

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABD.**



**Circular/SU./Interdisciplinary Studies/Curriculum- PG/NEP/11/2023**

It is hereby inform to all concerned that, on recommendation of Dean, Interdisciplinary Studies, the Hon'ble Vice-Chancellor has accepted the following Curriculum of Post Graduate Two Years Degree Courses as per the Norms of National Education Policy-2020 under the Faculty of Interdisciplinary Studies run at the affiliated Colleges, University Department's & Sub-Campus, Osmanabad in his emergency powers under Section-12[7] the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council as appended herewith.

| Sr.No. | Name of the PG Curriculum                                                                                                    | Semester    |
|--------|------------------------------------------------------------------------------------------------------------------------------|-------------|
| 1.     | <b>M.A. Home Science</b> (for all Affiliated Colleges)                                                                       | Ist to IInd |
| 2.     | <b>M.A. Music</b> (for all Affiliated Colleges)                                                                              | Ist to IVth |
| 3.     | <b>M.S.W. (Master of Social Work)</b><br>(for all Affiliated Colleges & University Department)                               | Ist to IVth |
| 4.     | <b>M.A. Library &amp; Information Science (M.Lib.&amp;Inf.Sci.)</b><br>(for all Affiliated Colleges & University Department) | Ist to IVth |
| 5.     | <b>M.A. Journalism &amp; Mass Communication (M.A.J&amp;MC)</b><br>(for all Affiliated Colleges & University Department)      | Ist to IVth |
| 6.     | <b>M.F.A. Painting (Painting/Portraiture/Print Making-Graphic)</b><br>(for all Affi.Coll. & Uni.Dept.)                       | Ist to IVth |
| 7.     | <b>M.F.A. Applied Art (Illustration/Visualization/Typography)</b><br>(for all Affi.Coll. & Uni.Dept.)                        | Ist to IVth |
| 8.     | <b>M.F.A. - By Research Applied Art (Illustration/Visualization/Typography/Photography)</b><br>(for University Department)   | Ist to IVth |
| 9.     | <b>M.F.A. - By Research Painting (Painting /Portraiture /Print Making)</b> (for University Department)                       | Ist to IVth |
| 10.    | <b>M.A. Yoga</b> (for University Department)                                                                                 | Ist to IVth |
| 11.    | <b>M.A. (Music)</b> (for University Department)                                                                              | Ist to IVth |
| 12.    | <b>M.P.A. (Stage Craft Specialization)</b> (for University Department)                                                       | Ist to IVth |
| 13.    | <b>M.P.A. (Acting Specialization)</b> (for University Department)                                                            | Ist to IVth |
| 14.    | <b>M.P.A. (Production &amp; Direction Specialization)</b> (for University Department)                                        | Ist to IVth |
| 15.    | <b>M.P.A. (Folk Theatre Specialization)</b> (for University Department)                                                      | Ist to IVth |
| 16.    | <b>M.P.A. (Creative Dramatics Specialization)</b> (for University Department)                                                | Ist to IVth |
| 17.    | <b>M.A. Liberal Arts (Master of Liberal Arts)</b> (for University Department)                                                | Ist to IVth |
| 18.    | <b>M.A. Theatre Arts (Master of Theatre Arts)</b><br>(for University Department sub-Campus, Osmanabad)                       | Ist to IVth |

This revised Curriculum shall be applicable from the Academic year 2023-2024 and onwards in all Affiliated Colleges, University Departments & Sub-Center, Osmanabad.

This is also available on the University website [www.bamu.ac.in](http://www.bamu.ac.in)

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

University Campus,  
Aurangabad-431 004.

REF.NO.SU/All.PG.Curr.12(7)./NEP/2023-2024/

Date:- 08-08-2023.

8842-9392

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*[Signature]*  
**Deputy Registrar,  
Academic Section**

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**Copy forwarded with compliments to:-**

- 1] The Head, all concerned Departments,  
Dr. Babasaheb Ambedkar Marathwada University Aurangabad & Sub-Center,  
Osmanabad.
- 2] The Principals, all affiliated Colleges, Dr. Babasaheb Ambedkar Marathwada  
University.
- 3] The Principal, Government College of Art & Design, Aurangabad.
- 4] The Director, University Network & Information Centre, UNIC, with a request to  
upload the Circular on University Website.

**Copy to :-**

- 1] Director, Board of Examinations & Evaluation, Dr. Babasaheb Ambedkar  
Marathwada University, Aurangabad.
- 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,  
Aurangabad.
- 7] The Record Keeper, Dr. Babasaheb Ambedkar Marathwada University,  
Aurangabad.

JK\*/-08082023/-



DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,

AURANGABAD

## Faculty Interdisciplinary Studies DEPARTMENT OF FINE ART

NEP Revised Curriculum of

Vide G.R.No.NEP-2022/CR No.09/VISHI-3 Shikana dated April 20, 2023

**MASTER OF FINE ARTS – APPLIED ART**

Illustration / Visualization / Typography

(Choice Based Credit & grading system)

W.E.F. ACADEMIC YEAR 2023-24

*Dr. C. P. Gondale*  
*Dr. C. P. Gondale*  
*Dr. C. P. Gondale*

*Dr. Babasaheb Ambedkar*  
*Dr. Babasaheb Ambedkar*  
*Dr. Babasaheb Ambedkar*

Head  
Department of Fine Art,  
Dr. Babasaheb Ambedkar  
Marathwada University,  
Aurangabad



DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,

AURANGABAD

## Faculty Interdisciplinary Studies DEPARTMENT OF FINE ART

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MASTER OF FINE ARTS – APPLIED ART

Illustration / Visualization / Typography

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W.E.F. ACADEMIC YEAR 2023-24



*Sand Chaudhary*

*Dr. B. C. P. Sandale*  
*Dean (F.A.)*

### **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                |                                                                |  |  |
|-------------------------------|----------------------------------------------------------------|--|--|
| <b>Title of Course</b>        | <b>M. F. A. (Master of Fine Arts) – Applied Arts</b>           |  |  |
| <b>Course Duration</b>        | <b>Two Years (4 Semester)</b>                                  |  |  |
| <b>Examination Pattern</b>    | Semester Pattern                                               |  |  |
| <b>Intake Capacity</b>        | 15 students per year                                           |  |  |
| <b>Teaching Learning Days</b> | 90 Days per Semester                                           |  |  |
| <b>Eligibility</b>            | B.F.A/ B.V.A / BFA. Bridge Course in Applied Art or Equivalent |  |  |

| 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              |

#### 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**

As Per University Rules.

## **C. Award of Class**

The system of evaluation will be as follows

## **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

**Master of Fine Art-Applied Art**  
**NEP-2023-24**

**Semester : First & Second Semester**

| Year   | Level | Sem    | Major                                                                                                                                                                                               | Elective                                                                                               | RM                       | OJT/FP                                                                     | RP   | Cum.Cr | Degree                                                                |
|--------|-------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------|----------------------------------------------------------------------------|------|--------|-----------------------------------------------------------------------|
| 2Yr PG |       |        | Mandatory                                                                                                                                                                                           |                                                                                                        |                          |                                                                            |      |        |                                                                       |
| Year   | 6.0   | Sem I  | Advertising Foundation and Dimension (TH) C-3<br>Technical Theory (TH) C-3<br>Specialization (Illustration or Visualization or Typography) C-4<br>Computer Graphics (PR) C-2<br>Field Work (PR) C-2 | 1) Visual Communication Design (PR) C-4<br>2) IVS Appreciation of art (only Other Faculty Student) C-4 | Research Methodology C-4 | ----                                                                       | ---- | 22     | ---                                                                   |
|        |       |        | 14                                                                                                                                                                                                  | 04                                                                                                     | 04                       | --                                                                         | ---  | --     | -                                                                     |
| Year   | 6.0   | Sem II | Advertising Foundation and Dimension (PR) C-3<br>Technical Theory (PR) C-3<br>Specialization (Illustration or Visualization or Typography) C-4<br>Computer Graphics (PR) C-2<br>Field Work (PR) C-2 | Visual Communication Design (PR) C-4                                                                   | ----                     | On Job Training C-4<br>(On job training of 04 credits during summer brack) | ---- | 22     | PG Diploma (Exit) Option at the end of the first year Master's Degree |
|        |       |        | 14                                                                                                                                                                                                  | 04                                                                                                     | --                       | 04                                                                         | ---  | --     | -                                                                     |
|        |       |        | 14+14=28                                                                                                                                                                                            | 04+04=08                                                                                               | 04                       | 04                                                                         | ---  | 44     |                                                                       |

**Master of Fine Art-Applied Art**  
**NEP-2023-24**

**Semester : Third & Final Semester**

| Year<br>2Yr<br>PG | Level | Sem        | Major                                                                  | Elective                              | RM  | OJT/FP | RP                               | Cum.Cr | Degree                              |
|-------------------|-------|------------|------------------------------------------------------------------------|---------------------------------------|-----|--------|----------------------------------|--------|-------------------------------------|
| II year           | 6.5   | Sem<br>III | Copy Writing (TH) C-4                                                  | Visual<br>Communication<br>Design C-4 | --- | ----   | Research<br>Project C-4          | 22     | --                                  |
|                   |       |            | Packing Design (PR) C-2                                                |                                       |     |        |                                  |        |                                     |
|                   |       |            | Specialization<br>(Illustration or Visualization<br>or Typography) C-4 |                                       |     |        |                                  |        |                                     |
|                   |       |            | Visual Communication<br>Design(TH) C-2                                 |                                       |     |        |                                  |        |                                     |
|                   |       |            | Computer Graphics (PR) C-2                                             |                                       |     |        |                                  |        |                                     |
|                   |       | III        | 14                                                                     | 04                                    | --  | --     | 04                               | --     | --                                  |
| II year           | 6.5   | Sem<br>IV  | Copy Writing (TH) C-4                                                  | Visual<br>Communication<br>Design C-4 | --- |        | Research<br>Dissertation<br>C-06 | 22     | PG<br>Degree<br>after 4-<br>year UG |
|                   |       |            | Packing Design (PR) C-4                                                |                                       |     |        |                                  |        |                                     |
|                   |       |            | Specialization<br>(Illustration or Visualization<br>or Typography) C-4 |                                       |     |        |                                  |        |                                     |
|                   |       |            | Viva-Voce                                                              |                                       |     |        |                                  |        |                                     |
|                   |       | IV         | 12                                                                     | 04                                    | --  | --     | 06                               | --     | --                                  |
|                   |       | III+ IV    | 26                                                                     | 08                                    |     |        | 10                               |        |                                     |
|                   |       | I to IV    | 28+26=54                                                               | 08+08=16                              | 04  | 04     | 10                               | 88     |                                     |

## NEP 2023-24 : COURSE STRUCTER

| MFA - Applied Art: (Illustration / Visualization / Typography)                                           |                   |           |                                                                   |        |                                         |            |       |     |       |
|----------------------------------------------------------------------------------------------------------|-------------------|-----------|-------------------------------------------------------------------|--------|-----------------------------------------|------------|-------|-----|-------|
| Sem.                                                                                                     | Course            | Ref. No   | Subject Title                                                     | Credit | No. of Hrs. per Sem. / Minm. Assessment | Exam. Hrs. | Marks |     | Total |
| 1 <sup>st</sup> Semester                                                                                 |                   |           |                                                                   |        |                                         |            |       |     |       |
| I                                                                                                        | Mandatory (Major) | Course-01 | Advertising Foundation and Dimension (TH)                         | 03     | 45 - 04                                 | 3          | 40    | 60  | 100   |
|                                                                                                          |                   | Course-02 | Technical Theory (TH)                                             | 03     | 45 - 04                                 | 3          | 40    | 60  | 100   |
|                                                                                                          |                   | Course-03 | Specialization (Illustration or Visualization or Typography) (PR) | 04     | 120 - 05                                | 18         | 40    | 60  | 100   |
|                                                                                                          |                   | Course-04 | Computer Graphics (PR)                                            | 02     | 60 - 05                                 | 12         | 40    | 60  | 100   |
|                                                                                                          | Elective (Major)  | Course-05 | Field Work (PR)                                                   | 02     | 60 - 05                                 | N/A        | 40    | --  | 40    |
|                                                                                                          |                   | Course-06 | Visual Communication Design (PR)                                  | 04     | 120 - 05                                | 18         | 40    | 60  | 100   |
|                                                                                                          | RM                | Course-07 | Research Methodology(TH)                                          | 04     | 60-02                                   | 3          | 40    | 60  | 100   |
| TOTAL                                                                                                    |                   |           |                                                                   | 22     | 510-30                                  | -----      | 280   | 360 | 640   |
| Th 150 hrs + Pr 360 hrs = 510hrs – 510 =30 Other activity – library hrs, Exhibition , Study Tour & Other |                   |           |                                                                   |        |                                         |            |       |     |       |

| 2nd Semester MFA - Applied Art |                                                                                                        |           |                                                                            |        |                                                              |               |          |       |       |  |
|--------------------------------|--------------------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------|--------|--------------------------------------------------------------|---------------|----------|-------|-------|--|
| Sem.                           | Course                                                                                                 | Ref. No   | Subject Title                                                              | Credit | No. of Hrs.<br>per Sem. /<br>Minn.<br>Assessment<br>tutorial | Exam.<br>Hrs. | Marks    |       | Total |  |
|                                |                                                                                                        |           |                                                                            |        |                                                              |               | Internal | Exam. |       |  |
| II                             | Mandatory<br>(Major)                                                                                   | Course-08 | Advertising Foundation<br>and Dimension(TH)                                | 03     | 45 - 02                                                      | 3             | 40       | 60    | 100   |  |
|                                |                                                                                                        | Course-09 | Technical Theory (TH)                                                      | 03     | 45 - 02                                                      | 3             | 40       | 60    | 100   |  |
|                                |                                                                                                        | Course-10 | Specialization<br>(Illustration or<br>Visualization or<br>Typography) (PR) | 04     | 120 - 05                                                     | 18            | 40       | 60    | 100   |  |
|                                |                                                                                                        | Course-11 | Computer Graphics (PR)                                                     | 02     | 60 - 05                                                      | 12            | 40       | 60    | 100   |  |
|                                |                                                                                                        | Course-12 | Field Work (PR)                                                            | 02     | 60 - 05                                                      | NA            | 40       | --    | 40    |  |
|                                | Elective<br>(Major)                                                                                    | Course-13 | Visual Communication<br>Design (PR)                                        | 04     | 120- 05                                                      | 18            | 40       | 60    | 100   |  |
|                                | OJT/FP                                                                                                 | Course-14 | On Job Training (PR)<br>(On job training of during<br>summer brack)        | 04     | 60-02                                                        | NA            | --       | 60    | 60    |  |
|                                | TOTAL                                                                                                  |           |                                                                            | 22     | 510-26                                                       | ----          | 240      | 360   | 600   |  |
|                                | Th 90 hrs + Pr 420 hrs = 510hrs – 540 =30 other activity – library hrs, Exhibition, Study Tour & Other |           |                                                                            |        |                                                              |               |          |       |       |  |
|                                | PG Diploma (Exit Option at the end of the first year Master's Degree)                                  |           |                                                                            |        |                                                              |               |          |       |       |  |

| 3 <sup>rd</sup> Semester MFA - Applied Art                                                              |                      |           |                                                                            |        |                                                                |               |          |       |       |
|---------------------------------------------------------------------------------------------------------|----------------------|-----------|----------------------------------------------------------------------------|--------|----------------------------------------------------------------|---------------|----------|-------|-------|
| Sem.                                                                                                    | Course               | Ref. No   | Subject Title                                                              | Credit | No. of Hrs. /<br>per Sem. /<br>Minn.<br>Assessment<br>tutorial | Exam.<br>Hrs. | Marks    |       | Total |
|                                                                                                         |                      |           |                                                                            |        |                                                                |               | Internal | Exam. |       |
|                                                                                                         | Mandatory<br>(Major) | Course-15 | Copy Writing (TH)                                                          | 04     | 60 - 04                                                        | 3             | 40       | 60    | 100   |
|                                                                                                         |                      | Course-16 | Packing Design (PR)                                                        | 02     | 60 - 05                                                        | 12            | 40       | 60    | 100   |
|                                                                                                         |                      | Course-17 | Visual Communication<br>Design (TH)                                        | 02     | 30 - 02                                                        | 3             | 40       | 60    | 100   |
|                                                                                                         |                      | Course-18 | Computer Graphics (PR)                                                     | 02     | 60 - 05                                                        | 12            | 40       | 60    | 100   |
|                                                                                                         |                      | Course-19 | Specialization<br>(Illustration or<br>Visualization or<br>Typography) (PR) | 04     | 120 - 05                                                       | 18            | 40       | 60    | 100   |
| III                                                                                                     | Elective<br>(Major)  | Course-20 | Visual Communication<br>Design (PR)                                        | 04     | 120 - 05                                                       | 18            | 40       | 60    | 100   |
|                                                                                                         | RP                   | Course-21 | Research Project (TH)                                                      | 04     | 60-05                                                          | NA            | --       | 60    | 60    |
| TOTAL                                                                                                   |                      |           |                                                                            | 22     | 510-31                                                         | ----          | 240      | 420   | 660   |
| Th 150 hrs + Pr 360 hrs = 510hrs – 540 –30 other activity – library hrs, Exhibition, Study Tour & Other |                      |           |                                                                            |        |                                                                |               |          |       |       |

*Dr. C. P. S. S. S. S.*

| 4 <sup>th</sup> Semester MFA - Applied Art                                                               |                   |           |                                                                   |        |                                                  |            |          |       |       |
|----------------------------------------------------------------------------------------------------------|-------------------|-----------|-------------------------------------------------------------------|--------|--------------------------------------------------|------------|----------|-------|-------|
| Sem.                                                                                                     | Course            | Ref. No   | Subject Title                                                     | Credit | No. of Hrs. per Sem. / Minm. Assessment tutorial | Exam. Hrs. | Marks    |       | Total |
|                                                                                                          |                   |           |                                                                   |        |                                                  |            | Internal | Exam. |       |
| IV                                                                                                       | Mandatory (Major) | Course-22 | Copy Writing (TH)                                                 | 04     | 60 - 02                                          | 3          | 40       | 60    | 100   |
|                                                                                                          |                   | Course-23 | Packing Design (PR)                                               | 04     | 120 - 05                                         | 12         | 40       | 60    | 100   |
|                                                                                                          |                   | Course-24 | Specialization (Illustration or Visualization or Typography) (PR) | 04     | 120 - 05                                         | 18         | 40       | 60    | 100   |
|                                                                                                          | Elective (Major)  | Course-25 | Viva-Voce                                                         | --     | --                                               | Jury Exam  | --       | 60    | 60    |
|                                                                                                          |                   | Course-26 | Visual Communication Design (PR)                                  | 04     | 120 - 05                                         | 18         | 40       | 60    | 100   |
|                                                                                                          | RP                | Course-27 | Dissertation (TH)                                                 | 06     | 90-01                                            | Jury Exam  | --       | 100   | 100   |
| TOTAL                                                                                                    |                   |           |                                                                   | 22     | 510-26                                           | -----      | 160      | 400   | 560   |
| Grand Total                                                                                              |                   |           |                                                                   | 88     | 2070                                             |            | 920      | 1540  | 2500  |
| Th 150 hrs + Pr 360 hrs = 510hrs – 540 =30 other activity – library hrs, Exhibition , Study Tour & Other |                   |           |                                                                   |        |                                                  |            |          |       |       |
| PG Degree after 4-year UG                                                                                |                   |           |                                                                   |        |                                                  |            |          |       |       |

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

| Mandatory (Major) | Course 01   | Course Title : Advertising Foundation and Dimension<br>(For all Electives) |
|-------------------|-------------|----------------------------------------------------------------------------|
| THEROY : 60       | CREDIT : 03 | SESSIONAL /TUTORIEL : 40                                                   |

- 1 Advertising Concept
- 2 a Definition and Classification of Advertising in the changing context.
- 3 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

  
Dr. C. P. Seneballe

### 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

| Mandatory (Major) | Course 02   | Course Title : Technical Theory (For all Electives) |
|-------------------|-------------|-----------------------------------------------------|
| THEORY : 60       | CREDIT : 03 | SESSIONAL/TUTORIEL : 40                             |

# 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 / 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

| <b>Elective (Major)</b>                                                                                                                                                                                                                                                                                              | <b>Course 06</b>   | <b>Course Title : Visual Communication Design</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                                                                                | <b>CREDIT : 04</b> | <b>SESSIONAL/TUTORIEL : 40</b>                    |
| 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. |                    |                                                   |

| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                                         | <b>Course 04</b>   | <b>Course Title : Computer Graphics</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------------------------|
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                                            | <b>CREDIT : 02</b> | <b>SESSIONAL/TUTORIEL : 40</b>          |
| 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 |                    |                                         |

| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Course 05</b>   | <b>Course Title : Field Work</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------------------|
| <b>PRACTICAL : NA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>CREDIT : 02</b> | <b>SESSIONAL/TUTORIEL : 40</b>   |
| 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. |                    |                                  |

| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Course 03</b>   | <b>Course Title : Specialization</b>             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------------|
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>CREDIT : 04</b> | <b>Visualization / Illustration / Typography</b> |
| <b>Specialization</b><br><b>1 Visualization</b> Concepts of Branding, Marketing and Advertising / Logo Design and Corporate Identity / Studies in Advertising Design /Concepts of Information Theory<br><b>2 Illustration</b> 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.<br>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.<br><b>3 Typography</b> Study of Typography- History- Classifications- Anatomy and uses of various letter forms- Theoretical and applicable principles of letter forms.<br>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. |                    |                                                  |

| <b>RM</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Course 07</b>   | <b>Course Title : Research Methodology</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------|
| <b>Theory : 60</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>CREDIT : 04</b> | <b>SESSIONAL / TUTORIEL : 40</b>           |
| <b>Objective of the Subject-</b><br>➤ To learn media research<br>➤ Understand the techniques of qualitative and quantitative research<br><b>Contents –</b><br><b>Research:</b> Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing<br><b>Survey:</b> Meaning, Concept, Utility, Planning, Organizing & Conducting survey, Public Opinion Survey, Readership Survey<br><b>Date:</b> Meaning, Kinds - Demographic, Socio - Economic, Socio - Psychological data<br><b>Tools of Data Collection:</b> Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc<br><b>Media Research:</b> Measuring Impact, Evaluation, Monitoring, and Feedback<br><b>Market Research:</b> 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 Hawkins & Speak & Write About it Macro Sorgi

**SEMESTER – SECOND**  
**MASTER OF FINE ARTS – APPLIED ART**

**Illustration / Visualization / Typography**

| <b>Mandatory (Major)</b> | <b>Course 08</b>   | <b>Course Title : Advertising Foundation and Dimension<br/>(For all Electives)</b> |
|--------------------------|--------------------|------------------------------------------------------------------------------------|
| <b>THEROY : 60</b>       | <b>CREDIT : 03</b> | <b>SESSIONAL /TUTORIEL : 40</b>                                                    |

**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

| <b>Mandatory (Major)</b> | <b>Course 09</b>   | <b>Course Title : Technical Theory (For all Electives)</b> |
|--------------------------|--------------------|------------------------------------------------------------|
| <b>THEORY : 60</b>       | <b>CREDIT : 03</b> | <b>SESSIONAL /TUTORIEL : 40</b>                            |

**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

| Mandatory (Major)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Course 10   | Course Title : Specialization<br>Visualization / Illustration / Typography |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------|
| PRACTICAL : 60                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | CREDIT : 04 | SESSIONAL /TUTORIEL : 40                                                   |
| <p><b>Specialization</b></p> <p><b>1 Visualization</b> Market Research methods /Studying media for branding /Understanding Positioning, brand value and experience</p> <p><b>2 Illustration</b> To develop proportional accuracy, foreshortening, detail-mass relationships and the use of light &amp; shadow to draw the figure as a convincing volumetric and spatial form. History of Composition and Design</p> <p>Movements will be covered such as Modernism, post-Modernism, Surrealism, Conceptual Art, Pop Art, Expressionism and Realism.</p> <p><b>3 Typography</b> 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.</p> |             |                                                                            |

| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                      | <b>Course 11</b>   | <b>Course Title : Computer Graphics</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------------------------|
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                         | <b>CREDIT : 02</b> | <b>SESSIONAL /TUTORIEL : 40</b>         |
| 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. |                    |                                         |

| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Course 12</b>   | <b>Course Title : Field Work</b>                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|
| <b>PRACTICAL : NA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>CREDIT : 02</b> | <b>SESSIONAL /TUTORIEL : 40</b>                   |
| 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. |                    |                                                   |
| <b>Elective (Major)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Course 13</b>   | <b>Course Title : Visual Communication Design</b> |
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>CREDIT : 04</b> | <b>SESSIONAL /TUTORIEL : 40</b>                   |
| 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.                                                                                                                                                                                 |                    |                                                   |

| RP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Course 14   | Course Title : On JOB Training |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------------------|
| PRACTICAL : NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | CREDIT : 01 | SESSIONAL /TUTORIEL : 60       |
| <p><b>Professional Practice: Applied Art (On job training of 04 credits during summer brake)</b></p> <p><b>AIM-</b> 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 &amp; others.</p> <p><b>OBJECTIVES –</b> To enable the students to understand the issues of professional practice</p> <p>To expose the students to various professional bodies and their role in professional practice</p> <p><b>TERM-WORK –</b> Notes on the above topics to be submitted in a file</p> <p>Along with satisfactory certificate &amp; small project /four Assignment of concern Textile Industry.</p> |             |                                |

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

| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Course 15</b>   | <b>Course Title : Copy Writing</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|------------------------------------|
| <b>THEROY : 60</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>CREDIT : 03</b> | <b>SESSIONAL /TUTORIEL : 40</b>    |
| <p>Types of Headline - Declarative - Interrogative - Testimonial - News-Curiosity- Emotional - Humorous etc. Types of Copy - Use of Product Service - Information -Is Marketing Report - Special Target Audience for making Copy effective. The Focus: What is copy platform? - Copy writing as a key/ing 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 case studies - Questions needing answers in the form of Tutorials.</p> <p>Preparing advertising brief- Writing copy (Text) on given brief of product, writing of headline on given copy.</p> |                    |                                    |

| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Course 16</b>   | <b>Course Title : Packing Design</b> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------|
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>CREDIT : 04</b> | <b>SESSIONAL /TUTORIEL : 40</b>      |
| <p>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 stackability - display - costing and estimating to the contents - transportability- Elements of package design. Logo - Colour - Shape - Text. etc. Types of packages. Reusable. Use and Throw. Festival. Promotional Materials used for package design. Labels, Cartons, Tags, Covers, CD Covers, Cassette Covers, Shopping Bags, Wrapping papers, Information material given along with the package.</p> |                    |                                      |

|                                                                                                                                                                                                                                                                 |                    |                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|
|                                                                                                                                                                                                                                                                 |                    |                                                   |
| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                        | <b>Course 17</b>   | <b>Course Title : Visual Communication Design</b> |
| <b>Theory : 60</b>                                                                                                                                                                                                                                              | <b>CREDIT : 04</b> | <b>SESSIONAL /TUTORIEL : 40</b>                   |
| 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. |                    |                                                   |

|                                                                                                                                                                                                                                                                                                                                                                                                    |                    |                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------------------------|
| <b>Compulsory Course</b>                                                                                                                                                                                                                                                                                                                                                                           | <b>Course 18</b>   | <b>Course Title : Computer Graphics</b> |
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                                                                                                                                                              | <b>CREDIT : 02</b> | <b>SESSIONAL /TUTORIEL : 40</b>         |
| 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. |                    |                                         |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                    |                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------------|
| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Course 19</b>   | <b>Course Title : Specialization</b>             |
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>CREDIT : 04</b> | <b>Visualization / Illustration / Typography</b> |
| <b>Specialization</b><br><b>1 Visualization</b> Creating a Brand Experience /Brand Evaluation and Rebranding / Formulation Brand Strategies<br><b>2 Illustration</b> 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. |                    |                                                  |

*Dr. C. P. Sule*

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.

| <b>Elective (Major)</b>                                                                                                                                                                                                                                         | <b>Course 20</b>   | <b>Course Title : Visual Communication Design</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                           | <b>CREDIT : 04</b> | <b>SESSIONAL /TUTORIEL : 40</b>                   |
| 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. |                    |                                                   |

| <b>RP</b>                                                                                                                                            | <b>Course 21</b>   | <b>Course Title : Research Project</b> |
|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------------------------|
| <b>THEROY : NA</b>                                                                                                                                   | <b>CREDIT : 04</b> | <b>SESSIONAL /TUTORIEL : 60</b>        |
| Local or regional Marathwada level problem in specialized in stream study is expected by student in research project subject with reliable solution. |                    |                                        |

## SEMESTER – FOURTH

### MASTER OF FINE ARTS – APPLIED ART

#### Illustration / Visualization / Typography

| Mandatory (Major)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Course 22                                                        | Course Title : Copy Writing |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------|
| <p><b>THEROY : 60</b></p> <p>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. 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 case studies - Questions needing answers in the form of Tutorials.</p> <p>Preparing advertising brief- Writing copy (Text) on given brief of product, writing of headline on given copy.</p> | <p><b>CREDIT : 03</b></p> <p><b>SESSIONAL /TUTORIEL : 40</b></p> |                             |

| Mandatory (Major)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Course 23                                                        | Course Title : Packing Design |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------|
| <p><b>PRACTICAL : 60</b></p> <p>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 stackability - display - costing and estimating to the contents - transportability- Elements of package design. Logo - Colour - Shape - Text. etc. Types of packages. Reusable. Use and Throw. Festival. Promotional Materials used for package design. Labels, Cartons, Tags, Covers, CD Covers, Cassette Covers. Shopping Bags. Wrapping papers. Information material given along with the package.</p> | <p><b>CREDIT : 04</b></p> <p><b>SESSIONAL /TUTORIEL : 40</b></p> |                               |

| <b>Elective (Major)</b>                                                                                                                                                                                                                                         | <b>Course 26</b>   | <b>Course Title : Visual Communication Design</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                           | <b>CREDIT : 04</b> | <b>SESSIONAL /TUTORIEL : 40</b>                   |
| 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. |                    |                                                   |

| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Course 25</b>   | <b>Course Title : Viva-Voce</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------|
| <b>PRACTICAL : NA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>CREDIT : 01</b> | <b>SESSIONAL /TUTORIEL : 60</b> |
| <p>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.</p> <p>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.</p> |                    |                                 |

| <b>Mandatory (Major)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Course 24</b>   | <b>Course Title : Specialization</b>             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------------|
| <b>PRACTICAL : 60</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>CREDIT : 04</b> | <b>Visualization / Illustration / Typography</b> |
| <p><b>Specialization</b></p> <p><b>1 Visualization</b> Creating a Brand Experience /Brand Evaluation and Rebranding / Formulation Brand Strategies</p> <p><b>2 Illustration</b> 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.</p> |                    |                                                  |

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.

| RP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Course 27          | Course Title : Dissertation                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------------------------------------------------|
| <b>THEROY : 100</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>CREDIT : 06</b> | <b>SESSIONAL /TUTORIEL : Dissertation (theory) Jury Exam .</b> |
| <p>Dissertation</p> <p>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.</p> |                    |                                                                |

*Dr. S. Sankar*  
*Dr. S. Sankar*  
*Dr. S. Sankar*  
*Dr. S. Sankar*