

Dr. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD
Ph.D. Entrance Test 2020
Syllabus of Paper II

Subject: *FinCAM / Visual Art.*

Sr. No.	Name of The Unit	Detailing
01	RESEARCH METHODOLOGY (media research & Understand the techniques of qualitative and quantitative research)	<p>Contents –</p> <p>01 Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing</p> <p>02 Survey: Meaning, Concept, Utility, Planning, Organizing & Conducting survey, Public Opinion Survey, Readership Survey</p> <p>03 Data: Meaning, Kinds - Demographic, Socio - Economic, Socio - Psychological data</p> <p>04 Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc</p> <p>05 Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback</p> <p>06. Market Research: Principles of Market Research, Theories of Segmentation & Positioning, Pre-Testing, Post –Testing</p>
02	PHILOSOPHY OF ARTS (INDIAN & WESTERN) & HISTORY OF ARTS (INDIAN & WESTERN)	<ol style="list-style-type: none"> 1. Indian philosophy aesthetics as related to art 2. Fundamental of Indian art. 3. Indian attitude to visual arts with special reference to parenting 4. Formal aspects in Indian art with special reference to shilpa text. 5. Indian philosophy its principals and religious thoughts and their relation to arts 6. Indian art- its mythological and socio-political relationship 7. Aesthetics concept in Indian art it's sources evolution and scope and Their relevance to works to arts 8. Theory so Rasa – Rasa sutra and it's commemorators, shadanga (six limbs of I Indian paintings. 9. Principal of iconography and painting in Indian art. 10. Inter relationship of visual art with perforating art. 11. nature art function of works of art as concerned in Indian aesthetics. 12. Staevey of for east tern art china. 13. Taoism and vem Bummhism with reference to art. 14. six canons of Chinese painting 15. modern Indian art- visual analysis and ideological sources. 16. Concept of are art and beauty with special reference to thinkers from Plato to moderns and various periods from early to modern 17. Theories relating creativity – motion imagination, inspiration play and intuition, Imitation pleasure and empathy inspiration play and intuition, imitation pleasure and Empathy 18. Fundamental factors in the creative work of art from, content, expression and Communication 19. Movement in painting and sculptures form mid 19th century to present day with emphasis on the contribution of important masters in Europe and America. 20. modern western art.

		<p>21 visual analysis and ideological sources.</p> <p>22. study of aesthetics and its scope Relationship between actual works of art and the principal of aesthetics of the significant periods of art history</p> <ol style="list-style-type: none"> 1. Tradition of Persian Indian only up to the beginning of 19th century and for eastern painting in the indigenous socio-political and religion context. 2. Analysis of significant master pieces form different periods stylistic conversions and Variation themes and their various sources 3. Indian art form mid 19th century onwards per- independence periods and post Independence periods 4. Sources and experiments in cotemporary Indian art. Comparative survey of evolution of the art painting in the eastern & western culture. 5. Survey of main periods of western painting and sculpture from Palaeolithic periods up to the middle of 19th century. 6. Important artists of various periods significant master pieces, socio-political and religious ideas to the art activity and the thinking 7. western art (Europe and America) form mid 19th century onwards till world war II 8. western art post world war II period. 9. Contemporary western art- its sources and experiments.
03	<p>Principle of Art , Fundamental of Art , Principle of Design , Basic design & Color (color Theory , relationship of the 2D space- form- color and Texture, Exploration of various Media</p>	<p>Painting (Study of Indian & Western Painting</p> <p>Composition thematic, subjects, ort abstract) with variety exploration of various phases of contemporary painting development distinctively to reach a personal style. Variety of medium and surfaces and search of maximum</p> <p>Portraiture (Study of Indian & Western Portraiture)</p> <p>Extensive studies form life. Studies of human figure draped and undraped in full half and three fourth length studies of various draperies and objects studies of life in different age groups. Studies on rendering techniques and expression studding of palette for portraiture. then handling and brushing techniques. Elements, of design in portraiture posing and arranging the model with the background - characterization of the model Important of the personal approach to drawing and painting and visualizing the organization Compositional analyzing, of painting emphasis on personal style and expression study of important portraits. Indian and western approach to portraiture . Aesthetics of portrait painting with a special reference to Indian miniature portraits. Professional aspects of portrait painting.</p> <p>Print Making (Graphic)</p> <p>Graphic Process / Various Technique (theory& history)</p> <p>Sculpture</p> <p>Development of sculpture form early to modern (Indian & Western)</p>
04	<p>APPLIED ART- ILLUSTRATION/ TYPOGRAPHY/ PHOTOGRAPHY/ VISUALIZATION</p>	<p>A) Advertising -. Introduction to advertising –village economy –post industrial revolution economy – marketing direct and indirect advertising – advertising and publicity-advertisings to a world advertising for urban and rural communication. The social and economic aspects of advertising .role of advertising in society.—marketing and research –the nature and scope of marketing –market research and the market .market research and marketing policies and methods. Market research and product development –brand image.-Campaign planning-selection of advertising media Advertising and society.- Advertising and Marketing.-Ethics, Regulations and social Responsibilities.-Creative side of the Advertising. Campaign planning, objectives and basic principles. - Marketing and Market Research. –Creative advertising- Advertising operation-advertising as avocation- Legal aspects of Advertising.</p> <p>B) Illustration- the importance of illustration for-Communication form pre-historical period to modern period-selection of specific “Area” for Illustration like advertising, Editorial, publishing, Fashion, animation(from script to story board)comic strips etc. Exploration of reproduction techniques, knowledge of printing processes,-computer graphics. Story Board: Audio Visual Communication, short Film, T.V. Commercial; Information of Film making –Developing</p> <p>C) Typography – history of writing,-Classification of types, principal of typography –expressive world-logo.-</p>

		<p>And character of type faces. Design, suitability, legibility and readability of types. Detail study of different type face and type families. Application of Typographical design for magazine, packaging, calendar, book-jackets, broacher etc. Computer-a tool of Typography.</p> <p>D) Photography-History of photography-camera and accessories. Lights and lighting. Developer and other chemicals.-study of different type of camera and lenses. Type of films. Creativity through photography. -Theory of Advanced photography.</p> <p>E) Visual communication design – history –verbal and nonverbal communication. Audio and visual communication .A historical and chronological survey –media of visual communication till present day.- Telegraph, radio Telecommunications, Satellites-Evolution of New Media, Dynamic of Media, prognosis for future.-as applicable to advertising public welfare. publishing and education.</p>
05	Computer Graphics	computer hard ware and basics. Coral Draw-image editing-Photoshop-micro media director (2d)-2d animation and multimedia-D.T.P.-introduction Adobe premier (video and editing) and sound etc.-Page maker, maya,3D Max, illustrator etc.

Reference Books:

- Unit 01:** 01. संशोधन सिध्दान्त आणि पध्दती, डॉ. सदा क-हाडे, लोक वाङ्मय ग्रह . 02. शोधनिबंधाची लेखन पध्दती, स.ग. मालशे, मिलीद मालशे, लोक वाङ्मय ग्रह
03. Writing Your Thesis, Paul Oliver, Sage publication .
- Unit 02:** 01. A History of Fine Arts in India and the West by Edith Tomory, Published by Orient Black Swan. 02. History of Art, Parragon Books. 04. सौंदर्यमिमासां रा.भा. पाटणकर मौज प्रकाशन. 05. कला के प्रणेता, शचीराणी गुरू इडिया पब्लिशिंग हाऊस दिल्ली 06. कला के सिध्दांत आर .जी. कलिंगदुड, राजस्थान हिदी ग्रंथ अकादमी जयपुर 07. भारतीय व पाश्चात्य कलेचा इतिहास, गंगल प्रकाशन मुंबई .08. कलेचा इतिहास :भारतीय व पाश्चात्य गजानन भागवंत, कला संचालनालय महाराष्ट्र राज्य मुंबई प्रकाशन 90. प्रवक्ता भर्ती परीक्षा कला, डॉ चित्रलेखा सिंह, उपकार प्रकाशन आगरा . 91. सौंदर्यनुभव, प्रभाकर पाध्ये, मौज प्रकाशन. 92. मध्ययुगीन कला भारती, मधुकर श्रीपाद माटे, कमल कृष्णराव चव्हाण, कॉन्टनेटल प्रकाशन पुणे.
- Unit 03:** 01. THE ART OF ANCIENT INDIA, BY SUSAN L.HUNTINGTON. 02. Colour in art, Jahn gago, Thames & Hudson world of art .
03. भारतीय कला के आयाम, निहार रंजनराय, पुर्वोदय प्रकाशन दिल्ली. 04. दृश्य कला : पायाशुध्द अभ्यास, गजानन भागवंत, कला संचालनालय महाराष्ट्र राज्य मुंबई प्रकाशन. 05 प्रवक्ता भर्ती परीक्षा कला, डॉ चित्रलेखा सिंह, उपकार प्रकाशन आगरा .
- Unit 04:** 01. Advertising A No Compromise Business, Published by Tilak Maharashtra Vidhyapeeth Pune . 02. जाहिरातीचं जग, यशोदा भागवत, मौज प्रकाशन. 03. Advertising Art & Ideas, Dr.G.M. Rege. Himalaya Art Book Centre Publication Mumbai. 04. The world of Visual Communication, Dr.G.M. Rege, Himalaya Art Book Centre Publication Mumbai.
- Unit 05:** All Books Related to photoshop, corol draw, flash, 2d animation and multimedia-D.T.P.-introduction Adobe premier (video and editing) and sound etc.-Page maker, maya,3D Max, illustrator etc.

Name & Signatures of Syllabus Committee:

(Chairman)

Date: 10/7/20

Place: Aurangabad.

(Member)

(Member)