

**GURU KASHI UNIVERSITY**



**Bachelor of Fine Arts**

**Session:2022-23**

**Department of Fine Arts**

## **PROGRAMME LEARNING OUTCOMES**

- To gain knowledge of painting, photography, sculpture, artistic craft-based media, ceramics and metal as well as digital technology such as three-dimensional modeling and printing, to find an area that support the expressive style.
- To identify, formulate, and art related analyze art related problems historically as well as in modern perspectives and to arrive at tangible conclusions using techniques of research, ideas, field survey.
- To arrive at solutions for issues or problems in aesthetics of fine art lab so that art curriculum can be designed in a need based manner to benefit the artists, professionals, art historians, critics, researchers and students.
- To comprehend applicable techniques and procedures in a diversity of pictorial media.
- Historical and contemporary perspectives: To gain knowledge of varied art forms, paintings and art pieces from historical and contemporary backgrounds.
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- To inspire students towards creative and experimentations.

**Programme Structure**

<b>Semester: 1</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BFA101	History of Art-I	Core course	3	0	0	3
BFA102	Principles of Fine Art	Core course	3	0	0	3
BFA103	Drawing-I	Skill Based	0	0	4	2
BFA104	Design 2D/Colour-I	Skill Based	0	0	4	2
BFA105	Head study modal	Skill Based	0	0	4	2
BFA106	Landscaping -I	Skill Based	0	0	4	2
BFA107	Computer Application	Ability Enhancement	2	0	0	2
<b>Discipline Elective (Any one of the following)</b>						
BFA108	Colour Techniques	Disciplinary Elective-I	0	0	4	2
BFA109	Element of Designs-I					
BFA110	Art Business & Management-I					
BFA199		MOOC COURSE	-	-	-	-
<b>Total</b>			<b>8</b>	<b>0</b>	<b>20</b>	<b>18</b>

<b>Semester: II</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BFA201	History of Art -II	Core course	4	0	0	4
BFA202	Aesthetics-I	Core course	4	0	0	4
BFA203	Design 3D-I	Skill Based	0	0	6	3
BFA204	Still Life	Skill Based	0	0	6	3
BFA205	Painting From Life-I	Skill Based	0	0	4	2
BFA206	Landscaping-II	Skill Based	0	0	4	2
BFA207	Communication skills	Ability Enhancement	2	0	0	2

<b>Value Added courses II (Any One) for other discipline students also</b>						
BFA208	Tattoo Making	VAC	0	0	4	2
<b>Total</b>			<b>10</b>	<b>0</b>	<b>24</b>	<b>22</b>

<b>Semester: III</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BFA301	Method & Material-I	Core course	3	0	0	3
BFA302	History of Art -III	Core course	3	0	0	3
BFA303	Portrait-I	Skill Based	0	0	4	2
BFA304	Drawing -II	Skill Based	0	0	4	2
BFA305	Lettering/ Typography	Skill Based	0	0	4	2
BFA306	Design 2D/Colour-II	Skill Based	0	0	4	2
BFA307	Environment studies	Ability Enhancement	1	0	0	1
<b>Discipline Elective (Any one of the following)</b>						
BFA308	Element of Designs-II	Disciplinary Elective II	0	0	4	2
BFA309	Art Portfolio					
BFA310	History of Art Appreciation-II					
BFA399		MOOC	-	-	-	-
<b>Total</b>			<b>7</b>	<b>0</b>	<b>20</b>	<b>17</b>

<b>Semester: 1V</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BFA401	Aesthetics-II	Core course	4	0	0	4
BFA402	Portrait-II	Skill Based	0	0	4	2
BFA403	Commercial Art	Skill Based	0	0	4	2
BFA404	Painting From Life-II	Skill Based	0	0	4	2
BFA405	Clay Modelling	Skill Based	0	0	4	2
BFA406	Punjabi	Ability	1	0	0	1

	Compulsory	Enhancement				
BFA411	Block Printing	Value Added Course	2	0	0	2
<b>Discipline Elective (Any one of the following)</b>						
BFA407	Composition Painting-I	Disciplinary Elective- III	0	0	6	3
BFA408	Composition Mural-I					
BFA409	Geometry & Prospective-I					
<b>Total</b>			<b>5</b>	<b>0</b>	<b>22</b>	<b>18</b>

<b>Semester: V</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BFA501	History of Art -IV	Core course	4	0	0	4
BFA502	Method & Material-II	Core course	4	0	0	4
BFA503	Nature Study-I	Skill Based	0	0	4	2
BFA504	Print Marking -II	Skill Based	0	0	4	2
BFA505	Deigns 3D-II	Skill Based	0	0	4	2
<b>Open Elective (For other Departments)</b>						
		Open Elective	0	0	4	2
<b>Discipline Elective (Any one of the following)</b>						
BFA508	Composition Painting-II	Disciplinary Elective -IV	0	0	4	2
BFA509	Composition Mural-II					
BFA510	Geometry & Prospective-II					
BFA599		MOOC	-	-	-	-
<b>Total</b>			<b>8</b>	<b>0</b>	<b>20</b>	<b>18</b>
<b>Open Elective (For other Departments)</b>						
BFA506	Photography	Open Elective	0	0	4	2
BFA507	Digital Art					

<b>Semester: VI</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BFA601	Aesthetics-III	Core course	3	0	0	3
BFA602	Minor Project	Research based skills	0	0	4	2
BFA603	Composition Painting-III	Skill Based	0	0	4	2
BFA604	Life Drawing-I	Skill Based	0	0	4	2
<b>Discipline Elective (Any one of the following)</b>						
BFA605	Portrait-III	Disciplinary Elective -IV	0	0	4	2
BFA606	Composition Mural-III					
BFA607	Design 2D/Colour-III					
<b>Discipline Elective (Any one of the following)</b>						
BFA608	Art Business & Management-II	Disciplinary Elective -VI	0	0	4	2
BFA609	Printing Marking -I					
BFA610	History of Art Appreciation-I					
<b>Total</b>			<b>3</b>	<b>0</b>	<b>20</b>	<b>13</b>

<b>Semester: VII</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BFA701	Method &Material-III	Core course	3	0	0	3
BFA702	Life Drawing-II	Skill Based	0	0	4	2
BFA703	Design And Communication	Skill Based	0	0	4	2
BFA704	Appreciation of Art	Skill Based	3	0	0	3
BFA705	Advertising Theory	Skill Based	3	0	0	3
<b>Discipline Elective (Any one of the following)</b>						

BFA706	Nature Study-II	Disciplinary Elective VII	0	0	4	2
BFA707	Design 3D-III					
BFA708	Portrait-IV	Open Elective	0	0	4	2
BFA710	Design Sketching					
BFA799		MOOC	-	-	-	-
<b>Total</b>			<b>9</b>	<b>0</b>	<b>16</b>	<b>17</b>

<b>Semester: VIII</b>						
<b>Course Code</b>	<b>Course Name</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BFA801	TRAINNING / Internship	Research Based Skills	NA	-	NA	20
<b>Total</b>			0	0	0	20

### **Evaluation Criteria for Theory Courses**

A. Continuous Assessment: [25 Marks]

CA1: Surprise Test (Two best out of three) - (10 Marks)

CA2: Assignment(s) (10 Marks)

CA3: Term paper (5 Marks)

B. Attendance: [5 Marks]

C. Mid Semester Test-1: [30 Marks]

D. MST-2: [20Marks]

E. End-Term Exam: [20 Marks]

**Evaluation Criteria for other courses has been given separately with the respective courses.**

### **SEMESTER-I**

**Course Content: History of Art-I**

**Course Code: BFA101**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### **Learning Outcomes**

On the completion of the course the students will be able to

1. Appreciate Paintings of various schools, styles and phases of the developments in painting in India
2. Know the Sputa art and the sculptures.

3. Distinguish between art historical periods, Prehistory.
4. Accurately identify individual works of art and architecture Indus Valley civilization.

### Course Content

#### UNIT I

**16 hours**

1. Introduction to Indian Art, Various cults, Schools (Buddhist, Jain, Brahmanical)
2. Pre-historic Period: Bhimbetka Caves-(Rock Paintings, Location, Discovery, Phases of Development)

#### UNIT II

**15 hours**

1. Indus Valley Civilization: Sculptures and seals (Dancing Girls in Bronze, Pashupati Shiva seal, Terracotta figurines) Art during Maryann Dynasty- Lion capital from Sarnath.

#### UNIT III

**14 hours**

1. Sunga Period-terms related to Buddhist architecture of sputa, chaitya & viharas. Bharhut Stupa – Mahakappi Jataka Katha, Kuber yaksha

#### UNIT IV

**15 hours**

1. Early Satavaahanas- Sanchi & Amravati

### Transaction Mode

Video Based Teaching ,Group Discussions, Quiz ,Project Based Learning.

### Suggested Readings

- Harle J. C, *The Art and Architecture of Indian Sub-Continent*, The Yale University Press Pelican
- Roy C. Craven, *Indian Art: A Concise History* (World of Art)
- Tomory E, *History of Fine Arts in India & the West*

### Course Content: Principles of Fine Arts

**Course Code: BFA102**

L	T	P	Cr.
4	0	0	4

## **Learning Outcomes**

On the completion of the course the students will be able to

1. Demonstrate professional work habits, productive practices and a commitment to the field of fine arts.
2. Professionally evaluate personal artwork as it relates to global visual arts and the history of art.
3. Grow and develop, creating meaningful works of art, conceptually as well as technically.
4. Develop professional practices.

## **Course Content**

### **UNIT I**

**16 hours**

1. Art Education: Meaning, Scope.
2. Meaning and concept of arts and its significance at secondary level for school education.
3. Difference between Arts in education and Education in arts.

### **UNIT II**

**14 hours**

1. What is Art: Concept, Importance and Scope of Art?
2. Importance of art Room, its organization and various requirements.  
New trends in teaching of Fine Arts.

### **UNIT III**

**17 hours**

1. Aims and objectives of teaching Fine Arts at secondary level; Role of art in daily life.
2. Principles of teaching Fine Arts.
3. Qualities and professional competencies of fine arts teacher.

### **UNIT IV**

**13 hours**

1. Art as an occupation.
2. Design- Its meaning & types.
3. Colour- Types and effects.

## **Transactional Mode**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

### Suggested Readings:

- Chawla, S.S. (1986). *Teaching of Art*, Patiala: Publication Bureau, Punjabi University.
- Harriet, Goldstein (1964). *Art in Everyday Life.*, Calcutta: Oxford and IBH Publishing Company.
- Margaret, Marie Deneck (1976). *Indian Art*, .London: The Himalata Publication.
- Sharma, L.C., *History of Art*, Goal Publishing House, Meerut.

### Course Content: Drawing-I

Course Code: BFA103

L	T	P	Cr.
0	0	6	3

### Learning Outcomes

On the completion of the course the students will be able to

1. Grow physical and visual skills related to the drawing process
2. Judge proportion, scale, and spatial relationships.
3. Realize linear and tonal techniques to depict light and shadow.
4. Determine perspective of near and far objects.

### Course Content

#### UNIT I

**13 hours**

1. To develop the sense of structure. Study from any kind of forms in nature-pods, shell, butterflies, flowers, plants, insects, minerals, human bones etc.

#### UNIT II

**11 hours**

1. To understand how these forms achieve their structural unity through adherence to principal with physical nature of the material being observed and studied through various Rendering.
2. Media and techniques in various light conditions.

#### UNIT III

**10 hours**

1. Drawing from human figure-mainly based on general form and gesture.
2. Drawing from object: drawing from cubes, cones, cylindrical objects,

casts, nature study, still life group etc.

#### UNIT IV

**11 hours**

1. Understanding and practicing the perspective of near and far objects. Texture, Physical appearance and quality of various objects, effect of lights on different surfaces. Practicing shading, rendering, hatching, cross hatching, line drawing, stippling and other various methods of drawing.

#### Transactional Mode:

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

#### Suggested Readings:

- Walker William, *Handbook of Drawing*,2016
- Walter T. Foster, *The art of Basic Drawing*, Cadena Drive Laguna Hills, California,2007

#### Course Content: DESIGN 2D/ COLOUR-I

Course Code: BFA104

L	T	P	Cr.
0	0	6	3

#### Learning Outcomes

On the completion of the course the students will be able to

1. Obtain more advanced skill with layout, illustration and photo manipulation.
2. Experience working with diverse media.
3. Gain inter-relationship of different shapes and ms-relative values
4. Incorporate composition and color successfully in conveying an artistic vision

#### Course Content

##### UNIT I

**10 hours**

1. Study of two-dimensional space and its organizational possibilities. Elements of pictorial expression related to concepts of space and forms. Developing an awareness of pictorial elements such as point, line, shape, Volume texture, light and colour, Basic design problems.

##### UNIT II

**12 hours**

1. Study of various types of objects (natural and man-made) with a view to transform them into flat pictorial images.

2. Developing an awareness of pictorial space – division of space, form with and its relation with space- observation of primitive folk and miniature as Designs well as graphic designs.
3. Developing an awareness of inter-relationship of different shapes and ms-relative values.
4. Activation of space through form and colour- Optical illusions.

### **UNIT III**

**10 hours**

#### 1. COLOUR:-

To understand the formal structure of colour through analysis of colour

#### 2. Theory and notation. Experience of colour through experiments in

Various.

#### 3 . Media:-

Transparent colours (Water colour, Waterproof ink etc.)

Opaque colours (Poster colour act.)

Pastels Wax crayons.

Transparent papers (Cellophane) Experience of colour as:

#### 4. Visual effect ... What is light? What is colour? Function of Eye.

#### 5. Physical properties- Hue: value, chromo: tint, Shade and tone, Gray Scale, Chromatic value scale and Colour value Scale.

### **UNIT IV**

**13 hours**

#### 1. Experience of colour in:

Primary (Pigment and light theory)

Secondary

Tertiary,

Quaternary

Achromatic

Monochromatic

Polychromatic,

High, Average and low key

### **Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

### **Suggested Readings:**

- Walker William, Handbook of Drawing,2016
- Walter T. Foster, The art of Basic Drawing, Cadena Drive Laguna Hills, California
- Wong Wucius, Principles of Two-Dimensional Design ,1st Edition, Kindle Edition

### **Course Content: Head Study Modal**

**Course Code: BFA105**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Realize the basic structure of the human figure.
2. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
3. Know the movement of the muscular-skeletal system.
4. Represent and compose in space, the human figure using
5. measuring techniques.

**Course Content****UNIT I****8 hours**

1. Structure of Human figure in full and parts.

**UNIT II****9 hours**

1. Drawing from life. Rendering in pencil, ink and colours.

**UNIT III****7 hours**

1. Understanding of different rendering techniques

**UNIT IV****6 hours**

1. Outdoor study of nature/man-made objects.
2. Rendering in pencil and colour.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project , Based Learning

**Suggested Readings:**

- Barrington Barber, *Essential Guide to Drawing*:

**Course Content: Landscaping-I****Course Code: BFA106**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Use linear and tonal techniques to depict form and develop composition.
2. Develop the ability, through practice, to observe and record images accurately and readily in graphic form.
3. Expand physical skills for handling media and materials in the execution and presentation of an image or design.
4. Mature Employability skills, which is required in the professional growth.

## **Course Content**

### **UNIT I**

**9 hours**

1. Basic introduction with theory.
2. Selection of artistic view with picture frames.

### **UNIT II**

**8 hours**

1. Detail study of variation in sunlight.
2. Addition and elimination, simplification, eyelevel and Vanishing Point.

### **UNIT III**

**7 hours**

1. Perspective, balance and rhythms in composition.
2. Study of Cityscape and Seascape.

### **UNIT IV**

**6 hours**

1. Medium - Pencil, Charcoal, Crayon, Water Colours and Oil Colours(Any Two)

### **Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

### **Suggested Readings:**

- References: Morris, M. (2008). Book Review of “Islamic Gardens and Landscapes” by D. Fairchild Ruggles.

### **Course Content: Computer Application**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
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**Course Code: BFA107**

<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
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**Learning Outcomes**

On the completion of the course the students will be able to

1. Obtain acquainted with the basic knowledge of computer Fundamentals.
2. Acquire the understanding related to different software of Fashion.
3. Ability to Understand internet surfing.
4. Recognize fundamental knowledge of computer network as well as storage devices.

**Course Content****UNIT I****7 hours**

1. Computer Fundamentals: Block diagram of a computer, characteristics of computers and generations of computers.
2. Number System: Bit, byte, binary, decimal, hexadecimal, and octal systems, conversion from one system to the other, representation of characters, integers and fractions.
3. Binary Arithmetic: Addition, subtraction and multiplication.

**UNIT II****8 hours**

1. Computer Codes: weighted and non-weighted code, BCD, EBCDIC, ASCII, Unicode.
2. Input Devices: Keyboard, Mouse, Joy tick, Track Ball, Touch Screen, Light Pen, Digitizer, Scanners, Speech Recognition Devices, Optical Recognition devices – OMR, OBR, OCR
3. Output Devices: Monitors, Printer and its Types.

**UNIT III****7 hours**

1. Memories: Units of Memory, Main Memories - RAM, ROM and Secondary
2. Storage Devices - Hard Disk, Compact Disk, DVD.  
Introduction to Computer Terms like Hardware, Software

**UNIT IV****8 hours**

**1. Computer languages:** Machine language, assembly language, higher level language, 4GL. Introduction to Compiler, Interpreter, Assembler, Assembling, System Software, Application Software.

**2. Internet:** Basic Internet terms: Web Page, Website, Home page, Browser, URL, Hypertext, Web Server, Applications: WWW, e-mail, Instant Messaging, Videoconferencing.

**Transactional Mode:**

Open talk, Quiz , Video Based Teaching ,Question ,Group Discussion

**Suggested Readings:**

- Norton's Peter, 2000 *Introduction to Computers*, 4th Edition... By Peter Norton TM

**Course Content: Colour Techniques**

**Course Code: BFA108**

L	T	P	Cr.
2	0	0	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Work independently and efficiently.
2. Learn about Advance visual and physical control of art used in the application of color concepts.
3. Understand Progress facility with the tools, materials and method inherent to basic painting processes
4. Spread critical thinking and problem solving skills as applies to the use of color.

**Course Content**

**UNIT I**

**7 hours**

1. Dry and wet colour mixing
2. Light to dark with finishing

**UNIT II**

**8 hours**

1. Using paper towel for painting
2. Bleed Colours into one another
3. Layering

**UNIT III**

**7 hours**

1. Scumbling
2. Lifting the colour
3. Using salt for texture

**UNIT IV**

**8 hours**

1. Negative painting
2. Using tapes

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

**Suggested Readings:**

- The Arts Management Handbook: New Directions for Students and Practitioners By Meg Brindle, Constance DeVereaux

**Course Content: Element of Design-I**

**Course Code: BFA109**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>6</b>	<b>3</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Understand the concept of designing.
2. Equip students with the knowledge required for application of elements of Design in the context of fashion.
3. Create compositions using various colour schemes.
4. Acquaint the students with skills of drawing and usage of various art forms and Media.

**Course Content**

**UNIT I**

**9 hours**

1. Elements of design-Line- Different types of line, application of line in designing (effect of length and thickness to create illusion)
2. Texture- Factors affecting textures,  
Form-Shape/silhouettes,

3. Color- Color Dimensions of color- hue, Intensity, value, Aspects of color- warm cool, Advancing, receding, dark, pale and bright. Color wheel-4. 4. 4. Primary colors, secondary colors, and tertiary colors.  
Basic color schemes- achromatic, analogues, monochromatic, complimentary, and neutral.
5. Space

## **UNIT II**

**12 hours**

- 1.Principles of design-Balance, Rhythm, Emphasis, Harmony/ unity, proportion, Selection of clothing according to the Element and Principal of design.
2. Define collage- types of collage.  
Designing of clothes for different age groups using principles and elements of design and its advantages on appears.

## **UNIT III**

**13 hours**

- 1.Design concept- Definition and understanding aspects of design
- 2.Classification of design:
- 3.Applied-Painting, Embroidery, Dyeing, Printing and Finishing
- 4.Structural-Through variation in fibre, yarn, fabric formation and development
- 5.Types of motifs- Natural, Stylised, abstract/ modern, Religious
6. Designs in Fabric- Motifs and patterns Importance of fabric design in garment construction
7. Effect of fabric design on body appearance
8. Understanding layouts and repeats of patterns in garments

## **UNIT IV**

**11 hours**

1. Design process
2. Research in relation to design
- 3.Exploration and Conceptualization of design
- 4.Design development and design worksheet
- 5.Factors affecting the choice of Clothing for Different age groups (infant, creeper, School child, pre-adolescence, adolescents, adults, old-age group), occasions, personality and Seasons
6. Various types of figures, selecting and designing clothing according to figure types

### **Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Bustanoby.J.H., 1947 Principles of colour & colour mixing., Mc Graw Hill Book Company , New York, London,
- Gupta Sushma and Garg Neeru ,2018 Text book of clothing & textile, publisher Kalyani.

**Course Content: Art Business & Management-I**

**Course Code: BFA110**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>6</b>	<b>3</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Understand the needs of different Organizational management works
2. Differentiate between the different organizations and the requirement of Arts managerial works which requires good understanding of Art.
3. Do Practice required for preparing a business project for arts, budgeting, Fund raising etc.
4. Understand the concept of Art Business & Management-I.

**Course Content**

1. Work Placement in an arts organization
2. Business Strategies for the Arts (Marketing, Finance and Business Planning)
3. Creative Learning: Arts, Heritage and Education
4. Professional Practice Live Project

**Pedagogy:**

- Lecture, Presentation, Seminars, Discussion and project.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based, Learning

**Suggested Readings:**

- The Arts Management Handbook: New Directions for Students and Practitioners By Meg Brindle, Constance DeVereaux
- Visual Arts and the Law: A Handbook for Professionals By Judith B

Prowda

**Course Content: History of Art -II****Course Code: BFA201**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Recognize Paintings of various schools, styles and phases of the developments in painting in India.
2. Know sculptures during Kushana dynasty.
3. Distinguish between art historical periods, Prehistory through Medieval.
4. Accurately identify individual works of art and architecture of Significance.

**Course Content****UNIT I****13 hours**

1. Sculpture during Kushana dynasty
2. Mathura (Enthroned figure of King VimaKadphises and King Kanishka from Mathura, Buddha Head)
3. Gandhara (Friezes from Gandhara depicting Buddha's life and Buddha Head)

**UNIT II****14 hours**

1. Gupta Dynasty
2. Mathura: Standing Buddha from Mathura
3. Sarnath: Buddha Preaching the Law from Sarnath

**UNIT III****17 hours**

1. Early medieval Indian Cave Paintings
2. Ajanta Caves: Its discovery, location, Murals Technique, Chronology
3. Bagh Caves: Its excavation, location, paintings.

**UNIT IV****16 hours**

1. Early western:-Chalukyas of Badami
2. Hoysalas.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

### **Suggested Readings:**

- Harle J. C, The Art and Architecture of Indian Sub-Continent (The Yale University Press Pelican History of Arts Series)
- Roy C. Craven, Indian Art: A Concise History
- Tomory, History of Fine Arts in India and the West.

### **Course Content: Aesthetics-I**

**Course Code: BFA202**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

### **Learning Outcomes**

On the completion of the course the students will be able to

1. Realize color vocabulary and terminology.
2. Appreciate Inter-relationship between the visual arts and performing arts.
3. Grow an informed use of basic color schemes and harmonies in the Creation of visual work
4. Learn basic terminology and a conceptual understanding of how Visual art is defined.

### **Course Content**

#### **UNIT I**

**16 hours**

1. What is Art (Definition, Functions and Aims of Art?)
2. Categories of Art-Visual and Performing Arts. Inter-relationship between the visual and performing arts.

#### **UNIT II**

**14 hours**

1. Difference between art and craft
2. (A) Branches of Art and their interrelation Applied Art, Architecture, Decorative Art, Drawing and Painting, Sculpture.

#### **UNIT III**

**14 hours**

1. Elements of Art-Line, form, color, texture, tone Point,

#### **UNIT IV**

**16 hours**

1. Principles of Art-balance, Harmony, Perspective, Proportion, Emphasis, Rhythm, Movement.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

**Suggested Readings:**

- Harle J. C, The Art & Architecture of Indian Sub-Continent.(The Yale University Press Pelican History of Arts Series)
- Roy C. Craven, Indian Art: A Concise History
- Tomory, History of Fine Arts in India & the West

**Course Content: DESIGN 3D-I**

**Course Code: BFA203**

L	T	P	Cr.
0	0	6	3

**Learning Outcomes**

On the completion of the course the students will be able to

1. Recognize and analyze the elements, principles and vocabulary of Three-dimensional design.
2. Create 3D design with thermacol
3. Gain skill in manipulating and integrating materials.
4. Utilize and integrate the elements, principles, materials and Processes of three-dimensional design to fulfill a specific intention.

**Course Content**

**45 hours**

**DESIGN 3D**

1. Experiment through various types of materials:
2. To develop the sense of structure in clay (Basic form like Spherical, Conical and Cylindrical).
3. Terracotta mural/cement.
4. M-seal/Shilpkar work in relief sculpture.
5. 3D Design in thermocol

**Note: Students must submit 4 works at the end of Semester.**

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning.

**Suggested Readings:**

- Chopine Ami, 2011, *D Art Essentials: The Fundamentals of 3D Modeling, Texturing, & Animation*”

**Course Content: Still Life****Course Code: BFA204**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>6</b>	<b>3</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Use linear and tonal techniques to depict form and develop composition.
2. Develop the ability, through practice, to observe and record images accurately and readily in graphic form.
3. Prepare a visual grammar of image making through demonstration and practice with graphite, charcoal, ink, pastel, or other appropriate tools or materials.
4. Examine, analyze, and appraise pictorial composition through critique, demonstration, and practice, on an increasingly sophisticated level.

**Course Content****UNIT I****11 hours**

1. Introduction to various techniques.
2. Study of foreground and background with drapery.

**UNIT II****10 hours**

1. Texture study with different materials like cloth, wood, glass, bronze, mirror, china clay, terracotta, etc.
2. Selection and arrangement of objects.

**UNIT III****12 hours**

1. Eye level, source of light, tonal variation, composition.
2. Drawing from different angles.

**UNIT IV****12 hours**

1. Details about light & shades.
2. Medium - Pencil, Pencil Colours.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

**Suggested Readings:**

- Barrington Barber, Essential Guide to Drawing: *Still Life*.

**Course Content: Painting From Life-I****Course Code: BFA205**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Realize the basic structure of the human figure.
2. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
3. Know the movement of the muscular-skeletal system.
4. Represent and compose in space, the human figure using measuring techniques.

**Course Content****30 hours**

Create figure drawings using the laws of light, clarify and refine the use of Various gesture drawing techniques.

Painting of full human figure in various colours media (water, Pastel, Oil), Human figure in Background and in various pose, understanding of the composition of figure in the space.

**Study of light fallen on figure & background.****Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

**Suggested Readings:**

- Barrington Barber, Essential Guide to Drawing: *Painting From Life..*

**Course Content: Landscaping-II**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>

**Course Code: BFA206**

<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
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**Learning Outcomes**

On the completion of the course the students will be able to

1. Expand physical and visual skills related to the drawing process.
2. Judge proportion, scale, and spatial relationships
3. Learn the Concept of drawing in Art and its exposure.
4. Use materials common to the drawing process.

**Course Content****UNIT I****8 hours**

1. Basic introduction with theory.
2. Selection of artistic view with picture frames.

**UNIT II****7 hours**

1. Detail study of variation in sunlight.
2. Addition and elimination, simplification, eyelevel and Vanishing Point.

**UNIT III****9 hours**

1. Perspective, balance and rhythms in composition.
2. Study of Cityscape and Seascape.

**UNIT IV****6 hours**

1. Medium - Pencil, Charcoal, Crayon, Water Colours and Oil Colours  
(Any Two).

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

**Suggested Readings:**

- J.F Carlson Guide to Landscaping Painting Dover Art Instructions.

**Course Content: Communication skills**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
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**Course Code: BFA207**

<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
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**Learning Outcomes**

On the completion of the course the students will be able to

1. Guidance in appearing interviews, meeting, G.D & presentation & so on.
2. Advice to monitor & model inters personal competence.
3. Grow analytical, Research & organizational skills.
4. Communicate effectively orally and in writing.

**Course Content****UNIT I****9 hours**

1. Prose Parables (Orient Black swan, 2013)-The following stories from the above volume are prescribed:
2. The Kabuliwallah : Rabindra nath Tagore
3. The Eyes Are Not Here: Ruskin Bond
4. The Death of A Hero: Jai Nimbkar
5. Grief: Anton Chekov
6. Uncle Podger Hangs A Picture: Jerome K. Jero.

**UNIT II****10 hours**

1. The Poetic Palette (Orient Black swan, 2013)
2. The following poems from this anthology are prescribed:  
Pippa's Song: Robert Browning
3. Apparently With No Surprise: Emily Dickinson
4. The Tyger: William Blake
5. What Do Animals Dream: Yahia Lababidi
6. Magic Of Love: Helen Farries
7. The Charge of the Light Brigade: Lord Tennyson

**UNIT III****6 hours**

1. Texts Prescribed for Grammar  
Oxford Practice Grammar by John Eastwood (Exercises 1 to 43)

**UNIT IV****5 hours**

1. Writing skills
2. Letters
3. Applications
4. Essays

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz ,Project Based Learning

**Suggested Readings:**

- Eastwood John., 2004 , Oxford Practice Grammar, Second Edition,OUP

**Course Content: Tattoo Making**

**Course Code: BFA208**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Use a variety of brainstorming techniques to generate novel ideas of value to solve problems.
2. Have sufficient mastery of one or more media to complete the technical and formal challenges pertinent to a body of original work.
3. Clearly communicate the content and context of their work visually, orally and in writing.
4. Develop behaviors such as curiosity, initiative, and persistence that will help them engage with the world in productive ways.

**Course Content**

**UNIT I**

**7 hours**

1. This lesson plan provides knowledge on the history of tattooing, current social acceptance in the workplace and how ethics play into the responsibility of the tattoo artist. Without
2. Understanding the history and current state of the tattoo industry, an artist does not have a solid grounding for which to build their practice on.
3. This lesson will provide that baseknowledge and help develop your moral compass.

**UNIT II**

**6 hours**

1. The history of tattooing: cultural and religious backgrounds and origins of Tattoo rituals.
2. Tattoos in western society: from tattoos as distinctions of criminals to today's tattoo youth culture.
3. Tattoos and fashion: classical motifs and newly developed tattoo designs. How tattoo design influenced fashion.
4. Theoreticians about tattoos: Adolf Loos and others.
5. Tattoos in art: How artists treat tattoos in their work: Ulay, Wim Delvoye, Art Orienté Objet and others.

### **UNIT III**

**8 hours**

1. Written exam on the text "ornament and crime" by Adolf Loos.
2. Guest lecture. The artist Tatiana Needle will present her current research about the influence of new media on tattoo design.
3. The influence of bioscience on tattoo art.
4. Announcement of final assignment.

### **UNIT IV**

**9 hours**

1. Field trip to the Hollywood Tattoo Shop, corner Highland and Hollywood. Tattooist.
2. Konstantin Nossatchev will give us a tour through the shop and demonstrate his skills on the skin of TA Anne. Please meet there at 10am sharp!
3. Discussion of the acquired knowledge and your final assignment projects. Time for Questions and Answers.
4. Field trip to the "Tattooed Pigs" exhibit by Wim Delvoye, Museum of Contemporary Art,
5. 3214 Art Blvd, Downtown L.A. Meeting at the location at 10am sharp!

### **Transactional Mode:**

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

### **Suggested Readings:**

- Flash From The Bowery: Classic American Tattoos, 1900-1950
- Classic Tattoo Stencils: Designs in Acetate Classic Tattoo

- Reference, PRD-48153842. Book, Girl Tattoo Flash. Genre, ART ,Body Art & Tattooing.

**Course Content: Method and Material-I**

**Course Code: BFA301**

L	T	P	Cr.
3	0	0	3

**Learning Outcomes**

On the completion of the course the students will be able to

1. Students will demonstrate the development of a unique visual vocabulary.
2. They will push the limits of their artistic abilities and explore a variety of Media to find methods and materials which best suit their unique Aesthetic and conceptual perspectives.
3. To understand various drawing and Painting Media, Pencil Drawing, Crayon black and red chalk-Drawing, Pen Drawing, Charcoal Drawing, Water Colour Painting, Oriental Ink Painting and Water Colour, Pastel Gouche, Oil Painting.
4. Making inclusion and belonging explicit and integral to the course design.

**Course Content**

**45 hours**

- 1.Importance of the Study of method and materials
- 2.Permanence
  - a) Beautiful Material
  - b) Deterioration of Painting
3. Nature and characteristics of various drawing and Painting Media, Pencil Drawing, Crayon black and red chalk-Drawing, Pen Drawing, Charcoal Drawing, Water Colour Painting, Oriental Ink Painting and Water Colour, Pastel Gouche, Oil Painting.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning.

**Suggested Readings:**

- Mau-Kun Yim, 2017, *Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing*
- Blake Wendon, 2006, *Portrait Drawing: A Step-By-Step Art Instruction Book*

**Course Content: History of Indian Art-III****Course Code: BFA302**

L	T	P	Cr.
3	0	0	3

**Learning Outcomes**

On the completion of the course the students will be able to

1. Analyze paintings of various schools, styles and phases of the Developments in painting in India
2. Know the sculptures during Chandelle Dynasty.
3. Distinguish between art historical periods, Prehistory.
4. Accurately identify individual works of art and architecture.

**Course Content****UNIT I****7 hours**

1. Chandelle Dynasty– Sculptural Art
2. Khajuraho–Sculptural Art

**UNIT II****13 hours**

1. Orissa Sculptures
2. Rashtrakuta–Kailash Temple

**UNIT III****11 hours**

1. Elephanta Caves Shiva Trimurti
2. Pallava Dynasty– Sculptural Art

**UNIT IV****10 hours**

1. MahabaliPuram–Five Rathas
2. Chola Art– Shiva Natraja, Parvati

**Transactional Mode:**

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

**Suggested Readings:**

- Harle J. C, *The Art & Architecture of Indian Sub-Continent* (The Yale University Press
- Pelican History of Arts Series)
- Roy C. Craven *Indian Art: A Concise History*
- Tomory, *History of Fine Arts in India & the West*

**Course Content: Portrait-I**

**Course Code: BFA303**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Study the tools that are used in creating a basic sketch.
2. Analyze and describe characteristics of portrait painting.
3. Follow a step-by-step process of painting a portrait.
4. Participate in a productive peer critique.

**Course Content****30 hours**

1. Construction of skull, planes, masses of the head, understanding and creating details such as the eyes, the mouth, the nose etc., bust from different angles and eye levels, adding of details, and finishing.
2. Character of the solid shapes of different parts and their modeling.  
Submission and display:
3. Size of the portrait should not be less than half imperial.
4. Portrait drawings in any medium (pencil, dry/soft and oil pastels, Charcoal etc.)
5. At least 3 portrait studies on canvas in any medium (acrylic, oil colors, mixed media)

**Transactional Mode:**

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

**Suggested Readings:**

- Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing.
- Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book.

**Course Content: Drawing-II****Course Code: BFA304**

L	T	P	Cr.
0	0	4	2

## **Learning Outcomes**

On the completion of the course the students will be able to

1. Expand physical and visual skills related to the drawing process.
2. Judge proportion, scale, and spatial relationships
3. Learn the Concept of drawing in Art and its exposure.
4. Use materials common to the drawing process.
5. Utilize linear and tonal techniques to depict light and shadow

## **Course Content**

**30 hours**

1. Introduction to Drawing of Plan, Elevation and UNIT of simple objects (Chair, Table, Stool, Podium etc.)
2. Parallel and Angular Perspective of simple solids (Cube, Slab and Pyramid)

## **Out Door Sketching:**

1. Different places (Street, Market, Station act.),
2. Animal, Birds (Zoo)
3. Tree
4. Vehicle
5. Statues
6. Human Figure
8. Drawings Form old Masters

## **Transactional Mode:**

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

## **Suggested Readings:**

- Walker William, Handbook of Drawing
- Walter T. Foster, The art of Basic Drawing, Cadena Drive Laguna Hills, California Wong Wucius, Principles of Two-Dimensional Design 1st Edition, Kindle Edition.

## **Course Content: Lettering / Typography**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
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**Course Code: BFA305**

<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
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**Learning Outcomes**

On the completion of the course the students will be able to

1. Know special features of calligraphy.
2. Learn the definition and usage of calligraphy.
3. Apply calligraphy when making the header.
4. Work calligraphy and work with anglez.

**Course Content****30 hours**

1. Study of different styles of alphabets Creative writing of different styles  
Language: Any Medium: Poster Colours/Indian Ink
2. Design (Textile) - Design should be based on natural, decorative and geometrical motifs (Border, Corner, allover designs should be submitted).  
Medium - Fabric Colours on cloth.
3. Candidates will submit: - 5 sheets of still life, 3 Designs on cloth, 3 sheets Of letter writing on different creative styles Sketch book containing 50 sketches.
4. The historic development or writing calligraphy (Indian & European script Gothic, humanistic, round hand and rush point).
5. Principles of letter forms, basic principles of typography, study of Type families, design suitability, legibility and readability of printed matter, Study of typography measurements and specifications.
6. Free hand lettering and calligraphy practice, Logotype, signature writing, Creation of Font Design,
  - (i) Instrumental lettering practice in Gothic, Sans serif & serif type. Italic & Script type.
  - (ii) Stationary design (Letter head, Logo type, Visiting Card, envelop)
  - (iii) Symbol, Pictogram, Monogram, Emblem, Icon, Mascot

**Duration of Study: 4 weeks in the semester.**

**Number of Works for Submission: 8 Works and 20 rough Scribbles/sketches**

**Transactional Mode:**

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

**Suggested Readings:**

- Type and Typography by Phil Baines, Andrew Haslam / Laurence King Publishing
- Rookledge's Handbook of Type Designers: A Biographical Directory from the 15th Century by Ron Easton, Sarah Rookledge, Phil Baines.

**Course Content: Design 2D/ Color-II**

**Course Code: BFA306**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Apply formal systems of two-dimensional composition, using the basic principles and elements of design.
2. Identify and apply color properties and concepts
3. Develop an informed use of basic color schemes and harmonies in the creation of visual work.
4. Make informed decisions in the creation of a two-dimensional image

**Course Content**

**UNIT I**

**7 hours**

1. Study of various types of objects (natural and man-made) with a new to transform them into flat pictorial images.
2. Developing an awareness of pictorial space- division of space form and relation with space observation of primitive, folk and miniature paintings as well as graphic designs.
3. Developing an awareness of inter-Relation of different shapes and forms relative values.

**UNIT II**

**6 hours**

1. Understanding the colour qualities in its variations of warm and cool colours, harmony and contrast...
2. Activation of space through form and colour- Optical illusions.
3. Handling of various types of material for pictorial organization and rendering:  
Pencil  
Pen  
Brushes

### **UNIT III**

**9 hours**

1. Watercolors,
2. Poster paints
3. Pastel crayon
4. Inks
5. Cellophanes
6. Oil newsprint and other college material
7. Gums and adhesives
8. Wax crayon with inks, etc.

### **UNIT IV**

**8 hours**

1. COLOUR:-  
Experience in Colour Harmonies:
2. Complementary split. Double split complementary, Analogous. Warm and cool.
3. Naturalization of colour. Optical Illusion. Advancing and receding colours. Simultaneous and successive contrast. Visual mixing.
4. Experience in Rendering Methods:-  
Wash, broken, impasto, super imposition etc.
5. Colour and Mood  
Students should be made aware of all these principles of colour harmony by exposing them to the actual works of art done in various periods and styles.

### **Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning.

### **Suggested Readings:**

- Walker William, Handbook of Drawing.
- Walter T. Foster, The art of Basic Drawing, Cadena Drive Laguna Hills, California.
- Wong Wucius, Principles of Two-Dimensional Design, 1st Edition, Kindle Edition.

**Course Content: Environment Studies**

**Course Code: BFA307**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>

**Learning Outcomes**

On the completion of the course the students will be able to

**Course Content**

1. Recognize the physical, chemical and biological components of the earth's system and show how they function.
2. Do Independent research on human interaction with the environment.
3. Implement work improvement techniques in an organization where they undergo for in-plant training.
4. Understand about Social Issues and the Environment, which are essential for the employability

**UNIT I**

**13 hours**

1. The Multidisciplinary nature of environmental studies  
Definition, scope and importance (2 Lectures)  
Need for public awareness.
2. Natural Resources:  
Renewable and non-renewable resources:  
Natural resources and associated problems.
3. Forest resources: Use and over-exploitation, deforestation, case studies.  
Timber extraction, mining, dams and their effects on forests and tribal people.
4. Water resources: Use and over-Utilization of surface and ground water, floods, drought, conflicts and water, dams-benefits and problems.
5. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

6. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

## **UNIT II**

**14 hours**

### 1. Ecosystems

Concept of an ecosystem.

2. Structure and function of an ecosystem.
3. Producers, consumers and decomposers.
4. Energy flow in the ecosystem.
5. Ecological succession.
6. Grassland ecosystem

## **UNIT III**

**17 hours**

### 1. Environmental Pollution

Definition

### 2. Causes, effects and control measures of:-

Air pollution

Water pollution

Soil pollution

Marine pollution

Noise pollution

Thermal pollution

Nuclear hazards

### 3. ill-effects of fireworks

Solid waste Management: Causes, effects and control measures of urban and industrial wastes.

### 4. Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

## **UNIT IV**

**16 hours**

### 1. Social Issues and the Environment

From Unsustainable to Sustainable development

Urban problems related to energy Water conservation, rain water

harvesting, watershed management Resettlement and rehabilitation of people; its problems and concerns , Case studies.

2. Environmental ethics: Issues and possible solutions.

Climate change, global warming, acid rain, ozone layer depletion, nuclear Accidents and holocaust. Case studies.

**Transactional Mode:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- Agarwal, K. C. 2001, Environment Biology, Nidi Publ. Ltd. Bikaner.
- Jadhav, H & Bhosale, V.M. 1995. Environment Protection & Laws, Himalaya Pub House, Delhi 284p.
- Rao M. N. & Datta A.K. 1987, Waste Water Treatment, Oxford & IBH Publ. Co. Pvt. Ltd.

**Course Content: Elements of Design-II**

**Course Code: BFA308**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Understand the concept of designing.
2. Equip students with the knowledge required for application of elements of
3. Design in the context of fashion.
4. Create compositions using various colour schemes.

**Course Content**

**UNIT I**

**8 hours**

1. Elements of design-Line- Different types of line, application of line in designing (effect of length and thickness to create illusion)
2. Texture- Factors affecting textures, Form-Shape/silhouettes,

3. Colour- Colour Dimensions of colour- hue, Intensity, value, Aspects of colour-warm cool, Advancing, receding, dark, pale and bright. Colour wheel-Primary colors, secondary colors, and tertiary colors.
4. Basic colour schemes- achromatic, analogues, monochromatic, complimentary, and neutral.
5. Space

## **UNIT II**

**9 hours**

1. Principles of design-Balance, Rhythm, Emphasis, Harmony/ unity, proportion, Selection of clothing according to the Element and Principal of design.
2. Define collage- types of collage.
3. Designing of clothes for different age groups using principles and elements of design and its advantages on appears.

## **UNIT III**

**7 hours**

1. Design concept- Definition and understanding aspects of design  
Classification of design:  
Applied-Painting, Embroidery, Dyeing, Printing and Finishing  
Structural-Through variation in fibre, yarn, fabric formation and development
2. Types of motifs- Natural, Stylised, abstract/ modern, Religious
3. Designs in Fabric- Motifs and patterns Importance of fabric design in garment construction
4. Effect of fabric design on body appearance
5. Understanding layouts and repeats of patterns in garments.

## **UNIT IV**

**6 hours**

1. Design process
2. Research in relation to design
3. Exploration and Conceptualization of design
4. Design development and design worksheet
5. Factors affecting the choice of Clothing for Different age groups (infant, creeper, School child, pre-adolescence, adolescents, adults, old-age group), occasions, personality and Seasons
5. Various types of figures, selecting and designing clothing according to figure types

**Transactional Mode:**

Video Based Teaching, Group Discussions, Open Talk, Team Teaching.

**Suggested Readings:**

- Bustanoby.J.H., 1947 Principles of colour & colour mixing., Mc Graw Hill Book Company , New York, London,
- Gupta Sushma and Garg Neeru ,2018 Text book of clothing & textile, publisher Kalyani.

**Course Content: Art Portfolio****Course Code: BFA309****Learning Outcomes**

L	T	P	Cr.
0	0	4	2

On the completion of the course the students will be able to

1. Realize the importance of displaying their work in the best possible way.
2. Get opportunity to work in teams to create unique designs.
3. Produce original designs and dynamic illustration (for their portfolio).
4. Grab job opportunities by showcasing and explaining their talent through portfolio.

**Course Content****30 hours**

1. 50 Sheets
2. Any Canvas
3. Any Medium (Water Colour, Oil Color, Poster Colour, Colour Pencils,
4. Acrylic Colour)

**Course Content: History of Art Appreciation-II****Course Code: BFA310**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Develop the ability, through practice, to observe and record images

accurately and readily in graphic form.

2. Expand physical skills for handling media and materials in the execution and presentation of an image or design.
3. Mature Employability skills, which is required in the professional growth.
4. Enlarge an individual portfolio of graphic design and/or illustration

**Course Content**

**7 hours**

**UNIT I**

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

**UNIT II**

**8 hours**

1. Art Concepts:- Role of forms in art.
2. Content and style as the essence of art.
3. Meaning and definition of Iconography.

**UNIT III**

**9 hours**

1. Theme and purpose of art
2. Role of art in the society
3. Relationship between art and nature as a complement to each other
4. Role of Imagination and fantasy as an important phenomenon for the creation of art.

**UNIT IV**

**6 hours**

1. The Visual Elements, Lines Types of lines and their functions in art
2. Formation of shapes and their role in art.
3. Importance of Light and colour.
4. Usage of tones and textures to create an effective body of art work.
5. Importance of space, time and motion in understanding art.

6. Principles of Design in Art.
7. Definition and principles of design-o Balance.
8. Proportion, Harmony, Emphasis ,Rhythm.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

**Suggested Readings:**

- Bustanoby.J.H., 1947 History of Art Apprecation., Mc Graw Hill Book Company , New York, London,

**Course Content: Aesthetics-II**

**Course Code: BFA401**

L	T	P	Cr.
4	0	0	4

**Learning Outcomes**

On the completion of the course the students will be able to

- 1.Analyze paintings of various schools, styles and phases of the developments in painting in India
- 2.Know the sculptures during Chandelle Dynasty.
- 3.Distinguish between art historical periods, Prehistory.
- 4.Accurately identify individual works of art and architecture.

**Course Content**

1. Art and Communication
2. Art as Expression
3. Art and Morality
4. Art and Nature

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Harle J. C, the Art and Architecture of Indian Sub-Continent, (The Yale University Press Pelican History of Arts Series)

- Roy C. Craven, Indian Art: A Concise History

**Course Content: Portrait-II**

**Course Code: BFA402**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Study the tools that are used in creating a basic sketch
2. Analyze and describe characteristics of portrait painting
3. Follow a step-by-step process of painting a portrait
4. Participate in a productive peer critique

**Course Content**

**30 hours**

1. Students shall work on portrait study on different age from life models groups showing characteristics, resemblance, proportions, features etc., and develop the skills of handling and treating colors in various ways suitable for portraiture.
2. Emphasis shall be on developing the concepts of drawing.
3. Submission and Display:
4. Size of the portrait should not be less than half imperial.
5. 6 portrait drawings in any medium (pencil, dry/soft and oil pastels, charcoal etc.) at least.
- 3 portrait studies on canvas in any medium (acrylic, oil colors, and mixed media) at least.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing
- Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book

**Course Content: Commercial Art****Course Code: BFA403**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. To help students know the artist's tools and materials and finding their possibilities and limitations through series of free and elaborate exercise.
2. To develop understanding of the basic forms and the fundamentals of drawing and design.
3. To train students in observation and expression.
4. To train students on both theoretical and practical aspects of drawing and design.

**Course Content****30 hours**

## 1. Drawing

Drawing from Still-Life and Nature, medium-pencil monochrome/colour.

## 2. Lettering

(i) Study of lettering of Roman and Devnagri Scripts

(ii) Identification of some type-faces and their sizes

## 3. Layout

Making a simple layout with lettering as the main component Poster

Making a poster with specified data and slogan on a given subject in two or three colours.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing
- Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book

**Course Content: Painting From Life-II****Course Code: BFA404**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Identify safe and non-toxic art materials, tools, and equipment.
2. Prepare and present artwork for display.
3. Identify uses of art within one's personal environment.
4. Interpret art by identifying subject matter and describing relevant details.

**Course Content****30 hours**

## 1. Draw and paint from Life around you

1. Advance understanding of importance of colour and tone
2. Application of colour hue and intensity
3. How tones are used in creating and art object
4. Planning foreground and Background Space with colour
5. Technique of handling near and distant object with colour
6. Medium: Poster colour, Oil Pastels & water colour

## 2. Draw and paint from Life around you

1. Advance understanding of handling transparencies
2. Application of colour o Technique of handling near and distant object with using transparency.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Barrington Barber, Essential Guide to Drawing: Still Life

**Course Content: Clay Modeling****Course Code: BFA405**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Use a variety of brainstorming techniques to generate novel ideas of value to solve problems.
2. To develop ideas that are relevant and responsive to the world around them.
3. Clearly communicate the content, context, and process of their work visually, orally and in Writing.
4. Demonstrate behaviors, such as curiosity, initiative, and persistence, that will help them engage with the world in productive ways

**Course Content**

**30 hours**

1. Clay modeling on the basis of study of Visual Objects like human limbs (eyes, ears, nose and hands)
2. Sessional Work MM 10 Three and four each specific model related with practical paper-II and 100 sketches
3. Clay Modelling in round as medium of imaginative presentation of: Animal forms like bull, elephant, horse, camel, buffalo etc.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Blake Wendon, 2006, Clay Modeling: A Step-By-Step Clay Instruction Book

**Course Content: Punjabi Compulsory****Course Code: BFA406**

L	T	P	Cr.
1	0	0	1

**Learning Outcomes**

On the completion of the course the students will be able to

1. Communicate official letter writing & notice writing.
2. Put down prissy writing.
3. Enroll Punjabi grammar and category of word.
4. Narrate the socio, economic condition of Punjab under the rule of Sikh culture

**Course Content****4 hours**

ਭਾਗ-ੳ

ਨਾਟਕ

1. ਪੱਤਣ ਦੀ ਬੇੜੀ (ਬਲਵੰਤ ਗਾਰਗੀ)
2. ਬੰਦ ਕਮਰੇ (ਗੁਰਸ਼ਰਨ ਸਿੰਘ)
3. ਤੂੜੀ ਵਾਲਾ ਕੋਠਾ (ਅਜਮੇਰ ਸਿੰਘ ਔਲਖ)
4. ਚਿੜੀਆਂ (ਆਤਮਜੀਤ)
5. ਬੰਦਨ ਤੇ ਸਰਾਪ (ਮਨਜੀਤਪਾਲਕੋਰ)

ਭਾਗ- ਅ

**4 hours**

ਗੁਰਮਤਿ ਕਾਵਿ

1. ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ
2. ਗੁਰੂ ਅੰਗਦ ਦੇਵ ਜੀ
3. ਭਾਈ ਗੁਰਦਾਸ ਜੀ
4. ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ

ਭਾਗ-ੲ

**3 hours**

1. ਨੋਟਿਸ ਲੇਖਣ ਜਾਂ ਸਮਾਚਾਰ ਲੇਖਣ
2. ਕਾਰ-ਵਿਵਹਾਰ ਦੇ ਪੱਤਰ
3. ਸੰਖੇਪ ਰਚਨਾ
4. ਪ੍ਰੈਸੀ ਰਚਨਾ
5. ਵਿਆਕਰਣ

ਭਾਗ-ਸ

**4 hours**

1. ਮੂਲ ਵਿਆਕਰਣ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਸਥਾਪਤੀ
2. ਵਾਕ ਬਣਤਰ ਅਤੇ ਵਾਕ ਰਚਨਾ
3. ਉਪਵਾਕ ਬਣਤਰ, ਪਛਾਣ ਅਤੇ ਕਾਰਜ
4. ਗੁਰਮੁਖੀ ਲਿੱਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ
5. ਵਿਹਾਰਿਕ ਵਿਆਕਰਣ

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Keshar Dr. K.S., Punjab Kabh, Edition 2012
- Dugal N .S & Jasvir Kaur ,Punjabi Grammar & Essay writing, 13th Edition: 2013

**Course Content: Composition Painting-I**

**Course Code: BFA407**

L	T	P	Cr.
0	0	6	3

**Learning Outcomes**

On the completion of the course the students will be able to

1. Use linear and tonal techniques to depict form and develop composition.
2. Develop the ability, through practice, to observe and record images accurately and readily in graphic form.

3. Expand physical skills for handling media and materials in the execution and presentation of an image or design.
4. Mature Employability skills, which is required in the professional growth

**Course Content**

**45 hours**

1. The two dimensional surface and its structural possibilities elements of plastic expression related to the concepts of space and form and use of colors and textural values; form and contents; compositional exercises based on objects, forms and animals; various media.
2. Exercises based on compositional studies of objects (singular and in groups), consideration of space in composition, study on locales or surroundings.
3. Analysis of compositions in paintings along with the use of colours and textures Submission and Display:
4. 10 compositions on sheets in any medium (pencil and dry / soft and oil pastels, charcoal, water and poster colours etc.) at-least. Size should not be less than half imperial.
5. 3 compositions on canvas in any medium (acrylic, oil colors, mix media) at Least.Size should not be less than 24x36 inches.
6. At-least 300 sketches in any medium not less than 1/4 imperial.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Blake Wendon, 2006, Clay Modeling: A Step-By-Step Clay Instruction Book

**Course Content: Composition Mural-I**

**Course Code: BFA-408**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>6</b>	<b>3</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Advance professional practices.
2. Use linear and tonal techniques to depict form and develop composition.
3. Identify as well as sharpen their Art skills.
4. Develop skills required in various Mural processes and materials

**Course Content****45 hours**

1. Study of principles of design as applied to mural considering size situation and material and material concept of space and dissertation as applied to mural.

Submission and Display: 0

2. Create 4x3 ft. mural with any medium.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- James Gurney, Color & Light

**Course Content: Geometry & Prospective-I****Course Code: BFA409**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>6</b>	<b>3</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Understand the 2D and 3D projection.
2. Draw orthographic projections of the objects available.
3. Learn the different types of planes and their purpose in professional and daily life.
4. Understand the focal length, optics, projections, and their relationship with 2D objects

**Course Content****45 hours**

1. Introduction to plane Geometry
2. Plane, its types and purposes.
3. Historical background of geometrical planes.
4. Make a simple geometrical plane of an object
5. Meaning of orthographic projection
6. Multi view orthographic projection and their need
7. Role of focal point and focal length
8. Relationship between optics and orthographic projection

9. Making an orthographic projection of an object
10. Individual's daily performance
11. Project Review: Mid Semester
12. Project Submission: End of the Semester

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Robin Hartshorne Paperback Foundations of Projective Geometry.

**Course Name: Block Printing**

**Course Code: BFA411**

**Duration: 30 Hrs.**

**MODULE-I**

- Introduction and Brief Study of Block Printing
- Types of Block Printing.

**MODULE-II**

- Texture of Material required for Block Printing
- Use of color combination for Block Printing

**MODULE-III**

- Initial Preparation Steps of Block Printing
- Block Printing with Single Color
- Block printing with Multi Colors

**MODULE-IV**

- Implementation of Block Printing using (Potato, Matchstick, Engraved Wooden Block)
- Equipped an article with block printing such as Shirts and Dupattas.

**AWARDING CERTIFICATE**

Learners can get a certificate after they have registered and fulfil the criteria of 75% attendance. The students who have successfully completed the Value Added Course shall be issued with a Certificate.

**Course Content: History of Art-IV****Course Code: BFA501**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Learn approaches and designs of different mural practices deeply and its
2. Implementation real situations
3. Advance professional practices.
4. Use linear and tonal techniques to depict form and develop composition.
5. Identify as well as sharpen their Art skills.

**Course Content****7 hours****UNIT I**

1. Western Art:
2. Early Renaissance–Giberti, Donatello, Masaccio, Botticelli

**UNIT II****8 hours**

1. High Renaissance–Michelangelo, Leonardo–da–vinci
2. Baroque– Rembrandt, Rubens.

**UNIT III****9 hours**

1. Classicism–
2. David, Ingres

**UNIT IV****6 hours**

1. Romanticism–Delacroix, J. M. W. Turner

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

**Suggested Readings:**

- Harle J. C, The Art & Architecture of Indian Sub-Continent, The Yale University Press Pelican
- Roy C. Craven, Indian Art: A Concise History (World of Art)

- Tomory E, History of Fine Arts in India & the West

**Course Content: Method & Material-II**

**Course Code: BFA502**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Do Jobs independently and efficiently.
2. Understand visual and physical control of art used in the application of color concepts.
3. Expand facility with the tools, materials and method inherent to basic painting processes
4. Progress critical thinking and problem solving skills as applies to the use of color.
5. Discuss tools, concepts, methods and know how to combine, assemble and integrate them to create an artistic work.

**Course Content**

**7 hours**

**UNIT I**

1. The Glues
2. Varnishes

**UNIT II**

**8 hours**

1. Preparation of Canvases

**UNIT III**

**9 hours**

1. Oil Paints and Oil, Drying oils, Thinners and siccatives

**UNIT IV**

**6 hours**

1. Gesso Grounds, Gesso Panels

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

**Suggested Readings:**

- Mayer Ralph, 1991 The Artist's Handbook of Materials & Techniques, Fifth Edition University Press Pelican

**Course Content: Nature Study-I**

**Course Code: BFA503**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Realize the basic structure of the human figure.
2. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
3. Appreciate the movement of the muscular-skeletal system.
4. Represent and compose in space, the human figure using measuring techniques.
5. Create figure drawings using the laws of light, clarify and refine the use of various gesture drawing techniques

**Course Content****30 hours**

1. Basic introduction with theory.
2. Detail study of different trees, leaves, flowers.
3. Medium - Pencil, Oil Pastel, Pencil Colour, Water Colour.
4. Diagram of colour wheel

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Nature Study was written in 1911 by “Anna Bots ford Comstock”,
- Nature study, I love this quote by Charlotte Mason, “Every child has a natural interest in living
- Things about him, which it is the business of his parents to encourage.”

**Course Content: Print Marking-II****Course Code: BFA504**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Use the printmaking medium as a means of creative and individual expression

2. Gain techniques used for and printing with Wood block and Method of Inking.
3. Realize and discuss the historical and contemporary role of printmaking media in art, design, and culture.
4. Create resolved, original, prints, using the various methods introduced.
5. Grow facility with the tools, materials, and techniques inherent to basic printmaking processes

**Course Content**

**30 hours**

1. Preparing sketches for Lino or wood cut printing. Cutting the Lino or Wood block in reference to the sketch followed by the details of understanding and practicing the relief printing process from carved Lino or Wood block in colored relief printing (maximum three colours).
2. Experience of printing different types of surfaces:
3. Rice Paper
4. Handmade paper
5. Various types of Fabrics (Cloth)
6. Experience of hand printing with wood blocks and Linoleum sheet
7. Screen Printing

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Vanessa Mooncie, Print Making Book, Publisher: Guild of Master Craftsman Publications Ltd.

**Course Content: Design 3D-II**

**Course Code: BFA505**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Associate and analyze the elements, principles and vocabulary of Three-dimensional design.

2. Create 3D design with thermacol.
3. Gain skill in manipulating and integrating materials.
4. Utilize and integrate the elements, principles, materials and processes of three-dimensional design to fulfill a specific intention.
5. Make informed decisions in the creation of a Three-dimensional image.

**Course Content**

**30 hours**

Cantilever construction.

Flexibility and ability to stretch.

Geometrical regularity.

Arched structure.

Control of tensions.

Hinge construction

Sculptural experience (round and relief) in various light conditions (Natural as well as artificial):-

1. Carved
2. Modeled
3. Perforated (bored through)
4. Mobile
5. Various methods of joining such as interlocking, pasting etc.

A Coordinated series and basic design problems with analytical approach. Colour should be

introduced at various stages of experiments. Experiments through various types of material

and their Combinations such as: – Paper, Cardboard, wood block, wire, clay, plasticize,

plaster of Paris, metal sheets, plastic from thermo–Cole, string, gums and adhesives, wax

found objects etc.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Walker William, Handbook of Drawing
- Walter T. Foster, The art of Basic Drawing, Cadena Drive Laguna Hills, California
- Chopine Ami, 2011, D Art Essentials: The Fundamentals of 3D Modeling, Texturing, & Animation.

**Course Content: Photography**

**Course Code: BFA506**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
2. Know the movement of the muscular-skeletal system.
3. Represent and compose in space, the human figure using measuring techniques.
4. Create figure drawings using the laws of light, clarify and refine the use of various gesture drawing techniques.

**Course Content**

**7 hours**

**UNIT I**

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

**UNIT II**

**9 hours**

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

**UNIT III**

**6 hours**

1. Know your digital Camera: Camera Parts. Body. Sensor/lenses/digital technology/CPU. Automated and Assisted settings: Shooting modes. Flash Modes. Image enhancement settings. Video mode. Manual Settings.

**UNIT IV**

**8 hours**

1. 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.
2. Still Life with Studio Flash Lights (Table Top)
3. Outdoor based Lighting exercise (Shooting in Different Lighting Condition)
4. Lighting Techniques: Outdoor, Artificial/Mixed
5. Creative photography (abstract, texture, architectural etc.)
6. Lab Work: Color correction and Manipulation of photographs.
7. Sessional works: 10 Prints of photographs in approximate Size: 12” x 18” (Minimum)

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Complete Introduction to photography by J. Harris Gable, Illustrated, Read Books
- The art of digital photography by John Hedgerow, Dorling Kindersley Ltd
- Outdoor photography: Portraits by Cathy Joseph, Illustrated, Bloomsbury Academic
- The photographer's guide to light by Niger hicks, illustrated, David & Charles

- The Everything Photography Book: by Melissa Martin Ellis, 2nd edition, Everything Books
- The photographer's guide to light by Nigel Hicks, illustrated, David & Charles Close-up photography by Michael Freeman, illustrated, The Ilex Pres

**Course Content: Digital Art**

**Course Code: BFA507**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Work independently and efficiently.
2. Learn about Advance visual and physical control of art used in the application of colour concepts.
3. Understand Progress facility with the tools, materials and method inherent to basic painting processes
4. Spread critical thinking and problem solving skills as applies to the use of colour.
5. Discuss tools, concepts, methods and know how to combine, assemble and integrate them to create an artistic work

**Course Content**

**7 hours**

**UNIT I**

1. Sketching & Drawing I  
 Elements of Design  
 Geometry  
 Color
2. Material Exploration I  
 Engineering Graphics  
 Sketching & Drawing II
3. Computer Applications I  
 Geometry II  
 Visual Composition

**UNIT II**

**9 hours**

1. Introduction to Photography
2. Material Exploration II
3. Principles of Design

4. Narrative Skills I
5. 2D Animation I
6. Narrative Skills I
7. Desktop Publishing
8. Introduction to imaging tool & techniques
9. Introduction to game design I
10. Desktop publishing
11. Introduction to Typography
12. Digital imaging
13. Narrative Skills II
14. 2D animation II

**UNIT III**

**6 hours**

1. Introduction to game design II
2. Brand Communication
3. Introduction to 3D Computer Animation
4. Introduction to digital tools and techniques
5. Website Design I
6. Digital sound design I
7. Elements of video production
8. 3D animation and modelling I
9. Visual effects & motion graphics
10. MEL scripting for artists Level Design in games

**UNIT IV**

**8 hours**

Environment Design  
Portfolio Design  
Elements of video production II

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Complete Introduction to Digital Art by J. Harris Gable, Illustrated, Read Books
- The art of digital by John Hedgerow, Dorling Kindersley Ltd

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
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**Course Content: Composition Painting-II****Course Code: BFA508**

0	0	4	2
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**Learning Outcomes**

On the completion of the course the students will be able to

1. Understand the 2D and 3D projection.
2. Draw orthographic projections of the objects available.
3. Learn the different types of planes and their purpose in professional and daily life.
4. Understand the focal length, optics, projections, and their relationship with 2D objects.

**Course Content****30 hours**

1. The two dimensional surface and its structural possibilities elements of plastic expression related to the concepts of space and form and use of colors and textural values; form and contents; compositional exercises based on objects, forms and animals; various media. Outdoor or indoor selection of spot, picture frame observation and study of nature in its variable forms and textures, addition and elimination, simplification, eye levels and perspective, balance and rhythms to be used in composition.

Submission and display:

2. 10 compositions on sheets in any medium (pencil, and dry/soft and oil pastels, charcoal, water and poster coloursetc) at least.  
Size should not be less than half imperial.
3. 3 compositions on canvas in any medium (acrylic, oil colors, mix media).  
Size should not be less than 24\*36 inches.  
At least 300 sketch in any medium, not less than 1/4 imperial.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- James Gurney, Color & Light

**Course Content: Composition Mural-II****Course Code: BFA509**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Recognize Principles and elements of design as applied to mural  
Considering size situation.
2. Grow professional practices.
3. Develop and sharpen their Art skills.
4. Use linear and tonal techniques to depict form and develop  
Composition.

**Course Content****30 hours**

1. Study of principles and elements of design as applied to mural  
considering size situation and material concept of space and dissertation  
as applied to mural.
2. Submission and display:
3. Prepare a mural of 4x3 ft. on any medium.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- James Gurney, *Color & Light*

**Course Content: Geometry & Prospective-II****Course Code: BFA-510**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Understand the 2D and 3D projection.
2. Draw orthographic projections of the objects available.

3. Learn the different types of planes and their purpose in professional and daily life.
4. Understand the focal length, optics, projections, and their relationship with 2D objects.

**Course Content**

**7 hours**

**UNIT I**

1. Draw Plan and elevation:- 2D and 3D projection.
2. Different types of planes, focal length, optics, projections,
3. Draw a simple geometrical plan of an object
4. Draw elevation drawing
5. Draw isometric projection of an object

**UNIT II**

**9 hours**

1. Isometric projection and its need
2. Role of focal point and focal length
3. Relationship to orthographic projection

**UNIT III**

**6 hours**

1. Parallel and Angular Perspective
2. Parallel and Angular perspective and its need

**UNIT IV**

**8hours**

1. Role of perspective in drawing
2. Relationship between different types of projections

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

**Suggested Readings:**

- Robin Hartshorne Paperback Foundations of Projective Geometry

**Course Content: Aesthetics-III**

**Course Code: BFA601**

L	T	P	Cr.
3	0	0	3

## **Learning Outcomes**

On the completion of the course the students will be able to

1. Advance an informed use of basic color schemes and harmonies in the Indian Aesthetics.
2. Recognize Inter-relationship between the visual arts and performing arts.
3. Realize color vocabulary and terminology
4. Balance aesthetic decisions with technical and conceptual demands in the process of creating a sculpture.
5. Learn basic terminology and a conceptual understanding of how visual art is defined

## **Course Content**

**9 hours**

### **UNIT I**

1. Introduction to Indian aesthetics
  - a) Theory of Rasa & Bhava: AnandVardhan, Bharat Muni, Abhinav Gupta
  - b) Six limbs of Indian Paintings (Shadangas).

### **UNIT II**

**11 hours**

1. Fundamentals in Indian Art as
  - (i) in Chitrasutra and Pratimalakshana of Vishnudharmottram
  - (ii) Shilparatna
  - (iii) Sukranitisara

### **UNIT III**

**13 hours**

1. Indian concept of Beauty according to Veda and Literature

### **UNIT IV**

**12 hours**

1. Role of Visual Art and Performing Arts in Aesthetics.

## **Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz, Project Based Learning

## **Suggested Readings:**

- Harle J. C, The Art & Architecture of Indian Sub-Continent (The Yale University Press Pelican History of Arts Series)
- Roy C. Craven, Indian Art: A Concise History

- Tomory, History of Fine Arts in India & the West

**Course Content: Minor Project**

**Course Code: BFA602**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Strength in at least two techniques and processes in 2D, 3D, or 4D media and the ability to reflect on how these help to shape the content of the work.
2. Competence in framing conceptual ideas through visual media.
3. An understanding of what fine art is through a working knowledge of the concepts and Movements that inform contemporary art.
4. An understanding of the interdisciplinary or cross-disciplinary possibilities of the Fine Arts minor as it relates to a student's disciplinary major.

**Course Content**

**30 hours**

1. To Experiment with media, themes and concepts students' choice.

**Course Content: Composition Painting-III**

**Course Code: BFA603**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Use linear and tonal techniques to depict form and develop composition.
2. Develop the ability, through practice, to observe and record images accurately and readily in graphic form.
3. Expand physical skills for handling media and materials in the execution and presentation of an image or design.
4. Mature Employability skills, which is required in the professional growth.

5. Enlarge an individual portfolio of graphic design and/or illustration

**Course Content**

**30 hours**

1. The two dimensional surface and its structural possibilities elements of plastic expression related to the concepts of space and form and use of colors and textural values; form and contents; compositional exercises based on objects, forms and animals; various media.

Exercises based on compositional studies of objects (singular and in groups), consideration of space in composition, study on locales or surroundings. \

2. Analysis of compositions in paintings along with the use of colours and textures.

3. Submission and Display:

10 compositions on sheets in any medium (pencil and dry / soft and oil pastels, charcoal, water and poster coloursetc) at-least.

Size should not be less than half imperial.

3 compositions on canvas in any medium (acrylic, oil colors, mix media) at least.

4. Size should not be less than 24x36 inches.

At-least 300 sketches in any medium not less than 1/4 imperial.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- James Gurney, Color & Light

**Course Content: Life Drawing-I****Course Code: BFA604**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Realize the basic structure of the human figure.
2. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
3. Know the movement of the muscular-skeletal system.
4. Represent and compose in space, the human figure using measuring techniques.
5. Create figure drawings using the laws of light, clarify and refine the use of various gesture drawing techniques.

**Course Content****30 hours**

Study from life model to develop understanding of the human structure; volume in perspective and foreshortening proportion of male and female, rhythmic curves as uniting factors in all parts of the body; balance of parts, study of anatomy; various media.

Submission and Display:

5 life study Drawings in any medium (pencil, and dry/soft and oil pastels, charcoal etc.) at least. Size should not be less than half imperial.

3 life studies (Full figure with the understanding and practice of human anatomy, proportions, planes and masses, posture and rhythmic unity of body parts) in any medium (water, acrylic, oil colors, mixed media).Size should not be less than 24inches x 36inches on Canvas.

At-least 100 sketches in any medium. Size should not be less than 1/4 imperial.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

**Suggested Readings:**

- Barrington Barber, Essential Guide to Drawing: Still Life.

**Course Content: Portrait-III**

**Course Code: BFA605**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Study the tools that are used in creating a basic sketch
2. Analyze and describe characteristics of portrait painting
3. Follow a step-by-step process of painting a portrait
4. Participate in a productive peer critique
5. Practice foundational techniques such as line, value, and patterns in order to encourage an increase in design creativity

**Course Content****30 hours**

1. Construction of skull, planes, masses of the head; editing details such as the eyes, the mouth, the nose etc. Character of the solid shapes of different parts and their modeling. Studying various features along with exercising various expressions in facial and muscular forms.
2. Submission and Display:  
Size of the portrait should not be less than half imperial.  
6 portrait drawings in any medium (pencil, dry/soft and oil pastels, charcoal etc)
3. At-least 3 portrait studies on canvas in any medium (acrylic, oil colors, and mixed media).

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

**Suggested Readings:**

- Mau-Kun Yim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing
- Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book

**Course Content: Composition Mural-III**

**Course Code: BFA606**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Determine approaches and designs of different mural practices deeply and its implementation in real situations
2. Develop Specification as well as sharpen their Art skills.
3. Grow professional practices.
4. Use linear and tonal techniques to depict form and develop Composition.

**Course Content****30 hours**

Study of principles of design as applied to mural considering size situation and material and material concept of space and dissertation as applied to mural.

Submission and Display: 0

Create 4x3 ft. mural with any medium.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

**Suggested Readings:**

- James Gurney, Color & Light

**Course Content: Design 2D / Colour-III****Course Code: BFA607**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Study the tools that are used in creating a basic sketch
2. Analyze and describe characteristics of portrait painting
3. Follow a step-by-step process of painting a portrait
4. Participate in a productive peer critique
5. Practice foundational techniques such as line, value, and patterns in order to encourage an increase in design creativity

**Course Content**

**30 hours**

1. Study of various types of objects (natural and man-made) with a new to transform them into flat pictorial images.

Developing an awareness of pictorial space- division of space form and relation with space observation of primitive, folk and miniature paintings as well as graphic designs.

Developing an awareness of inter-Relation of different shapes and forms relative values.

2. Understanding the colour qualities in its variations of warm and cool colours, harmony and contrast...

Activation of space through form and colour- Optical illusions.

Handling of various types of material for pictorial organization and rendering:

Pencil

Pen

Brushes

watercolors,

poster paints

pastel crayon

inks

cellophanes

oil newsprint and other college material

gums and adhesives

wax crayon with inks, etc.

3. COLOUR:-

Experience in Colour Harmonies:

Complementary split. Double split complementary, Analogous. Warm and cool.

Naturalization of colour. Optical Illusion. Advancing and receding colours. Simultaneous

and successive contract. Visual mixing.

Experience in Rendering Methods:-

Wash, broken, impasto, super imposition etc.

#### 4. Colour and Mood

Students should be made aware of all these principles of colour harmony by exposing them

to the actual works of art done in various periods and styles.

#### **Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning.

#### **Suggested Readings:**

- Walker William, Handbook of Drawing
- Walter T. Foster, The art of Basic Drawing, Cadena Drive Laguna Hills, California
- Wong Wucius, Principles of Two-Dimensional Design , 1st Edition, Kindle Edition

#### **Course Content: Art Business & Management-II**

**Course Code: BFA608**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

#### **Learning Outcomes**

On the completion of the course the students will be able to

1. Understand the needs of different Organizational management works
2. Differentiate between the different organizations and the requirement of Arts managerial works which requires good understanding of Art.
3. Do Practice required for preparing a business project for arts, budgeting, Fund raising etc.
4. Grow professional practices.

#### **Course Content**

**30 hours**

1. Work Placement in an arts organization  
Business Strategies for the Arts (Marketing, Finance and Business Planning)
5. Creative Learning: Arts, Heritage and Education  
Professional Practice Live Project

#### **Pedagogy:**

Lecture, Presentation, Seminars, Discussion and project

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- The Arts Management Handbook: New Directions for Students and Practitioners By Meg Brindle, Constance DeVereaux
- Visual Arts and the Law: A Handbook for Professionals By Judith B Prowda
- The Arts Management Handbook: New Directions for Students and Practitioners by Meg Brindle, Constance DeVereaux

**Course Content: Print Marking-I**

**Course Code: BFA609**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Use the printmaking medium as a means of creative and individual expression
2. Determine techniques used for and printing with Wood block and Method of Inking.
3. Recognize and discuss the historical and contemporary role of printmaking media in art, design, and culture.
4. Create resolved, original, prints, using the various methods introduced.
5. Grow facility with the tools, materials, and techniques inherent to basic printmaking processes

**Course Content**

**UNIT I**

**9 hours**

1. Anticipatory and imaginative use of gathering impressions.
2. Fundamentals of various methods of taking prints.

**UNIT II**

**8 hours**

- 1.Observation of intrinsic texture of various surfaces and the textures of

natural and man-made things.

2.Assignments in:

Rubbing.

Potato prints.

Monoprint.

Lino Cut.

Wood Cut.

**UNIT III**

**7 hours**

1.Techniques of taking printing in: Mono color

2. Experience of Hand printing with:

**UNIT IV**

**6 hours**

1. Wood block

2. Method of Inking

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Vanessa Moonie, Print Making Book, Publisher: Guild of Master Craftsman Publications Ltd.

**Course Content: History of Art Appreciation-I**

**Course Code: BFA610**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Grow critical thinking and problem solving skills as applies to the use of color.
2. Discuss tools, concepts, methods and know how to combine, assemble and integrate them to create an artistic work.
3. Evolve facility with the tools, materials and method inherent to basic painting processes
4. Work independently and efficiently.

5. Mature visual and physical control of art used in the application of color concepts.

## **Course Content**

### **UNIT I**

**8 hours**

1. Art and beauty
2. Observe roles of art.
3. Six parts of Indian painting
4. Categorize the artistic media.
5. Qualities or characteristics of a good artist

### **UNIT II**

**9 hours**

1. Materials and techniques of art
2. Society and Art
3. Appreciation of art and work

### **UNIT III**

**6 hours**

1. Role of art in the society
2. Appreciation of a major work of Indian art :-  
Sharnath, Ashoka pillar and animal motifs, Nataraj bronze statue (Chola), Sculptor, Buddhist Sattva, Padma Pani (Ajanta), Mother and Child (Ajanta), Sohni Mahiwal (Sobha Singh), After Bath (Thakur Singh)

### **UNIT IV**

**7 Hours**

1. Functions in art
2. Principles of Design in Art
3. Importance of lines, light and colour
4. Art and its application in the real world

### **Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Bustanoby.J.H., 1947 History of Art Appreciation., Mc Graw Hill Book Company , New York, London,

**Course Content: Method and Material-III****Course Code: BFA701**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Grow critical thinking and problem solving skills as applies to the use of color.
2. Discuss tools, concepts, methods and know how to combine, assemble and integrate them to create an artistic work.
3. Evolve facility with the tools, materials and method inherent to basic painting processes
4. Work independently and efficiently.
5. Mature visual and physical control of art used in the application of color concepts.

**Course Content****UNIT I****13 hours**

1. Classification of colours

**UNIT II****12 hours**

1. Sources, characteristics and durability of pigments

**UNIT III****9 hours**

1. Causes of colours changing

**UNIT IV****11hours**

1. Priming and ground recipes

**Transactional Mode:**

- Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Mayer Ralph, 1991, The Artist's Handbook of Materials & Techniques, Fifth Edition

**Course Content: Life Drawing-II**

**Course Code: BFA702**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Realize the basic structure of the human figure.
2. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
3. Appreciate the movement of the muscular-skeletal system.
4. Represent and compose in space, the human figure using measuring techniques.
5. Create figure drawings using the laws of light, clarify and refine the use of various gesture drawing techniques.

**Course Content**

1. Students shall work on figure from different age groups showing their characteristics, features and proportions. They should deal in different planes of the body, chiaroscuro effects, body perspective and foreshortening etc.

Emphasis shall be on developing the concepts of drawing.

2. Submission and Display:  
5 life study drawings in any medium (pencil, and dry / soft and oil pastels, charcoal etc) at least.
3. Size should not be less than half imperial.  
3 life studies on canvas in any medium (acrylic, oil colors, and mix media) at least. Size should not be less than 24\*36 inches  
At least 100 sketch in any medium. Size should not be less than 1/4 Imperial

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Barrington Barber ,Essential Guide to Drawing: Still Life.

**Course Content: Design and Communication**

**Course Code: BFA703**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Understand the importance of the symbols and signs and visual elements and use them effectively in their design concepts
2. Interact with people from social, cultural and corporate backgrounds to derive what people are looking for and their visual literacy level.
3. Explore and experiment with representational designs and abstract Designs to achieve their Concepts
4. Students will be effectively interact with their clients and communicate their ideas

**Course Content**

**30 hours**

1. Publication Design
2. Press Layout Designing: Study of different spatial arrangements
3. Collage and contour drawings for rearrangements of the layouts
4. Layout elements in gray scales
5. Context based Press layouts
6. To design posters and other display materials: To design poster and other layout designs for the themes such as , environmental, social issues.
7. Commercial aspects of posters: Poster as publicity materials for promoting different commercial and state activities.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Design for Communication: Conceptual Design Basics by Elizabeth Resnick / John Wiley & Sons.
- Design & Visual Communication John W. Cataldo International

Textbook Company, 1966.

**Course Content: Appreciation of Art**

**Course Code: BFA704**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Grow critical thinking and problem solving skills as applies to the use of color.
2. Discuss tools, concepts, methods and know how to combine, assemble and integrate them to create an artistic work.
3. Evolve facility with the tools, materials and method inherent to basic painting processes
4. Work independently and efficiently.
5. Mature visual and physical control of art used in the application of color concepts.

**Course Content**

**UNIT I**

**13 hours**

1. Art and beauty
2. Observe roles of art.
3. Six parts of Indian painting
4. Categorize the artistic media.
5. Qualities or characteristics of a good artist

**UNIT II**

**12 hours**

1. Materials and techniques of art
2. Society and Art
3. Appreciation of art and work

**UNIT III**

**9 hours**

1. Role of art in the society
2. Appreciation of a major work of Indian art :-
3. Sharnath, Ashoka pillar and animal motifs, Nataraj bronze statue (Chola),
4. Sculptor, Buddhist Sattva, Padma Pani (Ajanta), Mother and Child (Ajanta), Sohni Mahiwal (Sobha Singh), After Bath (Thakur Singh)

**UNIT IV**

**11 hours**

- 1.Functions in art
- 2.Principles of Design in Art
3. Importance of lines, light and colour
- 4.Art and its application in the real world

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Bustanoby.J.H., 1947 History of Art Appreciation., Mc Graw Hill Book Company , New York, London,

**Course Content: Advertising Theory**

**Course Code: BFA705**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Advertising has revolutionized how companies promote their product or service among customers. With the rise of privatization and globalization in the last few decades, the competition has only increased.
2. Develop a theoretical understanding about advertising messages and audiences.
3. Understand the relationship between advertising message and medium.
4. Generate a theory of audience processing.
5. Reconstruct new messages out of deconstructed signifiers.

**Course Content**

**UNIT I**

**13 hours**

1. Introduction to advertising and its applications in everyday life  
Concept of Advertising; Advertising Objectives,
2. Budget; DAGMAR; AIDA; Advertising Media; Classifications of Advertising;  
Internet

4. Advertising; Advertising Appeals; Role and Impact of Advertising on the Indian Economy;
5. Advertising and Indian Art & Culture; Advertising and Indian Society; Misleading and
6. Deceptive advertisements.

**UNIT II**

**9 hours**

1. Introduction to Marketing Management II: Marketing Mix;
2. Concept of Product; Product Mix; Product Planning and New Product Development; Product
3. Life Cycle; Product Packaging and Labelling; Pricing; Distribution;
4. Promotion; Direct
5. Marketing.
6. History of advertising

**UNIT III**

**11 hours**

1. Media Planning and Research; various survey, measurement and study methods of Media performance; Media Selection,
2. Media Scheduling;
3. Evaluation of Advertising Effectiveness; Advertising Agencies; Advertising Department.
4. Social and economic impact of advertising

**UNIT IV**

**12 hours**

1. Importance and role in Marketing;
2. Forms of Sales Promotion; Major tools of Sales Promotion; Developing Sales Promotion
3. Programme; Implementing and evaluating the results; Integration of Sales Promotion with Advertising
4. Concept of Brand, Role of Social Media in Marketing Brands; Important concepts of Brand Management;

Branding Decisions.

5. Marketing and market research

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Esther Thorson.Shelly Rodgers., 1955 **Advertising Theory** Book.

**Course Content: Nature Study-II**

**Course Code: BFA706**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Realize the basic structure of the human figure.
2. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
3. Appreciate the movement of the muscular-skeletal system.
4. Represent and compose in space, the human figure using measuring techniques.
5. Create figure drawings using the laws of light, clarify and refine the use of various gesture drawing techniques

**Course Content**

**UNIT I**

**10 hours**

1. Drawing/Study from natural objects:

Foliage study in Pencil on paper with detail observation, application of line, tonal variations and modulation.Foliage study in Water colour on paper with tonal variations and modulation. Tree study in Pencil and Water colour on paper with characteristic details, tonal variations and modulation. Landscape in Pencil and Water colour on paper with detail observation, perspective, tonal variations and modulation.

2. Free-hand sketch on paper of all the above topics mentioned.

Human Figure Sketch based on line with observation of Proportion.

**UNIT II**

**7 hours**

1.Painting in Water colour :

Representational Composition based on Subjects developed from daily life, nature, environment ( preferred), etc. (developed from sketches/drawings made in pencil/water colour/conti/pen & ink),enhancing medium skills, learning simple rules of conventional water colour, opaque water colour, Wash, etc. on paper/ mounted paper.

**UNIT III**

**6 hours**

1.Design :

Basic Design - Developing an awareness of pictorial elements such as point, line, shape, volume, light and colour. Elements of pictorial expression related to concepts of space and forms.

2. Basic design problems - Study of various types of objects (natural and man-made) with an intention to transform them into flat pictorial images.

**UNIT IV**

**7 hours**

1.Study of natural objects from design point of view in various technique and methods. Basic characteristics of Calligraphy, sense of letter/alphabet as a form. Simultaneous judgment of the composition of letters/alphabets; its spacing, organization, intuitive and logical planning. Free-hand sketch on paper of all the above topics mentioned.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Nature Study was written in 1911by “Anna Botsford Comstock”,
- Nature study, I love this quote by Charlotte Mason, “Every child has a natural interest in living Things about him, which it is the business of his parents to encourage.”

**Course Content: Design 3D-III****Course Code: BFA707**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Create 2dimensional and 3 dimensional geometrical shapes and forms – composition in contrast
2. Develop Black and white, positive and negatives, tessellation, units and their shapes, transformations, metamorphosis, explore Poster black and white, color papers, grained papers to create 2 dimensional designs
3. Explore and work with different materials like Clay, Card board, Thermo coal to create
4. Develop 3dimesional designs Simplification of forms and Layout – division of space, grids

**Course Content****30 hours**

1. Introduction to visual elements and elements of Design, their characteristics, behavior and visual attributes
2. To discuss the examples of Aesthetic representation of visual elements
3. To discuss the problems of organization of an object and group of Objects of Art and Design
4. Introduction to the concept of form, function and the beauty
5. Theoretical introduction to the Gestalt Laws of perception, phenomenology, and fundamentals of design
6. To discuss the problems for Simplification of forms and the guiding principles and Layout
7. Division of space, grids Colour theory. Introduction to colour fundamentals
8. Colour – interpretation and meaning - connotation, symbolism Colour and composition using basic geometrical shape - Colour interaction.
9. To discuss the Examples for Composition using basic design elements

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Principles of Form and Design by Wucius Wong John Wiley & Sons, New York, ISBN-10: 0471285528 , ISBN-13: 978-0471285526.
- Principles of Color Design by Wucius Wong, Publisher: Wiley, ISBN-10: 0471287083 ISBN-13: 978-0471287087.

**Course Content: Portrait-IV**

**Course Code: BFA708**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Create 2dimensional and 3 dimensional geometrical shapes and forms composition in contrast
2. Develop Black and white, positive and negatives, tessellation, units and their shapes, transformations, metamorphosis, explore Poster black and white, color papers, grained papers to create 2 dimensional designs
3. Explore and work with different materials like Clay, Card board, Thermo coal to create
4. Develop 3dimesional designs Simplification of forms and Layout – division of space, grids

**Course Content**

**30 hours**

1. Students shall work on portrait study on different age from life models groups showing characteristics, resemblance, proportions, features etc., and develop the skills of handling and treating colors in various ways suitable for portraiture.
2. Emphasis shall be on developing the concepts of drawing.
3. Submission and display:  
Size of the portrait should not be less than half imperial.  
6portrait drawings in any medium (pencil, dry/soft and oil pastels, charcoal etc) At-least. And 4portrait studies on canvas in any medium (acrylic, oil colors, mixed media) at-least.

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Mau-KunYim, 2017, Lessons in Masterful Portrait Drawing: A Classical Approach to Drawing
- Blake Wendon, 2006, Portrait Drawing: A Step-By-Step Art Instruction Book.

**Course Content: Personality Development**

**Course Code: BFA709**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. The student will be able to understand, analyse develop and exhibit accurate sense of self. Think critically.
2. demonstrate knowledge of personal beliefs and values and a commitment to continuing Personal reflection and reassessment.
3. Learn to balance confidence with humility and overcome problems associated with personality.
4. To Develop the Significance of Personality Development.

**Course Content**

**UNIT I**

**8 hours**

**Introduction to Personality Development**

1. The concept of personality - Dimensions of personality – Theories of Freud & Erickson-Significance of
2. personality development. The concept of success and failure: What is success? - Hurdles in achieving
3. success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure.

4. SWOT analysis.

**UNIT II**

**9 hours**

1. Attitude & Motivation Attitude - Concept - Significance - Factors affecting attitudes.
2. Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude.
3. Concept of motivation - Significance – Internal and external motives - Importance of self- motivation- Factors leading to de-motivation.

**UNIT III**

**7 hours**

1. Self-esteem Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self esteem - Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviors - Lateral thinking.

**UNIT IV**

**6 hours**

1. Other Aspects of Personality Development Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics –Good manners and etiquette.
2. Employability Quotient Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi:
- Tata McGraw Hill. 2. Stephen P. Robbins and Timothy A. Judge (2014),
- Organizational Behavior 16th Edition: Prentice Hall.

**Course Content: Design Sketching**  
**Course Code: BFA710**

L	T	P	Cr.
0	0	4	2

**Learning Outcomes**

On the completion of the course the students will be able to

1. Realize the basic structure of the human figure.
2. Recognize and identify complex anatomical aspects of the human form and its muscular-skeletal system.
3. Appreciate the movement of the muscular-skeletal system.
4. Represent and compose in space, the human figure using measuring techniques.
5. Create figure drawings using the laws of light, clarify and refine the use of various gesture drawing techniques

**Course Content**

**30 hours**

1. Stick Figure
2. Free hand drawing
3. Pop Art
4. Mints drawing of an object
5. Hair Style
6. Mandala Art- Basic Pattern.
7. Cubism Art
8. Perspectives of Art
9. Pointillism
10. Combination of lines
11. OP Art
12. Continues drawing
13. Stylized object
14. Fauvism Art

**Transactional Mode:**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning

**Suggested Readings:**

- Walker William, Handbook of Design Sketching.
- Walter T. Foster, The art of Basic Design Sketching, Cadena Drive Laguna Hills, California

**Course Content: Training**

**Course Code: BFA801**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>NA</b>	<b>-</b>	<b>NA</b>	<b>20</b>

**Learning Outcomes**

On the completion of the course the students will be able to

1. Enhance Practical and professional skills to operate the industrial machinery and equipment's of garment construction.
2. Recognize how to write report of their training.
3. Develop commercial paper pattern to meet industry standards.
4. Get a job in Textile or Fashion industry.

**Course Content**

**Modules:**

Art portfolio -

**Transactional Mode**

- Video Based Teaching, Group Discussions, Quiz , Project Based Learning
- Two Assignments (One in the third week and one in the Ninth week)
- Two PPTs (during fourth and eighth week)
- Three surprise tests (One before each MST and one before ESE)