

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY

CIRCULARNO.SU/INTERDISCIPLINARYSTUDIES/M.F.AAPPLIEDART
/SYLL./77/2022

It is hereby inform to all concerned that, the revised syllabus M.F.A Applied Art submitted by Ad-hoc Board in Fine Art and recommended by the Faculty of Interdisciplinary Studies at it's Meeting held on 27.12.2021 the Hon'ble Vice-Chancellor has accepted the said **Revised Syllabus of M.F.A Applied Art Post Graduate Degree Course (Ist to IVth Semester) under the Choice Based Credit & Grading System** as appended herewith under the Faculty of Interdisciplinary Studies in his emergency powers U/S 12[7] the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council.

This revised syllabus shall be applicable from the **Academic year 2021-2022 and onwards in Affiliated Colleges and University Department.**

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.
REF.NO.SU/ M.F.A Painting/Portriture
TWO YEAR/2022/ 6118-24

★
★
★
★
★

*Deputy Registrar,
Academic (Syllabus)
Secation.*

Date:- 15-01-2022.

Copy forwarded with compliments to:-

- 1] **The Prof. & Head, Department of Fine Art,
Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Principals, affiliated concerned Fine Art Colleges,
Dr. Babasaheb Ambedkar Marathwada University.**
- 3] **The Director, University Network & Information Centre, UNIC,
with a request to upload theis Circular on University Website.**

Copy to :-

- 1] Director, Board of Examinations & Evaluation, Dr. Babasaheb Ambedkar Marathwada University, Aurabgabad.
- 2] The In-Charge, E-Suvidha Kendra, Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambedkar Marathwada University,
- 3] The Section Officer, [Professional Unit], Examinations,
- 4] The Programmer [Computer Unit-1] Examinations,
- 5] The Programmer [Computer Unit-2] Examinations,
- 6] The Public Relation Officer, Dr. Babasaheb Ambedkar Marathwada University, Aurabgabad.
- 7] The Record Keeper, Dr. Babasaheb Ambedkar Marathwada University, Aurabgabad.

-==*-

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
AURANGABAD

DEPARTMENT OF FINE ART



Revised Curriculum of

MASTER OF FINE ARTS – APPLIED ART

Illustration / Visualization / Typography

(Choice Based Credit & grading system)

W.E.F. ACADEMIC YEAR 2021-22

[Signature]
12/11/2022

Specialization course in “Applied Art” leading to the Master of Fine Art (M.F.A. Applied Art)

- This Syllabus is designed in terms of preparing the student for the professional scenario with relevance to practical needs and requirements. The number of assignments also requires with reference to learning objects for every subject and the time available. A holistic approach includes providing industry training via internships, handling live projects, visits to advertising and design houses and also print and production units.
- Technical advancement is the key to a substantial teaching system in today's world and thus a great responsibility lies on the art curriculum to prepare students to rise to meet global standards and align seamlessly to changing trends.
- The modern world seems to be growing exponentially in the digital domain, and yet the print is also evolving like never before. Thus the syllabus is structured with balance in learning skills in both the domains of design. The syllabus needs to be made to promote flexibility and freedom of approach in teaching, within the structure of learning objectives.
- Regular expertise interaction will help to build a bridge between students and their future mentors from industry.
- There will be three specializations and the student can specialize in one of these specializations. They are: **Illustration / Visualization / Typography.**
- Once student select his / her Specialization subject, cannot change for whole course.
- The arrangement of visiting staff and regular staff for concern expertise subject to be made by institute according to syllabus.
- The experts / Visiting staff can be Professionals, master craftsmen, artists and traditional artists or from allied subjects.
- While conducting practical assignment attention will be given to develop in students a good professional outlook, apart from academic excellence.
- Visits to Design Studio, Advertising Agency, Print Industry, Museums, Temples, Architectural Monuments, Exhibitions, Galleries, Professional set up, Art and Craft workshop are to be the regular features.

Course Pattern	
Title of Course	M. F. A. (Master of Fine Arts) – Applied Arts
Course Duration	Two Years
Examination Pattern	Semester Pattern
Intake Capacity	15 students per year
Teaching Learning Days	90 Days per Semester
Eligibility	B.F.A.- Applied Art / Equivalent

A. Standard of Passing-

To pass the candidate must obtain at least 50 % in individual subjects, in internal assessments and University examination in all theory and practical subjects.

B. ATKT Rules

Allow to keep term (ATKT) available for Theory subjects for only.

C. Award of Class

The system of evaluation will be as follows

Sr. No	Equivalent percentage	Grade Points	Grade	Grade description
01.	90.00-100	9.00-10	O	Outstanding
02.	80.00-89.99	8.00-8.99	A ++	Excellent
03	70.00-79.99	7.00-7.99	A +	Exceptional
04	60.00-69.99	6.00-6.99	A	Very Good

05	55.00-59.99	5.50-5.99	B+	Good
06	50.00-54.99	5.00-5.99	B	Fair
07	45.00-49.99	4.50-4.99	C+	Average
08	40.01-44.99	4.01-4.49	C	Below average
09	40	4.00	D	Pass
10	< 40	0.00	F	Fail

D. Attendance of Students

This is a Practical oriented Full time Regular course, so 75 % attendance is compulsory.

E. Verification / Revaluation

- Verification will be done by panel appointed by Concern University
- Revaluation will be done only for theory papers by panel appointed by concern University, Not for the practical subjects.
- Internal marks will not change. A student cannot claim to repeat or reevaluate the internal assessments.

F. Medium of Instruction

Medium of instruction and Examination will be **English** as a global language/ **Hindi** as a national language/ and **Marathi** for better understanding of students.

G. University Terms

Academic calendar should be follow as per concern University

COURSE STRUCTER

MFA - Applied Art: (Illustration / Visualization / Typography)									
Sem.	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem. / Minm. Assessment tutorial	Exam. Hrs.	Marks		Total
1 st Semester									
I	Foundation Course	Course-01	Advertising Foundation and Dimension	03	45 - 02	3	20	80	100
		Course-02	Technical Theory	03	45 - 02	3	20	80	100
	Core Course	Course-03	Visual Communication Design	03	90 - 05	18	50	50	100
		Course-04	Field Work	01	30 - 02	NA	50	--	50
	Elective	Course-05	Specialization (Illustration or Visualization or Typography)	04	120- 05	18	50	50	100
		Compulsory Course	Course-06	Computer Graphics	02	60 - 05	12	50	50
	Inter Disciplinary Course	Course-07	Indian Constitution	02	30-02	3	20	30	50
		Course-08	Research Methodology	02	30-05	3	50	50	100
TOTAL				20	450	----	310	390	700
Th 150 hrs + Pr 300 hrs = 450hrs – 540 = 90 other activity – library hrs, Exhibition , Study Tour & Other									
2nd Semester									
II	Foundation Course	Course-09	Advertising Foundation and Dimension	03	45 - 02	3	20	80	100

	Course-10	Technical Theory	03	45 - 02	3	20	80	100
	Course-11	Visual Communication Design	03	90 -05	18	50	50	100
Core Course	Course-12	Field Work	01	30- 02	NA	50	--	50
	Course-13	Specialization (Illustration or Typography or Visualization)	04	120- 05	18	50	50	100
Elective								
Compulsory Course	Course-14	Computer Graphics	02	60- 05	12	50	50	100
Inter Disciplinary Course	Course-15	Research Projects Review Writing	01	15- 02	3	50	50	100
Audit Course	Course-16	Mooc (Swayam) Courses http://www.Mooc-list.com/Course	02	00	00	00	00	Grade
TOTAL			19	405	----	290	360	650
Th 105 hrs + Pr 300 hrs = 405hrs – 540 = 135 other activity – library hrs, Exhibition , Study Tour & Other								
3rd Semester								
Foundation Course	Course-17	Synopsis (Dissertation) part – 01	04	60	NA	50	--	50
	Course-18	Visual Communication Design	03	90 -05	18	50	50	100
Core Course	Course-19	Field Work	01	30- 02	NA	50	--	50
	Course-20	Specialization (Illustration or Typography or Visualization)	04	120- 05	18	50	50	100
Elective								
Compulsory	Course-21	Computer Graphics	02	60- 05	12	50	50	100

Course									
Inter Disciplinary Course	Course-22	Service Course	04	60	3	50	50	100	
Audit Course	Course-23	Mooc (Swayam) Courses http://www.Mooc-list.com/Course	02	00	00	00	00	Grade	
TOTAL			20	420	-----	300	200	500	
Th 120 hrs + Pr 300 hrs = 435 hrs – 540 = 105 other activity – library hrs, Exhibition , Study Tour & Other									
4th Semester									
Foundation Course	Course-24	Dissertation Part -02	16	240	Jury Exam	--	200	200	
	Course-25	Viva-Voce	---	---	Jury Exam	--	100	100	
Elective	Course-26	Specialization (Illustration or Typography or Visualization)	04	120- 05	18	100	--	100	
Compulsory Course	Course-27	Professional Practice	04	60	----	50	---	50	
IV	Course-28	Mooc (Swayam) Courses http://www.Mooc-list.com/Course	02	00	00	00	00	Grade	
	TOTAL		26	420	-----	150	300	450	
Th 240 hrs + Pr 180hrs = 420 hrs – 540 = 120 other activity – library hrs, Exhibition , Study Tour & Other									
GRAND TOTAL			85	1695	-----	1050	1250	2300	

SEMESTER – FIRST
MASTER OF FINE ARTS – APPLIED ART
Illustration / Visualization / Typography

Foundation Course	Course 01	Course Title : Advertising Foundation and Dimension (For all Electives)
THEORY : 80	CREDIT : 03	SESSIONAL /TUTORIEL : 20
1 Advertising Concept a Definition and Classification of Advertising in the changing context. b Technology and Evolution of Advertising c Development and Growth of Modern Advertising d Function and Effects of Advertising. 2 The Advertising Environment: Economy, Society and Technology a The Advertising Environment b Economic Forces and Advertising c Social Forces and Advertising d Technological Forces and Advertising 3 Legal Aspect of Advertising a Copyright, Trade Mark, Consequences of Advertising b Status of Advertising Agents c Advertising contracts and consequences		

d defamation, Slander of Goods.

4 Buyer Behavior and Marketing

- a The Buyer decision process
- b Factors Influencing the Business Market
- c Factors Influencing the Consumer Market
- d Consumer Behavior

5 Commercial Aspect of Advertising

- a Creative Advertising and Commercials
- b Creative Copy writing, Formulating Copy
- c Campaign Planning / Campaign Objectives
- d Financial aspects of campaign planning

Reference Books

- 1 Advertising Art and Ideas/ Dr. G.M Rege / Ashutosh Prakashan
- 2 Principles of Advertising- A Global Perspective / Monle Lee, Carla Johnson
- 3 Klippners Advertising Procedure / Klippner
- 4 Marketing Management / Philip Kotler / Low price Edition / Pearson Education
- 5 The World of Visual Communication/ Dr. G.M.Rege/ Himalaya Art Book Centre Publication

Foundation Course	Course 02	Course Title : Technical Theory (For all Electives)
THEORY : 80	CREDIT : 03	SESSIONAL/TUTORIEL : 20

1 Communication

- a The evolution of Communication
- b The systems of Communication
- c The types or Methods of Communication
- d Importance of the study of Communication

2 Gestures

- a Prominent routine Gestures
- b Face, Hands, Body Movement, Pantomime or Miming
- c Technical Gestures, The dance
- d Indian Mythology, The dance in India

3 Pictures

- a Paintings in India
- b Different schools of India viz. Ajanta, Mughal, Rajput etc.
- c Illustrations, Caricatures and cartoons
- d Photographs

4 Symbols and Scripts

- a Symbolism in India
- b Picture Writing, Ideographic Writing
- c Transitional Writing, Phonic Writing
- d Alphabetic Writing, Calligraphy

5 Medias of Communication

- a Historical background of the Poster
- b The advantage of the Modern Poster, Functions of Posters
- c Role of News papers in society as a medium of communication

d Importance of Magazines as a medium of Communication

Reference Books

01. Advertising Art and Ideas/ Dr. G.M Rege / Ashutosh Prakashan
02. Principles of Advertising- A Global Perspective / Monlie Lee, Carla Johnson
03. Klippners Advertising Procedure / Klippner
04. Marketing Management / Philip Kotler / Low price Edition / Pearson Education
05. The World of Visual Communication/ Dr. G.M.Rege/ Himalaya Art Book Centre Publication
०६. जाहिरातीचे जग / मौज प्रकाशन / यशोदा भागवत
०७. जाहिरातीचे शैलीशास्त्र / विजय प्रकाशन नागपूर / डॉ श्रीप्राद जोशी
०८. माध्यमांची व चितीमत्ता - एक संशोधन / विजय प्रकाशन नागपूर / डॉ श्रीप्राद जोशी
०९. जाहिरात व जाहिरातीचे व्यवस्थापन / प्रकाशक सु वा भावे / सुभाष भावे
१०. जाहिरात विश्व / डॉ संजय कलान
११. मास्टर कि जाहिरात कला / शहा आणि मेहता
१२. जाहिरात कला / एम एस लिमण
१३. विज्ञापन पत्रकरीता / एन सी पंथ इंद्रजित सिंह

Core Course	Course 03	Course Title : Visual Communication Design
PRACTICAL : 50	CREDIT : 03	SESSIONAL/TUTORIEL : 50
Visualization / Lettering Typography / Illustration / photography elective specialization oriented assignments. Creative finished artwork in elective specialization suitable for advertising, Publication, Public Welfare. Various media must be use with clear accent on their subject of elective specialization.		

Core Course	Course 04	Course Title : Field Work
PRACTICAL : 50	CREDIT : 01	SESSIONAL/TUTORIEL : 50
A study camp minimum of four days must be attended by the student to make detailed study of animals, Historical monuments, Museums, Zoo, Bazaars, Nature, and People etc. for sketching and / or photography purpose. Students also should visit various local & other places/ spots of interactions to make their studies, such study must be based on their choice of specialization. A portfolio pertaining to such study must be submitted by the student.		

Elective	Course 05	Course Title : Specialization
PRACTICAL : 50	CREDIT : 04	Visualization / Illustration / Typography
Specialization 1 Visualization Concepts of Branding, Marketing and Advertising / Logo Design and Corporate Identity / Studies in Advertising Design / Concepts of Information Theory 2 Illustration Examining the structure of body through the study of the mechanics of motion, surface form and human anatomy. As examples of great sculptural art, the casts reward close study with insights into how reality is abstracted, simplified, clarified and translated into artistic form. In addition to careful study of the full-size casts, particular attention is directed toward heads, facial features, hands, feet and drapery. Artistic theories of light and shade are presented. Both linear and dimensional depictions of sculptural form are extensively explored. 3 Typography Study of Typography- History- Classifications- Anatomy and uses of various letter forms- Theoretical and applicable principles of letter forms. Expressive typography- Compositions with types- Study of Indian language scripts- Calligraphic experiments in Indian language scripts- Typography in different context like new media, posters, signage, books, mailers, motion graphics etc.		

Compulsory	Course 06	Course Title : Computer Graphics
-------------------	------------------	---

Course		
PRACTICAL : 50	CREDIT : 02	SESSIONAL /TUTORIEL : 50
Study of Computer Software applications used for creating Graphic Design. In first semester student must thoroughly study one of the software to create advertisement using vector formats. It is expected to study such application software like CorelDraw, or Adobe Photoshop		

Inter Disciplinary Course	Course 07	Course Title : Indian Constitution
Theory : 30	CREDIT : 02	SESSIONAL / Project 10 , M C Q Test 10 (30+10+10 = 50)
Objective of the Subject- ➤ Introduction to Indian Constitution ➤ To learn the different aspects of Indian Constitution		
Content:		
Unit I History of making of the Indian constitution.		
1.1 history		
1.2 drafting committee, (Composition & working)		
Unit II Philosophy of the Indian constitution		
2.1 Preamble		
2.2 Salient features		
Unit III Contours of constitutional rights & Duties		
3.1 Fundamental Rights		
Right to equality		
Right to Freedom		
Right to against exploitation		
Right to freedom of religion		

Cultural and education rights

Right to constitutional remedies

3.2 Directive principles of state policy

3.3 Fundamental Duties

Unity IV Organs of governance

4.1 parliament

Composition

Qualification and disqualifications

Powers and functions

4.2 Executive

President

Governor

Council of ministers

4.3 Judiciary

Appointment and transfer of judges

Qualifications

Power and functions

Reference Book:

Indian Constitution by D Srinivasan, Himalaya Publishing house.

The Constitution of India, H. M. Shirwai,

The Constitution of India, J. N. Pandey, Central Law Agency.

Inter Disciplinary Course	Course 08	Course Title : Research Methodology
Theory : 50	CREDIT : 02	SESSIONAL / TUTORIEL : 50
Objective of the Subject-		

➤ To learn media research

➤ Understand the techniques of qualitative and quantitative research

Contents –

Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing

Survey: Meaning, Concept, Utility, Planning, Organizing & Conducting survey, Public Opinion Survey, Readership Survey

Date: Meaning, Kinds - Demographic, Socio - Economic, Socio - Psychological data

Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback

Market Research: Principles of Market Research, Theories of Segmentation & Positioning, Pre-Testing, Post -Testing

SUGGESTED READINGS:

1. Social Research S R Vajpayee
2. Doing Your Research Project Judith Bell
3. Research Methodology - Methods & C R Kothari Techniques
4. Research Methodology in Social Sandhu & Singh Sciences
5. Communication & Research V P Michael for Management
6. Research in Mass Media S R Sharma & Anil Chaturvedi
7. Research - How to Plan, Clifford Hawkings & Speak & Write About it Macro Sorgi

SEMESTER – SECOND
MASTER OF FINE ARTS – APPLIED ART
Illustration / Visualization / Typography

Foundation Course	Course 09	Course Title : Advertising Foundation and Dimension (For all Electives)
THEROY : 80 CREDIT : 03 SESSIONAL /TUTORIEL : 20		
1 Modern Marketing Activity		
- a Evolution of marketing Concept - b Process of Marketing - c Characteristics of Modern marketing activity - d Promotional Marketing communication		
2 Marketing Communication		
- a Aims and Objectives - b Role of Marketing Communication - c Various forms of Marketing Communication viz. Advertising, Personal selling, Sales promotion, Public relation, Direct mail etc. - d New concepts of Marketing Communication.		
3 Advertising as Marketing Communication		
- a Advertising as a means of man's communication - b Purpose and role of Advertising in Marketing communication- Influence and Impact of Advertising - c Strong and Weak theories of Advertising - d Role of Marketing Research in Marketing Communication.		
4 Media of Advertising		

- a Media Planning
- b Media buying
- c Indoor Advertising media
- d OOH Advertising media

5 Creative Advertising

- a Planning and Execution
- b Unique Selling Points of subject. Its use in creative advertising
- c Basic Human Motives / Desires
- d Copy Platform / Function of Copy / Approach to Writing copy
- e Principles of Design / Hard-sell and Soft-sell advertising.

Reference Books

01. Advertising Art and Ideas/ Dr. G.M Rege / Ashutosh Prakashan
02. Principles of Advertising- A Global Perspective / Monle Lee, Carla Johnson
03. Klippners Advertising Procedure / Klippner
04. Marketing Management / Philip Kotler / Low price Edition / Pearson Education
05. The World of Visual Communication/ Dr. G.M.Rege/ Himalaya Art Book Centre Publication

Foundation Course	Course 10	Course Title : Technical Theory (For all Electives)
THEORY : 80	CREDIT : 03	SESSIONAL/TUTORIEL : 20
1 Advertising Production		
a History of Printing Technology		
b Different Methods of Production		

- c Printing Technology and Media of Advertising
- d Innovations in print technology
- 2 Print Media**
 - a Magazine Advertising
 - b Newspaper Advertising
- 3 Broadcast Media**
 - a Television Advertising
 - b Radio Advertising
- 4 Internet Advertising**
 - a The Internet
 - b Web Advertising
 - c Internet Directory Advertising
- 5 Alternative Advertising Media**
 - a Out-of-home Advertising
 - b Other Alternative Advertising Media

Reference Books

01. Advertising Art and Ideas/ Dr. G.M Rege / Ashutosh Prakashan
02. Principles of Advertising- A Global Perspective / Monle Lee, Carla Johnson
03. Klippners Advertising Procedure / Klippner
04. Marketing Management / Philip Kotler / Low price Edition / Pearson Education
05. The World of Visual Communication/ Dr. G.M.Rege/ Himalaya Art Book Centre Publication
०६. जाहीरतीचे जग / मौज प्रकाशन / यशोदा भगवत
०७. जाहिरातीचे शैलीशास्त्र / विजय प्रकाशन नागपूर / डॉ श्रीपाद जोशी
०८. माध्यमांची व नितीमत्ता - एक संशोधन / विजय प्रकाशन नागपूर / डॉ श्रीपाद जोशी

०९. जाहिरात व जाहिरातीचे व्यवस्थापन / प्रकाशक सु वा भावे / सुभाष भावे

१०. जाहिरात विश्व / डॉ संजय कलान

११. मास्टर कि जाहिरात कला / शहा आणि मेहता

१२. जाहिरात कला / एम एस लिमण

१३. विज्ञापन पत्रकरीता / एन सी पंथ इंद्रजित सिंह

Core Course

Course 11

Course Title : Visual Communication Design

PRACTICAL : 50

CREDIT : 03

SESSIONAL/TUTORIEL : 50

Effective and creative advertising campaigns created by the students making effective use of Illustrations / Typography / Visualization /Photography as the case may be. Various advertising media must be tried to deliver their message effectively on specialization field.

Core Course

Course 12

Course Title : Field Work

PRACTICAL : 50

CREDIT : 01

SESSIONAL/TUTORIEL : 50

A study camp minimum of four days must be attended by the student to make detailed study of animals, Historical monuments, Museums, Zoo, Bazaars, Nature, and People etc. for sketching and / or photography purpose. Students also should visit various local & other places/ spots of interactions to make their studies, such study must be based on their choice of specialization. A portfolio pertaining to such study must be submitted by the student.

Elective

Course 13

Course Title : Specialization Visualization / Illustration / Typography

PRACTICAL : 50

CREDIT : 04

SESSIONAL/TUTORIEL : 50

Specialization

- 1 Visualization** Market Research methods /Studying media for branding /Understanding Positioning, brand value and experience
- 2 Illustration** To develop proportional accuracy, foreshortening, detail-mass relationships and the use of light & shadow to draw the figure as a convincing volumetric and spatial form. History of Composition and Design
Movements will be covered such as Modernism, post-Modernism, Surrealism, Conceptual Art, Pop Art, Expressionism and Realism.
Relationships of past art to the development of contemporary figurative art in design illustration.
- 3 Typography** Development of typography as a discipline and overview of historical, technical and aesthetics issues- Effect of technology on changing practice of typography and role of typography.

Compulsory Course

Course 14	Course Title : Computer Graphics
PRACTICAL : 50	CREDIT : 02
	SESSIONAL/TUTORIEL : 50

Study and practice of using pagination application software like Adobe In Design, Page Maker, and Quark Express and CorelDraw Graphic suite. A proper design for not less than four pages may be created using any one of the software suite mentioned above.

Inter Disciplinary

Course 15	Course Title : Research projects / Review Writing
THEORY : 50	CREDIT : 01
	SESSIONAL/TUTORIEL : 50

- Write a research project (Miner) in consultation with class teacher or Head.(any one -25 mark Internal)
- To take a literature review of a selected subjects / topic & Review that written in your own words / style (Minimum 05 – 25 mark Internal)

Audit Course

Course 16	Course Title : MOOC (Swayam) Courses
-----------	--------------------------------------

THEORY :	CREDIT : 02	SESSIONAL/TUTORIEL : Grade
Mooc (Swayam) Courses http://www.Mooc-list.com/Course		
Any two courses (Mooc/Swayam) as per Student Specialization & result / Grade as per Satisfactory - Non per Satisfactory Report /system		

SEMESTER – THIRD

MASTER OF FINE ARTS – APPLIED ART

Illustration / Visualization / Typography

Foundation Course	Course 17	Course Title : Synopsis (Dissertation) Part : 01
THEROY : 50	CREDIT : 04	SESSIONAL/TUTORIEL : 20
Student must have to submit Final synopsis on selected topic of Dissertation . Evaluate ion of this work by internal & External Expert . contain 100 marks in Third semester		

Core Course	Course 18	Course Title : Visual Communication Design
PRACTICAL : 50	CREDIT : 03	SESSIONAL/TUTORIEL : 50
Effective and creative advertising campaigns created by the students making effective use of Illustrations / Typography / Photography as the case may be. Various advertising media must be tried to deliver their message effectively on specialization field.		
Core Course	Course 19	Course Title : Field Work
PRACTICAL : 50	CREDIT : 01	SESSIONAL/TUTORIEL : 50

A study camp minimum of four days must be attended by the student to make detailed study of animals, Historical monuments, Museums, Zoo, Bazaars, Nature, and People etc. for sketching and / or photography purpose. Students also should visit various local & other places/ spots of interactions to male their studies, such study must be based on their choice of specialization. A portfolio pertaining to such study must be

submitted by the student.

Elective	Course 20	Course Title : Specialization
		Visualization / Illustration / Typography
PRACTICAL : 50	CREDIT : 04	SESSIONAL /TUTORIEL : 50

Specialization

- 1 **Visualization** Creating a Brand Experience /Brand Evaluation and Rebranding / Formulation Brand Strategies
- 2 **Illustration** This semester addresses theoretical and applied perspective in order to build spatial environments within artworks. Students are encouraged to examine issues and methods of perspective in the context of their own pictorial concerns. Relationship of technique to content in drawing traditions up to the present day. Wet and dry media on various supports are explored in a studio format. Students will prepare paper with grounds for use with metal-point, inks applied with pen and brush, both natural and fabricated chalks, and various forms of charcoal.
- 3 **Typography** Digital typography: emerging directing and new possibilities- Typography as communication. Experimental typography and need for experiments.

Compulsory Course	Course 21	Course Title : Computer Graphics
PRACTICAL : 50	CREDIT : 02	SESSIONAL /TUTORIEL : 50
Advanced study of Animation techniques used in 2D OR 3D animation making use of suitable application software should be done. Any of the above mentioned assignment may be produced by the student using suitable software like In Design, CorelDraw or Quark Express. Use of sources from internet must be used by the students to embed suitable images supporting their specialization subject.		

Inter Disciplinary	Course 22	Course Title : Service Course
THEORY : 100	CREDIT : 04	SESSIONAL /TUTORIEL : 50 PRACTICAL : 50

(Service Course offered in Third or Fourth semester only)

- **Introduction to visual Art / Appreciation of Art** - Hours 60 , -
- **50 Mark TH – University Exam., 50 Mark PR - IA (Internal - Assessment)**

01. Elements of Art
02. Fundamental of Art
03. Colour – theory and Practical
04. Introduction to History of Art (Indian)
05. Basic study about different Art Schools in India . Viz. Ajanta, Mughul , Rajput Jain. Etc
06. Basic study about Folk Art
07. Appreciation of Art
08. Principals of Art and Design – practical
09. Drawing and Sketching - Practical

Audit Course	Course 23	Course Title : MOOC (Swayam) Courses
THEORY :	CREDIT : 02	SESSIONAL /TUTORIEL : Grade
Mooc (Swayam) Courses http://www.Mooc-list.com/Course		
Any two courses (Mooc/Swayam) as per Student Specialization & result / Grade as per Satisfactory - Non per Satisfactory Report /system		

SEMESTER – FOURTH
MASTER OF FINE ARTS – APPLIED ART
Illustration / Visualization / Typography

Foundation Course	Course 24	Course Title : Dissertation Part : 02
THEROY : 200	CREDIT : 16	SESSIONAL /TUTORIEL : Dissertation (theory) Jury Exam .

Dissertation

The students of post graduation are required to select a suitable hypothesis supporting their choice of specialization and prepare a dissertation in conclusion with Head of the Department and work on it under the guidance of such faculty member or under a teacher as approved by the University. Such dissertation must be prepared in the prescribed manner (Four copies) and should have minimum 7000 to 10000 words in it. It should be handed over to the concern teacher, through the Head of Department positively one calendar month before commencement of final examination.

Foundation Course	Course 25	Course Title : Viva- Voce
THEROY : 100	CREDIT :	SESSIONAL /TUTORIEL : Dissertation (Theory) Jury Exam . 100

The one or two external referees shall be the persons residing in India, who are experts in the subject. The viva shall be held jointly by the external referees and the Guiding Teacher, only after the dissertation have been valued by the external and/or referees, and at the time of holding it, the referees conducting the viva-voce shall have the dissertation in their hands and project work (Class work) displayed at the same time.

A candidate will have to arrange a display of their total project work done in all first to third semesters. The work should be well presented in the exhibition hall or studio of the department. The panel of examiners shall observe the candidate's performance on

the basis of his/her displayed work and conduct the viva-voce examination simultaneously.

Elective	Course 26	Course Title : Specialization
		Visualization / Illustration / Typography
PRACTICAL : 50	CREDIT : 04	SESSIONAL /TUTORIEL : 50

Specialization

- 1 Visualization** Creating a Brand Experience /Brand Evaluation and Rebranding / Formulation Brand Strategies
- 2 Illustration** This semester addresses theoretical and applied perspective in order to build spatial environments within artworks. Students are encouraged to examine issues and methods of perspective in the context of their own pictorial concerns. Relationship of technique to content in drawing traditions up to the present day. Wet and dry media on various supports are explored in a studio format. Students will prepare paper with grounds for use with metal-point, inks applied with pen and brush, both natural and fabricated chalks, and various forms of charcoal.
- 3 Typography** Digital typography: emerging directing and new possibilities- Typography as communication. Experimental typography and need for experiments.

Compulsory Course	Course 27	Course Title : Professional Practice
PRACTICAL : 50	CREDIT : 04	SESSIONAL /TUTORIEL : 50

Professional Practice: Applied Art

AIM- To expose the students to issues concerning advertising Industry (**Advertising Agency, Newspaper, Printing press, Publication studio, any media house, Photo studio, artist studio**) work system /various method of work including process of development of concepts, ideas, presentation skill, involvement in office discussions, client meetings & others.

OBJECTIVES – To enable the students to understand the issues of professional practice

To expose the students to various professional bodies and their role in professional practice

To expose the students on some of the important legislations concerning Advertising design and industry

TERM-WORK – Notes on the above topics to be submitted in a file

Along with satisfactory certificate & small project /four Assignment of concern Textile Industry.

Audit Course	Course 28	Course Title : MOOC (Swayam) Courses
THEORY :	CREDIT : 02	SESSIONAL /TUTORIEL : Grade
Mooc (Swayam) Courses http://www.Mooc-list.com/Course		
Any two courses (Mooc/Swayam) as per Student Specialization & result / Grade as per Satisfactory - Non per Satisfactory Report /system		

Grade Awards :-

(I) A ten point rating scale shall be used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Masters Programme grade points are based on the total number of marks obtained by him / her in all the heads of examination of the course . These grade points and their equivalent range of marks are shown separately in table – I

Table I – Ten point grades and grade description

Sr. No	Equivalent percentage	Grade Points	Grade	Grade description
01.	90.00-100	9.00-10	O	Outstanding
02.	80.00-89.99	8.00-8.99	A ++	Excellent
03	70.00-79.99	7.00-7.99	A +	Exceptional

04	60.00-69.99	6.00-6.99	A	Very Good
05	55.00-59.99	5.50-5.99	B+	Good
06	50.00-54.99	5.00-5.99	B	Fair
07	45.00-49.99	4.50-4.99	C+	Average
08	40.01-44.99	4.01-4.49	C	Below average
09	40	4.00	D	Pass
10	< 40	0.00	F	Fail

Evaluation Method , standard of Passing , Grade card , Grievance Redressal , Service course Registration rules & other as per the report of the Credit & grade based system from the academic Year 2011-12 / school coordinate committee report .

Evaluation Method , standard of Passing, Grade card , Grievance Redressal , Service course Registration rules & other as per the report of the Credit & grade based system from the academic Year 2011-12 / school coordinate committee report .


7/10/2021

Dr. S.S. Ambekar


07-10-2021
T.B. Chitambar


7-10-2021


12/11/2022