

Master of Fine Arts - Applied Arts & Painting

Programme Code: MFA & MFP

Duration – 2 Years Full Time

**Programme Structure
and
Curriculum & Scheme of Examination**

2017-2019

**AMITY UNIVERSITY RAJASTHAN
JAIPUR**

PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2017

Credits Summary

MFA PG (APPLIED ARTS/PAINTING) (2 years/ 4 semesters)						
Semester	Core Course CC	Domain Electives DE	Value Added Course VA	Open Electives OE	Non- Teaching Credit Courses (NTCC)	Total
1	-	22	4	3	4	33
2	-	22	4	3	4	33
3	-	22	4	3	10	39
4	-	22			4	26
Total	-	88	12	9	22	131

Core	CC
Domain Electives	DE
Value Added Course	VA
Open Electives	OE
Non - Teaching Credit Courses (NTCC)	NTCC

FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Studio/ Practical (P) Hours per week	Total Credits
BCS 111	Communication Skills - I	VA	1	-	-	1
BSS 111	Behavioural Science I (Self Development and Interpersonal Skills)	VA	1	-	-	1
	Language / Foreign Language - I	VA	2	-	-	2
FLN 111	French					
FLG 111	German					
FLS 111	Spanish					
FLC 111	Chinese					
(SPECIALISATION -APPLIED ARTS)						
MFA101	Advertising & Marketing Research - I	DE	2	2	-	4
MFA 102	Visualization - I	DE	2	4	6	9
MFA 103	Graphic Designing - I	DE	2	4	6	9
	OR					
MFA 104	TV Graphics - I	DE				
	OR					
MFA 105	Illustration - I	DE				
MFA 106	Report & Viva (Applied Arts) - I	NTCC	-	-	-	4
	TOTAL					33
(SPECIALISATION -PAINTING)						
MFP 101	History of Art (Painting) - I	DE	2	2	-	4
MFP102	Drawing - I	DE	2	4	6	9
MFP103	Creative Painting - I	DE	2	4	6	9
	OR					
MFP 104	Mural (Painting) - I	DE				
	OR					
MFP 105	Portraiture - I	DE				
MFP 106	Report & Viva (Painting) - I	NTCC	-	-	-	4
	Open Elective -1	OE	-	-	-	3
	TOTAL					33

SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Studio/ Practical (P) Hours per week	Total Credits
BCS 211	Communication Skills - II	VA	1	-	-	1
BSS 211	Behavioural Science – II (Behavioural Communication & Relationship Management)	VA	1	-	-	1
Language / Foreign Language - II		VA	2	-	-	2
FLN 211	French					
FLG 211	German					
FLS 211	Spanish					
FLC 211	Chinese					
(SPECIALISATION -APPLIED ARTS)						
MFA 201	Advertising & Marketing Research - II	DE	2	2	-	4
MFA 202	Visualization - II	DE	2	4	6	9
MFA 203	Graphic Designing - II	DE	2	4	6	9
	OR					
MFA 204	TV Graphics - II					
	OR					
MFA 205	Illustration - II					
MFA 206	Report & Viva (Applied Arts) - II	NTCC	-	-	-	4
	TOTAL					33
(SPECIALISATION -PAINTING)						
MFP 201	History of Art (Painting) - II	DE	2	2	-	4
MFP 202	Drawing - II	DE	2	4	6	9
MFP 203	Creative Painting - II	DE	2	4	6	9
	OR					
MFP 204	Mural (Painting) - II					
	OR					
MFP 205	Portraiture - II					
MFP 206	Report & Viva (Painting) - II	NTCC	-	-	-	4
	Open Elective -2	OE	-	-	-	3
	TOTAL					33

THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Studio/ Practical (P) Hours per week	Total Credits
BCS 311	Communication Skills - III	VA	1	-	-	1
BSS 311	Behavioural Science – III(Leading Through Teams)	VA	1	-	-	1
Language / Foreign Language - III		VA	2	-	-	2
FLN 311	French					
FLG 311	German					
FLS 311	Spanish					
FLC 311	Chinese					
(SPECIALISATION -APPLIED ARTS)						
MFA 301	Advertising & Business Organization - I	DE	2	2	-	4
MFA 302	Visualization - III	DE	2	4	6	9
MFA 303	Graphic Designing - III	DE	2	4	6	9
	OR					
MFA 304	TV Graphics - III					
	OR					
MFA 305	Illustration - III					
MFA 306	Dissertation & Viva (Applied Arts) - I	NTCC	-	-	-	4
MFA 307	Practical Training (Evaluation)	NTCC	-	-	-	6
	TOTAL					39
(SPECIALISATION -PAINTING)						
MFP 301	Art Criticism (Painting) - I	DE	2	2	-	4
MFP 302	Drawing - III	DE	2	4	6	9
MFP 303	Creative Painting - III	DE	2	4	6	9
	OR					
MFP 304	Mural (Painting) - III					
	OR					
MFP 305	Portraiture - III					
MFP 306	Dissertation & Viva (Painting) - II	DE	-	-	-	4
MFP 307	Practical Training (Evaluation)	DE	-	-	-	6
	Open Elective -3	OE	-	-	-	3
	TOTAL					39

FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Studio/Practical (P) Hours per week	Total Credits
(SPECIALISATION -APPLIED ARTS)						
MFA 401	Advertising & Business Organization - II	DE	2	2	-	4
MFA 402	Visualization - IV	DE	2	4	6	9
MFA 403	Graphic Designing - IV	DE	2	4	6	9
	OR					
MFA 404	TV Graphics - IV					
	OR					
MFA 405	Illustration - IV					
MFA 406	Dissertation & Viva (Applied Arts) - II	NTCC	-	-	-	4
	TOTAL					26
(SPECIALISATION -PAINTING)						
MFP 401	Art Criticism (Painting) - II	DE	2	2	-	4
MFP 402	Drawing - IV	DE	2	4	6	9
MFP 403	Creative Painting - IV	DE	2	4	6	9
	OR					
MFP 404	Mural (Painting) - IV					
	OR					
MFP 405	Portraiture - IV					
MFP 406	Dissertation & Viva (Painting) - II	NTCC	-	-	-	4
	TOTAL					26

COMMUNICATION SKILLS – I

Course Code: BCS 111

Credit Units: 01

Course Objective:

The Course is designed to give an overview of the four broad categories of English Communication thereby enhance the learners' communicative competence.

Course Contents:

Module I: Fundamentals of Communication

Role and purpose of communication
7 C's of communication
Barriers to effective communication
Forms of Communication: one-to-one, informal and formal

Module II: Oral Communication

Effective Listening: Principles and Barriers
Effective Speaking: Pronunciation and Accent

Module III: Building Advanced Vocabulary

Word Formation; Synonyms; Antonyms; Eponyms; Homonyms, Homophones & Homographs
One word Substitution; Phrasal Verbs, Idiomatic Expressions & Proverbs;
Foreign words in English

Module IV: Written Communication

Coherence and structure
Precise Writing
Writing Paragraphs & Essays

Examination Scheme:

Components	CT	A	Group Presentation	Group Discussion	End Term Written Exam
Weightage (%)	10	05	15	10	60

Text & References:

- Jones, Working in English, 1st ed. Cambridge, CUP 2001
- Raman Prakash Business Communication, 2nd ed. Delhi OUP 2006
- Comfort, Jeremy Speaking Effectively, Jeremy, et.al, Cambridge, CUP, 1994
- Soft skills for everyone, Jeff Butterfield, Cengage Learning. 2011
- New International Business English, Jones/Alexander, Cambridge

BEHAVIOURAL SCIENCE - I

(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)

Course Code: BSS 111

Credit Units: 01

Course learning outcomes (CLOs)

At the successful completion of this course you (the student) should be able to:

1. Develop your understanding of who you are; what your core purpose is, what your values are and what limits your success
2. Manage your emotions and feelings more effectively to have the impact that you need
3. Develop the way that you regulate and control your emotions
4. Learn about your behavioral preferences to become more self-awareness

Develop and build your emotional intelligence.

Course Objective:

This course aims at imparting an understanding of:

Self and the process of self exploration

Learning strategies for development of a healthy self esteem

Importance of attitudes and their effect on work behavior

Effective management of emotions and building interpersonal competence.

Course Contents:

Module I: Understanding Self

Formation of self concept

Dimension of Self

Components of self

Self Competency

Module II: Self-Esteem: Sense of Worth

Meaning and Nature of Self Esteem

Characteristics of High and Low Self Esteem

Importance & need of Self Esteem

Self Esteem at work

Steps to enhance Self Esteem

Module III: Emotional Intelligence: Brain Power

Introduction to EI

Difference between IQ, EQ and SQ

Relevance of EI at workplace

Self assessment, analysis and action plan

Module IV: Managing Emotions and Building Interpersonal Competence

Need and importance of Emotions

Healthy and Unhealthy expression of emotions

Anger: Conceptualization and Cycle

Developing emotional and interpersonal competence

Self assessment, analysis and action plan

Module V: Leading Through Positive Attitude

Understanding Attitudes

Formation of Attitudes

Types of Attitudes

Effects of Attitude on

Behavior

Perception

Motivation

Stress

Adjustment

Time Management

Effective Performance

Building Positive Attitude

Examination Scheme:

Components	CT	A	Group Presentation	Group Discussion	End Term Written Exam
Weightage (%)	10	05	15	10	60

SAP- Social Awareness Programme; JOS-Journal of Success; HA-Home Assignment; P-Presentation; V-Viva; Q-Quiz; FC- Flip class; MA- Movie Analysis; CS- Case study; A-Attendance

Text & References:

- Towers, Marc: Self Esteem, 1st Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book company.
- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1st Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1st Edition, Harmony Books
- Chatterjee Debashish, Leading Consciously: 1998 1st Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books
- Goleman, Daniel: Working with E.I., 1998 Edition, Bantam Books.

FRENCH - I

Course Code: FLN 111

Credit Units: 02

Course Objective:

To familiarize the students with the French language

- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

Course Contents:

Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Objectif 1, 2

Only grammar of Unité 3: objectif 3, 4 and 5

Contenu lexical : Unité 1 : Découvrir la langue française : (oral et écrit)

1. se présenter, présenter quelqu'un, faire la connaissance des autres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

Unité 2: Faire connaissance

1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses preferences
3. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

Unité 3: Organiser son temps

1. dire la date et l'heure

Contenu grammatical:

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ce que, où, quand, comment, quel(s), quelle(s)
Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futur proche

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- le livre à suivre: Campus: Tome 1

GERMAN - I

Course Code: FLG 111

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Introduction

Self introduction: heissen, kommen, wohnwn, lernen, arbeiten, trinken, etc.

All personal pronouns in relation to the verbs taught so far.

Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!),

Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!,

Es geht!, nicht so gut!, so la la!, miserabel!

Module II: Interviewspiel

To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview – game for self introduction.

Module III: Phonetics

Sound system of the language with special stress on Diphthongs

Module IV: Countries, nationalities and their languages

To make the students acquainted with the most widely used country names, their nationalitie and the language spoken in that country.

Module V: Articles

The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

Module VI: Professions

To acquaint the students with professions in both the genders with the help of the verb “sein”.

Module VII: Pronouns

Simple possessive pronouns, the use of my, your, etc.

The family members, family Tree with the help of the verb “to have”

Module VIII: Colours

All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

Module IX: Numbers and calculations – verb “kosten”

The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.

“Wie viel kostet das?”

Module X: Revision list of Question pronouns

W – Questions like who, what, where, when, which, how, how many, how much, etc.

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- Wolfgang Hieber, Lernziel Deutsch

- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – I

Course Code: FLS 111

Credit Units: 02

Course Objective:

To enable students acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary

Course Contents:

Module I

A brief history of Spain, Latin America, the language, the culture...and the relevance of Spanish language in today's global context.

Introduction to alphabets

Module II

Introduction to 'Saludos' (How to greet each other. How to present / introduce each other).

Goodbyes (despedidas)

The verb llamarse and practice of it.

Module III

Concept of Gender and Number

Months of the years, days of the week, seasons. Introduction to numbers 1-100, Colors, Revision of numbers and introduction to ordinal numbers.

Module IV

Introduction to SER and ESTAR (both of which mean To Be).Revision of 'Saludos' and 'Llamarse'. Some adjectives, nationalities, professions, physical/geographical location, the fact that spanish adjectives have to agree with gender and number of their nouns. Exercises highlighting usage of Ser and Estar.

Module V

Time, demonstrative pronoun (Este/esta, Aquel/aquella etc)

Module VI

Introduction to some key AR /ER/IR ending regular verbs.

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

CHINESE – I

Course Code: FLC 111

Credit Units: 02

Course Objective:

There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Show pictures, dialogue and retell.

Getting to know each other.

Practicing chart with Initials and Finals. (CHART – The Chinese Phonetic Alphabet Called “Hanyu Pinyin” in Mandarin Chinese.)

Practicing of Tones as it is a tonal language.

Changes in 3rd tone and Neutral Tone.

Module II

Greetings

Let me Introduce

The modal particle “ne”.

Use of Please ‘qing’ – sit, have tea etc.

A brief self introduction – Ni hao ma? Zaijian!

Use of “bu” negative.

Module III

Attributives showing possession

How is your Health? Thank you

Where are you from?

A few Professions like – Engineer, Businessman, Doctor, Teacher, Worker.

Are you busy with your work?

May I know your name?

Module IV

Use of “How many” – People in your family?

Use of “zhe” and “na”.

Use of interrogative particle “shenme”, “shui”, “ma” and “nar”.

How to make interrogative sentences ending with “ma”.

Structural particle “de”.

Use of “Nin” when and where to use and with whom. Use of guixing.

Use of verb “zuo” and how to make sentences with it.

Module V

Family structure and Relations.

Use of “you” – “mei you”.

Measure words

Days and Weekdays.

Numbers.

Maps, different languages and Countries.

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- “Elementary Chinese Reader Part I” Lesson 1-10

ADVERTISING AND MARKETING RESEARCH - I

Course Code: MFA 101

Credit Units: 04

Course Objective:

The programme of post graduate studies in advanced Advertising and Marketing, currents trends, Importance of research in Product, market and marketing, branding and packaging. Adverting concepts, advertising and Media functions.

Course Contents:

Module I

Market and Marketing Concepts

Key concepts in marketing

Role of Marketing in Business.

Market Segmentation

Module II: Marketing Communication- An overview

Marketing communication

Marketing communication mix

Factors Affecting the Marketing communication mix

Marketing Communication Process

Module III: Role of Advertising as Communication

The Communication Model

Advertising as Communication

Advertising role in shaping or Mirroring the society

Module IV: Advertising and Media

Basic Media strategy

Television as an advertising medium.

The contemporary radio Industry

The newspaper and advertising

Advertising and consumer magazines – magazines as National advertising medium

Transit advertising

Module V: Marketing Research

The Role of Research in Marketing

Marketing research Process

Ethics in Market research

Examination Scheme:

Components	P	C	A	EE
Weightage (%)	10	15	5	70

Text & References:

- Innovation in Marketing, T, Levit.
- Environment of Marketing Behaviour, Halloway and Hawrock.
- Advertising Hand Book, D. V. Gandhi
- Modern Advertising, Hepner
- Economic of Advertising, B. Chiplin
- International Handbook of Advertising
- Advertising Procedure, Kleppner's.
- Advertising Management, Donald R. Cooper, PamelaS. Schindler

VISUALIZATION - I

Course Code: MFA 102

Credit Units: 09

Course Objective:

Additionally for MFA students, to develop further an ability to pursue independent research and articulate ideas in writing through a sound understanding of a range of historical, theoretical and philosophical approaches to art and an understanding of the relevance of these to their work

Course Contents:

Module I

Introduction to Visualization

Module II

Execution of ONE advertising campaigns on consumer's Institutional (Services), related with any of the appropriate medias including Print, Television, Transit etc. and in various techniques available.

Module III

Photography module:

- a) Product Shoot
- b) Models shoot
- c) Creative photography

These shoots are to be utilized in the campaign making process by the students.

Module IV

Advanced learning of Corel draw and Photoshop software.

Examination Scheme:

Components	P	C	A	EE
Weightage (%)	10	15	5	70

Text & References:

- The Art of Human Illustration, Nick Meglin.
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs.
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

GRAPHIC DESIGNING - I

Course Code: MFA 103

Credit Units: 09

Course Objective:

Graphic designing is a creative field of work which involves imagination in communicating with users. It deals with working with object, shape, text, images etc. It is used to create corporate identity. Brochures, advertisements, print media, product, packaging and icons etc. The objective of this course is to make the students professionals and fully equipped with the software. So that the software's become just a more tool for them to execute the finished artworks.

Software's introduced:

Adobe Illustrator, Adobe Photoshop, Corel

Course Contents:

Module I

To edit photographs, create artistic imagery

Module II

To create illustrations, logos

Module III

Product window display for interactive media

Examination Scheme:

Components	P	C	A	EE
Weightage (%)	10	15	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin.
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B. Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

TV GRAPHICS - I

Course Code: MFA 104

Credit Units: 09

Course Objective:

The design for programmes, station identifies signs, symbols, commercial advertisement, trade marks and short films etc.

Course Contents:

Module I

Stations identify signs, symbols, commercial advertisement, trade marks and short films etc.

Examination Scheme:

Components	P	C	A	EE
Weightage (%)	10	15	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin.
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B. Meggs
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

ILLUSTRATION - I

Course Code: MFA 105

Credit Units: 09

Course Objective:

Advance studies in illustration for graphic expression.

Course Contents:

Module I

Forming of individual style in illustration and cartooning.

Examination Scheme:

Components	P	C	A	EE
Weightage (%)	10	15	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin.
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B. Meggs.
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

REPORT AND VIVA (APPLIED ARTS) - I

Course Code: MFA 106

Credit Units: 04

Course Objective:

To inculcate a research approach

To develop an analytical skill

To develop a systematic approach of survey/research

Course Contents:

Module I

Prepare a report on any topic relevant to the Applied Art with a critical views and evidences to justify the views

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60

HISTORY OF ART (PAINTING) – I

Course Code: MFP 101

Credit Units: 04

Course Objective:

The objective of this course is to provide knowledge on historical aspects (Indian and western) of art.

Course Contents:

Module I

Raja Ravi Verma, Amrita Shergil, and Bengal School.

Module II

Western Art: Cubism (Pablo Picasso, George Braque), Fauvism (Henry Matisse), Dadaism (as anti art movement), Surrealism (Automatism and dream based fantasy), and abstract Expressionism (color field painting and action paintings).

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Civilization of Mankind, Van Loon
- History of Art, Janson
- Art through the ages, Helen Gardener
- Concise History of Art-Vols. 1 & 2, Germain. Bazin.

References:

- Fundamental of Indian Art, S. N. Dasgupta
- Art of Mankind, Van Loon
- History of Indian and Indonesian Art, A. K. Coomaraswamy
- The Art and Architecture of Indian, Benjamin Rowland.
- The Story of Indian Art, S. K. Bhattacharya.
- 5000 Years of Indian Art, Shivaramaurti
- A History of Fine Arts in India and West, Edith Tomory
- Introduction of Chinese Art, Lawrence Binyon
- History of Indian and Indonesian Art, Benjamin Rowland.
- Concise History of Art Vols. 1&2, Germain Bazin
- Italian Painters of the Renaissance, Bernard Berenson
- Art Now, Herbert Read
- Grassroot of Art, Herbert Read.
- History of Modern Art, H. H. Arnason.

DRAWING - I

Course Code: MFP 102

Credit Units: 09

Course Objective:

The course is to develop professional drawing skill through anatomical study of human figure. This drawing activity is to learn creating big sized drawing on bigger space to capture life size drawing. The drawing exercise to be done from a model in front is called life study.

Secondly this course is also to execute creative drawing based on life experience or to depict socio cultural aspect or conceptualization of new ideas.

Course Contents:

Module I: Life Study

Life study from life model.

Module II: Creative Drawing

Creative drawing (figurative/non-figurative).

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Big book of Drawing and painting, Francisco Asensio Cerver

References:

- An Introduction to Drawing, James Horton in association with the Royal Academy of Arts.
- Grassroot of Art, Herbert Read
- How to draw and paint, Hazel Harrison, from Art School
- Human Figure, Walter Foster
- Anatomy, Walter Foster
- Heads, Walter Foster
- Figure Drawing, Patricia Monahan with Albany Wiseman
- Human Anatomy, James Horton

CREATIVE PAINTING - I

Course Code: MFP 103

Credit Units: 09

Course Objective:

Life study in acrylic or oil colour on canvas from life model to exercise figurative painting technique, colour and tonal variation to create three dimensional human figure. An approach to achieve professional level realistic painting skill.

After life study the students are to give the task of innovative and experimental work. This is to execute acrylic or oil colour painting on canvas based on given themes or on themes will be chosen by the students themselves to achieve individual or original style of rendering painting. It is to explore various mediums of painting with new ideas and perception.

Course Contents:

Module I: Life Study

Life Study from life model.

Module II: Creative Painting

Painting based on social or individual experience based themes.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Notes on the techniques of Painting, Hilaire Hiler
- A Concise History of Modern Painting, 1974 Thames & Hudson, London

References:

- Big book of drawing and painting, Francisco Asensio Cerver
- Method and Materials, Lynton Lamb.
- Artist's Handbook, Ray Smith
- Artist's Encyclopedia, John Quick
- A manual of Painting Materials & Techniques, Mark David Goattsegen
- Art Class, Copy Right 1999, Harper Collins Publishers.
- Images of the human body, Pepin Van Roojen.
- Painting Course, Ronald Pearsall
- The portrait, Norbert Schneider.
- Color, Edith Anderson Feisner.
- History of Painting, Janson.
- History of Western Painting, Eric Ne

MURAL (PAINTING) - I

Course Code: MFP 104

Credit Units: 09

Course Objective:

The objective of this course is to provide working knowledge on wall surface. It gives a detail exposure about all kinds of mural techniques.

Course Contents:

Module I

Preparing suitable layout for mural followed by modification required according to the materials to be used.

Module II

Preparing the base and surface.

Module III

Final work followed by the installation.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Ajanta Murals, Indian Archeology Dept.
- Techniques of Indian paintings and Murals, Indian Archeology Dept.
- Decorative Murals, Donna Dewberry

PORTRAITURE - I

Course Code: MFP 105

Credit Units: 09

Course Objective:

The objective of this course is to provide advanced training on portrait painting exploring all mediums.

Course Contents:

Module I

Portrait study in oil on canvas.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Big book of Drawing and painting, Francisco Asensio Cerver

References:

- An Introduction to Drawing, James Horton in association with the Royal Academy of Arts.
- Grassroot of Art, Herbert Read
- How to draw and paint, Hazel Harrison, from Art School
- Human Figure, Walter Foster
- Anatomy, Walter Foster
- Heads, Walter Foster
- Figure Drawing, Patricia Monahan with Albany Wiseman
- Human Anatomy, James Horton

REPORT AND VIVA (PAINTING) - I

Course Code: MFP 106

Credit Units: 04

Course Objective:

To inculcate a research approach

To develop an analytical skill

To develop a systematic approach of survey/research

Course Contents:

Module I

Prepare a report on any topic relevant to the Applied Art with a critical views and evidences to justify the views

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60

SECOND SEMESTER

COMMUNICATION SKILLS - II

Course Code: BCS 211

Credit Units: 01

Course Objective:

To enrich the understanding of English language and communication, structure, style, usage, and vocabulary for global business purposes.

Course Contents:

Module I: Job Correspondence

Job Applications
Resume & CV
Follow Up Letter

Module II: Dynamics of Group Discussion

Methodology
Guidelines

Module III: Speaking for Employment

Types of Interview (Technical & HR Rounds)
Fundamentals of Facing Interviews
Question Answer on Various Dimensions

Examination Scheme:

Components	CT	A	Group Presentation	Group Discussion	End Term Written Exam
Weightage (%)	10	05	15	10	60

Text & References:

- Jones, Working in English, 1st ed. Cambridge, CUP 2001
- Raman Prakash Business Communication, 2nd ed. Delhi OUP 2006
- Comfort , Jermy Speaking Effectively, Jermy, et.al, Cambridge, CUP, 1994
- Soft skills for Everyone, Jeff Butterfield, Cengage Learning. 2011

BEHAVIOURAL SCIENCE - II
(Behavioural Communication & Relationship Management)

Course Code: BSS 211

Credit Units: 01

Course learning outcomes (CLOs)

At the successful completion of this course you (the student) would be able to:

1. Recognize the relation critical thinking with various mental processes.
2. Identify hindrance to problem solving processes.
3. Analyze the steps in problem-solving process.
4. Create plan of action applying creative thinking.

Course Objective:

To enable the students:

Understand the process of problem solving and creative thinking.

Facilitation and enhancement of skills required for decision-making.

Course Contents:

Module I: Thinking as a tool for Problem Solving

What is thinking: The Mind/Brain/Behaviour

Thinking skills

Critical Thinking and Learning:

Making Predictions and Reasoning

Memory and Critical Thinking

Emotions and Critical Thinking

Module II: Hindrances to Problem Solving

Perception

Expression

Emotion

Intellect

Work environment

Module III: Problem Solving Process

Recognizing and Defining a problem

Analyzing the problem (potential causes)

Developing possible alternatives

Evaluating Solutions

Resolution of problem

Implementation

Module IV: Plan of Action

Construction of POA

Monitoring

Reviewing and analyzing the outcome

Module V: Creative Thinking

Definition and meaning of creativity

The nature of creative thinking

Convergent and Divergent thinking

Idea generation and evaluation (Brain Storming)

Image generation and evaluation

Debating

The six-phase model of Creative Thinking: ICEDIP model

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; JOS-Journal of Success; HA-Home Assignment; P-Presentation; V-Viva; Q-Quiz; FC- Flip class; MA- Movie Analysis; CS- Case study; A-Attendance

Text & References:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996

Bensley, Alan D.: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company.

FRENCH - II

Course Code: FLN 211

Credit Units: 02

Course Objective:

- To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.
- To make them learn the basic rules of French Grammar.

Course Contents:

Module A : pp.38 – 47 : Unité 3 : Objectif 3, 4, 5, 6

Module B: pp. 47 to 75 Unité 4, 5

Contenu lexical:

Unité 3 : Organiser son temps

1. donner/demander des informations sur un emploi du temps, un horaire
SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour ...
 - i) prendre un rendez-vous/ accepter et confirmer/ annuler
 - ii) inviter/accepter/refuser
3. Faire un programme d'activités
imaginer une conversation téléphonique/un dialogue
Propositions- interroger, répondre

Unité 4: Découvrir son environnement

1. situer un lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité 5 : s'informer

1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

Contenu grammatical:

1. Adjectifs démonstratifs
2. Adjectifs possessifs/exprimer la possession à l'aide de :
 - i. « de »
 - ii. A+nom/pronom disjoint
3. Conjugaison pronominale – négative, interrogative -
construction à l'infinitif
4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il faut... »/ «il ne faut pas... »
5. passé composé
6. Questions directes/indirectes

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN – II

Course Code: FLG 211

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Grammar to consolidate the language base learnt in Semester I

Course Contents:

Module I: Everything about Time and Time periods

Time and times of the day.

Weekdays, months, seasons.

Adverbs of time and time related prepositions

Module II: Irregular verbs

Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lesen, schlafen, sprechen und ähnliche).

Module III: Separable verbs

To comprehend the change in meaning that the verbs undergo when used as such

Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension

Reading and deciphering railway schedules/school time table

Usage of separable verbs in the above context

Module V: Accusative case

Accusative case with the relevant articles

Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns

Nominative and accusative in comparison

Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions

Accusative prepositions with their use

Both theoretical and figurative use

Module VIII: Dialogues

Dialogue reading: 'In the market place'

'At the Hotel'

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – II

Course Code: FLS 211

Credit Units: 02

Course Objective:

To enable students acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense.

Course Contents:

Module I

Revision of earlier modules.

Module II

Some more AR/ER/IR verbs. Introduction to root changing and irregular AR/ER/IR ending verbs

Module III

More verbal phrases (eg, Dios Mio, Que lastima etc), adverbs (bueno/malo, muy, mucho, bastante, poco). Simple texts based on grammar and vocabulary done in earlier modules.

Module IV

Possessive pronouns

Module V

Writing/speaking essays like my friend, my house, my school/institution, myself....descriptions of people, objects etc, computer/internet related vocabulary

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- Español, En Directo I A
Español Sin Fronteras

CHINESE– II

Course Code: FLC 211

Credit Units: 02

Course Objective:

Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third tone, it mean horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills
Practice reading aloud
Observe Picture and answer the question.
Tone practice.
Practice using the language both by speaking and by taking notes.
Introduction of basic sentence patterns.
Measure words.
Glad to meet you.

Module II

Where do you live?
Learning different colors.
Tones of “bu”
Buying things and how much it costs?
Dialogue on change of Money.
More sentence patterns on Days and Weekdays.
How to tell time. Saying the units of time in Chinese. Learning to say useful phrases like – 8:00, 11:25, 10:30 P.M. everyday, afternoon, evening, night, morning 3:58, one hour, to begin, to end etc.
Morning, Afternoon, Evening, Night.

Module III

Use of words of location like-li, wai hang, xia
Furniture – table, chair, bed, bookshelf,.. etc.
Description of room, house or hostel room.. eg what is placed where and how many things are there in it?
Review Lessons – Preview Lessons.
Expression ‘yao’, ‘xiang’ and ‘yaoshi’ (if).
Days of week, months in a year etc.
I am learning Chinese. Is Chinese difficult?

Module IV

Counting from 1-1000
Use of “chang-chang”.
Making an Inquiry – What time is it now? Where is the Post Office?
Days of the week. Months in a year.
Use of Preposition – “zai”, “gen”.
Use of interrogative pronoun – “duoshao” and “ji”.
“Whose”??? Sweater etc is it?
Different Games and going out for exercise in the morning.

Module V

The verb “qu”
Going to the library issuing a book from the library
Going to the cinema hall, buying tickets
Going to the post office, buying stamps
Going to the market to buy things.. etc
Going to the buy clothes Etc.
Hobby. I also like swimming.
Comprehension and answer questions based on it.

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- “Elementary Chinese Reader Part I” Lesson 11-20

ADVERTISING AND MARKETING RESEARCH - II

Course Code: MFA 201

Credit Units: 04

Course Objective:

A program that focuses on the creation, execution, transmission, and evaluation of commercial messages in various media intended to promote and sell products, services, and brands; and that prepares individuals to function as advertising assistants, technicians, and managers. It focuses on the various advertising and marketing communication methods.

Course Contents:

Module I: Function and role of Advertising agency

The agency
How agencies developed
The traditional agency organization
The full- service agencies
Client- agency relationship
Other advertising services

Module II: Personal selling

Types of personal selling
Personal Selling Process
Personal selling and marketing communication mix
Advertising and Personal selling

Module III: Consumer Buying Behavior

How does consumer behavior work
Cultural and social influences on consumer decisions
Psychological influences on consumer decisions
Behavioral influences on consumer decisions
The consumer decision process

Module IV: Public Relations

Public Opinion
Reputation: Goodwill and Trust
Comparing PR and Advertising
Public Relation Tools:

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Innovation in Marketing, T, Levit.
- Environment of Marketing Behaviour, Halloway and Hawrock.
- Advertising Hand Book, D. V. Gandhi
- Modern Advertising, Hepner
- Economic of Advertising, B. Chiplin
- International Handbook of Advertising
- Advertising Procedure, Kleppner's.
- Advertising Management, Donald R. Cooper, PamelaS. Schindler

VISUALIZATION - II

Course Code: MFA 202

Credit Units: 09

Course Objective:

MFA Program grounded in hands-on making, entrepreneurial strategies, and social and environmental engagement. The realization of work for a specific community or client, and entrepreneurship that connects making a living with making a difference.

Course Contents:

Module I: Social Campaign

Take any burning issue of today's world. It can be regarding exploitation, poverty, human rights, Industrialization, women related issues or any other. Conduct a comprehensive research into its prevalence, In the society- its origin, its extent, myths related to it, what measures are being taken to eradicate it, what more can be done etc.

Module II

Photography module for the application of social campaign effectively.

Module III

Design the social campaign for either magazine or newspaper according to the subject requirement.

Module IV

Introduction to Illustrator and Flash software.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

GRAPHIC DESIGNING - II

Course Code: MFA 203

Credit Units: 09

Course Objective:

The focus of this course is on refining design work and preparation for the professional world. Projects focus on advanced issues of representation

Software's introduced:

Adobe Flash

Course Contents:

Module I

Use *Adobe Photoshop and* Adobe Illustrator to create Promotional campaign for print/broadcast media

Module II

Graphic design for web with software flash etc

Examination Scheme:

Components	Art Assignment	Mid Term	PPT	Final Artwork Assignment	Attendance	EE
Weightage (%)	10	15	10	10	5	50

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

TV GRAPHICS - II

Course Code: MFA 204

Credit Units: 09

Course Objective:

The design for programmes, station identifies signs, symbols, commercial advertisement, trade marks and short films etc.

Course Contents:

Module I

Station identify signs, symbols, commercial advertisement, trade marks and short films etc.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

ILLUSTRATION - II

Course Code: MFA 205

Credit Units: 09

Course Objective:

Advance studies in illustration for graphic expression.

Course Contents:

Module I

Emphasis on forming of individual style in illustration and cartooning

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

REPORT AND VIVA (APPLIED ART) - II

Course Code: MFA 206

Credit Units: 04

Course Objective:

To inculcate a research approach

To develop an analytical skill

To develop a systematic approach of survey/research

Course Contents:

Module I

Prepare a report on any topic relevant to the Applied Art with a critical views and evidences to justify the views

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60

HISTORY OF ART (PAINTING) - II

Course Code: MFP 201

Credit Units: 04

Course Objective:

The objective of this course is to provide knowledge on historical aspects (Indian and western) of art.

Course Contents:

Module I

Bombay progressive artist group, Various art schools in India.
Tantric Trends in Indian printings.

Module II: Western Art

Minimal art, Pop art, Op art and Kinetic art, Assemblage, Junk and land art, Conceptual art.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Civilization of Mankind, Van Loon
- History of Art, Janson
- Art through the ages, Helen Gardener
- Concise History of Art-Vols. 1 & 2, Germain. Bazin.

References:

- Fundamental of Indian Art, S. N. Dasgupta
- Art of Mankind, Van Loon
- History of Indian and Indonesian Art, A. K. Coomaraswamy
- The Art and Architecture of Indian, Benjamin Rowland.
- The Story of Indian Art, S. K. Bhattacharya.
- 5000 Years of Indian Art, Shivaramaurti
- A History of Fine Arts in India and West, Edith Tomory
- Introduction of Chinese Art, Lawrence Binyon
- History of Indian and Indonesian Art, Benjamin Rowland.
- Concise History of Art Vols. 1&2, Germain Bazin
- Italian Painters of the Renaissance, Bernard Berenson
- Art Now, Herbert Read
- Grassroot of Art, Herbert Read.
- History of Modern Art, H. H. Arnason.

DRAWING - II

Course Code: MFP 202

Credit Units: 9

Course Objective:

Drawing portraiture in this stage will help to enhance professional skill in drawing.

This exercise to make drawing with various mediums from life model is essential. It is to obtain self confidence of making life size portrait and head study.

After the portrait/head study students to be ensured required freedom to create creative drawing based on social themes or abstract compositions of their choice which lead to develop one's own individual creative style and perception in drawing.

The drawing style is necessarily to be related with the style of painting has been developed by the individuals.

Course Contents:

Module I: Portrait Study

Portrait from life model.

Module II: Creative Drawing

Creative drawing to be based on the element like observation, distortion, simplification, symbolic, experimentation, photo-realistic or conceptual.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- An Introduction to Drawing, James Horton in association with the Royal Academy of Arts.
- Grassroot of Art, Herbert Read
- How to draw and paint, Hazel Harrison, from Art School
- Human Figure, Walter Foster
- Anatomy, Walter Foster
- Heads, Walter Foster
- Figure Drawing, Patricia Monahan with Albany Wiseman
- Human Anatomy, James Horton
- Big book of Drawing and painting, Francisco Asensio Cerver.

CREATIVE PAINTING - II

Course Code: MFP 203

Credit Units: 9

Course Objective:

This course is for exploring most individualistic style of painting, experimenting with various mediums and ideas. The students will work in figurative/non-figurative compositions. They can work with any medium which provides them a kind of comfort or skill in oil /acrylic colour on canvas/ water colour / tempera on paper / mix-media and so on.

This course also experiments with new media, conceptual art like installation art/video art. Installation/video art introduces to a widely practiced medium in the contemporary art scene. This new medium which is unconventional in nature has modern approach which goes beyond studio practice. It is to develop skill of the craft and has potential to express intense feelings and sensibilities. It deals with new material for displaying social message in particular.

Course Contents:

Module I: Creative Painting

Creative painting (figurative/non-figurative) based on social or individual themes.

Module II: Installation/video art

Creating conceptual art in installation/video art medium.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Big book of drawing and painting, Francisco Asensio Cerver
- Notes on the techniques of Painting, Hilaire Hiler
- Method and Materials, Lynton Lamb.
- Artist's Handbook, Ray Smith
- Artist's Encyclopedia, John Quick
- A manual of Painting Materials & Techniques, Mark David Goattsegen
- Art Class, Copy Right 1999, Harper Collins Publishers.
- Images of the human body, Pepin Van Roojen.
- A Concise History of Modern Painting, 1974 Thames & Hudson, London
- Painting Course by Ronald Pearsall
- The portrait, Norbert Schneider.
- Color, Edith Anderson Feisner.

MURAL (PAINTING) - II

Course Code: MFP 204

Credit Units: 9

Course Objective:

The objective of this course is to provide advanced techniques of working knowledge on wall surface. It gives a professional exposure about all kinds of mural work.

Course Contents:

Module I

Preparing suitable layout for mural followed by modification required according to the materials to be used.

Module II

Preparing the base and surface.

Module III

Final work followed by the installation.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Ajanta Murals, Indian Archeology Dept.
- Techniques of Indian paintings and Murals, Indian Archeology Dept.
- Decorative Murals, Donna Dewberry

PORTRAITURE - II

Course Code: MFP 205

Credit Units: 9

Course Objective:

The objective of this course is to provide advanced training on portrait painting exploring all mediums.

Course Contents:

Module I

Portrait study in oil on canvas.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Big book of Drawing and painting, Francisco Asensio Cerver

References:

- An Introduction to Drawing, James Horton in association with the Royal Academy of Arts.
- Grassroot of Art, Herbert Read
- How to draw and paint, Hazel Harrison, from Art School
- Human Figure, Walter Foster
- Anatomy, Walter Foster
- Heads, Walter Foster
- Figure Drawing, Patricia Monahan with Albany Wiseman
- Human Anatomy, James Horton

REPORT AND VIVA (PAINTING) - II

Course Code: MFP 206

Credit Units: 04

Course Objective:

To inculcate a research approach

To develop an analytical skill

To develop a systematic approach of survey/research

Course Contents:

Module I

Prepare a report on any topic relevant to the Applied Art with a critical views and evidences to justify the views

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60

THIRD SEMESTER

COMMUNICATION SKILLS - III

Course Code: BCS 311

Credit Units: 01

Course Objective:

To initiate the learners with the basic mechanics of writing skills and facilitate them with the core skills required for communication in the professional world.

Course Contents:

Module I: Non Verbal Communication

Principles & Significance (Uses of Slides wherever necessary)

Kinesics, Occulics, Proxemics,, Para Linguistics, Artifacts, Chroenemics, Tactilics

Module II: Developing Writing Skills

Business Letter/Official Correspondence

Social Correspondence

Emails & Netiquette

Module III: Business Presentations

Planning, design and layout of presentation

Contents: Information Packaging & Delivery

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Jones, Working in English, 1st ed. Cambridge, CUP 2001
- Raman Prakash Business Communication, 2nd ed. Delhi OUP 2006
- Comfort , Jermy Speaking Effectively, Jermy, et.al, Cambridge, CUP, 1994
- Soft skills for everyone, Jeff Butterfield, Cengage Learning. 2011

BEHAVIOURAL SCIENCE - III (LEADING THROUGH TEAMS)

Course Code: BSS 311

Credit Units: 01

Course learning outcomes (CLOs)

At the successful completion of this course you (the student) should be able to:

1. Describe team design features and the difference between team and group, and components of the concept.
2. Identify the patterns of interaction in a team, method of studying attractions and repulsions in groupsociometry and construction of socio-gram for studying interpersonal relations in a Team.
3. Analyze various stages of team growth, team performance curve profiling a team: Role of leadership in managing team.
4. Differentiate between management values, pragmatic spirituality in life and organization building global teams through universal human values.
5. Demonstrate the leaning of teams, leadership and values, pragmatic spirituality in life and organization building global teams.

Course Objective:

This course aims to enable students to:

Understand the concept and building of teams

Manage conflict and stress within team

Facilitate better team management and organizational effectiveness through universal human values.

Course Contents:

Module I: Teams: An Overview

Team Design Features: team vs. group

Effective Team Mission and Vision

Life Cycle of a Project Team

Rationale of a Team, Goal Analysis and Team Roles

Module II: Team & Sociometry

Patterns of Interaction in a Team

Sociometry: Method of studying attractions and repulsions in groups

Construction of sociogram for studying interpersonal relations in a Team

Module III: Team Building

Types and Development of Team Building

Stages of team growth

Team performance curve

Profiling your Team: Internal & External Dynamics

Team Strategies for organizational vision

Team communication

Module IV: Team Leadership & Conflict Management

Leadership styles in organizations

Self Authorized team leadership

Causes of team conflict

Conflict management strategies

Stress and Coping in teams

Module V: Global Teams and Universal Values

Management by values

Pragmatic spirituality in life and organization

Building global teams through universal human values

Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
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Weightage (%)	25	15	30	25	05
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**SAP- Social Awareness Programme; JOS-Journal of Success; HA-Home Assignment; P-Presentation; V-Viva; Q-Quiz; FC- Flip class; MA- Movie Analysis; CS- Case study; A-Attendance
Text & References:**

Organizational Behaviour, Davis, K.

- **Hoover, Judhith D. Effective Small Group and Team Communication, 2002, HarcourtCollege Publishers**
- **LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi**
- **Dick, McCann&Margerison, Charles: Team Management, 1992 Edition, viva books**
- **J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company**
- **Smither Robert D.; The Psychology of Work and Human Performance, 1994, HarperCollinsCollege Publishers**

FRENCH-III

Course Code: FLN 311

Credit Units: 02

Course Objective:

To provide the students with the know-how

- To master the current social communication skills in oral and in written.
- To enrich the formulations, the linguistic tools and vary the sentence construction without repetition.

Course Contents:

Module B: pp. 76 – 88 Unité 6

Module C: pp. 89 to 103 Unité 7

Contenu lexical:

Unité 6: se faire plaisir

1. acheter : exprimer ses choix, décrire un objet (forme, dimension, poids et matières) payer
2. parler de la nourriture, deux façons d'exprimer la quantité, commander un repas au restaurant
3. parler des différentes occasions de faire la fête

Unité 7: Cultiver ses relations

1. maîtriser les actes de la communication sociale courante (Salutations, présentations, invitations, remerciements)
2. annoncer un événement, exprimer un souhait, remercier, s'excuser par écrit.
3. caractériser une personne (aspect physique et caractère)

Contenu grammatical:

1. accord des adjectifs qualificatifs
2. articles partitifs
3. Négations avec de, ne...rien/personne/plus
4. Questions avec combien, quel...
5. expressions de la quantité
6. ne...plus/toujours - encore
7. pronoms compléments directs et indirects
8. accord du participe passé (auxiliaire « avoir ») avec l'objet direct
9. Impératif avec un pronom complément direct ou indirect
10. construction avec « que » - Je crois que/ Je pense que/ Je sais que

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN-III

Course Code: FLG 311

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Modal verbs

Modal verbs with conjugations and usage

Imparting the finer nuances of the language

Module II: Information about Germany (ongoing)

Information about Germany in the form of presentations or “Referat”– neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

Module III: Dative case

Dative case, comparison with accusative case

Dative case with the relevant articles

Introduction to 3 different kinds of sentences – nominative, accusative and dative

Module IV: Dative personal pronouns

Nominative, accusative and dative pronouns in comparison

Module V: Dative prepositions

Dative preposition with their usage both theoretical and figurative use

Module VI: Dialogues

In the Restaurant,

At the Tourist Information Office,

A telephone conversation

Module VII: Directions

Names of the directions

Asking and telling the directions with the help of a roadmap

Module VIII: Conjunctions

To assimilate the knowledge of the conjunctions learnt indirectly so far

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH-III

Course Code: FLS 311

Credit Units: 02

Course Objective:

To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules

Set expressions (idiomatic expressions) with the verb Tener, Poner, Ir....

Weather

Module II

Introduction to Gustar...and all its forms. Revision of Gustar and usage of it

Module III

Translation of Spanish-English; English-Spanish. Practice sentences.

How to ask for directions (using estar)

Introduction to IR + A + Infinitive form of a verb

Module IV

Simple conversation with help of texts and vocabulary

En el restaurante

En el instituto

En el aeropuerto

Module V

Reflexives

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- Español, En Directo I A
- Español Sin Fronteras -Nivel Elemental

CHINESE-III

Course Code: FLC 311

Credit Units: 02

Course Objective:

Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills
Dialogue practice
Observe picture and answer the question.
Introduction of written characters.
Practice reading aloud
Practice using the language both by speaking and by taking notes.
Character writing and stroke order

Module II

Measure words
Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight.
Directional words – beibian, xibian, nanbian, dongbian, zhongjian.
Our school and its different building locations.
What game do you like?
Difference between “hii” and “neng”, “keyi”.

Module III

Changing affirmative sentences to negative ones and vice versa
Human body parts.
Not feeling well words e.g. ; fever, cold, stomach ache, head ache.
Use of the modal particle “le”
Making a telephone call
Use of “jiu” and “cal” (Grammar portion)
Automobiles e.g. Bus, train, boat, car, bike etc.
Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

Module IV

The ordinal number “di”
“Mei” the demonstrative pronoun e.g. mei tian, mei nian etc.
use of to enter to exit
Structural particle “de” (Compliment of degree).
Going to the Park.
Description about class schedule during a week in school.
Grammar use of “li” and “cong”.
Comprehension reading followed by questions.

Module V

Persuasion-Please don't smoke.
Please speak slowly
Praise – This pictorial is very beautiful
Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast ... etc.
Talking about studies and classmates
Use of “it doesn't matter”
Enquiring about a student, description about study method.
Grammar: Negation of a sentence with a verbal predicate.

Examination Scheme:

Components	CT	A	Assignment	Class Performance/ Presentation/ Viva	End Term Written Exam
Weightage (%)	10	05	10	15	60

Text & References:

- “Elementary Chinese Reader Part I, Part-2” Lesson 21-30

ADVERTISING AND BUSINESS ORGANIZATION - I

Course Code: MFA 301

Credit Units: 04

Course Objective:

The objective of this course for detailed study of advertising management, modern marketing concepts and consumer supremacy. Buying motives and habits. Promotion-sales promotion, Relations, beliefs, values and customs in advertising

Course Contents:

Module I: Advertising Management

Overview of Advertising Management
Advertising and IMC process
Advertising and Campaign Management
Advertising Goals

Module II: Sales and Promotions strategy

Trade Promotions
Consumer Promotions
Reasons behind Growing Importance of Sales Promotions.
Effectiveness of Sales Promotions.
Objective and Planning of sales and promotion.
Identifying Synergies between various types of promotions.
Understanding the impact of sales and promotion activities on channel members.

Module III: Direct Marketing

Pros and Cons of direct marketing
Direct Marketing and Direct response advertising
Tools of Direct Marketing: Direct Media, Direct Mail, Telemarketing, Mass media advertising.

Module IV: Developing the Marketing Planning Program

Price Decision
Distribution channel Decision
Developing Promotional Strategies
Push or Pull

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Innovation in Marketing, T, Levit.
 - Environment of Marketing Behaviour, Halloway and Hawrock.
 - Advertising Hand Book, D. V. Gandhi
 - Modern Advertising, Hepner
 - Economic of Advertising, B. Chiplin
 - International Handbook of Advertising
 - Advertising Procedure, Kleppner's.
- Advertising Management, Donald R. Cooper, PamelaS. Schindler

VISUALIZATION - III

Course Code: MFA 302

Credit Units: 09

Course Objective:

There will be students advanced understanding of design in relation to advertising. Students will do intensive exercises to understand design, market trends, target audience, consumer behavior. Each and every media will be explored. Learn new ways of thinking, processing and communicating ideas, emotions, and experiences through your discipline.

Course Contents:

Module I

Execution of ONE advertising Campaigns on consumer's product or Institutional (Services)
Related with any of the appropriate Medias including Print, Television, Transit etc. and in various techniques available.

Module II

Perform the simple exercises on the software's, they will explore flash and illustrator software's in there campaign making process.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

GRAPHIC DESIGNING - III

Course Code: MFA 303

Credit Units: 09

Course Objective:

The focus of this course is to equip students with knowledge of designing campaign for media.

Software's introduced:

Adobe Flash

Course Contents:

Module I

Product and social advertisement for electronic media in the help of i.e adobe flash/Web design software.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

TV GRAPHICS - III

Course Code: MFA 304

Credit Units: 09

Course Objective:

The design for programmes, station identify signs, symbols, commercial advertisements, trade marks and short films etc.

Course Contents:

Module I

The design for programmes, station identify signs, symbols, commercial advertisement, trade marks and short films etc.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
 - Corporate Graphics, Mike Quon
 - A History of Graphic Design, Philip B Meggs,
 - Graphic Arts Manual, Irving E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

ILLUSTRATION - III

Course Code: MFA 305

Credit Units: 09

Course Objective:

Illustration for books meant for different age groups. Comprehensive illustration for book animation.

Course Contents:

Module I

Advance studies in illustration for graphic expression. Emphasis on forming of individual style in illustration, cartooning.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

DISSERTATION AND VIVA (APPLIED ARTS) - I

Course Code: MFA 306

Credit Units: 04

Course Objective:

To develop an understanding of research methodology

To develop a writing skill

To develop a skill of documentation

Course Contents:

Module I

Produce a research document on any topic relevant to applied art field with a proper Justification behind the selection of the topic, define research sources, relevant evidences and with a critical comments.

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60

PRACTICAL TRAINING (Evaluation)

Course Code: MFA 307

Credit Units: 06

Course Objective:

To provide an opportunity to students to apply and relate the concepts and theoretical inputs from various contextual studies during MFA Program and familiarize the practical aspects of the same.

The objective of the course is to make the students aware of the practical aspects of functioning of Agency, while doing Internship/ training with Advertising Agency.

Assessment Scheme:

Continuous Evaluation: (based on Internship File and the observations of the faculty guide/ supervisor)	20%
Feedback from Company/ Organization:	30%
Final Evaluation: (Based on Internship Report, Viva/ Presentation)	50%
TOTAL	100

ART CRITICISM (PAINTING) - I

Course Code: MFP 301

Credit Units: 04

Course Objective:

Art is no longer studied only in its formalistic aspects. The importance of socio-cultural, religious and political factors have to be realized to have a full fledged understanding of art of any period. This course aims at introducing students to important theories of Art-Criticism which will help them in gaining a deeper insight in art and open their mind to various critical approaches. After introducing the students to the discipline of Art-Criticism and the role of an Art-Critic, a historical study of art-criticism will be undertaken. The focus will be on important theories of Mimesis, Catharsis, Beauty and Sublime, Style in Art, Formalism, Structuralism, Post Structuralism, Modernism and Post-Modernism..

Course Contents:

Module I

Discussion on the concept of Mimesis and Catharsis
Discussion on the idea of Sublime and studying Romanticism as a case study
Medieval thoughts on Art
Neo-Platonism and Renaissance
Vasari and Connoisseurship
Winkelmann and Wolfflein : Starting of Art-History as an independent discipline
Hegelian Zeitgeist
Theories of Formalism with the focus on Roger Fry, Clive Bell and Susan Langer
Greenbergian Modernism and Jackson Pollock as a case study

Module II

Discussion on the writings of Heidegger, Nietzsche and Sartre
Theories of Marxism with a focus on writings of Arnold Hauser, Meyer Schapiro and T.J Clark
Psychoanalysis and writing on Art focusing on Freudian thought and Jungian analytical psychology
Theories of Feminism with a focus on writings of Linda Nochlin
Art and Market
Post Structuralist theories of Roland Barthes and Micheal Foucault
Discussing various contemporary trends in Art-Criticism in West

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Art by Clive Bell
- Mythologies by Roland Barthes
- Order of Things by Michel Foucault
- Selected Critical Writings by D.H Lawrence
- Mondrian by Meyer Schapiro
- Social History of Art by Arnold Hauser
- Art in Theory 1900-2000: An Anthology of Changing Ideas by Charles Harrison and Paul J Wood
- Art Theory : A very short introduction by Cynthia A Freeland
- Why is That Art? Aesthetics and Criticism of Contemporary Art by Terry Barrett

Suggestions:

- Visit to various Art Galleries and Museums
- Interaction with Curators and gallery co-ordinators

DRAWING - III

Course Code: MFP 302

Credit Units: 9

Course Objective:

Drawing is not only one of the most significant aspects for painting students but also is a complete medium in itself. Working in one particular style and media is advisable in this stage.

Drawing is a medium which deals with black and white composition in various drawing mediums like pen and ink, charcoal etc. In this stage a student needs to work on own individual style.

Rendering creative drawing after experimenting with various techniques and possibilities of using different mediums for exploring individual perception in the medium.

Course Contents:

Module I: Creative Sketching

Making layouts

Module II: Creative Drawing

Creative drawing (figurative/ non-figurative).

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- An Introduction to Drawing, James Horton in association with the Royal Academy of Arts.
- Grassroot of Art, Herbert Read
- How to draw and paint, Hazel Harrison, from Art School
- Human Figure, Walter Foster
- Anatomy, Walter Foster
- Heads, Walter Foster
- Figure Drawing, Patricia Monahan with Albany Wiseman
- Human Anatomy, James Horton
- Big book of Drawing and painting, Francisco Asensio Cerver.

CREATIVE PAINTING - III

Course Code: MFP 303

Credit Units: 9

Course Objective:

The course is to maintain a sense of painting as a language that simultaneously upholds tradition and seeks innovation. Painting from observation, formal structure, narrative content. Painting as a means of individual expression are qualities that are valued. Students work both figuratively and abstractly. The course is structured to emphasize individual studio work that is assessed through one on one and group critiques.

This course is to develop an intense ethos towards studio practice that makes for a stimulating work environment.

Course Contents:

Module I

Painting in oil / acrylic colour on canvas (figurative /non-figurative).

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Big book of drawing and painting, Francisco Asensio Cerver
- Notes on the techniques of Painting, Hilaire Hiler
- Method and Materials, Lynton Lamb.
- Artist's Handbook, Ray Smith
- Artist's Encyclopedia, John Quick
- A manual of Painting Materials & Techniques, Mark David Goattsegen
- Art Class, Copy Right 1999, Harper Collins Publishers.
- Images of the human body, Pepin Van Roojen.
- A Concise History of Modern Painting, 1974 Thames & Hudson, London
- Painting Course, Ronald Pearsall
- The portrait. Norbert Schneider.
- Color, Edith Anderson Feisner.

MURAL (PAINTING) - III

Course Code: MFP 304

Credit Units: 9

Course Objective:

The objective of this course is to provide advanced techniques of working knowledge on wall surface. It gives a professional exposure about all kinds of mural work including mixed materials.

Course Contents:

Module I

Preparing suitable layout for mural followed by modification required according to the materials to be used.

Module II

Preparing the base and surface.

Module III

Final work followed by the installation.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Ajanta Murals, Indian Archeology Dept.
- Techniques of Indian paintings and Murals, Indian Archeology Dept.
- Decorative Murals, Donna Dewberry

PORTRAITURE - III

Course Code: MFP 305

Credit Units: 9

Course Objective:

The objective of this course is to provide advanced training on portrait painting exploring all mediums.

Course Contents:

Module I

Portrait study in oil on canvas.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Big book of Drawing and painting, Francisco Asensio Cerver

References:

- An Introduction to Drawing, James Horton in association with the Royal Academy of Arts.
- Grassroot of Art, Herbert Read
- How to draw and paint, Hazel Harrison, from Art School
- Human Figure, Walter Foster
- Anatomy, Walter Foster
- Heads, Walter Foster
- Figure Drawing, Patricia Monahan with Albany Wiseman
- Human Anatomy, James Horton

DISSERTATION AND VIVA (PAINTING) - II

Course Code: MFP 306

Credit Units: 04

Course Objective:

To develop an understanding of research methodology

To develop a writing skill

To develop a skill of documentation

Course Contents:

Module I

Produce a research document on any topic relevant to applied art field with a proper Justification behind the selection of the topic, define research sources, relevant evidences and with a critical comments.

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60

PRACTICAL TRAINING (Evaluation)

Course Code: MFP 307

Credit Units: 06

Course Objective:

To provide an opportunity to students to apply and relate the concepts and theoretical inputs from various contextual studies during MFP Program and familiarize the practical aspects of the same.

The objective of the course is to make the students aware of the practical aspects of functioning of Agency, while doing Internship/ training with Advertising Agency.

Assessment Scheme:

Continuous Evaluation: (based on Internship File and the observations of the faculty guide/ supervisor)	20%
Feedback from Company/ Organization:	30%
Final Evaluation: (Based on Internship Report, Viva/ Presentation)	50%
TOTAL	100

FOURTH SEMESTER

ADVERTISING AND BUSINESS ORGANIZATION - II

Course Code: MFA 401

Credit Units: 04

Course Objective:

The objective of this course includes instruction in International advertising, visual communication, advertising design and production methods, campaign methods and techniques, Advertising messages, related principles of creative process, and applicable technical and equipment skills

Course Contents:

Module I: The Effective Advertising Messages

The Art and Science of Creative Advertising

Creative thinking

The creative process: How to get an Idea

Creative Strategy: Message Objective, Head and Heart Strategies, Messages that drive perception, Message that touches emotions, Message that persuade.

Module II: Visual Communication

Visual Impact

Layout and Design

Print Production: Print Media Requirement, Art Production

Effective Web Design

Module III: International Advertising

Importance of international Markets

Role of International Advertising

Advantages and disadvantages of global Marketing and Advertising

Decision Areas in International Advertising

Module IV: Evaluating the Social, Ethical and Economic Aspect of Advertising

Social and Ethical Criticism of Advertising

Economic Effects of Advertising

Module V: Brand Management

Brands and their Significance: Attributes, Benefits, Values, Target User, Personality, Culture, Categories of Brands

Brand equity: Managing Brand Equity

Brand Loyalty: Brand Associations

International Branding Considerations

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Innovation in Marketing, T, Levit.
 - Environment of Marketing Behaviour, Halloway and Hawrock.
 - Advertising Hand Book, D. V. Gandhi
 - Modern Advertising, Hepner
 - Economic of Advertising, B. Chiplin
 - International Handbook of Advertising
 - Advertising Procedure, Kleppner's.
- Advertising Management, Donald R. Cooper, PamelaS. Schindler

VISUALIZATION - IV

Course Code: MFA 402

Credit Units: 09

Course Objective:

Encouraging a cross-disciplinary studio environment in which the workshop is a lab to collaboratively explore design and making processes, the Program welcomes students from a wide range of creative backgrounds to make original work with an applied purpose. Applied art transform ideas into symbols to convey specific messages for and in the public.

Course Contents:

Module I: Preparation of a project and presentation

This subject focuses on defining, researching and producing a project work with a formal structure for research and exploration in deciding upon any one topic chosen by the students. These projects are formally presented by all MFA students reflecting on their time and experience within the Program.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

GRAPHIC DESIGNING - IV

Course Code: MFA 403

Credit Units: 09

Course Objective:

Understanding of graphic designing for campaign for media & develop skill for portfolio presentation.

Course Contents:

Module I

Conceptual campaign for any brand/social issue

Module II

Portfolio Development and presentation

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
- Corporate Graphics, Mike Quon
- A History of Graphic Design, Philip B Meggs,
- Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

TV GRAPHICS - IV

Course Code: MFA 404

Credit Units: 09

Course Objective:

The design for programmes, station identify signs, symbols, commercial advertisements, trade marks and short films etc.

Course Contents:

Module I

The design for programmes, station identify signs, symbols, commercial advertisement, trade marks and short films etc.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
 - Corporate Graphics, Mike Quon
 - A History of Graphic Design, Philip B Meggs,
 - Graphic Arts Manual, Irving E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

ILLUSTRATION - IV

Course Code: MFA 405

Credit Units: 09

Course Objective:

Illustration for books meant for different age groups. Comprehensive illustration for book animation.

Course Contents:

Module I

Advance studies in illustration for graphic expression. Emphasis on forming of individual style in illustration, cartooning.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Graphic design & reproduction techniques, Peter Croy
- Artists and illustration's encyclopedia, John Quick

References:

- The Art of Human Illustration, Nick Meglin,
 - Corporate Graphics, Mike Quon
 - A History of Graphic Design, Philip B Meggs,
 - Graphic Arts Manual, Irwing E. Field, Arne Press, New York, 1980
- Design Graphics, C. L. Martin, Macmillan Co. London

DISSERTATION AND VIVA (APPLIED ARTS) – II

Course Code: MFA 406

Credit Units: 04

Course Objective:

To develop an understanding of research methodology

To develop a writing skill

To develop a skill of documentation

Course Contents:

Module I

Produce a research document on any topic relevant to applied art field and define the relevancy of the chosen topic in current social / economic / Political scenario along with Literature review, Case study and Research findings

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60

ART CRITICISM (PAINTING) - II

Course Code: MFP 401

Credit Units: 04

Course Objective:

Art is no longer studied only in its formalistic aspects. The importance of socio-cultural, religious and political factors have to be realized to have a full fledged understanding of art of any period. This course aims at introducing students to important Indian theories of Art-Criticism which will help them in gaining a deeper insight in art and open their mind to various critical approaches.

Course Contents:

Module I

Discussion on Rasa Sutra and its commentaries with respect to contemporary case studies
Modern studies on Dhvani Shastra with a focus on the works of Kunjuni Raja
Importance of Rasa Dhvani of Abhinavagupta
Detailed study of Alamkara Shastra
Discussing the science of Vastu Shastra with a focus on Maya Mattam and various Dravidian temple structures
Study of Indian Iconography and Iconology with respect to various Shilpa Shastras

Module II

Vision of Rabindranath Tagore as comes across in his writings
Idea of India as a Nation: Reading Partha Mitter
Writings of Geeta Kapur focusing on 'When was Modernism'
Discussings writings by Gayatri C Spivak, Tapati G Thakurta and Gayatri Sinha
Discussing contemporary writings on Indian Art in various magazines and e-magazines
Discussing role of e-journals like Art Concerns, Matters of Art etc in popularizing contemporary art

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Visnudharmottara Purana Vol 4 ed by Priyabala Shah
- Art Experience : M. Hiriyana
- Indian Theories of Meaning by K. Kunjuni Raja
- When was Modernism by Geeta Kapur

Suggestions:

- Visit to various Art Galleries and Museums
- Interaction with Curators and gallery co-ordinators

DRAWING - IV

Course Code: MFP 402

Credit Units: 9

Course Objective:

This course of drawing is in the final stage of learning in an art institute. Students are provided required space and freedom to express themselves. The drawings to be executed in this stage to focus on confined and individual perception. The drawings may be creating in a series, therefore, all the drawings to have a kind of continuation. This stage is after experimenting various techniques and possibilities of using different mediums for exploring individual and innovative ideas. Working in one particular style and media is advisable in this stage.

Course Contents:

Module I: Creative Sketching

Making layouts

Module II: Creative Drawing

Drawing figurative / non-figurative compositions.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- An Introduction to Drawing, James Horton in association with the Royal Academy of Arts.
- Grassroot of Art, Y. Herbert Read
- How to draw and paint, Hazel Harrison, from Art School
- Human Figure, Walter Foster
- Anatomy, Walter Foster
- Heads, Walter Foster
- Figure Drawing, Patricia Monahan with Albany Wiseman
- Human Anatomy, James Horton
- Big book of Drawing and painting, Francisco Asensio Cerver.

CREATIVE PAINTING - IV

Course Code: MFP 403

Credit Units: 9

Course Objective:

The course emphasizes the development of a sustained artistic practice through exploration, experimentation, and intensive studio work and study. Opportunities to investigate areas beyond one's concentration are made available.

The course is also to refine the technical aspect like developing individual style of colour application and introduce new treatment of theme and concept as reflection of life experience and social awareness.

This is to render conceptual art to explore new media of creative art like installation art or video art.

Course Contents:

Module I

Painting in oil / acrylic colour on canvas (figurative /non-figurative).

Module II: Installation/video art

Creating conceptual art in installation/video art medium.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Big book of drawing and painting, Francisco Asensio Cerver
- Notes on the techniques of Painting, Hilaire Hiler
- Method and Materials, Lynton Lamb.
- Artist's Handbook, Ray Smith
- Artist's Encyclopedia, John Quick
- A manual of Painting Materials & Techniques, Mark David Goattsegen
- Art Class, Copy Right 1999, Harper Collins Publishers.
- Images of the human body, Pepin Van Roojen.
- A Concise History of Modern Painting, 1974 Thames & Hudson, London
- Painting Course, Ronald Pearsall
- The portrait, Norbert Schneider.
- Color, Edith Anderson Feisner.

MURAL (PAINTING) - IV

Course Code: MFP 404

Credit Units: 9

Course Objective:

The objective of this course is to provide advanced techniques of working knowledge on wall surface. It gives a professional exposure about all kinds of mural work including mixed materials.

Course Contents:

Module I

Preparing suitable layout for mural followed by modification required according to the materials to be used.

Module II

Preparing the base and surface.

Module III

Final work followed by the installation.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

- Ajanta Murals published by Indian Archeology Dept.
- Techniques of Indian paintings and Murals published by Indian Archeology Dept.
- Decorative Murals by Donna Dewberry

PORTRAITURE - IV

Course Code: MFP 405

Credit Units: 9

Course Objective:

The objective of this course is to provide advanced training on portrait painting exploring all mediums.

Course Contents:

Module I

Portrait study in oil on canvas.

Examination Scheme:

Components	CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Text:

- Big book of Drawing and painting, Francisco Asensio Cerver

References:

- An Introduction to Drawing, James Horton in association with the Royal Academy of Arts.
- Grassroot of Art, Herbert Read
- How to draw and paint, Hazel Harrison, from Art School
- Human Figure, Walter Foster
- Anatomy, Walter Foster
- Heads, Walter Foster
- Figure Drawing, Patricia Monahan with Albany Wiseman
- Human Anatomy, James Horton

DISSERTATION AND VIVA (PAINTING) - II

Course Code: MFP 406

Credit Units: 04

Course Objective:

To develop an understanding of research methodology

To develop a writing skill

To develop a skill of documentation

Course Contents:

Module I

Produce a research document on any topic relevant to applied art field and define the relevancy of the chosen topic in current social / economic / Political scenario along with Literature review, Case study and Research findings

Examination Scheme:

Components	P	C	EE (Presentation, Report & Viva)
Weightage (%)	20	20	60