

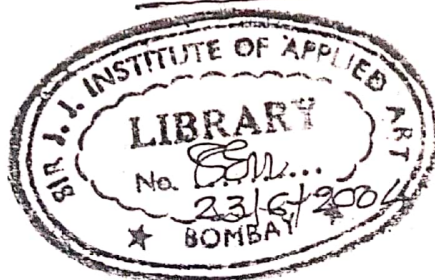
UNIVERSITY OF MUMBAI



REFERENCE BOOK
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Ordinance, Regulations and Scheme of Syllabus for the Bachelor of Fine Arts (Applied Art) Degree (Revised Course)

2004



(with effect from academic year 2004-2005)

LIBRARY

Sir J. J. Institute of Applied Art
Bombay

OBJECTIVES OF THE COURSE

After H.S.C. Examination, this four year course in Applied Art is planned to provide a student with the means to become a communication designer in expanding areas of communication design, where opportunities exist for designers in various field of communication i.e. Advertising, Social Communication, Publication, Education, etc. Also as per the norms laid down by All India Council for Technical Education (AICTE), 12+4 pattern is requested to be accepted.

Bachelor of Fine Arts (Applied Art) is a vocational course and to keep pace with the changing economic and social environment, both internationally and within India; a need was felt to revamp and revise the Syllabus. The aim and objective of the course is to teach students to argue and express their views boldly and frankly a) on the work executed by them b) on the current practice as well as trends in communication design and c) interacting with other faculties, which will help them to achieve skills to defend their work, build up the confidence, acquire the skills of salesmanship and finally groom them into successful communication design professionals.

The theory subjects of the course (History of Visual Communication and Advertising Art and Ideas) offer a theoretical knowledge base to a student and enable him to apply it analytically and creatively toward a practical solution for any communication design problem.

The knowledge imparted under the 'Practical Subjects', is aimed to improve the rendering skills and aesthetic sensibilities of a student.

Finally the changes made in the syllabus should be perceived as 'academically' firm and 'qualitatively' strong steps taken in the direction of creating a talented and technologically sound pool of students of future.



UNIVERSITY OF MUMBAI

Ordinance, Regulations and Scheme of Syllabus for the
Bachelor of Fine Arts (Applied Art) (Revised) Degree Course -
B.F.A. (Applied Art), w.e.f. the academic year 2004-05

O. _____ Title of the Course:

Bachelor of Fine Arts (Applied Art) (Revised) Degree Course -
B.F.A. (Applied Art)

O. _____ Eligibility of a candidate for admission to the course for the degree of
Bachelor of Fine Arts (B.F.A.) in Applied Art.

A Candidate-

- i. must have passed the Higher-Secondary School Certificate Examination (H.S.C.) with English being one of the subjects, held at the end of XIIth standard, conducted by Maharashtra State Board of Secondary and Higher-Secondary Education or an Examination of the another University, any other Board or recognised as equivalent thereto with not less than 50% marks in the aggregate (45% marks in case of Backward class candidates from the Maharashtra State only).
- ii. must have passed the Intermediate Drawing Grade Examination of Directorate of Art, Maharashtra State, except the candidates coming from the states other than Maharashtra and are eligible for Government of India reserved seats, so also candidates coming from other countries may be exempted from passing the Intermediate Drawing Grade Examination and should be allowed appear for Entrance Test.
- iii. should pass an Entrance-Aptitude Test prescribed by the University and conducted by the college/institution concerned.
- iv. The nature of the aptitude test will be as follows:

	Subject	Duration	Marks
1	Object Drawing	1 Hour	10
2	Design	1 Hour & 30 Minutes	15
3	Memory Drawing	1 Hour	15

- v. A Candidate who secures "A" grade in Intermediate Drawing Grade Examination obtains 10 marks.
- vi. A Candidate who secures "B" grade in Intermediate Drawing Grade Examination obtains 05 marks.
- vii. A Candidate who secures "C" grade in Intermediate Drawing Grade Examination obtains no marks.
- viii. 50% marks of the XIIth Standard Examination secured by the candidate will be added to the above marks to finalise the admission in the First Year B.F.A. for the respective branches.

R. _____ Medium of Teaching/Instruction: English

- R. _____ First Year Examination to be conducted by the College recognised by the University of Mumbai.
Second Year Examination will be conducted by the University of Mumbai.
Third Year Examination to be conducted by the College recognised by the University of Mumbai.
Final Year Examination will be conducted by the University of Mumbai.

First Year B.F.A. (Applied Art)

Examination:

- R. _____ The examination will be conducted by College at the end of the academic year of FIRST YEAR B.F.A. (Applied Art). It must be noted that a student will be permitted to appear for the examination of FIRST YEAR B.F.A. (Applied Art) under the following conditions:
- i. That a student must attend, in each term, at least three fourth (i.e. 75%) of the total number of lectures in theory and at least three fourth (i.e. 75%) of the total periods devoted to studio practice.
 - ii. That a student must submit at least the three-fourth (i.e. 75%) of the total number of Theory - tutorials and Practical - assignments, in each subject of each group, conducted in the academic year.
 - iii. That a student must gain minimum of the 40% of total marks allotted for in theory - tutorials and practical - assignments in each subject of each group, in the term work.

Scheme Chart of First Year Examination in the branch of Applied Art.
Candidates will be examined in Theory and Practical Subjects as indicated in the following table:

First Year B.F.A. (Applied Art) Examination Scheme (Examination to be conducted by a College recognised by University of Mumbai)					
Sr. No.	Subject	Duration (Hours)	Marks in Term Work	Marks in Examination	Total Marks
Group I: Theory					
1.	Advertising Art and Ideas	3	20	80	100
2.	History of Visual Communication	3	20	80	100
Group II: Practical					
3.	Drawing	5	20	80	100
4.	Nature and Object Drawing	5	20	80	100
5.	2D Design and Colour	5	20	80	100
6.	Graphic Design	5	20	80	100
7.	Typography and Calligraphy	10	20	80	100
8.	Layout	5	20	80	100
Total Marks			160	640	800

Standard for Passing the Examination

R. _____

To pass the examination a candidate must obtain:

- at least 40% of the full marks in (a) the Internal Assessment (Term Work) and (b) the theory papers, separately, prescribed for each subject in Group I (Theory) and
- at least 40% of the full marks in (a) the Internal Assessment (Term Work) and (b) the practicals, separately prescribed for each subject in Group II (Practical) and a minimum of 40% marks on the aggregate of Group II (Practical).

Those of the successful candidates who have obtained 50% of the total marks, in Group I and Group II taken together at one and same sitting, shall be placed in Second Class.

Those of the successful candidates who have obtained 60% of the total marks, in Group I and Group II taken together at one and same sitting, shall be placed in First Class.

R. _____

A candidate who has obtained 50% of the total marks in Group I, may at his option be exempted from appearing in that subject or subjects at a subsequent examination and will be declared to have passed that whole examination when, he

has passed in the remaining subject/s of the examination; in accordance with Rules.

A candidate who has passed in all the subjects of Group II and who has obtained 50% of the total number of marks on the aggregate in Group II, may at his option be exempted from appearing in that Group at a subsequent examination and will be declared to have passed whole examination, when he has passed in the remaining subject/s of the examination; in accordance with Rules.

Candidate passing in the examination in this manner will not be eligible for a class or prize or a scholarship to be awarded at the examination.

Syllabus for First Year BFA (Applied Art)

Scheme Chart of Teaching Programme of First Year B.F.A. Applied Art.

The following number of tutorials/assignments are to be conducted in the specified number of hours during the academic year of First Year BFA (Applied Art).

First Year B.F.A. (Applied Art) Teaching (Class Work) Pattern				
Sr. No.	Subject	Duration (Hours)	Number of minimum Tutorials/Assignments	
Group I: Theory				
1.	Advertising Art and Ideas	60	06	Tutorials
2.	History of Visual Communication	40	04	Tutorials
Group II: Practical				
3.*	Drill Lessons	60	06	Assignment s
4.	Drawing	120	16	Assignment s
5.	Nature and Object Drawing	80	06	Assignment s
6.	Colour	24	02	Assignment s
7.	2D Design	60	04	Assignment s
8.*	3D Design	84	05	Assignment s
9.*	Perspective	30	04	Assignment s
10.*	Visualisation	60	04	Assignment s
11.	Graphic Design	80	04	Assignment s
12.	Typography and Calligraphy	120	08	Assignment s
13.	Layout	48	03	Assignment s
14.*	Introduction to Elective Subjects	36	10	Tutorials
15.*	Introduction to Subsidiary Subjects	58	02	Tutorials
(*) - Not for Examination.				
Total		960	78	

The details of the syllabus and nature of the studio practical assignments in various subjects are given as follows:

Group I: Theory

1. ADVERTISING ART AND IDEAS.

Lectures per Academic Year: 60 Hours. **Paper:** 80 Marks. **Duration:** 3 Hours.

Tutorials per Academic Year: 06 **Term Work:** 20 Marks.

Term Work shall consist of at least 06 tutorials covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

Topics: Basic understanding about Advertisements - observation through media of Advertising - Introduction to present existing media - contents of Advertisements - such as symbol, product, picture or photograph, headline, study of different sizes - various types of media - e.g. print media - outdoor, electronic media - distribution media - Effects, location, purpose, education of every medium, students personal participation and observation and their reaction about subject.

Various products - Advertisements - Classification of Product - Daily Consumer and Consumer Durable. Study of Services - Banks, Travel, Hotels, Financial as well as medical services - How service advertisement differ from product advertisements?

Society - Consumers, people and their participation in Advertising and marketing - Society classification, Society in different financial conditions - Education - Age - Male/Female - Their way of living - Their beliefs make them one group of people as a class.

The background of Advertising - How it was in the past - In middle ages - In 15th and 17th century - Impact of Industrial Revolution - Till present age - General survey of present scene and influence of Global market - From nuclear age to electronic age - The fast changing - Competition and environment in Advertising - Role of present generation for tomorrow.

Note: Examples from present era are to be collected by the students and be discussed in participation.

2. HISTORY OF VISUAL COMMUNICATION.

Lectures per Academic Year: 40 Hours. **Paper:** 80 Marks. **Duration:** 3 Hours.

Tutorials per Academic Year: 04 **Term Work:** 20 Marks.

Term Work shall consist of at least 04 tutorials covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

Topics: General meaning of communication - Systematic methods, media through which man has been communicating since the dawn of civilisation - Common Gestures, Non verbal areas of human feelings and powerful forms of Expression - Exchange of ideas, transaction, process of conveying thoughts, suggestions, information, asking

questions, making enquiries, giving orders, receiving response, Importance of feedback.

How 5 sense work in developing knowledge. Each sense its receptive sensitivity, Role of mind about its feelings and brain's function to analyse and reasoning of thought, action, results, implementation. Trial and error methods, impact of surrounding. Happening in Nature - Associating feelings - Sound signals - Visual images - Clarity - Stone books - Sumeria - Mesopotamia - Egypt - Greek and Romans - Christian Symbols - Buddhist Symbols - Vedic symbols - Religious Symbols - Their identity - Study of Form - Evolution of point, line, space, division for visual - Information studies - Alphabets and numerals - Cuneiform and Hieroglyphs - Meaning and purpose of symbol Design - Extension of Form.

Pictures, sketch, drawing - painting - Development of Painting - From ancient till present - Cave painting - Pottery painting - Pyramids - Greek Wall paintings - Roman and early Christian paintings - Highest development Renaissance onwards to 17th and 18th Century - Realism - Expressionism - Impressionism - to Cubism - Surrealism - Modern times - Science - Psychology - Philosophy - Fantasy - Literature - Poetry Painting to No Art movement - Present Academic art.

Architecture - surrounding 3D environments, inner and outer design - Home shelter, houses, colonies, temples, churches, forts, palaces to modern functional buildings and space design for school, colleges, banks, markets, shops, temporary structures like exhibitions and supermarkets. Display designs and entertainment houses.

Note: Specimens of printed photographs from Art's History - and study of Actual visits wherever possible. To make the understanding more effective.

Note: Students are permitted, at their option, to answer Theory paper in English, Marathi or Hindi.

Group II: Practical

3. DRILL LESSONS.

Studio Practicals per Academic Year: 60 Hours.

Paper: Not for Examination.

Assignments per Academic Year: 06 Term Work: No Marks to be included.

This is an essential module for each admitted student. This module contains rendering and handling possibilities of various drawing tools and materials (Mediums) such as pencil, Rotring - Aerograph pen, instrument box, poster colours, water colours, on various surfaces.

4. DRAWING.

Studio Practicals per Academic Year: 120 Hours.

Paper: 80 Marks.

Duration: 5 Hours.

Assignments per Academic Year: 16

Term Work: 20 Marks.

Term Work shall consist of at least 16 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

- ⇒ Human Figure - Structural drawing from cast and Living - Full Figure Drawing - in line and in masses - Study of Anatomy - Medium: Pencil and Colour (Water Colour, Poster Colour)
- ⇒ Still Life - Combination of Natural and Manmade elements - Study of Drapery - Study of proportion - Study of light, shade, texture, colour and composition.
- ⇒ Sketching from Surrounding - Human Figures - Architecture - Nature.
- ⇒ Mediums: Pencil, Pen and Ink, Crayon, Charcoal, Pastels, Colours etc.
- ⇒ Outdoor Study.

5. NATURE & OBJECT DRAWING.

Studio Practicals per Academic Year: 80 Hours.

Paper: 80 Marks.

Duration: 5 Hours.

Assignments per Academic Year: 06

Term Work: 20 Marks.

Term Work shall consist of at least 06 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

- ⇒ Drawing from Nature, Natural Specimens - Study of Shape, Form, Texture, Colours etc. Study of Light and Shade.
- ⇒ Manmade objects - Study of Shape, Form, Texture, Colours etc. Study of the surface with understanding of lettering and images on it. Study of Light and Shade, understanding depth and volume.
- ⇒ Some of the assignments may be a combination of Natural Specimens and Manmade Objects.

6. COLOUR: THEORY & PRACTICAL

Studio Practicals per Academic Year: 24 Hours.

Paper: (Combined with 2D Design).

Duration: 5 Hours.

Assignments per Academic Year: 02

Term Work: Term Work of 2D Design and Colour together, shall consist of at least 02+05 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

- ⇒ Perception of Colour. Pigment and Light theory. Colour Wheel. Understanding of primary - secondary and complementary harmonies and contrasts. Grey scales. Optical illusions.
- ⇒ Symbolic aspect of Colour.
- ⇒ Colour psychology.
- ⇒ Colour Practical: Assignments based on colour wheel - Primary - Secondary - Tertiary - Quaternary

7. 2 D DESIGN.

Studio Practicals per Academic Year: 72 Hours.

Paper: 80 Marks. (Combined with Colour theory). Duration: 5 Hours.

Assignments per Academic Year: 05

Term Work: 20 Marks.

Term Work: Term Work of 2D Design and Colour together, shall consist of at least 02+05 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

- ⇒ Study of two dimensional space and its organisational possibilities.
- ⇒ Grid system.
- ⇒ Concept of 'Golden point'. Eye movement.
- ⇒ Elements of pictorial expression related to concepts of space and form.
Developing an awareness of pictorial elements such as point, line, shape, volume, texture, light and colour.
- ⇒ Developing awareness of pictorial space - division of space, form and its relation with space.
- ⇒ Laws of Design - Balance (Formal/Informal), Unity, Harmony, Continuity, Rhythm.
- ⇒ Discord Theory.
- ⇒ Principles of Design. Repetition, Domination, Radiation, Isolation.
Symmetrical/Asymmetrical.
- ⇒ Juxtaposition.
- ⇒ Study and Application of various Colour Schemes - Achromatic - Monochromatic - Polychromatic - High, Average and Low Key - High, Average and Low Contrast, and colour harmonies - Complimentary - Split Complimentary - Double Split Complimentary - Analogous - Warm and Cool.
- ⇒ Handling of various types of material (such as Pencil, Pen, Brushes, Water colours, Poster Colours, Pastels and crayons, Inks or mix-media and rendering techniques such as flat application of colour, stippling, broad patches with painting knife, splatters and accidental throwing and exploring some specific techniques like collage, print making, stencil prints etc.) for pictorial organisation.
- ⇒ Optical Illusion. After Images.
- ⇒ Awareness and sensitivity about the design primitives - traditional - folk - contemporary - realistic - symbolic - abstract - geometrical etc.

8. 3 D DESIGN.

Studio Practicals per Academic Year: 84 Hours.

Paper: Not for Examination

Assignments per Academic Year: 05

Term Work: Term Work shall consist of at least 05 assignments covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

- ⇒ To develop the sense of three dimensional structure and space
- ⇒ Principles of composition and the study of the principles that hold the structure.
- ⇒ Organisational possibilities in building up a structure - gravitational and mechanical principles.

- ⇒ High, Low relief and Round.
- ⇒ Assignments in organising various unit through a) Symmetrical load bearing structure. b) Cantilever construction. c) Flexibility and ability to stretch. d) Geometrical regularity. e) Arched structure. f) Control of tension. g) Hinged construction. h) Mobile. i) Locking and Inter-locking. j) Folding.
- ⇒ To develop aesthetic awareness about the structure and space around it with addition of light. If the design is functional - interactive, then its user- friendliness needs to be underlined.
- ⇒ Material Handling - Experiments through various types of material preferably currently available in the market, such as Paper, Card Board, Clay, Strings, Wires, Plaster of Paris, Wax.
- ⇒ Found objects/scrap material transformed into a 'sculpture' proves an interesting avenue which offers a student scope for creative expression.
- ⇒ Application of study of 3D Design into making an object. E.g. Pen stand, Open-air (Outdoor) sculpture, Memento etc.

9. PERSPECTIVE.

Studio Practicals per Academic Year: 30 Hours.

Paper: Not for Examination

Assignments per Academic Year: 04

Term Work: Term Work shall consist of at least 04 assignments covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: Understanding the process of creating illusion of 3-dimensional space on a 2-dimensional surface.

- ⇒ Study of basic solids kept in space. Structural Design - Plan - Elevation - Section and - Parallel / Angular perspective.
- ⇒ Various types of perspectives - one point - two point - three point.
- ⇒ Exploded View.
- ⇒ Birds Eye-view.

10. VISUALISATION.

Studio Practicals per Academic Year: 60 Hours.

Paper: Not for Examination

Assignments per Academic Year: 04

Term Work: Term Work shall consist of at least 04 assignments covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: Problem solving, evolving ideas from researched source material, knowledge and understanding various manual and mechanical skills - Knowledge of reproduction - Sharpening critical faculties - Offering visual response to design proposal - Special emphasis on developing visual vocabulary resulting into visual literacy and breaking down existing preconceptions.

- ⇒ What is Visualisation? Visualisation is a step-by-step process towards creating an artistic, effective and functional visual solution, visible to everyone, which is otherwise visible to the mental eyes of its creator.
- ⇒ Its scope and importance in design activity. The factors which influence the process of visualisation.
- ⇒ Thinking, Ideation and Creativity.
- ⇒ Simple exercises to improve thinking and ideation.

11. GRAPHIC DESIGN.

Studio Practicals per Academic Year: 80 Hours.

Paper: 80 Marks.

Duration: 5 Hours.

Assignments per Academic Year: 04

Term Work: 20 Marks.

Term Work shall consist of at least 04 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: Graphic Design is an idea-based discipline that concerns the creation of visual material involving a union of text and image with primary focus on creative and effective design for communication. Understanding, analysing and evaluating data - information and generating communicative symbology for idea-based design solution. The assignments should be designed to encourage conceptual thinking and problem solving in context to design development.

- ⇒ The nature and scope of Graphic Design.
- ⇒ The difference between simplified and graphic design - simplification of a form from its realistic / photographic source - maintaining its identity - its symbolic interpretations.
- ⇒ Union of text and image. (Composing elements.)
- ⇒ Rendering styles (Contours, filled up, outline).
- ⇒ Use of colour. Symbolic - Visibility aspect of colour.

12. TYPOGRAPHY AND CALLIGRAPHY.

Studio Practicals per Academic Year: 120 Hours.

Paper: 80 Marks. Duration: 10 Hours. (Typography: 5 Hours, Calligraphy: 5 Hours)

Assignments per Academic Year: 08

Term Work: 20 Marks.

Term Work shall consist of at least 08 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

LETTER STUDY.

The focus: Exploring the design possibilities of a letterform in various contexts, disciplines and environments. This is an essential module for each admitted student. The module should be conducted before the commencement of the actual teaching programme of Typography and Calligraphy. The outcome of this module may be linked with 2D design to make a student understand the concept of layout. During the module handling possibilities of various calligraphic tools such as

pencil, Rotring - Aerograph pen, cut-nib, pens, brush etc. and materials (Mediums) inks, poster colours, water colours, on various surfaces, may be explored.

- ⇒ History of writing. Various writing cultures.
- ⇒ Designing and constructing a Letterform as a sign.
- ⇒ Letterform - positive and negative space, in and around it.
- ⇒ Letterform as a picture - as a decorative element.
- ⇒ Letterform as a picture - as a primitive for design.

TYPOGRAPHY

The focus: To understand letterform as a sign for its spontaneity, grace, design and impact and to train an eye for traditional as well as contemporary typographic aesthetics.

- ⇒ Understanding construction of a Letterform with the help of Roman Alphabets. Physical characteristics of a Letterform serifs, x-height, ascenders, descenders, upper and lower case, thick/thin/italics etc.
- ⇒ Optical and mechanical spacing in between the letters of a word. Word space.
- ⇒ Alignments.
- ⇒ Drop letters.
- ⇒ Expressive Typography. Designing a Logo.
- ⇒ Type family, font.

CALLIGRAPHY

The focus: The calligraphic skill is valuable in quite a few areas of design. Hence a student should be able to appreciate and understand a calligraphic letterform as a sign for its spontaneity, grace and vitality. The study of traditional, contemporary and experimental calligraphy will help to train an eye for calligraphic aesthetics.

- ⇒ Calligraphic experiments with the help of tool, material (medium) and surface.
- ⇒ Basic strokes.
- ⇒ Creating Calligraphic patterns.
- ⇒ Calligrams.
- ⇒ Decorative aspect/s of Calligraphy.
- ⇒ Study of One Classical Roman Calligraphy Style 'Humanistic'.
- ⇒ Study of Devanagari Calligraphy.

13. LAYOUT

Studio Practicals per Academic Year: 48 Hours.

Paper: 80 Marks.

Duration: 5 Hours.

Assignments per Academic Year: 03

Term Work: 20 Marks.

Term Work shall consist of at least 03 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: Utilising skills acquired from the course of 2D design while arranging elements in the given space, to create specific effect and atmosphere, for a preconceived purpose of communication media, especially print.

⇒ Use of principles and laws of 2D Design in constructing layouts for communication.

⇒ Elements of Layout.

⇒ Grid system. Eye movement. Golden Point.

⇒ Alignments. Use of colour.

⇒ Balance: Formal and informal.

14. INTRODUCTION TO ELECTIVE SUBJECTS: THEORY.

Lectures per Academic Year: 36 Hours.

Paper: Not for Examination

Tutorials per Academic Year: 02 X 5 Elective Subjects = 10

Term Work: Term Work shall consist of at least 10 tutorials (02 x 5 Elective Subjects) covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: A training programme for various graphic design areas, which would culminate into an elective subject for a student, appearing for Applied Art Degree, is part of this course. An overview with stress upon the introduction of basic fundamentals of these Elective subjects should be offered.

The list of Elective subjects and portions to be covered under each one:

a. LETTERING AND TYPOGRAPHY.

Lectures per Academic Year: 03 Hours.

Importance of written words in the world of communication - Lettering, Typography and Calligraphy - The difference - Definitions - Nature and Scope - Type and its characters - Type faces - Type Family - Technical aspects of Typography (i.e. type calculation for reproduction) - Professional Scope.

b. ILLUSTRATION.

Lectures per Academic Year: 03 Hours.

The importance of illustration for communication from pre-historic period to the modern age of electronic communication - Definition - The different areas of Communication Design where illustration is applicable - The role of illustration in communication - Professional Scope.

c. PHOTOGRAPHY.

Lectures per Academic Year: 06 Hours.

Importance of Photography in communication media - History of Photography - Camera and Accessories - Lights and lighting - Developers and other chemicals - Negative, Positive material - Photography and Reproduction process - Professional Scope.

d. COMPUTER GRAPHICS.

Lectures per Academic Year: 18 Hours.

Introduction to Computers - hardware - input and output devices - software - file management - memory - primary and secondary - introduction to various software useful for DTP, art and design purpose. Introduction to multi-media.

e. EXHIBITION-DISPLAY DESIGN AND STAGE CRAFT.

Lectures per Academic Year: 06 Hours.

Importance of the subject in the field of Visual Communication - Historical background of the subject in early, medieval and modern period - General Classification - Types and styles of the Exhibition Display, Design and Stage Craft - Major Career options and Scope. Introduction to event management.

16. INTRODUCTION TO SUBSIDIARY SUBJECT: PRINTING - THEORY.

Lectures per Academic Year: 58 Hours.

Paper: Not for Examination.

Tutorials per Academic Year: 02

Term Work: Term Work shall consist of at least 02 tutorials covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: In the field of Communication and Graphic Design Printing occupies an important place. This subject is directly related to the reproduction of the creation of visual material involving a union of text and image with primary focus on creative and effective design for mass communication.

Introduction to the subject printing - History of Printing - Major printing methods - Study of various printing processes - Study of 'TYPE', type setting, Type Calculation - Line and Half-tone jobs, their reproduction, processing on Camera and scanners - Half-tone, Screen and their relation with job, paper, ink and printing process - Various kinds of images for reproduction by printing processes - Study of paper, its kinds and sizes - printing inks - job suitability for various printing processes.

Note: Students are expected to answer tutorials for Elective and Subsidiary subjects, in English only.



Second Year B.F.A. (Applied Art)

Second Year Examination in the branch of Applied Art.

O. ___ The SECOND YEAR Examination leading to the Degree of Bachelor of Fine Arts will be conducted by the University of Mumbai and no candidate will be admitted to SECOND YEAR examination unless he has kept two terms in the college of art, affiliated to the University, subsequent to his passing the First Year B.F.A. leading to the degree of Bachelor of Fine Arts and unless he produces from the principal of the college of art a certificate:

- a. of having completed the minimum amount of units in theory and practicals as prescribed in the syllabus.
- b. of having attended, in each term, at least three fourth (i.e. 75%) of the total number of lectures in theory and at least three fourth (i.e. 75%) of the total of the periods devoted to studio practice.
- c. of having submitted at least three fourth (i.e. 75%) of the total number of tutorials and studio practicals conducted during that academic year.

O. ___ A candidate who has passed in all the subjects of the First Year Examination, leading to the Degree of Bachelor of Fine Arts in the branch of Applied Art in accordance with R. ___ excepting in the subjects of Advertising Arts and Ideas and History of Visual Communication under Group I, will be allowed to keep terms and appear for the Second Year Examination for the Degree of Bachelor of Fine Arts in Applied Art branch. After keeping two terms provided that he has obtained 50% or more marks in the aggregate of the subjects of Group II in which he has passed, but will not be declared to have passed Second Year Examination for the Degree of Bachelor of Fine Arts in the branch of Applied Art unless he has passed in the remaining subject/subjects of the First Year Examination in accordance with the Rule.

For the purpose of deciding whether a candidate has passed the examination in the manner aforesaid, the marks obtained by the Group II at the First Year Examination shall be carried over.

Examination:

R. The examination will be conducted by the University of Mumbai at the end of academic year of SECOND YEAR B.F.A. (Applied Art). It must be noted that a student will be permitted to appear for the examination of SECOND YEAR B.F.A. (Applied Art) under the following conditions:

- i. That a student must attend, in each term, at least three fourth (i.e. 75%) of the total number of lectures in theory and at least three fourth (i.e. 75%) of the total periods devoted to studio practice.
- ii. That a student must submit the three-fourth (i.e. 75%) of the total number of Theory - tutorials and Practical - assignments, in each group and in each subject, conducted in the academic year.

- iii. That a student must gain minimum of the 40% of total marks allotted for in theory - tutorials and practical - assignments in each subject of each group, in the term work.

Students appearing for the Second Year Examination leading to the Degree of Bachelor of Fine Arts in the branch of Applied Art are permitted at their option, to answer Theory papers in English, Marathi or Hindi. However, technical theory for subsidiary subjects and electives are to be written in English only.

Scheme Chart of Second Year Examination in the branch of Applied Art.

Candidates will be examined in theory and Practical Subjects as indicated in the following table:

Second Year B.F.A. (Applied Art) Examination Scheme (Examination to be conducted by the University of Mumbai)					
Sr. No.	Subject	Duration (Hours)	Marks in Term Work	Marks in Examination	Total Marks
Group I: Theory					
1.	Advertising Art and Ideas	3	20	80	100
2.	History of Visual Communication	3	20	80	100
Group II: Practical					
3.	Drawing	5	20	80	100
4.	Typography and Calligraphy	10	20	80	100
5.	Package Design	5	20	80	100
6.	Information Design	5	20	80	100
7.	Communication Design	10	20	80	100
Total Marks			140	560	700

Standard for Passing the Examination

R. _____

To pass the examination a candidate must obtain:

- at least 40% of the full marks in (a) the Internal Assessment (Term Work) and (b) the theory papers, separately, prescribed for each subject in Group I (Theory) and
- at least 40% of the full marks in (a) the Internal Assessment (Term Work) and (b) the practicals, separately prescribed for each subject in Group II (Practical) and a minimum of 40% marks on the aggregate of Group II (Practical).

Those of the successful candidates who have obtained 50% of the total marks, in Group I and Group II taken together at one and same sitting, shall be placed in Second Class.

Those of the successful candidates who have obtained 60% of the total marks, in Group I and Group II taken together at one and same sitting, shall be placed in First Class.

R. _____

A candidate who has obtained 50% of the total marks in Group I, may at his option be exempted from appearing in that subject or subjects at a subsequent examination and will be declared to have passed that whole examination when, he has passed in the remaining subject/s of the examination; in accordance with Rules.

A candidate who has passed in all the subjects of Group II and who has obtained 50% of the total number of marks on the aggregate in Group II, may at his option be exempted from appearing in that Group at a subsequent examination and will be declared to have passed whole examination, when he has passed in the remaining subject/s of the examination; in accordance with Rules.

Candidate passing in the examination in this manner will not be eligible for a class or prize or a scholarship to be awarded at the examination.

Syllabus for Second Year BFA (Applied Art)

Scheme Chart of Teaching Programme of Second Year B.F.A. Applied Art.

The following number of tutorials/assignments are to be conducted in the specified number of hours during the academic year of Second Year BFA (Applied Art).

Second Year B.F.A. (Applied Art) Teaching (Class Work) Pattern				
Sr. No.	Subject	Duration (Hours)	Number of minimum Tutorials/Assignments	
Group I: Theory				
1.	Advertising Art and Ideas	60	06	Tutorials
2.	History of Visual Communication	40	04	Tutorials
Group II: Practical				
3.	Drawing	120	12	Assignment s
4.	Typography and Calligraphy	100	06	Assignment s
5.*	Visualisation	70	06	Assignment s
6.*	Introduction to Elective Subjects	90	10 (02 in each subject)	Assignment s
7.*	Introduction to Subsidiary Subjects	90	02	Assignment s
8.*	Graphic Design	90	04	Assignment s
9.	Package Design	90	04	Assignment s
10.	Information Design	90	04	Assignment s
11.	Communication Design	120	06	Tutorials
(*) - Not for Examination.				
Total		960	56	

The details of the syllabus and nature of the studio practical assignments in various subjects are given as follows:

Group I: Theory

1. ADVERTISING ART AND IDEAS.

Lectures per Academic Year: 60 Hours. Paper: 80 Marks. Duration: 3 Hours.

Tutorials per Academic Year: 06 Term Work: 20 Marks.

Term Work shall consist of at least 06 tutorials covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

Topics: Role of Advertising, Media, Methods of Selection. - The traditional and Modern media. Media. Subject - Product - Service - Consumer and their relations. How they are connected/linked? - Types of media. Indoor - Outdoor - Print Media - Electronic Media Role of colour in Medical - Toy - Cosmetic - Food - Textile - Leather-goods and so on Advertising. Their reason, effects and appeals.

Study of Market. Shops - Their functions - limitations - scope and status according to different consumers. - Market survey - Research - different ways of marketing - Selling Tricks - their impact upon consumer. - Classification of markets - Regular - Seasonal - Temporary - Specialised.

Ad Agency - work process - team involved in various types of jobs conducted - their link - relative order (sequence) - The conditions specified for each task - Time duration - Cost and other related factors that Advertising profession practices. - Role of Art Department in an Advertising Agency. - Importance of art work - traditional - modern - improved techniques - Printing - Reproduction - Media status - Requirements - Paper quality and option of printing techniques.

2. HISTORY OF VISUAL COMMUNICATION.

Lectures per Academic Year: 40 Hours. **Paper:** 80 Marks. **Duration:** 3 Hours.

Tutorials per Academic Year: 04. **Term Work:** 20 Marks.

Term Work shall consist of at least 04 tutorials covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

Topic: Environment - Surrounding - Situation - Atmosphere are all related to events. Types of human workplaces such as offices, markets, shops, banks, hotels, service stations workshops, factories where different people work in different fields - this is visually identical and distinctly different in terms of space, surface, colour and textures.

Day to day life includes professions, business, careers as a chosen field for life.

Dance, drama and music are more as visual-presentation professions - As performing art it has significant value of human presentation - Body, Face, Actions, Abhinaya and Vocal as well instrumental presentation - The thought, theme, subject, central idea, dialogue, music, set-design, costume design, make up, total finalisation of each scene sequence etc. - The historical development of Indian, Asian and Western World in theatrical performance - Religious, Cultural, Social, Political and Creative types of Dramas.

Study of various images. 2D and 3D. From Products, Objects, Furniture, several parts of Buildings, Gallery, Passages, Verandas, Steps, Railings, Staircases etc. each element as a part of inner and outer space. Buildings, Shops, Markets, as visual environments, Situations, Surroundings. Their various relationships with colour, light, tones, all visual aspects that on the whole create a meaning - purpose - function- atmosphere, visually the relation, harmony, suitability leading to working space, proportions, measurements, sizes dimensions and so on.

Human figures in different parts of country and their dress codes - starting with school uniforms, to fashion-oriented dress of youth, to various professions such as doctors, lawyers, nurses, police, military, scout and guides, N.C.C., the hotel staff, their identity, personality and the suitable surrounding in which they fit.

Group II: Practical

3. DRAWING.

Studio Practicals per Academic Year: 120 Hours.

Paper: 80 Marks.

Assignments per Academic Year: 12

Duration: 5 Hours.

Term Work: 20 Marks.

Term Work shall consist of at least 12 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

- ⇒ Detailed structural study of Human Figure in full and in part - Study of Human Anatomy - Head Study - Study of Shade and Light on Human Body - Drawing in line and mass.
- ⇒ Study of body postures and actions - Facial Expressions - Hand Gestures - hand gestures with added props - adding and related background from the study done in outdoor sketching.
- Medium: Pencil, Ink and Colour (Water Colour, Poster Colour). Understanding of different rendering techniques.
- ⇒ Sketching from Surrounding - Outdoor and indoor studies - including Human Figures - Natural and manmade objects - Animals, Birds, Nature - Landscapes - Buildings - Monuments - Public Places - Architecture - Study of perspective.
- Mediums: Pencil, Pen and ink, Crayon, Charcoal, Pastels, Colours etc.

4. TYPOGRAPHY AND CALLIGRAPHY.

Studio Practicals per Academic Year: 80 Hours.

Paper: 80 Marks. Duration: 10 Hours. (Typography: 5 Hours. Calligraphy: 5 Hours.)

Assignments per Academic Year: 06

Term Work: 20 Marks.

Term Work shall consist of at least 06 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

TYPOGRAPHY

- ⇒ Type Study - Type Character and its importance in expressing any specific feeling and emotion.
- ⇒ Typographic Compositions in 2D - 3D and their applications.
- ⇒ Typographic Expression in a form of setting up a line. (to create understanding about mechanical and optical spacing.)
- ⇒ Use of Grid system in Typographic layouts for books and newspapers.
- ⇒ Typographic application in Communication media.

CALLIGRAPHY

- ⇒ Study of Calligraphy in respect to tools, material, and surface.

- ⇒ Study of Classic Roman Calligraphic styles: Roundhand, Gothic Miniscule / Magiscule etc. - (A student is expected to learn at least one style thoroughly.)
- ⇒ Study of Devanagari Calligraphic style in totality.
- ⇒ Fusion of Roman and Devanagari Calligraphic forms.
- ⇒ Application of Calligraphy for simple works like certificates/ citations/scrolls etc.

5. VISUALISATION.

Studio Practicals per Academic Year: 70 Hours.

Paper: Not for examination.

Assignments per Academic Year: 06

Term Work: Term Work shall consist of at least 06 assignments covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: To understand and be able to create a systematic, step-by-step approach towards effective ideation, which will help a student solve a problem with a practical, functional and aesthetically appealing solution.

To understand the chain-process of a. Problem solving b. Analysing data material c. Evolving ideas from researched source material d. ideation and final output with help of proper art direction. The stress of practical assignments should be to offer visual response to design proposal, with special emphasis on generating visual vocabulary resulting into visual literacy and breaking down existing preconceptions.

- ⇒ Exploring various ideation techniques through exercises.
- ⇒ Creative Visual Thinking.
- ⇒ Ideas for various Design areas.

6. INTRODUCTION TO ELECTIVE SUBJECTS: PRACTICAL.

Studio Practicals per Academic Year: 90 Hours.

Paper: Not for examination.

Assignments per Academic Year: 02 (in each Elective Subject)

Term Work: Term Work shall consist of at least 02 x 5 Elective Subjects = 10 assignments covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: A training programme for various graphic design areas, which would culminate into an elective subject for a student, appearing for Applied Art Degree, is part of this course. On the basis of an overview of these Elective subjects taken in the earlier academic year a composite practical oriented module for all the students should be planned during the early part of second term. Thus every student will be reasonably exposed to all the graphic design areas and an elective subject which he/she would like to study further.

The following areas of individual electives should be focused while conducting the assignment.

a. LETTERING AND TYPOGRAPHY.

As this subject is a part of main course of practical studies, hence no specific assignments need to be conducted.

b. ILLUSTRATION.

Studies conducted in subject 'Drawing', should be used as basic reference, which will be able to establish a link between the two subjects. An assignment like a story illustration or a cover design should be able to offer a scope to explore the communicative values of an image and its gradual transformation into the illustration.

c. PHOTOGRAPHY.

Handling of Camera and its Accessories - Composing for a picture - Lights and lighting - Focusing and shooting - Developers and other chemicals - Developing in the Darkroom - Preparing a print - Negative, Positive material - Photography and its relation to Reproduction processes.

d. COMPUTER GRAPHICS.

A detailed overview of word processing, drawing, designing, rendering, animation - Introduction to Advanced Software and Hardware and their applications in various fields - Career opportunities - Profession and Management.

Desktop Publishing: Introduction to page layout software.

e. EXHIBITION-DISPLAY DESIGN AND STAGE CRAFT.

A counter display or a trophy should be planned and executed as a 3D model. At the same time working drawings of a simple stall with understanding of perspective should be encouraged.

7. INTRODUCTION TO SUBSIDIARY SUBJECT: PRINTING - PRACTICAL.

Studio Practicals per Academic Year: 90 Hours.

Paper: Not for examination.

Assignments per Academic Year: 02

Term Work: Term Work shall consist of at least 02 assignments covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The Focus: Typesetting for layout design - hot metal and DTP working - Camera work for line and half-tone reproduction - Surface preparation and image making for printing - Practical working of printing processes - Screen printing practicals for design reproduction - Art work preparation for print production.

A week's concentrated module in each term, devoted to the subject should cover the topics given above. Additionally an industry visit can be planned to explain certain aspects of the subject.

8. GRAPHIC DESIGN.

Studio Practicals per Academic Year: 90 Hours.

Paper: Not for examination.

Assignments per Academic Year: 04

Term Work: Term Work shall consist of at least 04 assignments covering the given syllabus, duly performed, completed and graded.



Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: Graphic Design is an idea-based discipline that concerns the creation of visual material involving a union of text and image with primary focus on creative and effective design for communication. Understanding, analysing and evaluating data - information and generating communicative symbology for idea-based design solution. The assignments should be designed to encourage conceptual thinking and problem solving in context to design development.

- ⇒ The nature and scope for Graphic Design in the social communication today.
- ⇒ The different signs used to communicate with the masses and classes. Social - Religious - Economical - Medical - Industrial - Cultural signs etc.
- ⇒ Union of text and image. (Composing elements.)
- ⇒ Rendering styles (Contours, filled up, outline), including 3D aspect.
- ⇒ Use of colour. Colour coding. Symbolic - Visibility aspect of colour.
- ⇒ Application of Symbol and logo for stationary and other media of 2D as well as 3D designs.

9. PACKAGE DESIGN.

Studio Practicals per Academic Year: 90 Hours.

Paper: 80 Marks.

Duration: 05 Hours.

Assignments per Academic Year: 04

Term Work: 20 Marks.

Term Work shall consist of at least 04 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: The package design is a specialised branch of studies. Understanding the importance of packaging as one of the media of communication design, developing a user-friendly shape and designing surface of a product in an artistic manner need to be included in the training programme for a communication designer.

- ⇒ Fundamentals of package design.
- ⇒ Designing principles of package design.
- ⇒ Aspects that influences package design. Consumer - consumer behaviour - handling mannerisms - shelf appeal - protection to the contents - transportability - stackability - display - costing and estimating.
- ⇒ Elements of package design. Logo - Colour - Shape - Text.
- ⇒ Types of packages. Reusable. Use and Throw. Festival. Promotional etc.
- ⇒ Materials used for package design.
- ⇒ Labels, Cartons, Tags, Covers, CD Covers, Cassette Covers.
- ⇒ Shopping Bags. Wrapping papers.
- ⇒ Information material given along with the package.

10. INFORMATION DESIGN.

Studio Practicals per Academic Year: 90 Hours.

Paper: 80 Marks.

Assignments per Academic Year: 04

Duration: 05 Hours.

Term Work: 20 Marks.

Term Work shall consist of at least 04 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: Information has an important role to play in every segment of the society.

Hence it needs to be imparted in the functional and aesthetically appealing manner for better communication. Today in the world of Information technology, designed information has gained a vital importance.

- ⇒ What is Information Design?
- ⇒ Systematic approach to design information - Content - content planning - hierarchical sequence.
- ⇒ Design principles employed in information design.
- ⇒ Time tables, Schedule cards, Invitation cards, Menu cards, Shade cards, Charts, Maps etc.

11. COMMUNICATION DESIGN.

Studio Practicals per Academic Year: 120 Hours.

Paper: 80 Marks.

Duration: 10 Hours.

Assignments per Academic Year: 06

Term Work: 20 Marks.

Term Work shall consist of at least 06 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: Specific purpose of communication in print media. Principles of communication - Exposure of various media to consumer - Characteristics of various media in terms of its size, visibility, duration, placement, reproduction techniques etc.

- ⇒ Daily consumer - Consumer durable products.
- ⇒ Assignments based on the principles of design.
- ⇒ Importance of colour.
- ⇒ Press layout. Size upto 3 columns x 30 cms. Or 100 cc.
- ⇒ Magazine Advertisement. Size: Single page. 21cms x 28 cms.
- ⇒ Poster Design. Size upto 10 inches x 15 inches. Or 25 cms x 30 cms.
- ⇒ Hoarding Design. Size upto 10 inches x 20 inches. Or 25 cms. X 50 cms.



Third Year B.F.A. (Applied Art)

Third Year Examination in the branch of Applied Art.

O. ___ The THIRD YEAR Examination leading to the Degree of Bachelor of Fine Arts will be conducted by the college and no candidate will be admitted to the THIRD YEAR examination unless he has kept two terms in the college of art, affiliated to the University, subsequent to his passing Second Year Examination leading to the degree of Bachelor of Fine Arts and unless he produces from the principal of the college of art a certificate:

- a. of having completed the minimum amount of units in theory and practicals as prescribed in the syllabus.
- b. of having attended, in each term, at least three fourth (i.e. 75%) of the total number of lectures in theory and at least three fourth (i.e. 75%) of the total of the periods devoted to studio practice.
- c. of having submitted at least three fourth (i.e. 75%) of the total number of tutorials and studio practicals conducted during that academic year.

O. ___ A candidate who has passed in all the subjects of the Second Year Class work Assessment leading to the Degree of Bachelor of Fine Arts in the branch of Applied Art in accordance with

R. ___ excepting in the subjects of History of Visual Communication and Advertising Arts and Ideas under Group I will be allowed to keep terms for the Third Year for the Degree of Bachelor of Fine Arts in Applied Art branch. After keeping two terms provided that he has obtained 50% or more marks in the aggregate of the subjects of Group II in which he has passed, but will not be declared to have passed Third Year for the Degree of Bachelor of Fine Arts in the branch of Applied Art unless he has passed in the remaining subject/subjects of the Second Year Examination in accordance with the Rule.

For the purpose of deciding whether a candidate has passed the examination in the manner aforesaid, the marks obtained by the Group II at the Second Year Examination shall be carried over.

Students appearing for the Third Year leading to the Degree of Bachelor of Fine Arts in the branch of Applied Art are permitted at their option, to answer Theory tutorials in English, Marathi or Hindi. However, technical theory for subsidiary subjects and electives, (if any) are to be written in English only.

Examination:

R. The examination will be conducted by College at the end of the academic year of THIRD YEAR B.F.A. (Applied Art). It must be noted that a student will be permitted to appear for the examination of THIRD YEAR B.F.A. (Applied Art) under the following conditions:

- i. That a student must attend, in each term, at least three fourth (i.e. 75%) of the total number of lectures in theory and at least three fourth (i.e. 75%) of the total periods devoted to studio practice.

- ii. That a student must submit the three-fourth (i.e. 75%) of the total number of Theory - tutorials and Practical - assignments, in each group and in each subject, conducted in the academic year.
- iii. That a student must gain minimum of the 40% of total marks allotted for in theory - tutorials and practical - assignments in each subject of each group, in the term work.

Scheme Chart of Third Year Examination in the branch of Applied Art.

Candidates will be examined in theory and Practical Subjects as indicated in the following table:

Third Year B.F.A. (Applied Art) Examination Scheme (Examination to be conducted by a College recognised by University of Mumbai)					
Sr. No.	Subject	Duration (Hours)	Marks in Term Work	Marks in Examination	Total Marks
Group I: Theory					
1.	Advertising Art and Ideas	3	20	80	100
Group II: Practical					
2.	Drawing	10	20	80	100
3.	Information Design	10	20	80	100
4.	Publishing Design	10	20	80	100
5.	Communication Design	10	20	80	100
6.	Elective Subject	10	20	80	100
Total Marks			120	480	600

Standard for Passing the Examination

R. _____

To pass the examination a candidate must obtain:

- at least 40% of the full marks in (a) the Internal Assessment (Term Work) and (b) the theory papers, separately, prescribed for each subject in Group I (Theory) and
- at least 40% of the full marks in (a) the Internal Assessment (Term Work) and (b) the practicals, separately prescribed for each subject in Group II (Practical) and a minimum of 40% marks on the aggregate of Group II (Practical).

Those of the successful candidates who have obtained 50% of the total marks, in Group I and Group II taken together at one and same sitting, shall be placed in Second Class.

Those of the successful candidates who have obtained 60% of the total marks, in Group I and Group II taken together at one and same sitting, shall be placed in First Class.

R. _____

A candidate who has obtained 50% of the total marks in Group I, may at his option be exempted from appearing in that subject or subjects at a

subsequent examination and will be declared to have passed that whole examination when, he has passed in the remaining subject/s of the examination; in accordance with Rules.

A candidate who has passed in all the subjects of Group II and who has obtained 50% of the total number of marks on the aggregate in Group II, may at his option be exempted from appearing in that Group at a subsequent examination and will be declared to have passed whole examination, when he has passed in the remaining subject/s of the examination; in accordance with Rules.

Candidate passing in the examination in this manner will not be eligible for a class or prize or a scholarship to be awarded at the examination.

Syllabus for Third Year BFA (Applied Art)

Scheme Chart of Teaching Programme of Third Year B.F.A. Applied Art.

The following number of tutorials/assignments are to be conducted in the specified number of hours during the academic year of Third Year BFA (Applied Art).

Third Year B.F.A. (Applied Art) Teaching (Class Work) Pattern				
	Subject	Duration (Hours)	Number of minimum Tutorials/Assignments	
Group I: Theory				
1.	Advertising Art and Ideas	60	06	Tutorials
2.*	Copy Writing	30	03	Tutorials
Group II: Practical				
3.	Drawing	120	08	Assignment s
4.*	Graphic Design	40	02	Assignment s
5.	Information Design	120	06	Assignment s
6.	Publishing Design	90	06	Assignment s
7.	Communication Design	200	10	Assignment s
8.	Elective Subject	300	08	Assignment s
(*) - Not for Examination.				
Total		960	49	

The details of the syllabus and nature of the studio practical assignments in various subjects are given as follows:

Group I: Theory

1. ADVERTISING ART AND IDEAS.

Lectures per Academic Year: 60 Hours. **Paper:** 80 Marks. **Duration:** 3 Hours.

Tutorials per Academic Year: 6 **Term Work:** 20 Marks.

Term Work shall consist of at least 06 tutorials covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order make him/her eligible to appear for the examination.

Media of Communication and their development.

Newspaper. - Magazine. - Print Media.

Performing Arts. - Theatre. - Film. - Television.

Electronic Media.

Media contents - Classification - Readership / Viewership - Society - Audience

Survey - Comparison.

How Communication media are also Advertising Media.

2. COPY WRITING.

Lectures per Academic Year: 30 Hours.

Paper: Not for Examination

Tutorials per Academic Year: 02

Term Work: Term Work shall consist of at least 02 tutorials covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order make him/her eligible to appear for the examination.

Types of Headline - Declarative - Interrogative - Testimonial - News - Curiosity -

Emotional - Humorous etc. Types of Copy - Use of Product Service - Information

- Its Marketing Report - Special Target Audience for making Copy effective.

Group II: Practical

3. DRAWING.

Studio Practicals per Academic Year: 120 Hours.

Paper: 80 Marks.

Duration: 10 Hours.

Assignments per Academic Year: 12

Term Work: 20 Marks.

Term Work shall consist of at least 12 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order make him/her eligible to appear for the examination.

The Focus: Drawing from life in colour - Rendering of human figure - in action - in situation - in various location - Creating atmosphere - Application of Illustration for different types of Communication media. Exploration of various techniques.

4. GRAPHIC DESIGN.

Studio Practicals per Academic Year: 40 Hours.

Paper: Not for examination.

Assignments per Academic Year: 02

Term Work: Term Work shall consist of at least 02 assignments covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: The assignments should be designed to encourage conceptual thinking and problem solving in context to design development.

- ⇒ The nature and scope for Graphic Design in the social communication for specific masses today.
- ⇒ Use of colour. Symbolic - Visibility aspect of colour.
- ⇒ Generating set of symbols for various purposes.
- ⇒ Corporate identity. Colour coding.
- ⇒ Application possibilities - in various sizes - on various surfaces - for various purposes - at various locations. 3D possibilities must be attempted.
- ⇒ Environmental graphics.

5. INFORMATION DESIGN.

Studio Practicals per Academic Year: 120 Hours.

Paper: 80 Marks.

Duration: 10 Hours.

Assignments per Academic Year: 06

Term Work: 20 Marks.

Term Work shall consist of at least 06 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: Information has an important role to play in every segment of the society. Hence it needs to be imparted in the functional and aesthetically appealing manner for better communication. Today in the world of Information technology, designed information has gained a vital importance. With multitude of media possibility, today Print, Video (Film and Television) and Computers are the thrust areas which contribute to the mainstream of 'Information design'.

- ⇒ What is Information Design in the era of new technology?
- ⇒ Systematic approach to design information - Content - content planning - hierarchical sequence.
- ⇒ Information channels and their role in Communication.
- ⇒ Media related/specific Design principles employed in information design.
- ⇒ **Folders - Brochures**, Manuals (Instruction/Installation/Operation), Forms, Calendars, Timelines, **TV graphics - Channel identifiers**, Web Media (Banners, Buttons etc.) should be encouraged and they should be submitted as hard copy on paper.

6. PUBLISHING DESIGN.

Studio Practicals per Academic Year: 90 Hours.

Paper: 80 Marks.

Duration: 10 Hours.

Assignments per Academic Year: 06

Term Work: 20 Marks.

Term Work shall consist of at least 06 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: The subject is aimed at developing design skills to explore various design strategies to design Books, Periodicals, Reports etc. Understanding of grid system, laying out the components, organising the visual balance between images and text, sensitivity towards typography are the key factors of this subject.

- ⇒ Composing Text and adding Images in order to create a good looking page.
- ⇒ Alignments - Drop letters.
- ⇒ Various Column layouts. Grid System. Balance of Image and Text on a page.
- ⇒ Various parts of a Book.
- ⇒ Types of Books - Education - Leisure Reading - Comics - Utility stationary (Diary, Schedules etc.) - Corporate Media Publications (Annual Report, House Magazines, In-flight Magazines etc.)
- ⇒ Designing - Page - Book jackets - Book - Bookmarks.
- ⇒ Designing - Masthead for Newspaper/Magazine - Slugs - Column heads.

7. COMMUNICATION DESIGN.

Studio Practicals per Academic Year: 200 Hours.

Paper: 80 Marks.

Duration: 10 Hours.

Assignments per Academic Year: 10

Term Work: 20 Marks.

Term Work shall consist of at least 10 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: Communication in print media. Principles of persuasive communication - Exposure of various media to consumer - Characteristics of various media in terms of its size, design, visibility, duration, placement, modern reproduction techniques etc.

- ⇒ Products: Daily consumer - Consumer durable. Service: Commercial - Non Commercial. Idea (Public Welfare): National - International.
- ⇒ Assignments should take support from the information on the subject generated by students through Market research. Student should be encouraged to create Advertising Brief.
- ⇒ Media to be covered: Press - Magazine - Direct Mailer/Mail Order - Show card - Poster (close-viewing and long range) - Hoarding - POP - Mobile - Counter Display - Window Display - Innovative Media - Promotional Media (Gift Articles, Gift Voucher/Coupons etc.) - Campaign Planning.
- ⇒ Preparation of Story Board for a Television Commercial (TVC).
- ⇒ Understanding of Electronic media.

8. ELECTIVE SUBJECTS.

Studio Practicals per Academic Year: 300 Hours.

Paper: 80 Marks.

Duration: 10 Hours.

Assignments per Academic Year: 08

Term Work: 20 Marks.

Term Work shall consist of at least 08 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The focus: A practical oriented training programme for various graphic design areas, which would culminate into an elective subject for a student, appearing for Applied Art Degree, is part of this course. With stress upon the practical knowledge of basic fundamentals of these Elective subjects should be offered in the course.

The list of Elective subjects and portions to be covered under each one:

a. LETTERING AND TYPOGRAPHY.

TYPOGRAPHY

Type Construction - Expressive Words - Logos - Application of Typographic Design for Magazine, packaging, calendar, book jackets, brochures etc. Use of computer as a tool for typography. Desktop publishing - introduction to DTP softwares.

CALLIGRAPHY

Formal and informal - Experimenting with Calligraphic tools, surfaces and materials - Calligraphic styles - Application.

b. ILLUSTRATION.

Drawing from life with specific - action - expressions - media purpose. Application of Indoor and outdoor studies. Using your own sketchbook as your reference book.

Study of different age groups - Male/Female - Children - people displaying specific facial expressions and hand gestures. Animals, Birds, Buildings etc. - Introduction to various mediums - Stylisation - Exploration of reproduction techniques - materials - tools.

Types of Illustration. (Editorial, Fashion, Advertising, Comic Book, Architecture etc.)

Animation. Types of Animation - Cell Animation (2D) - 3D Animation. Claymation. Story Board.

Lectures should be accompanied by a show of an animation films.

Visits to Animation studios.

c. PHOTOGRAPHY.

Revision of Photography - Study of different types of cameras and lenses -

Different types of films - Types of lighting for various purpose - Portrait - Still life

- Table top - Darkroom planning and equipments - Enlarging - Copying - Creative

Photographic techniques - Use of exposure meters - Advanced lighting - Flash

Photography - Umbrella and Soft.

d. COMPUTER GRAPHICS.

Introduction to image construction - image processing - photography processing - digital illustration - typography - Word processors - DTP - Introduction to Web Designing - 3-dimensional modelling programme.

c. **EXHIBITION-DISPLAY DESIGN AND STAGE CRAFT.**

Window display as an effective 'Point of Purchase' advertising medium - its objective and function.

Stage craft as an effective communication medium - its objective and function.

Method of drawing - Orthographic projection - perspective rendering of model making - Understanding of various display and architectural material with its basic physical, functional, aesthetically appealing, chemical, mechanical, and biological properties.

Assignments should cover 2D drawings (conceptual - free hand perspective and working - plan - elevations - one/two/three point perspective drawings etc.) and model making.



Final Year B.F.A. (Applied Art)

Final Year Examination in the branch of Applied Art.

O. ___ The FINAL YEAR Examination leading to the Degree of Bachelor of Fine Arts will be conducted by the University of Mumbai and no candidate will be admitted to FINAL YEAR examination unless he has kept two terms in the college of art, affiliated to the University, subsequent to his Term Work assessment of Third Year B.F.A. leading to the degree of Bachelor of Fine Arts and unless he produces from the principal of the college of art a certificate:

- a. of having completed the minimum amount of units in theory and practicals as prescribed in the syllabus.
- b. of having attended, in each term, at least three fourth (i.e. 75%) of the total number of lectures in theory and at least three fourth (i.e. 75%) of the total of the periods devoted to studio practice.
- c. of having submitted at least three fourth (i.e. 75%) of the total number of tutorials and studio practicals conducted during that academic year.

O. ___ A candidate who has passed in all the subjects of the Third Year Class work Assessment leading to the Degree of Bachelor of Fine Arts in the branch of Applied Art in accordance with

R. ___ excepting in the subjects of History of Visual Communication and Advertising Arts and Ideas under Group I will be allowed to keep terms and appear for the Second Year Examination for the Degree of Bachelor of Fine Arts in Applied Art branch. After keeping two terms provided that he has obtained 50% or more marks in the aggregate of the subjects of Group II in which he has passed, but will not be declared to have passed Second Year Examination for the Degree of Bachelor of Fine Arts in the branch of Applied Art unless he has passed in the remaining subject/subjects of the First Year Examination in accordance with the Rule.

For the purpose of deciding whether a candidate has passed the examination in the manner aforesaid, the marks obtained by the Group II at the Third Year Examination shall be carried over.

Students appearing for the Final Year Examination leading to the Degree of Bachelor of Fine Arts in the branch of Applied Art are permitted at their option, to answer Theory papers in English, Marathi or Hindi. However, technical theory for subsidiary subjects and electives are to be written in English only.

Examination:

R. ___ The examination will be conducted by University of Mumbai at the end of the academic year of FINAL YEAR B.F.A. (Applied Art). It must be noted that a student will be permitted to appear for the examination of FINAL YEAR B.F.A. (Applied Art) under the following conditions:

- i. That a student must attend, in each term, at least three fourth (i.e. 75%) of the total number of lectures in theory and at least three fourth (i.e. 75%) of the total periods devoted to studio practice.

- ii. That a student must submit the three-fourth (i.e. 75%) of the total number of Theory - tutorials and Practical - assignments, in each group and in each subject, conducted in the academic year.
- iii. That a student must gain minimum of the 40% of total marks allotted for in theory - tutorials and practical - assignments in each subject of each group, in the term work.

Scheme Chart of Final Year Examination in the branch of Applied Art.

Candidates will be examined in theory and Practical Subjects as indicated in the following table:

Final Year B.F.A. (Applied Art) Examination Scheme (Examination to be conducted by the University of Mumbai)					
Sr. No.	Subject	Duration (Hours)	Marks in Term Work	Marks in Examination	Total Marks
Group I: Theory					
1.	Advertising Art and Ideas	3	20	80	100
2.A	Dissertation / Project Report	--	--	60	60
2.B	Viva-Voce	--	--	40	40
Group II: Practical					
3.	Information / Publishing Design	25	20	80	100
4.	Communication Design	25	20	80	100
5.	Elective Subject	25	20	80	100
Total Marks			80	420	500

Standard for Passing the Examination

R. _____
To pass the examination a candidate must obtain:

- at least 40% of the full marks in (a) the Internal Assessment (Term Work) and (b) the theory papers, separately, prescribed for each subject in Group I (Theory) and
- at least 40% of the full marks in (a) the Internal Assessment (Term Work) and (b) the practicals, separately prescribed for each subject in Group II (Practical) and a minimum of 40% marks on the aggregate of Group II (Practical).

Those of the successful candidates who have obtained 50% of the total marks, in Group I and Group II taken together at one and same sitting, shall be placed in Second Class.

Those of the successful candidates who have obtained 60% of the total marks, in Group I and Group II taken together at one and same sitting, shall be placed in First Class.

R. _____

A candidate who has obtained 50% of the total marks in Group I, may at his option be exempted from appearing in that subject or subjects at a subsequent examination and will be declared to have passed that whole examination when, he has passed in the remaining subject/s of the examination; in accordance with Rules.

A candidate who has passed in all the subjects of Group II and who has obtained 50% of the total number of marks on the aggregate in Group II, may at his option be exempted from appearing in that Group at a subsequent examination and will be declared to have passed whole examination, when he has passed in the remaining subject/s of the examination; in accordance with Rules.

Candidate passing in the examination in this manner will not be eligible for a class or prize or a scholarship to be awarded at the examination.

Syllabus for Final Year BFA (Applied Art)

Scheme Chart of Teaching Programme of Final Year B.F.A. Applied Art.

The following number of tutorials/assignments are to be conducted in the specified number of hours during the academic year of Final Year BFA (Applied Art).

Final Year B.F.A. (Applied Art) Teaching (Class Work) Pattern				
Sr. No.	Subject	Duration (Hours)	Number of minimum Tutorials/Assignments	
Group I: Theory				
1.	Advertising Art and Ideas	60	06	Tutorials
2.A	Dissertation / Project Report	40	01	Tutorials
3.*	Copy Writing	30	03	Tutorials
Group II: Practical				
Basic Studies				
4.	Information / Publishing Design	240	08	Assignments
5.	Communication Design	300	12	Assignments
6.	Elective Subject	300	08	Assignments
(*) - Not for Examination.				
Total		960	38	

The details of the syllabus and nature of the studio practical assignments in various subjects are given as follows:

Group I: Theory

1. ADVERTISING ART AND IDEAS.

Lectures per Academic Year: 60 Hours. **Paper:** 80 Marks. **Duration:** 3 Hours.

Tutorials per Academic Year: 06 **Term Work:** 20 Marks.

Term Work shall consist of at least 06 tutorials covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

Topics: Advertising - Mass Communication. - Public Relation Advertising. - Impact of Global competition. - Present Indian economic condition. - Indian culture and Advertising. - Commercialisation of culture. - Market Power - Tricks and Techniques. Social benefits of present advertising. - Global environments and business. - Product development for global market. - International distribution channels. - World wide web (www) As marketing tool. - Principles of Internet marketing. - E-marketing techniques. Impact of modernisation in specialised market. - Problems and solutions of competition.

Above topics will require some books in view of facts to be elaborated, for practical participation for professional education.

2A DISSERTATION OR PROJECT REPORT.

Lectures per Academic Year: 40 Hours.

Paper: 60 Marks. (To be submitted at the time of examination in the given format.)

Tutorials per Academic Year: 01

2A i: DISSERTATION.

The subject for Dissertation should be related to any topic from the area of Communication Design which has been selected by a student. The dissertation should be approximately of 3000 words in English/Hindi/Marathi, legibly hand-written or typed on A4 size (Vertical) white papers and suitably bound. The Dissertation will be assessed by the panel of examiners appointed by the university. Though references and illustrations from elsewhere may be used, the student must take his/her original contribution in terms of thought and hypothesis.

The dissertation would be illustrated fully with good and bad references from actual, existing printed and published material, wherever necessary. Bad examples and its criticism would illustrate the negative aspect of hypothesis.

The subject matter can be divided as follows:

1. Introduction
2. The Hypothesis
3. Examples to illustrate the hypothesis
4. References to support the hypothesis
5. Discussion
6. Conclusion

Every candidate will have to submit the Synopsis of his proposed Dissertation, in the first week of January, to the Class-in-Charge or Head of the Department/Institute. The synopsis should be in 400 words and elaborate enough to give clear outline of the subject development along with suitable visual examples. The Class-in-Charge or Head of the Department/Institute should approve and sign the content of the synopsis, with comments, if any; and return the same to the concerned student for further development. Every candidate is expected to submit the signed synopsis to panel of the examiners at the time of Viva-Voce.

Every candidate will have to submit the Dissertation to the examination authorities, through the head of the institution to which he/she belongs. The Dissertation must reach the examination authorities at least 15 days before the commencement date of the examination.

2A ii: PROJECT REPORT.

The subject for Project Report should be related to the Subject/Topic/Client which has been selected and the Elective selected by the student. The Project Report would be approximately of 3000 words in English/Hind/Marathi, legibly hand-written or typed on A4 size (Vertical) white papers and suitably bound. The Project Report will be assessed by the panel of examiners appointed by the university. Though references, case histories and illustrations from existing print advertising, for the competitive analysis may be used, the student must take his/her original contribution in terms of thought and approach towards the visual solution.

The Project Report would be illustrated fully with good and bad references and case histories from actual, existing printed and published material, wherever necessary.

The subject matter can be divided as follows:

1. Introduction/Background
2. Selection criteria for the subject
3. Present Scenario of the Consumer
4. Existing Problem
5. Study of Competitive products/services, comparative analysis.
6. Redefining the Problem
7. Proposed Visual Solution
8. Future Plan

Every candidate will have to submit the Synopsis of his proposed Project Report, in the first week of January, to the Class-in-Charge or Head of the Department/Institute. The synopsis should be in 400 words and elaborate enough to give clear outline of the subject development along with suitable visual examples. The Class-in-Charge or Head of the Department/Institute should approve and sign the content of the synopsis, with comments, if any; and return the same to the concerned candidate for further development. Every candidate is expected to submit the signed synopsis to panel of the examiners at the time of Viva-Voce.

Every candidate will have to submit the Project Report to the examination authorities, through the head of the institution to which he/she belongs. The Project Report must reach the examination authorities at least 15 days before the commencement date of the examination.

2B VIVA-VOCE.

Lectures per Academic Year: None.

Practice / mock Viva-Voce sessions may be conducted.

Paper: 40 Marks. (To be conducted at the time of examination.)

Tutorials per Academic Year: None.

Viva-Voce will be conducted of each Final Year student by a panel of examiners appointed by the University of Mumbai to assess (i) his/her work done during the period of his/her specialisation, (ii) his/her faculty of critical assessment of communication design in general and (iii) his/her Dissertation/Project Report in particular.

3. COPY WRITING.

Lectures per Academic Year: 30 Hours. **Paper:** Not for Examination

Tutorials per Academic Year: 02

Term Work: Term Work shall consist of at least 02 tutorials covering the given syllabus, duly performed, completed and graded.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

The Focus: What is copy platform? - Copy writing as a keying on copy - Testing methods such as 'Mail Order Ads'. The code of Advertising practice, - To ensure the truthfulness and honesty. (To avoid misleading claims)

Standard of public decency - Code of conduct for promotional advertising

Drugs control act. - Copyright act.

General rules of conduct in Advertising. - Advertising Council in India.

Discussion on case studies - Questions needing answers in the form of Tutorials.

Preparing advertising brief - Writing copy (Text) on given brief of product, writing of headline on given copy.

Group II: Practical

Students will have to work in both the areas given below and study communication problem in detail. In the view of this knowledge student should come out with unique design solution/s, exploiting all appropriate media techniques suitable for the subject. All the relevant material completed in all respects is required to be submitted along with project work.

4. INFORMATION AND PUBLISHING DESIGN.

Studio Practicals per Academic Year: 240 Hours.

Paper: 80 Marks.

Duration: 25 Hours.

Assignments per Academic Year: 08**Term Work: 20 Marks.**

Term Work shall consist of at least 08 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

As Applicable to Publishing Design, Information Design with emphasis on the principles of graphic design.

Students should be encouraged to adopt an analytical and creative approach to the communication design problems in the following areas.

Advertising Campaign/Project Work

Students are expected to select any existing client from the following categories.

- a. Product : Consumer Durable/Daily Consumer.
- b. Service : Commercial/Non-Commercial
- c. Public Welfare : National/International
1. Publishing Design: Children's books/Comics. Calendar Design. Utility Stationary Design. Book Design. Newspaper/Specific Interest Magazine Design.
2. Information Design: Educational Kits, Timetables, Menu Cards, Manuals, Activity books, Invitation Cards, Informative charts/booklets and directional maps.

Students at their option may include Graphic Design areas to support a project: Corporate Identity programme. Environmental Graphics. Signage system.

5. COMMUNICATION DESIGN.**Studio Practicals per Academic Year: 300 Hours.****Paper: 80 Marks.****Duration: 25 Hours.****Assignments per Academic Year: 12****Term Work: 20 Marks.**

Term Work shall consist of at least 12 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

Advertising Campaign/Project Work

Students are expected to select any existing client from the following categories.

- a. Product : Consumer Durable/Daily Consumer.
- b. Service : Commercial/Non-Commercial
- c. Public Welfare : National/International

After selecting the client, student should make the market study, find out the USPs, decide the advertising objectives and prepare the copy platform. On the basis of this study, plan and execute the campaign, either for advertising or any promotional client. This campaign should consist of minimum 6 media and total 10 assignments during the academic year.

6. ELECTIVE SUBJECTS.**Studio Practicals per Academic Year: 300 Hours.****Paper: 80 Marks.****Duration: 25 Hours.**

Assignments per Academic Year: 08**Term Work: 20 Marks.**

Term Work shall consist of at least 08 assignments covering the given syllabus, duly performed, completed and graded, carrying a weightage of 20 marks.

Student must gain at least 40% of the total marks allotted for the Term Work of the academic year, in order to make him/her eligible to appear for the examination.

Along with the Elective Project, each student has to submit a written document i.e. 'Project Report (Elective)' on the Topic/Subject/Area selected by him/her in 1500 words in English. This document should incorporate suitable and essential visual material to support the design solution.

This Report should be submitted to the concerned elective teacher, who is expected to evaluate it and the marks be added in the statement of the internal class assessment of an individual student.

a. LETTERING AND TYPOGRAPHY.

Expressing different thoughts and texts in Calligraphic way - Experimenting with calligraphy for applications in communication design - A communication design project exploring various media and communication design areas - Type designing for specific purpose.

b. ILLUSTRATION.

Selection of specific area for illustration like Advertising, Editorial, Publishing, Fashion, Animation, Comic Strips etc. Students are expected to maintain a sketchbook and submit the same at the time of viva-voce.

c. PHOTOGRAPHY.

Study of big format camera and its use - Advanced lighting for Table-Top and Model photography - Product photography - Advanced Creative photography (tone separation, multi-exposing, multi-printing) Colour printing, Preparing slides, Translides, Feature articles, on theme in Colour/B/W with minimum 12 pictures - Visit to modern photographic studios - Technology and its influence on photography - Outdoor studies.

Besides the regular classwork

d. COMPUTER GRAPHICS.**Digital Animation Design.**

Image construction - integration of different components (image, text and sound) for producing digital animation.

Interactive Multimedia Design.

An introduction to one of the latest communication channels, which makes intensive use of software technology to combine photography, video sound, computer graphics and text.

e. EXHIBITION-DISPLAY DESIGN AND STAGE CRAFT.

Exhibition, display and Stage Craft as an effective sales promotional advertising medium - Study of types of Exhibition/Stage performances - National - International - Indoor - Outdoor - Permanent - Temporary - Regional - Mobile. Design concept - Use

of different materials - Scheduling - Casting - Illumination - Mechanical and
Electronic Devices - Colouring - Space planning - Budgeting.
Assignments based on - Concept Development - Making scale models - Project on
Exhibition Design/Stage Craft.



Bibliography:

It may be noted that the books recommended here may not be perceived as text books, but reference books on the subject. Referring these books are strongly recommended as mandatory and complimentary reading for the entire course of B.F.A. (Applied Art) because the curriculum expects and requires lot of references from the sources quoted here.

Year: First Year B.F.A. (Applied Art) to Final Year B.F.A. (Applied Art)

Group I: Theory.

Subject: Advertising Art and Ideas.

ADVERTISING ART & IDEAS - By Dr. G. M. Rege.

INTERNATIONAL MARKETING - Irwin McGraw Hill - By Philip R. Cateora & John L. Graham.

HANDBOOK OF GLOBAL MARKETING - Infinity Books 2000 - By D. Lamont.

CONTEMPORARY ADVERTISING - Irwin 1994 - By William Arens & Courtland L Bovee.

STRATEGIES AND MODELS FOR BUSINESS TO BUSINESS TRADING - John Willy and Sons 99.

ELECTRONIC COMMERCE - By Paul Timmers.

INTERNET MARKETING - Financial Times - Prentice Hall - By Dave Chattey, Richard Mayer, Kevin Johnston, and Fiona Ellis Chadwick.

ADVERTISING AND POPULAR CULTURE - Sage Publication 1996 - By Jib Fowles.

GETTING YOUR MESSAGE ACROSS THE WORLD WIDE WEB - By Neil Barret.

Subject: History of Visual Communication.

HISTORY OF VISUAL COMMUNICATION - By Dr. G. M. Rege.

Group II: Practical.

Subject: Practical Subjects.

Periodicals:

ARCHIVE.	ADVERTISING AND MARKETING.	BETTER —
PHOTOGRAPHY.		
COMMUNICATION ARTS.	EPICA (EUROPEAN ADVERTISING)	INSIDE OUTSIDE.
MARG.	NATIONAL GEOGRAPHIC.	U & LC.
NOVUM.	INDUSTRIAL DESIGN.	DIGIT.
INDIAN PHOTOGRAPHY		

Annals:

ART DIRECTOR'S ANNUAL	ANNUAL OF ADVERTISING IN JAPAN	ONE SHOW
GRAPHIS ANNUAL.	GRAPHIS POSTER	GRAPHIS
PHOTOGRAPHY		
MODERN PUBLICITY	PACKAGING DESIGN	GRAPHIS PACKAGING
SOCIETY OF ILLUSTRATOR	ART DIRECTOR'S INDEX TO ILLUSTRATION	
J.C.A. ANNUAL	EUROPEAN ILLUSTRATORS	GRAPHIS DESIGN
LETTERHEADS	EPICA (EUROPEAN ADVERTISING ANNUAL)	
CREATIVE SOURCE	AMERICAN SHOWCASE	

Books: