DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
CHHATRAPATI SAMBHAJINAGAR.

Circular/SU/Interdisciplnary Std./Curr.-M.F.A.Applied-(Photography)/NEP/07/2024.

It is hereby inform to all concerned that, on the recommendation of Dean, Faculty of Interdisciplinary Studies, the Academic Council at it's meeting held on **05 June, 2024** has accepted **the Curriculum of MFA – Applied Art (Photography) Post Graduate Two Years Degree Course Semester I to IV as per the Norms of National Education Policy-2020 under the Faculty of Interdisciplinary Studies for University Campus & Affiliated Colleges**. This is effective from the **Academic Year 2024-2025** as appended herewith.

This revised Curriculum shall be applicable from the Academic year 2024-2025 and onwards in University Department.

This is also available on the University website 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,
Chhatrapati Sambhajinagar-431 004.
REF.NO.SU/M.F.A./Curr./AOB.I.03/NEP/
2024-2025/ 1672-79
Date:- 19-06-2024.

Deputy Registrar,
Academic Section

Copy forwarded with compliments to:-

1] The Prof. & Head, Department of Fine Art, Dr. Babasaheb Ambedkar Marathwada University.
2] The Principals, All affiliated concerned colleges, Dr. Babasaheb Ambedkar Marathwada University.

Copy to :-

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

-=**=-

JK*/19062024/-

Dr. Babasaheb Ambedkar Marathwada University
Academic Section
Inward
4985
3/6/2024
Chhatrapati Sambhajinagar

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,

CHHATRAPATI SAMBHAJINAGAR

Faculty Interdisciplinary Studies

DEPARTMENT OF FINE ART

NEP Revised Curriculum of

Vide.G.R.No.NEP-2022/CR No.09/VISHI-3 Shikana dated April20,2023

MASTER OF FINE ARTS – APPLIED ART

Photography

(Choice Based Credit & grading system)

W.E.F. ACADEMIC YEAR 2024-25

Dr. Shirish S. Ambekar
Chairman - Fine art
Faculty of Interdisciplinary
Dr. Babasaheb Ambedkar Marathwada University,
Chhatrapati Sambhajinagar

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 specializations and the student can specialize in these specializations. They are: **Photography**
- Once student select his / her Specialization subject, cannot change for whole course.
- The arrangement of visiting staff and regular staff for concern expertise subject to be made by institute according to syllabus.
- The experts / Visiting staff can be Professionals, master craftsmen, artists and traditional artists or from allied subjects.
- While conducting practical assignment attention will be given to develop in students a good professional outlook, apart from academic excellence.
- Visits to Design Studio, Advertising Agency, Print Industry, Museums, Temples, Architectural Monuments, Exhibitions, Galleries, Professional set up, Art and Craft workshop are to be the regular features.

Course Pattern	
Title of Course	M. F. A. (**Master of Fine Arts) – Applied Arts**
Course Duration	**Two Years (4 Semester)**
Examination Pattern	Semester Pattern
Intake Capacity	15 students per year
Teaching Learning Days	90 Days per Semester
Eligibility	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 revaluate 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 Universit

Master of Fine Art-Applied Art : Photography

NEP-2023-24

Semester : **First & Second Semester**

Year 2Yr PG	Level	Sem	Major					Cum. Cr	Degree
			Mandatory	Elective	RM	OJT/FP	RP		
Iyear	6.0	Sem I	Advertising Foundation and Dimension (TH) C-3 Technical Theory Photography (TH) C-3 Specialization (Photography) C-4 Computer Graphics (PR) C-2 Field Work (PR) C-2	Visual Communication Design (PR) C-4	Research Methodology C-4	----	----	22	---
			14	**04**	**04**	**--**	**---**	**--**	-
Iyear	6.0	Sem II	Advertising Foundation and Dimension (PR) C-3 Technical Theory Photography (TH) C-3 Specialization (Photography) C-4 Computer Graphics (PR) C-2 Field Work (PR) C-2	Visual Communication Design (PR) C-4	----	On Job Training C-4 (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 2Yr PG	Level	Sem	Major					Cum.Cr	Degree
			Mandatory	Elective	RM	OJT/FP	RP		
II year	6.5	Sem III	Copy Writing (TH) C-3	Visual Communication Design (PR) C-4	---	----	Research Project C-4	22	--
			Packing Design (PR) C-4						
			Specialization (Photography) C-4						
			Visual Communication Design (TH) C-2						
			Computer Graphics (PR) C-2						
		III	**14**	**04**	--	--	**04**	--	--
IIyear	6.5	Sem IV	Copy Writing (TH) C-4	Visual Communication Design (PR) C-4	---		Research Dissertation C-05	22	PG Degree after 4-year UG
			Packing Design (PR) C-4						
			Specialization (Photography) C-4						
			Viva-Voce- C-1						
		IV	**13**	**04**	--	--	**05**	--	--
		III+ IV	**27**	**08**			**09**		
		I to IV	**28+26=54**	**08+08=16**	**04**	**04**	**10**	**88**	

NEP 2023-24 : COURSE STRUCTER

MFA - Applied Art: (Photography)									
Sem.	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem. / Minm. Assessment tutorial	Exam. Hrs.	Marks		Total
							Internal	Exam.	
1st Semester									
I	Mandatory (Major)	Course-01	Advertising Foundation and Dimension (TH)	03	45 - 04	3	40	60	100
		Course-02	Technical Theory Photography (TH)	03	45 - 04	3	40	60	100
		Course-03	Specialization : Photography (PR)	04	120 - 05	18	40	60	100
		Course-04	Computer Graphics (PR)	02	60- 05	12	40	60	100
		Course-05	Field Work (PR)	02	60 - 05	NA	40	--	40
	Elective (Major)	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 180 hrs = 330hrs – 540 =210 other activity – library hrs, Exhibition , Study Tour & Other									

2nd 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.	
II	Mandatory (Major)	Course-08	Advertising Foundation and Dimension(TH)	03	45 - 04	3	40	60	100
		Course-09	Technical Theory Photography (TH)	03	45 - 04	3	40	60	100
		Course-10	Specialization : Photography (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 (Major)	Course-13	Visual Communication Design (PR)	04	120- 05	18	40	60	100
	OJT/FP	Course-14	On Job Training (PR) (On job training of during summer brack)	04	60-02	NA	--	60	60
			TOTAL	**22**	**510-26**	**----**	**240**	**360**	**600**
Th 105 hrs + Pr 225 hrs = 330hrs – 540 =210 other activity – library hrs, Exhibition, Study Tour & Other									
PG Diploma (Exit Option at the end of the first year Master's Degree)									

3rd 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.	
III	Mandatory (Major)	Course-15	Copy Writing (TH)	04	60 - 02	03	40	60	100
		Course-16	Packing Design (PR)	02	60 - 05	12	40	60	100
		Course-17	Visual Communication Design (Th)	02	30 - 02	03	40	60	100
		Course-18	Computer Graphics (PR)	02	60 - 05	12	40	60	100
		Course-19	Specialization (Photography) (PR)	04	120- 05	18	40	60	100
	Elective (Major)	Course-20	Visual Communication 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 105 hrs + Pr 225 hrs = 330hrs – 540 =210 other activity – library hrs, Exhibition, Study Tour & Other

4th 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 (PR)	04	60 - 05	03	40	60	100
		Course-23	Packing Design (PR)	04	60 - 05	12	40	60	100
		Course-24	Specialization (Photography) (PR)	04	120 - 05	18	40	60	100
		Course-25	Viva-Voce	01	--	Jury Exam	--	60	60
	Elective (Major)	Course-26	Visual Communication Design (PR)	04	120-05	18	40	60	100
	RP	Course-27	Dissertation (TH)	05	90-01	Jury Exam	--	100	100
			TOTAL	**22**	**510-26**	-----	**160**	**400**	**560**
			Grand Total	**88**	**2070**		**920**	**1540**	**2500**

Th 90 hrs + Pr 240 hrs = 330hrs – 540 =210 other activity – library hrs, Exhibition , Study Tour & Other

PG Degree after 4-year UG

SEMESTER: FIRST

MASTER OF FINE ARTS – APPLIED ART

Photography

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

3 **Legal Aspect of Advertising**

a Copyright, Trade Mark, Consequences of Advertising

b Status of Advertising Agents

c Advertising contracts and consequences

d defamation, Slander of Goods.

4 **Buyer Behavior and Marketing**

a The Buyer decision process

b Factors Influencing the Business Market

c Factors Influencing the Consumer Market

d Consumer Behavior

5 **Commercial Aspect of Advertising**

a Creative Advertising and Commercials

b Creative Copy writing, Formulating Copy

c Campaign Planning / Campaign Objectives

d Financial aspects of campaign planning

Reference Books

1 Advertising Art and Ideas/ Dr. G.M Rege / Ashutosh Prakashan

2 Principles of Advertising- A Global Perspective / Monle Lee, Carla Johnson

3 Klippners Advertising Procedure / Klippner

4 Marketing Management / Philip Kotler / Low price Edition / Pearson Education

5 The World of Visual Communication/ Dr. G.M.Rege/ Himalaya Art Book Centre Publication

Mandatory (Major)	**Course 02**	**Course Title : Technical Theory Photography**
THEROY : **60**	CREDIT : **03**	SESSIONAL /TUTORIEL : **40**

Principals of Photography :

Basis 1) Principals of Photography:

a) Basic photographic tools and their intended purposes, including the proper use of vari camera systems, light meters. Analyze photographs to determine their positive and negatise attributes and apply these principles to produce their own visually compelling images by employing the correct photographic techniques.

2) Principles of Design and Composition:

3) Basic colour Principles, including line, shape, hue, texture, form, value and intensity.

b) Investigate colour as seen in black and white and its relationship to composition through harmony and contrast in a variety of formats and media.

e) Use of classical rules of composition to make a visual statement

PHOTOGRAPHY.

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

Mandatory (Major)	**Course 03**	**Course Title : Visual Communication Design**
PRACTICAL : **60**	CREDIT : **04**	SESSIONAL /TUTORIEL : **40**
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.		

Mandatory (Major)	Course 04	Course Title : Computer Graphics
PRACTICAL : 60	CREDIT : 02	SESSIONAL /TUTORIEL : 40

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

Mandatory (Major)	Course 05	Course Title : Field Work
PRACTICAL : NA	CREDIT : 02	SESSIONAL /TUTORIEL : 40

Elective (Major)	Course 06	Course Title : Specialization Photography
PRACTICAL : 60	CREDIT : 04	SESSIONAL /TUTORIEL : 40

Specialization : Principals of Photography :

Basis 1) Principals of Photography:

a) Basic photographic tools and their intended purposes, including the proper use of vari camera systems, light meters. Analyze photographs to determine their positive and negatise attributes and apply these principles to produce their own visually compelling images by employing the correct photographic techniques.

2) Principles of Design and Composition:

3) Basic colour Principles, including line, shape, hue, texture, form, value and intensity.

b) Investigate colour as seen in black and white and its relationship to composition through harmony and contrast in a variety of

formats and media.

e) Use of classical rules of composition to make a visual statement

PHOTOGRAPHY.

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

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

RM	**Course 07**	**Course Title : Research Methodology**
Theory : **60**	CREDIT : **04**	SESSIONAL / TUTORIEL : **40**

Objective of the Subject-

- To learn media research
- Understand the techniques of qualitative and quantitative research

Contents –

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

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

Date: Meaning, Kinds - Demographic, Socio - Economic, Socio - Psychological data
Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc
Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback
Market Research: Principles of Market Research, Theories of Segmentation & Positioning, Pre-Testing, Post -Testing

SUGGESTED READINGS:

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

SEMESTER – SECOND

MASTER OF FINE ARTS – APPLIED ART

Photography

Mandatory (Major)	Course 08	Course Title : Advertising Foundation and Dimension (For all Electives)
THEROY : 60	CREDIT : 03	SESSIONAL /TUTORIEL : 40

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

Mandatory (Major)	Course 09	Course Title : Technical Theory (For all Electives)
THEROY : 60	CREDIT : 03	SESSIONAL /TUTORIEL : 40

Photography and Camera:
a) Camera: Camera Obscura, TLR and SLR Cameras, Digital Camera Early Development,
analog electronic camera, the arrival of true digital camera.
) Camera b Mechanics: Image capture, lens, Focusing, Exposure Control, Shutter etc c) Camera Lens: Prime Lens, Normal Lens, Wide angle lens, Telephoto lens, Zoom lens etc.
Light Source:
d) In-depth understanding of artificial lights ie studio flashlights, halogen, tungsten, etz. Understanding colour temperature light quality, advantages and problems.

2) Light characteristics and forin: Point light source, Reflectors, wide light source. light banks. Umbrellas, soft boxes, honeycombs, snoots etc. Understanding light direction, through of light, soft light, contrast or hard light, the light cage etc.

f) Available Light Photography: Introduction to outdoor Fashion and Portrait lighting using Diffuser, Reflector, Mirror etc.

Mandatory (Major)	Course 10	Course Title : Specialization Photography
PRACTICAL : 60	CREDIT : 04	SESSIONAL /TUTORIEL : 40

Specialization :
Photography and Camera:
a) Camera: Camera Obscura, TLR and SLR Cameras, Digital Camera Early Development,
analog electronic camera, the arrival of true digital camera.
) Camera b Mechanics: Image capture, lens, Focusing, Exposure Control, Shutter etc c) Camera Lens: Prime Lens, Normal Lens, Wide angle lens, Telephoto lens, Zoom lens etc.
Light Source:
d) In-depth understanding of artificial lights ie studio flashlights, halogen, tungsten, etz. Understanding colour temperature light quality, advantages and problems.

2) Light characteristics and florin : Point light source, Reflectors, wide light source. light banks. Umbrellas, soft boxes, honeycombs, snoots etc. Understanding light direction, through of light, soft light, contrast or hard light, the light cage etc. f) Available Light Photography: Introduction to outdoor Fashion and Portrait lighting using Diffuser, Reflector, Mirror etc.

Mandatory (Major)	**Course 11**	**Course Title : Computer Graphics**
PRACTICAL : **60**	CREDIT : **02**	SESSIONAL /TUTORIEL : **40**
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.		

Mandatory (Major)	**Course 12**	**Course Title : Field Work**
PRACTICAL : **NA**	CREDIT : **02**	SESSIONAL /TUTORIEL : 40
A study camp minimum of four days must be attended by the student to make detailed study of animals, Historical monuments, Museums, Zoo, Bazaars, Nature, and People etc. for sketching and / or photography purpose. Students also should visit various local & other places/ spots of interactions to male their studies, such study must be based on their choice of specialization. A portfolio pertaining to such study must be submitted by the student.		

Elective (Major)	**Course 13**	**Course Title : Visual Communication Design**
PRACTICAL : **60**	CREDIT : **04**	SESSIONAL /TUTORIEL : **40**
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**

Professional Practice: Applied Art (On job training of 04 credits during summer brake)
AIM- To expose the students to issues concerning advertising Industry **(Advertising Agency, Newspaper, Printing press, Publication studio, any media house, Photo studio, artist studio)** work system /various method of work including process of development of concepts, ideas, presentation skill, involvement in office discussions, client meetings & others.
OBJECTIVES – To enable the students to understand the issues of professional practice
To expose the students to various professional bodies and their role in professional practice
To expose the students on some of the important legislations concerning Advertising design and industry
TERM-WORK – Notes on the above topics to be submitted in a file
Along with satisfactory certificate & small project /four Assignment of concern Textile Industry.

SEMESTER – THIRD

MASTER OF FINE ARTS – APPLIED ART

Photography

Mandatory (Major)	Course 15	Course Title : Copy Writing
THEROY : 60	CREDIT : 03	SESSIONAL /TUTORIEL : 40

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.

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

Mandatory (Major)	Course 16	Course Title : Packing Design
PRACTICAL : 60	CREDIT : 04	SESSIONAL /TUTORIEL : 40

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. Festiva!. 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.

Mandatory (Major)	Course 17	Course Title : Visual Communication Design
Theory : 60	CREDIT : 04	SESSIONAL /TUTORIEL : 40

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.

Compulsory Course	Course 18	Course Title : Computer Graphics
PRACTICAL : 60	CREDIT : 02	SESSIONAL /TUTORIEL : 40

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.

Elective (Major)	Course 19	Course Title : Specialization Photography
PRACTICAL : 60	CREDIT : 04	SESSIONAL /TUTORIEL : 40

Specialization : Form of Photography:

Portraiture: Concept of Portrait photography, tools and requirement, Studio camera. lenses etc. Basic Portrait lighting, main light fill, hair, background light ratio, studio and or location photography. Groups and outdoor portraits, light metering for portraiture

b. Fashion: A comprehensive study of advance traditional and contemporary portrait techniques, corrective and glamorous make-up, classical lighting set ups, Fashion lighting set ups, use of backgrounds, posing and creative techniques, designed for students who are considering a major interest in fashion photography.

C Advertising Photography: Conceptual people photography, the entire process from selection of models, production, pre post of an advertising shoot Shooting people at location and on a studio set for an advertising campaign.

d. Still life: Concept of still life photography, the tools and requirement, studio, cumera. lenses, etc. Texture lighting, lighting for highlights, three dimensional lighting, basic tabletop set ups, critical focusing for edge-to-edge sharpness, lighting for squire, round, spherical, and cylindrical objects, lighting for artwork/picture copying, Shadow-less product photography and creating colour vignettes for background.

Fine art Photography Pictorial imagery, which can be used as photo decor for

homes/offices indoor/outdoor photography various formats to create visually appealing

images of practically any subject, the subject can be a varied as landscapes, natare, ruins,

artifacts, sunsets, etc.

Erotic Photography, High speed photography, Wildlife photography Nude photography. Food photography, High speed photography, etc.

Mandatory (Major)	**Course 20**	**Course Title : Visual Communication Design**
PRACTICAL : **60**	CREDIT : **04**	SESSIONAL /TUTORIEL : **40**

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.

RP	**Course 21**	**Course Title : Research Project**
THEROY : **NA**	CREDIT : **04**	SESSIONAL /TUTORIEL : **60**

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

Photography

Mandatory (Major)	Course 22	Course Title : Copy Writing
THEROY : 60	CREDIT : 03	SESSIONAL /TUTORIEL : 40
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. Preparing advertising brief- Writing copy (Text) on given brief of product, writing of headline on given copy.		

Mandatory (Major)	Course 23	Course Title : Packing Design
PRACTICAL : 60	CREDIT : 04	SESSIONAL /TUTORIEL : 40
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. Festiva!. 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.		

Elective (Major)	Course 24	Course Title : Specialization Photography
PRACTICAL : 60	CREDIT : 04	SESSIONAL /TUTORIEL : 40

Specialization

Digital Photographic Production:-

a. Digital camera, the role of the computer as a necessary tool for the professional photographer, emphasis is on the development of advanced retouching and manipulation

skills as these relate to the photographic imagery in two dimensional presentation media. b. Computer basics: input devices, output devices, hardware, software, Functions of operating system, file format. modes, Transformations,

Adobe Photoshop the basics, operating and saving, selection adjusting colour, paintbrushes and art tools, layers, using masks, tilter that improves your picture, filters to make your picture artistic, photo repair, printing etc. d. Related software's

Revision of Photography - Study of different types of cameras and lenses - Different types of films - Types of lighting for various purpose - Portrait - Still life - Table top - Darkroom planning and equipments - Enlarging - Copying - Creative Photographic techniques - Use of exposure meters - Advanced lighting - Flash Photography - Umbrella and Soit

Mandatory (Major)	Course 25	Course Title : Viva-Voce
PRACTICAL : NA	CREDIT : 01	SESSIONAL /TUTORIEL : 60

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

A candidate will have to arrange a display of their total project work done in all first to third semesters. The work should be well presented in the exhibition hall or studio of the department. The panel of examiners shall observe the candidate's performance on the basis of his/her displayed work and conduct the viva-voce examination simultaneously.

Mandatory (Major)	Course 26	Course Title : Visual Communication Design
PRACTICAL : 60	CREDIT : 04	SESSIONAL /TUTORIEL : 40

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.

RP	Course 27	Course Title : Dissertation
THEROY : 100	CREDIT : 05	SESSIONAL / TUTORIEL: Dissertation (theory) Jury Exam .

Dissertation

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

Dr. Shirish S. Ambekar
Chairman - Fine art
Faculty of Interdisciplinary
Dr. Babasaheb Ambedkar Marathwada University,