e. Artist, Art Director or Graphic Designers, Illustrators and Production Artists.
- f) Various means of Advertising: Television, radio, newspaper, magazine, Cinema slide, Window Display, Kiosk etc. with advantage and dis-advantage.

Books Recommended

Applied Art.

1. Advertising Hand Book by D. V. Gandhi.

2. Mordern Advertising by Hepner.
3. Advertising made simple by Frank Jefitine.
4. Advertising theory and Practices by Verman Fryburger and Kim Rotzoll.
5. The creative Connection, Advertising Copy writing and Idea Visualization. By Arthur A. Winters Shirley F. Milton.
6. Advertising Art and Ideas. By M.G. Rege
7. Hand Book of Applied Art. By

Practical papers

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
Illustration	IV	9	900	540	360
Press Advertising	V	9	900	540	360
Optional	VI	6	600	360	240

Subject: Illustration

Paper: IV

Examination Duration 48 Hours(4 hours Daily) Credit hours* 9

Total Marks 900

Annual Examination 540

Internal Assessment 360

Syllabus

Illustration

Paper IV

- a) Minimum eight illustrations in different technique and media in a year. Preparing illustration from the given subjects.
- b) Drawing : Sketching, nature and structural drawing, different mediums (Pencil, pen and Ink Crayon, Colour etc.) Perspective : Parallel/Angular, exploded view.
- c) Life study in different way of colour and pencil.
- d) Colour-perception of colour, light and pigment theory with practical. Techniques of colours in covering surfaces blocks, patches, strokes etc.

Subject: Press Advertising

Paper: V

Examination Duration 48 Hours (4 hours Daily) Credit hours* 9

Total Marks 900

Annual Examination 540

Internal Assessment 360

Syllabus

Press Advertising

Paper V

- a) Press layout: - Principles of Design, elements of press advertising. Original composition. Minimum six press layout in a year.
- b) Poster Design: - History, principles, elements of poster. Poster in different media. Minimum eight posters in an academic session. Beside Press layout and poster there should be at least two designs of Cinema slides, folders, Book Jacket etc.
- Typography:- How to use of typography practically in different way.

Subject: Optional

Paper: VI

Examination Duration 48 Hours(4 hours Daily) Credit hours* 6

Total Marks 600

Annual Examination 360

Internal Assessment 240

Syllabus

Optional

Paper VI:

Any one of the following:-

1. Photography

- a) Use of still Camera, Negative processing, printing and enlarging.
- b) Technique of lights.
- c) Designing with photographic techniques.

2. Letter Press Printing:-Type Setting and Printing.

3. Computer: Basic principles of computer and how to use computer.

4. Interior decoration: Plan, elevation measured drawing use of different materials.

5. Lithography: Preparation of surface, planning of surface, design on stone with chalk and litho ink and monochrome printing.

6. Serigraphy: Fundamentals of silk screen process select one/two colours typographical book jacket etc.

**University of Kashmir
Third Year Degree Course
Applied Art**

*Credit Points and Marks

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3. The value in terms of marks of one credit point would be 100.
4. In determining the credit point in terms of marks obtained by a student, the quality of assignments/projects & performances in the class tests by him/her will be considered.

Theory

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
History of Indian Art	I	2	200	120	80
History of Western Art	II	2	200	120	80
Theory of Applied Art	III	2	200	120	80

Theory Paper I

Subject: History of Indian Art

Paper: I

Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus

History of Indian Art

Paper-I: Post-Gupta period to 15th century.

1. Medieval Art: Rock Cut Architecture and Sculptures (Mahabalipuram, Ellora, Elephanta)
2. Medieval Buddhist\Brahminical art: Pala-Sena,
3. Temple Art & Architecture: Mahabalipuram, Khujraho, Konark,
4. Manuscript Painting: Eastern Indian, Western Indian
5. Indo-Islamic Art and Architecture

Indian Art

- Art of Indian Asia by Zimmer. H.
- History of Indian and Indonesian Art by A.K. Coomaraswamy.
- Art & Architecture of Indian by B. Rowland.
- Introduction to Indian Art by A.K. Coomaraswamy.
- Cultural History of Indian, Bhartiya Vidya Bhavan Publication.
- A survey of Indian Sculpture by S.K.Sarswati.
- Indian Architecture by Percy Brown.
- Studies in Early Indian Painting by Moti Chander
- Indian Paintings in the Punjab Hills by W.G.Archer
- Three Tagores by Prof Rattan Parimoo
- Lalit Kala Akademi, New Delhi, Publications o Indian Modern

Theory Paper II

Subject: History of Western Art

Paper: II

Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus

Paper-II: History of Western Art

(Renaissance 18th century art.)

1. Renaissance: Giotto, Masaccio, Donatello, Ghiberti, Piero Della Fransceca Mantegna, Botticelli, Leonardo, Michelangelo, Raphael, Brunelleschi.
2. Northern Renaissance
3. Baroque
4. Neo-Classicism & 18th century art

Western Art

1. History of art by H.W. Janson
2. Art and Civilization by Mayers
3. Art by Fredrick Hartt
4. Story of art by Gombreich
5. History of Modern Art by Aranson

Theory Paper III

Subject: Theory of Applied Art

Paper: III

Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus**Theory of Applied Art**

1. History of advertising, various means of advertising with advantage and disadvantage.
2. History of pre-printing period. Early printing period. Period of expansion. Period of consolidation. Period of scientific Development. Period of business and social integration.
3. Reproductive methods such as relief, Planographic and Intaglio (Gravure).
4. The production process: Print planning, Typography, Class of type, type selection and specification etc.

Books Recommended**Applied Art.**

8. Advertising Hand Book by D. V. Gandhi.
9. Mordern Advertising by Hepner.
10. Advertising made simple by Frank Jefitine.
11. Advertising theory and Practices by Verman Fryburger and Kim Rotzoll.
12. The creative Connection, Advertising Copy writing and Idea Visualization. By Arthur A. Winters Shirley F. Milton.
13. Advertising Art and Ideas. By M.G. Rege
14. Hand Book of Applied Art. By

Practical papers

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
Illustration	IV	9	900	540	360
Press Advertising	V	9	900	540	360
Optional	VI	6	600	360	240

Subject: Illustration

Paper: IV

Examination Duration	48 Hours (4 hours Daily)	Credit hours*	9
Total Marks	900		
Annual Examination	540		
Internal Assessment	360		

Syllabus

Illustration

- Minimum twelve illustration in different technique and medias in a year.
- Advanced life study in different way of colour and pencil both male and female.

Subject: Press Advertising

Paper: V

Examination Duration	48 Hours (4 hours Daily)	Credit hours*	9
Total Marks	900		
Annual Examination	540		
Internal Assessment	360		

Syllabus

Press Advertising

- Press layout : Minimum twelve press layout, eight posters, two folders and two book cover designs.
- Typography : How to use typography practically in different ways.
- Design : 2-D and 3-D
Design : 2-D study of visual elements, print, line, planes and shapes. Two dimensional designs, organization in space (Positive and Negative)
Design 3-D: Study of basic 3 dimensional shapes and forms such as cubes, spheres and cylinders-constructed or moulded in different media like paper, card, soft, clay, soap, wise etc. positive and negative spaces.

Subject: Optional

Paper: VI

Examination Duration	48 Hours (4 hours Daily)	Credit hours*	6
Total Marks	600		
Annual Examination	360		
Internal Assessment	240		

Syllabus

Optional

Paper VI:

Any one of the following:-

- Photography** Indoor photography with pattern and texture design including product photography and Portrait study. Touching and finishing.
- Advance study of Computer Programmes:
Coral Draw: Use of Coral Draw, Photo Paint, Coral Trace, Texture and other techniques for creating graphic designs, press ads, posters, title covers, jackets etc.

3. **Lithography:** Preparation and plaining of surface, design on stone, etching, gumming & monochrome printing with litho-ink.
 4. **Serigraphy:** Fundamentals of serigraphy process, select one\two colours typographical book-jackets.
 5. **Interior Decoration:** plan, elevation, measured drawing, Use of different materials.
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University of Kashmir
Final Year Degree Course
Applied Art

*Credit Points and Marks

1. Each course will be assigned as specific number of credit points.
2. Credit hours imply the number of studio hours assigned for studio courses per week and number of lectures prescribed for theory courses per week.
3. The value in terms of marks of one credit point would be 100.
4. In determining the credit point in terms of marks obtained by a student, the quality of assignments/projects & performances in the class tests by him/her will be considered.

Theory

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
History of Indian Art	I	2	200	120	80
History of Western Art	II	2	200	120	80
Theory of Applied Art	III	2	200	120	80

Theory Paper I

Subject: History of Indian Art (Mughal to 20th century)

Paper: I

Examination Duration **3 Hours** **Credit hours*** **2**

Total Marks 200

Annual Examination 120

Internal Assessment 80

Syllabus

History of Indian Art (Mughal to 20th century)

1. Miniature Paintings-Moughal, Rajasthani and Pahari
2. Patna School, Kalighat Painting
3. British Academic tradition and Indian Art Schools
4. Ravi Verma & followers
5. Indian Renaissance in the 19th and 20th centuries-Bengal School
6. Painting and Sculptures between 1930-1950 with reference to the contact with Modern European traditions
7. Post Independent situation in Art

Books Recommended

Indian Art

- Art of Indian Asia by Zimmer. H.
- History of Indian and Indonesian Art by A.K. Coomaraswamy.
- Art & Architecture of Indian by B. Rowland.
- Introduction to Indian Art by A.K. Coomaraswamy.
- Cultural History of Indian, Bhartiya Vidya Bhavan Publication.
- A survey of Indian Sculpture by S.K.Sarswati.
- Indian Architecture by Percy Brown.
- Studies in Early Indian Painting by Moti Chander
- Indian Paintings in the Punjab Hills by W.G.Archer
- Three Tagores by Prof Rattan Parimoo
- Lalit Kala Akademi, New Delhi, Publications o Indian Modern

Theory Paper II

Subject:	History of Western Art (Modern Art)		
Paper:	II		
Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus

History of Western Art (Modern Art)

1. Romanticism, Realism, Impressionism
2. Post-Impressionism, Fauvism and Matisse
3. Cubism, Expressionism, Surrealism
4. Abstract Art- Kandinsky, Mondrian and Jackson Pollock
5. Op & Pop Art
6. Experiments in Modern Sculpture
7. Art between 1960-2000

Theory Paper III

Subject:	Theory of Applied Art		
Paper:	III		
Examination Duration	3 Hours	Credit hours*	2
Total Marks	200		
Annual Examination	120		
Internal Assessment	80		

Syllabus

Theory of Applied Art

- 1) Various means of advertising,
- 2) Man in the advertising world,
- 3) Functioning of any advertising agency,

- 4) Product analysis in detail,
- 5) Market analysis in detail,
- 6) Consumer's psychology,
- 7) Planning advertising,
- 8) Campaign advertising,
- 9) USP (unique selling points) etc.

Books Recommended

Applied Art.

- Advertising Hand Book by D. V. Gandhi.
- Mordern Advertising by Hepner.
- Advertising made simple by Frank Jefitine.
- Advertising theory and Practices by Verman Fryburger and Kim Rotzoll.
- The creative Connection, Advertising Copy writing and Idea Visualization. By Arthur A. Winters Shirley F. Milton.
- Advertising Art and Ideas. By M. G. Rege
- Hand Book of Applied Art. By

Practical Papers

Subject	Paper	Credit hours	Total Marks	Annual Examination	Internal Assessment
Illustration	IV	9	900	540	360
Press Advertising	V	9	900	540	360
Optional	VI	6	600	360	240

Subject: Illustration

Paper: IV

Examination Duration 48 Hours (4 hours Daily) Credit hours* 9

Total Marks 900

Annual Examination 540

Internal Assessment 360

Syllabus

Illustration

A. Same as in previous year

B. Critical write up in a short books form on their work with visuals.

Subject: Press Advertisement

Paper: V

Examination Duration 48 Hours(4 hours Daily) Credit hours* 9

Total Marks 900

Annual Examination 540

Internal Assessment 360

Syllabus

Press Advertisement

Full campaign as per given subject. (PRODUCT, SOCIAL AWARENESS, SERVICES)

Subject: Optional

Paper: VI

Examination Duration	48 Hours(4 hours Daily)	Credit hours*	6
Total Marks	600		
Annual Examination	360		
Internal Assessment	240		

Syllabus

Optional

Any one of the following:-

1. Photography

- a) Outdoor Photography
- b) Product Photography
- c) Industrial Photography
- d) Fashion Photography
- e) Retouching, finishing and toning
- f) Function Photography using flash
- g) Photo-Journalism

2. Computer Programmes:

Same as previous year with advance study.

3. Interior Decoration:

- a) Working and designing.
- b) Special effects and problems, project making estimating execution, painting and finishing.

4. Lithography:

Same as previous year.

5. Serigraphy:

Same as in third year degree.
