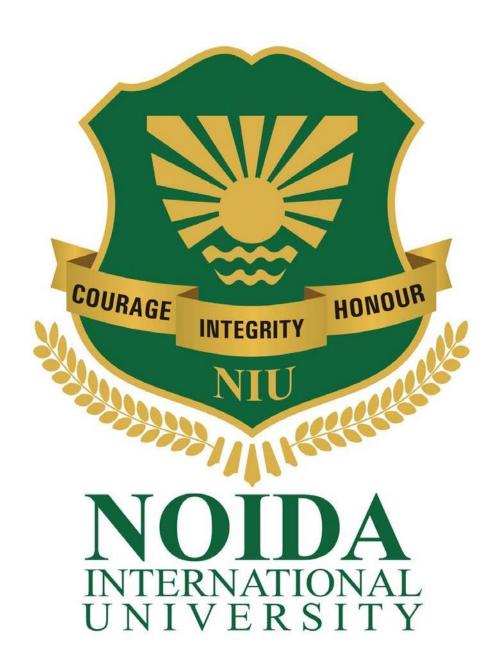# NOIDA INTERNATIONAL UNIVERSITY

SCHOOL OF FINE ARTS

MASTER OF FINE ARTS

APPLIED ART SPECIALISATION

Brief Profile

The aim of art is to represent not the outward appearance of things, but their inward significance.

-Aristotle

The definition of Art has been changed with time; it has worked visa-versa for human civilization. There was a change in Art because of human revolutionary acts or there was a change in human livings because of revolutionary attempt in art. The classical definition of Art derived from the Latin word "ars" (meaning "skill" or "craft") "the product of a body of knowledge, most often using a set of skills." One needs to recognize this ability of skills and the realization and practice of it leads to artistic journey.

Fine Art is the making and study of visual art. It educates and prepares students to become artists and to follow other practices that are aligned to the making of art. The curriculum is centered on the individual student's potential and imagination. At present Offering programs in Painting, Applied Art, Sculpture, and the School of Fine Arts curriculum is informed by the research and practice of faculty abreast of evolving ideas in these disciplines. Through interdisciplinary and multicultural approaches, classes emphasize the primacy of visual literacy in the formation of the engaged, humanistic individual. Focusing on undergraduate learning, faculty work closely with students to guide them in their respective areas ofinquiry.

In Bachelors of Four years Students develop their studio work in discussion with the school's lecturers, tutors and visiting staff. They are allocated a tutor at the outset, who monitors progress, sets targets and directs them in their studies. Work is regularly presented and discussed at group involving staff and students from across the school. Alongside this, workshops and projects designed to introduce a range of techniques and approaches are offered throughout the year. In addition, students taught practical classes in drawing and human anatomy as well as lectures, seminars and tutorials in art history. Experimentation is highly encouraged. Years two and three are similar in structure and continue the tutorial system introduced in the first year. All students are required to continue the study of art history and theory. Students are expected to establish a strong bond between the interests of the Art History and their studio studies. Forth year is the crucial year as each student has to

focus on developing their individual mannerism to execute their works. For MFA we provide individual studios for students to work which helps them to create their own suitable ambiance to practice art. In between the two years they have to pursue Internship under any established Artist in India and end of the second year they have to write dissertation on any area of art which will be discussed during the viva-vase and final annualdisplay.

Here at NIU students get the most suitable ambiance to explore creative ideas and basic facilities and infrastructure. The magnificent architecture of the university, amazing landscape helps students to get inspires and influenced. The calmness and serenity in the atmosphere allows meeting one to one's own self. Welcome to the School of Fine Arts, Noida International University.

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PEO, PO, PSO for MFA

Program Education Objectives (PEO) of Master of Fine Arts

PEO-1: Post Graduates will have successful career in Govt., Corporate, Printing industry, Film industry, Design organization, Industrial branding along Entrepreneurship in Fine Arts.

PEO-2: Post Graduates will be highly skilled in Painting in different medium Mural, Metal and Non-Metallic sculpture, Commercial Art, Digital Screen printing, Engraving and etching and Installation Art.

PEO-3: Post Graduates will be able to work as leader in a different environment as a team such as gender, nationality language, culture or creed and multi-disciplinary requirements.

PEO-4: Students with continuous exposure will gain industrial expertise and become effective and efficient industry leaders with the quality of entrepreneurship. Post Graduates will acquire particular set of skills that can be evolved with time and also with the demand of industry.

PEO-5: The curriculum aims in developing the individuals to be an avid learner throughout their life and use their collective knowledge for the benefit of the society. The curriculum also invokes a sense of, business and professional ethics while working for people belonging to a diverse culture.

Program Outcomes (PO) of Master of Fine Arts

PO 1. Creative Process: NIU MFA Post graduate students will be able to use a variety of free-associating techniques to create novel ideas of value to solve problems.

PO 2.Context and Concept: NIU MFA Post graduate students will be able to use develops ideas that are appropriate and approachable to the world around them.

PO 3.Skill and Technique: NIU MFA Post graduate students will have sufficient mastery of one or more media to complete the technical and formal challenges relatable to a body of original work.

PO 4.Communication of Ideas and Context: NIU MFA Post graduate students will be able to clearly communicate the content, context, and process of their work visually, orally and in writing.

PO 5.Development of Deliberate Practice: NIU MFA Post graduate students will demonstrate behaviours, such as curiosity, initiative, and persistence that will help them engage with the world in productive ways. Students will be able to work independently or collaboratively to achieve stated goals.

PO 7. Written & Oral Communication: NIU MFA Post graduate students will be able to express ideas in a coherent, logical, and compelling way, both orally and in writing.

PO 8.Research: NIU MFA Post graduate students will be able to select and use appropriate research and experimental methods, to create a new visual language.

PO 9.Production: NIU MFA Post graduate students will be able to select and use appropriate making and manufacturing processes in your own work, with an understanding of the potential of new technologies.

Program Specific Outcomes (PSO) of Master of Fine Arts

PSOs for MFA (Applied Art)

PSO1. Students will be able to effectively indicate the advanced levels of knowledge, skills and attitudes acquired and apply professional studio practices to create valuable Design.

PSO2. Students are able to engage in sustained research necessary to develop comprehensive corporate identity projects involving logo applications, packaging design, promotional and sales displays, publications, market analysis, client need analysis, comparison of competitors in the market, and target audience analysis.

PSO3. Students will be able to demonstrate proficiency in examining trends, drawing designs based on their ideas, choosing colours and surface of art work, and supervising the production of their painting composition.

PSO4. Students will be able to Identify and discuss concepts related to develop an awareness of current professional standards in their chosen media and in the larger field of contemporary art as well as the ability to effectively meet or redefine those standards.

PSO5. Students will be able to apply an advanced level of knowledge, skills and appropriate methodology to resolve complex problems Reconstruct and develop innovative and original art work on time and within budget to meet the specific needs.

PROGRAMME OFFERED:

The Main course with Specialization will be of **TWO** Years duration.

MFA SPECIALISATIONS- 2 YEARS
1. **CORE STUDIO COURSE**
• Visualisation
• Graphic Design
• Illustration
• Photography
2. **CORE THEORY COURSE**
• Advertising Foundations & Dimensions
3. **PROJECTS- SKILL DEVELOPMENT**
• Case Study
• Dissertation & Viva (Specialization Specific)
• Final Display

NATURE OF COURSE:

Medium of Instruction: ENGLISH / HINDI

The study pattern for the 1st, 2nd year M.F.A. (Applied Art) is divided into THREE groups.

Group I Theory

Group II Practical

Group III Elective (Practical)

Group IV Internship, Project

NOIDA INTERNATIONAL UNIVERSITY

SCHOOL OF FINE ARTS

PROGRAM STRUCTURE 2020-2021

LIST OF SUBJECTS AND SUBJECT CODES FOR MASTERS IN FINE ARTS – APPLIED ART

MFA – 1st YEAR (APPLIED ART) (TotalCredits-48)

Semester -I

SUBJECT CODE	SUBJECT NAME	TYPE	PRACTICAL(P) LECTURES (L) TUTORIAL(T) HOURS PERWEEK	CREDIT HOURS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
MFA101VSL	VISUALISATION-I	Practical	9 - 2 - 2	9	40	60	100
MFA101GD MFA101ILL MFA101PG	*(Subject-Select any one)* GRAPHIC DESIGN-I or ILLUSTRATION-I or PHOTOGRAPHY-I	Practical	9 - 2 - 2	9	40	60	100
MFA101AD	ADVERTISING FOUNDATIONS & DIMENSIONS -I	Theory	0 - 2 - 1	3	40	60	100
MFA101CS	CASE STUDY-I	Project Report	1 - 1 - 1	3	40	60	100
TOTAL CREDIT HOURS				**24**			

Semester -II

SUBJECT CODE	SUBJECT NAME	TYPE	PRACTICAL(P) LECTURES (L) TUTORIAL(T) HOURS PER WEEK	CREDIT HOURS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
MFA102VSL	VISUALISATION-II	Practical	9 - 2 - 2	9	40	60	100
MFA102GD MFA102ILL MFA102PG	*(Subject-Select any one)* GRAPHIC DESIGN-II or ILLUSTRATION-II or PHOTOGRAPHY-II	Practical	9 - 2 - 2	9	40	60	100
MFA102AD	ADVERTISING FOUNDATIONS & DIMENSIONS -II	Theory	0 - 2 - 1	3	40	60	100
MFA101CS	CASE STUDY-II	Project Report	1 - 1 - 1	3	40	60	100
TOTAL CREDIT HOURS				**24**			

MFA –2nd YEAR (APPLIED ART) (TotalCredits-48)

Semester -III

SUBJECT CODE	SUBJECT NAME	TYPE	PRACTICAL(P) LECTURES (L) TUTORIAL(T) HOURS PER WEEK	CREDIT HOURS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
MFA203VSL	VISUALISATION-III	Practical	9 - 2 - 2	9	40	60	100
MFA203GD MFA203ILL MFA203PG	*(Subject-Select any one)* GRAPHIC DESIGN-III or ILLUSTRATION-III or PHOTOGRAPHY-III	Practical	9 - 2 - 2	9	40	60	100
MFA203AD	ADVERTISING FOUNDATIONS & DIMENSIONS - III	Theory	0 - 2 - 1	3			
MFA203DTV	DISSERTATION & VIVA (SPECIALIZATION SPECIFIC)-I	Project Report	0 - 1 - 1	2	40	60	100
TOTAL CREDIT HOURS				23			

Semester- IV

SUBJECT CODE	SUBJECT NAME	TYPE	PRACTICAL(P) LECTURES (L) TUTORIAL(T) HOURS PERWEEK	CREDIT HOURS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
MFA204VSL	VISUALISATION-IV	Practical	9 - 2 - 2	9	40	60	100
MFA204GD MFA204ILL MFA204PG	*(Subject-Select any one)* GRAPHIC DESIGN-IV or ILLUSTRATION-IV or PHOTOGRAPHY-IV	Practical	9 - 2 - 2	9	40	60	100
MFA204AD	ADVERTISING FOUNDATIONS & DIMENSIONS - IV	Theory	0 - 2 - 1	3	40	60	100
MFA204DTV	DISSERTATION & VIVA (SPECIALIZATION SPECIFIC)-II	Project Report	0 - 1 - 1	2	40	60	100
MFA204FD	FINAL DISPLAY		0 - 0 - 0	2	40	60	100
TOTAL CREDIT HOURS				25			

1ˢᵗ YEAR – 1ˢᵗ SEMESTER Syllabus

CORE STUDIO COURSE

PRACTICAL SUBJECTS

Visualisation-I	Course Code: MFA101VSL	Credit Units: 9

Course Objective:

Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects and again expertise in directing a full advertising campaign from concept to finish, including market research, strategy copy-writing and presentation. Instilling in the student the capability of formulating expression in the digital media and with equal confidence through finished exercises in traditional medium.Deeper understanding of market and marketing techniques (4 P's), concept building, building of brand image, creation of U.S.P

Course Contents:

Module I

(i) Execution of any 2 advertising campaign with report (market survey & about your campaign) on consumer product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for each Advertising Campaign is 10 works.)

Module II

(ii) Project Work (with report): Students have to submit a project work (campaign) based on contemporary social issues, any industry, corporation, and public services/Govt. Services.

No. of works to be done –03

- Product Campaign
- Social Campaign
- Report design

Learning Outcomes:

- Summarize The Problems Prevailing In The Society And Produce A Solution Through A Campaign
- Students will Acquire Copywriting Skills, Assess And Judge Traditional As Well As Modern Media
- Interpret Theoretical Knowledge In Their Artworks.
- Manipulate Advertising Appeals To Create An Effective Message
- Students will be able Recognize Different Approaches For Communicating The Message (Typographic, Photographic, Illustrative)
- Infer The Relation Of Content And Visual And Apply It According To The Market Requirements
- Predict How To Select, Plan, Schedule, Produce A Successful Advertising Campaign

Text & References:

Text:
- Rege, G.M.Advertising Art and Ideas.

References:
- Evans, Poppy. (2005). Exploring Publication Design. Boston : Delmar Cengage Learning.
- Olins, Wally. (1990). Corporate Identity: Making Business Strategy Visible Through Design. Boston : Harvard Business School Press.
- Dennison Dell. The Advertising handbook.
- White, Roderick. Advertising.
- Kurtz, Bruce D.Visual Imagination.
- Behrens, Ray R.. Design in the Visual arts.
- Jennings, Simon.Advanced Illustration and Design.

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

CORE STUDIO COURSE

Graphic Design -I	Course Code: MFA101GD	Credit Units: 9

Course Objective:

Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects. The objective of this course is to give advance knowledge to the students about the various computer softwareand also to make them familiar with the working of computer system. This exposure will enable the students to enter the market with confidence, live in these environments in a harmonious way and contribute to the productivity. Students are working with different tools, typography design, Design Software (Coral, Photoshop, Illustrator, InDesign, After Effects, Adobe XD etc.) according to latest version available from time to time, preparation of Graphic design for Press/Magazine Layout, Illustration logo posters page making layout etc.Basic knowledge of UI/UX.

Course Contents:

Module I

Learning tools of Adobe XD and getting familiar with the interface of the software. Understand the definition and principles of UI/UX Design in order to design with intention. Achieve a deep understanding of the entire life-cycle of design—the process, purpose, and tools. Learn the basics of HCI (human-computer interaction) and the psychology behind user decision-making.

Module II

Hands-on, projects on UI based course, explores the principles and practice of user interface and user experience design for digital platforms, research report on website design, making information architecture, wireframes etc. Students redesigning website design by improvising its mistakes and making it more users friendly.

No. of works to be done –04

- Info graphics design
- Research report
- Wireframes

- Website redesign

Learning Outcomes:

- Students will be able to identify tools of Adobe XD and demonstrate knowledge of their functions.
- Students will have Combine knowledge of design principles, elements, and image composition to create a desired Website page.
- Interpret Theoretical Knowledge In Their Artworks.
- Students will be able to Identify the needs of the client and Modify the website design as per their need
- Students will be able to identify basics tools of Illustrator and demonstrate knowledge of their functions.
- Students will be able to design wireframes, infographics, website page etc.

Text & References:

Text:
- Steven Branson, UX / UI Design: Introduction Guide To Intuitive Design And User-Friendly Experience, 12 June 2020

References:
- Pamala deacon , pamala deacon, ux and ui strategy: a step by step guide on ux and ui design, 11 december 2020
- David Weathers, UX/UI Design 2021 For Beginners: A Simple Approach to UX/UI Design for Intuitive Designers, 8 March 2021
- "Mathematical Elements for Computer Graphics" by David F Rogers and J Alan Adams

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

PRACTICAL SUBJECTS

Illustration-I	Course Code: MFA101ILL	Credit Units: 9

Course Objective:

Advance studies in illustration for graphic expression. Emphasis on forming of individual style in illustration, cartooning.Introduction to various aspects and techniques of drawing. Time bound exercise. Develop an understanding of the tools used in drawing digitally with the help of various Software's like Adobe Photoshop, Adobe Illustrator. Students will learn various media and techniques of making Illustration and converting drawings into illustrations with special reference to their utilization in advertising and further reproduction through various printing processes. Knowledge of illustrating a various types of books like comics, novel, Children story books etc.

Course Contents:

Module I

Create A Portrait Using Different Rendering Techniques. Observe, understand and develop the skill of sketching and drawing from natural and manmade objects. Typography & Book Design etc.Black & White Illustration with pen or Ink and various other techniques. Study of basic drawing with emphasis on composition & conceptual exercises.Story Board Design.

Module II

Self-Stylized Illustration.Mascot design.Designing Caricature using Software's like Adobe Photoshop, Adobe Illustrator. Creating illustrations for Storybooks, Comics, TV commercial, etc. Advertising Illustration; creating illustration on themes such as Fashion, Medical, Technical, Social, Product, Environment, etc.Story Illustration.Industrial Illustration.Designing Caricature manually.Mascot design for various brands.

No. of works to be done –06

- Illustrationsbased on various theme
- Story board design
- Mascot Design
- Book Jacket
- Stylized and figurative Illustrations

- Advertising Illustrations

Learning Outcomes:

- Students will be able toDemonstrate Design Skills To Create Illustrations
- Students will be able to Apply Different Rendering Techniques
- Develop vocabulary of Drawing and illustration terms and techniques.
- Interpret Theoretical Knowledge In Their Artworks
- Students will be able to Illustrate an artwork using various techniques
- Students will Understand how to make stylized illustration

For all streams of Applied Arts:

Student will have to submit his/her work on last day of every week including sketching and drawing.

Text & References:

Text:
- Derek Brazell, Jo Davies, Becoming a Successful Illustrator, Bloomsbury Visual Arts, 2017

References:

- Francis D. K. Ching, Design Drawing, John Wiley.
- Lawrence Zeegen, Complete Digital Illustration: A Master Class in Image-Making, Rockport Publishers, 1 February 2010
- Edward, Betty. Drawing on the artist within, Fontana.
- Turner, James R. Drawing with confidence, Van Nostrand Reinhold.
- Escher, M.C. The complete work. Harry N. Abrahams.
- Stayner, Peter and Terry Rosenberg.Landscape Drawing 'From first principles'. Arcturus Publishing.
- Gill, Robert W. Rendering with pen and ink. Thames & Hudson

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

PRACTICAL SUBJECTS

Photography-I	Course Code: MFA101PG	Credit Units:9

Course Objective:

The objective of the course is to understand the Advance skill of photography. Knowledge of Use of camera; observation and selection of subject.Composition; exposing outdoors and indoors.Different types of photography (Candid, Street, Photo Journalism, Wild Life, Travel, Conceptual, Architectural, Portrait, Fashion, Nature etc.), Applying perspective in capturing two-dimensional objects.Creative lighting techniques - mastering continuous light and strobes. Identifying problems like noise in a digital image. Ways to avoid noise and reduce noise in pre and post production workflow. Use of Camera, observation, selection of subject, composition (exposing indoors and outdoors).

Course Contents:

Module I

1. A Study of light and its properties. 2. Work with common features like shutter Speed, Aperture, ISO, White Balance, Focal Length, Depth of Field, and Exposure Compensation. 3. A study of various lens options and their use for specific applications. 4. Working on Different types of photography by applying the above knowledge.

Module II

1. Being conversant with Photoshop tools and applying them for purposes of image enhancement. The proper perspective, reproduce true color tones and highlight textural and other effects which are the special characteristics of the particular work of art. 2. Understanding digital corrections like sharpening, histograms, saturation and contrast control. 3. File formats and sizing.

No. of works to be done –06

- Still Life Photography
- Portrait Photography
- Perspective Photography
- Nature Photography
- Landscape photography

- Texture/Abstract photography

Learning Outcomes:

- Students will be able to Identify Camera, Its Parts and their functions.
- Students will be able to Apply Knowledge of Light and Shadow in clicking photographs.
- Interpret Theoretical Knowledge In Their Artworks.
- Demonstrate Sense Of Composition And Perspective
- Summarize Importance Of Photography For Advertising Purpose
- Identify the main subject in a frame and
- Demonstrate proficiency in capturing a view

Text & References:

Text:
- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford : Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5thed. Oxford : Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence,Utah : Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London : Mitchell Beazley Publication.
- Langford Michael &BilissiEfthimia. (2007). Lanford's Advanced Photography.7thed. Oxford : Focal Press.

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

THEORY SUBJECTS

Advertising Foundation & Dimensions-I   Course Code: MFA101AD   Credit Units: 3

Course Objective:

Create interest, information and awareness related to advertising and technical terms and its uses. Enhances the understanding the ethics in advertising arts and its relation to society.Understanding the benefits of Advertising in Day to Day life. Enable students to identify different types of advertising media and their functions. Empower students to identify different elements of copy used in advertisements and understand their role in the same. Know the Elements and Principal of design and their role in different Advertising layouts.

Course Contents:

Unit I–

Introduction to Advertising - Defining Advertising, Types of Advertising, Functions of Advertising, The target audience, Logo, Logotype, Monogram, Symbol, Emblem, Trademark, Insignia.

Unit II–

Advertising and Society - Advertising business offers employment, Advertising promotes freedom of the press, Information and Freedom of choice, Advertising creates demand and consequently sales', Advertising reduces selling cost. Advertising creates employment, Advertising establishes reputation and prestige, Truth in advertising, and Advertising tries to raise the standard of living.

Unit III –

Media of Advertising, Merit and Demerits of various Advertising Media, Ethics or Ethical aspects in advertising.

Unit IV –

Advertising copy-writing, Role of copy writer for effective advertising (communication), Advertising art and copy.

Learning Outcomes:

- Students will have the knowledge to Classify Types Advertising On The Basis Of Area, Functions, Stages & Audience
- Students will get to know the role of Advertising in Daily life
- Learn about Advertising Copy and types of copy used
- Students will be able to Critique The Target Audience And Generate Ad Copy
- Learn about Various media used in advertising today.

Text & References:

Text:
- JaishriJethwaney, Shruti Jain, Advertising Management, Oxford University Press

References:

- Frank Jefkins revised by Daniel Yadin, Advertising, Pearson, Fourth Edition
- S. A. Chunawalla, K. J. Kumar, K. C. Sethia, Advertising Theory & Practice, Himalaya Publishing House
- S. A. Chunawalla, K. C. Sethia, Foundation of Advertising-Theory & Practices, Himalaya Publishing House, Ninth Edition
- Sangeeta Sharma, Raghuvir Singh, Advertising Planning and Implementation, PHI Learning Private limited, Fifth Edition
- C. L. Tyagi, ArunKumar,Advertising Management, Atlantic Publishers and Distributors (P) Ltd
- Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson, Fifth Edition

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)		35	5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

Case Study-I	Course Code: MFA101CS	Credit Units: 3

Course Objective:

The aim of this subject is to enable students to develop an understanding and obtain practical experience of the research process and research skills required to undertake a Case study. Students will be required to identify relevant information on a topic and critically review the Case study of a Brand or a company of Advertising. A range of approaches should be used to assess the impact this information will have on either the planning of services. To enable you to develop research skills commensurate with the accomplishment of a master's degree.

Course Contents:

The student will decide a famous personality in Advertising Field and a broad outline of Case study within fifteen days of the commencement of the semester For example- Case Study on David Ogilvy, PiyushPandey, Mr R K Swamy'sor any other Famous Advertising Personalities of your choice.

In the Case study students have to cover every aspects of the person from its history to the present and how it evolved in the over the time, His famous works in Advertising field, and the different clients he worked for and what types of work he/She did.

Learning Outcomes:

- Design and manage a piece of original project work in your field of study
- Present your findings in an appropriate written format.
- Students will learn about the creative works of the famous personalities in the field of advertising
- Students will get the knowledge about how a person can become famous with his works

Examination Scheme:

Assignment	-	60
Viva voce	-	40
Total	**-**	**100**

1st YEAR –2nd SEMESTER Syllabus

CORE STUDIO COURSE

PRACTICAL SUBJECTS

Visualisation-II	Course Code: MFA102VSL	Credit Units: 9

Course Objective:

Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects and again expertise in directing a full advertising campaign from concept to finish, including market research, strategy copy-writing and presentation. Instilling in the student the capability of formulating expression in the digital media and with equal confidence through finished exercises in traditional medium.Deeper understanding of market and marketing techniques (4 P's), concept building, building of brand image, creation of U.S.

Course Contents:

Module I

(i) Execution of any 2 advertising campaign with report (market survey & about your campaign) on consumer product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for each Advertising Campaign is 10 works.)

Module II

(ii) Project Work (with report): Students have to submit a project work (campaign) based on contemporary social issues, any industry, corporation, and public services/Govt. Services.

No. of works to be done –03

- Product Campaign
- Service Campaign
- Report design

Learning Outcomes:

- Summarize The Problems Prevailing In The Society And Produce A Solution Through A Campaign

- Students will Acquire Copywriting Skills, Assess And Judge Traditional As Well As Modern Media
- Interpret Theoretical Knowledge In Their Artworks.
- Manipulate Advertising Appeals To Create An Effective Message
- Students will be able Recognize Different Approaches For Communicating The Message (Typographic, Photographic, Illustrative)
- Infer The Relation Of Content And Visual And Apply It According To The Market Requirements
- Predict How To Select, Plan, Schedule, Produce A Successful Advertising Campaign

Text & References:

Text:
- Rege, G.M. Advertising Art and Ideas.

References:

- Evans, Poppy. (2005). Exploring Publication Design. Boston : Delmar Cengage Learning.
- Olins, Wally. (1990). Corporate Identity: Making Business Strategy Visible Through Design. Boston : Harvard Business School Press.
- Shireen, Stengel. (2013). Corporate Identity. Saarbrucken, Germany: AV Akademikerverlag Publishing.
- Landa,Robin. (2004). Advertising by Design. Creating Visual Communications with Graphic impact. New Jersey : John Wiley.
- Dennison Dell. The Advertising handbook.
- White, Roderick. Advertising.
- Kurtz, Bruce D.Visual Imagination.
- Behrens, Ray R. Design in the Visual arts.
- Jennings, Simon.Advanced Illustration and Design.

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

Graphic Design -II	Course Code: MFA102GD	Credit Units: 9

Course Objective:

Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects. The objective of this course is to give advance knowledge of various computer software's and also to make them familiar with the working of computer system. This exposure will enable the students to enter the market with confidence, live in these environments in a harmonious way and contribute to the productivity. Working with different tools, typography design, Design Software (Coral, Photoshop, Illustrator, InDesign, After Effects, Adobe XD etc.) according to latest version available from time to time, preparation of Graphic design for Press/Magazine Layout, Illustration logo posters page making layout etc.Basic knowledge of UI/UX.

Course Contents:

Module I

Redesigning a website design by improvising its mistakes and making it more user friendly. Making of Information Architecture and Prototype of the website page by making the website user friendly.

Module II

Designing labels for fruit juice bottles, cold drinks and various products, Designing broacher's, mascots, Book jacketsetc.

No. of works to be done –04

- Prototype
- Website page redesign
- Label design/ Broacher design
- Mascot design

Learning Outcomes:

- Students will be able to identify tools of Adobe XD and demonstrate knowledge of their functions.
- Students will have Combine knowledge of design principles, elements, and image composition to create a desired Website page, Label design, Mascot etc.
- Interpret Theoretical Knowledge In Their Artworks.
- Students will be able to Identify the needs of the client and Modify the website design as per their need
- Students will be able to identify basics tools of Illustrator and demonstrate knowledge of their functions.
- Students will be able to design wireframes, infographics, website page etc.

Text & References:

Text:
- Steven Branson, UX / UI Design: Introduction Guide To Intuitive Design And User-Friendly Experience, 12 June 2020

References:

- **Pamala deacon , pamala deacon, ux and ui strategy: a step by step guide on ux and ui design, 11 december 2020**
- David Weathers, UX/UI Design 2021 For Beginners: A Simple Approach to UX/UI Design for Intuitive Designers, 8 March 2021
- "Mathematical Elements for Computer Graphics" by David F Rogers and J Alan Adams.

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

Illustration-II	Course Code: MFA102ILL	Credit Units: 9

Course Objective:

Advance studies in illustration for graphic expression. Emphasis on forming of individual style in illustration, cartooning.Introduction to various aspects and techniques of drawing. Time bound exercise. Develop an understanding of the tools used in drawing digitally with the help of various Software's like Adobe Photoshop, Adobe Illustrator. Students will learn various media and techniques of making Illustration and converting drawings into illustrations with special reference to their utilization in advertising and further reproduction through various printing processes. Knowledge of illustrating a various types of books like comics, novel, Children story books etc.

Course Contents:

Module I

Designing a character with four different angles (Front side, Back side, left side, right side, $3/4^{th}$ angle). Making a GIF with the help of Software's like Adobe Photoshop, Adobe illustrator, After Effects etc.

Module II

Illustrate any publications such as children's story book or Educational book related to any of the appropriate media including Print and in various techniques available. Knowledge of computer and software like Photoshop, Illustrator, etc. to create an illustration.

No. of works to be done –03

- Children Story Book (minimum 12 Pages)
- Character design
- GIF

Learning Outcomes:

- Students will be able toDemonstrate Design Skills To Create Illustrations
- Students will be able to Apply Different Rendering Techniques

- Develop an understanding of the principles of design and composition in relation to the drawing process.
- Interpret Theoretical Knowledge In Their Artworks
- Students will be able to illustrate a story book for children's using various software's.
- Students will Understand how to make stylized illustration

For all streams of Applied Arts:

Student will have to submit his/her work on last day of every week including sketching and drawing.

Text & References:

Text:

- Derek Brazell, Jo Davies, Becoming a Successful Illustrator, Bloomsbury Visual Arts, 2017

References:

- Francis D. K. Ching, Design Drawing, John Wiley.
- Lawrence Zeegen, Complete Digital Illustration: A Master Class in Image-Making, Rockport Publishers, 1 February 2010
- Edward, Betty. Drawing on the artist within, Fontana.
- Edward, Betty. Drawing on the right side of the brain. Fontana.
- Cameron, Julia. The artists' way. Pan McMillan.
- Turner, James R. Drawing with confidence, Van Nostrand Reinhold.
- Escher, M.C. The complete work. Harry N. Abrahams.
- Stayner, Peter and Terry Rosenberg.Landscape Drawing 'From first principles'. Arcturus Publishing.
- Gill, Robert W. Rendering with pen and ink. Thames & Hudson

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

CORE STUDIO COURSE

Photography-II	Course Code: MFA102PG	Credit Units: 9

Course Objective:

The objective of the course is to understand the Advance knowledge and skill of photography. Use of camera; observation and selection of subject.Composition; exposing outdoors and indoors.Different types of photography (Candid, Street, Photo Journalism, Wild Life, Travel, Conceptual, Architectural, Portrait, Fashion, Nature etc.), Applying perspective in capturing two-dimensional objects.Creative lighting techniques - mastering continuous light and strobes. Identifying problems like noise in a digital image. Ways to avoid noise and reduce noise in pre and post production workflow. Use of Camera, observation, selection of subject, composition (exposing indoors and outdoors).

Course Contents:

Module I

1. Principles of photography.2. Knowledge of ISO, Shutter speed, aperture, depth of field etc. 3. Acquaint students with the basic knowledge and skill of photography. 4. Apply Knowledge Of Light And Shadow. 5. Understanding the role of composition in photography or an aesthetic approach - dynamic and color composition theories and new theories practiced in the present context.

Module II

1. Exploring indoors and outdoors through photography; Portrait, Food, Cityscape, Architecture, Fashion, etc. in both coloured and black white. 2. Use of Photoshop and other software related to photography.

No. of works to be done –06

- Product Photography
- Fashion Photography
- Architectural/ Cityscape Photography
- Food Photography
- Conceptual photography
- Portrait photography

Learning Outcomes:

- Students will be able to Identify Camera, Its Parts and their functions.

- Students will be able to Apply Knowledge Of Light And Shadow

- Interpret Theoretical Knowledge In Their Artworks.

- Demonstrate Sense Of Composition And Perspective

- Summarize Importance Of Photography For Advertising Purpose

- Students will have the knowledge of Different types of photography.

Text & References:

Text:
- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford : Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5thed. Oxford : Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence,Utah : Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London : Mitchell Beazley Publication.
- Langford Michael &BilissiEfthimia. (2007). Lanford's Advanced Photography.7thed. Oxford : Focal Press.
- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford : Focal Press.

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

THEORY SUBJECTS

Advertising Foundation & Dimensions-II	Course Code: MFA102AD	Credit Units: 3

Course Objective:

Understanding the basics of creative advertising Campaign, designing & execution.Plan and Produce Advertising Campaign.Understanding how an Advertising Agency work, its departments and their functions, Different types of Packaging, its types and functions. Enhancing knowledge about public relation and publicity. Knowledge of different brands, Brand communication, understanding brand planning and brand cycle.

Course Contents:

Unit I –

Introduction to Advertising Campaign, Elements of advertising campaign, Creative brief, Brainstorming.

UNIT II –

Modern advertising agencies and its structure, the Advertiser, The media vendors, Globalization, publicity, public relations.

Unit III –

Introduction to Packaging Design, Function of packaging, Types of packaging, Sign & symbol used in packaging, Material & costing of packaging.

Unit IV–

Understanding Brand and Brand Communication, Brand Cycle, Brand Planning

Text & References:

Text:

- Philip kotler, Gary Armstrong, Principles of Marketing, Pearson, Fifteenth edition

References:

- M. N. Mishra, Sales promotion and Advertising Management, Himalaya Publishing House

- S. A. Chunawalla, K. C. Sethia, Foundations of Advertising-Theory and Practice, Himalaya Publishing House, Revised Ninth Edition

- George E. Belch, Michael A. Belch, Advertising and Promotion, Tata McGraw-Hill Publishing Company Limited, Sixth Edition

- Sangeeta Sharma, Raghuvir Singh, Advertising Planning and Implementation, PHI Learning Private limited, Fifth Edition

- JaishriJethwaney, Shruti Jain, Advertising management, Oxford University Press

- S. A. Chunawalla, K. J. Kumar, K. C. Sethia, Advertising Theory & Practice, Himalaya Publishing House

- Frank Jefkins revised by Daniel Yadin, Advertising, Pearson, Fourth Edition

- DhruvGrewal, Michael Levy, Marketing, Tata McGraw Hill Education Private Limited, Second Edition

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

Case Study-II   **Course Code: MFA102CS**   **Credit Units: 3**

Course Objective:

The aim of this subject is to enable students to develop an understanding and obtain practical experience of the research process and research skills required to undertake a Case study. Students will be required to identify relevant information on a topic and critically review the Case study of a Brand or a company of Advertising. A range of approaches should be used to assess the impact this information will have on either the planning of services. To enable you to develop research skills commensurate with the accomplishment of a master's degree.

Course Contents:

The student will decide a brand and a broad outline of Case study within fifteen days of the commencement of the semester For example- Case Study on Coca Cola, Apple, Maggie, Nike or any other brand of your choice.

In the Case study students have to cover every aspects of the brand from its history to the present and how it evolved in the over the time.

Learning Outcomes:

- Design and manage a piece of original project work in your field of study
- Present your findings in an appropriate written format.
- Students will learn about how a brand evolve by passing time
- Students will get the knowledge about how a big Brand is build
- Students will get to know about how a brand is communicated to people.

Examination Scheme:

Assignment	-	60
Viva voce	-	40
Total	**-**	**100**

MFA (Master of Fine Arts) –APPLIED ART

2nd YEAR – 3rd SEMESTER Syllabus

CORE STUDIO COURSE

PRACTICAL SUBJECTS

Visualisation-III	Course Code: MFA203VSL	Credit Units: 9

Course Objective:

Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects and again expertise in directing a full advertising campaign from concept to finish, including market research, strategy copy-writing and presentation. Instilling in the student the capability of formulating expression in the digital media and with equal confidence through finished exercises in traditional medium.Deeper understanding of market and marketing techniques (4 P's), concept building, building of brand image, creation of U.S.P.

Course Contents:

Module I

(i) Execution of any 2 advertising campaign with report (market survey & about your campaign) on consumer product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for each Advertising Campaign is 10 works.)

Module II

(ii) Project Work (with report): Students have to submit a project work (campaign) based on contemporary social issues, any industry, corporation, and public services/Govt. Services. (Minimum submission for the Project Work is 10 works.)

No. of works to be done –03

- Service Campaign
- Social Campaign
- Report design

Learning Outcomes:

- Summarize The Problems Prevailing In The Society And Produce A Solution Through A Campaign
- Students will Acquire Copywriting Skills, Assess And Judge Traditional As Well As Modern Media
- Interpret Theoretical Knowledge In Their Artworks.
- Manipulate Advertising Appeals To Create An Effective Message
- Students will be able Recognize Different Approaches For Communicating The Message (Typographic, Photographic, Illustrative)
- Infer The Relation Of Content And Visual And Apply It According To The Market Requirements
- Predict How To Select, Plan, Schedule, Produce A Successful Advertising Campaign

Text & References:

Text:
- Pete Barry, Advertising Concept Book 3E: Think Now, Design Later, Thames & Hudson, July 26, 2016

References:

- Peter Zec, International Yearbook Communication Design 2018/2019, Red Dot Editions, February 19, 2019
- Evans, Poppy. (2005). Exploring Publication Design. Boston : Delmar Cengage Learning.
- Olins, Wally. (1990). Corporate Identity: Making Business Strategy Visible Through Design. Boston : Harvard Business School Press.
- Shireen, Stengel. (2013). Corporate Identity. Saarbrucken, Germany: AV Akademikerverlag Publishing.
- Landa,Robin. (2004). Advertising by Design. Creating Visual Communications with Graphic impact. New Jersey : John Wiley.
- Dennison Dell. The Advertising handbook.
- White, Roderick. Advertising.
- Kurtz, Bruce D.Visual Imagination.

- Behrens, Ray R. Design in the Visual arts.

- Jennings, Simon.Advanced Illustration and Design.

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

Graphic Design -III	Course Code: MFA203GD	Credit Units:9

Course Objective:

Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects. The objective of this course is to give advance knowledge of various computer software's and also to make them familiar with the working of computer system. This exposure will enable the students to enter the market with confidence, live in these environments in a harmonious way and contribute to the productivity. Working with different tools, typography design, Design Software (Coral, Photoshop, Illustrator, InDesign, After Effects, Adobe XD etc.) according to latest version available from time to time, preparation of Graphic design for Press/Magazine Layout, Illustration logo posters page making layout etc.Basic knowledge of UI/UX.

Course Contents:

Module I

Understand the definition and principles of UI/UX Design in order to design with intention. Achieve a deep understanding of the entire life-cycle of design—the process, purpose, and tools. Learn the basics of HCI (human-computer interaction) and the psychology behind user decision-making.

Module II

Hands-on, projects on UI based course, explores the principles and practice of user interface and user experience design for digital platforms.Research Report on App design, making information architecture, wireframes etc.

No. of works to be done –03

- Research Report on App to be designed
- Information Architecture
- Wireframes

Learning Outcomes:

- Students will be able to identify tools of Adobe XD and demonstrate knowledge of their functions.

- Students will have Combine knowledge of design principles, elements, and image composition to create a desired Website page.
- Interpret Theoretical Knowledge In Their Artworks.
- Students will be able to Identify the needs of the client and Modify the website design as per their need
- Students will be able to identify basics tools of Illustrator and demonstrate knowledge of their functions.
- Students will be able to design wireframes, infographics, website page etc.

Text & References:

Text:
- Steven Branson, UX / UI Design: Introduction Guide To Intuitive Design And User-Friendly Experience, 12 June 2020

References:
- Pamala deacon , pamala deacon, ux and ui strategy: a step by step guide on ux and ui design, 11 december 2020
- David Weathers, UX/UI Design 2021 For Beginners: A Simple Approach to UX/UI Design for Intuitive Designers, 8 March 2021
- "Mathematical Elements for Computer Graphics" by David F Rogers and J Alan Adams

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

PRACTICAL SUBJECTS

Illustration-III	Course Code: MFA203ILL	Credit Units:9

Course Objective:

Advance studies in illustration for graphic expression. Emphasis on forming of individual style in illustration, cartooning.Introduction to various aspects and techniques of drawing. Time bound exercise. Develop an understanding of the tools used in drawing digitally with the help of various Software's like Adobe Photoshop, Adobe Illustrator. Students will learn various media and techniques of making Illustration and converting drawings into illustrations with special reference to their utilization in advertising and further reproduction through various printing processes. Knowledge of illustrating a various types of books like comics, novel, Children story books etc.

Course Contents:

Module I

Create a2 D Background design for any movie or game Using Different Software's like Adobe Photoshop, Adobe illustrator. Observe, understand and develop the skill of sketching and drawing from natural and manmade objects. Study of basic drawing with emphasis on composition & conceptual exercises.

Module II

Creating illustrations for TV commercial, etc. Advertising Illustration; creating illustration on themes such as Fashion, Medical, Technical, Social, Product, Environment, etc.Story Illustration. Press Illustration. Mascot design for various brands.Designing Mascot and GIF.

No. of works to be done –05

- GIF
- Mascot Design
- 2D background design
- Stylized and figurative Illustrations
- Advertising Illustrations

Learning Outcomes:

- Students will be able toDemonstrate Design Skills To Create Illustrations
- Students will be able to Apply Different Rendering Techniques
- Develop Background design for games and movies.
- Interpret Theoretical Knowledge In Their Artworks
- Students will be able to Illustrate an artwork using various techniques
- Students will Understand how to make GIF

For all streams of Applied Arts:

Student will have to submit his/her work on last day of every week including sketching and drawing.

Text & References:

Text:
- Lawrence Zeegen, Complete Digital Illustration: A Master Class in Image-Making, Rockport Publishers, 1 February 2010

References:

- Francis D. K. Ching, Design Drawing, John Wiley.
- Edward, Betty. Drawing on the artist within, Fontana.
- Edward, Betty. Drawing on the right side of the brain. Fontana.
- Cameron, Julia. The artists' way. Pan McMillan.
- Turner, James R. Drawing with confidence, Van Nostrand Reinhold.
- Escher, M.C. The complete work. Harry N. Abrahams.
- Stayner, Peter and Terry Rosenberg. Landscape Drawing 'From first principles'. Arcturus Publishing.
- Gill, Robert W. Rendering with pen and ink. Thames & Hudson

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

Photography-III	Course Code: MFA203PG	Credit Units: 9

Course Objective:

The objective of the course is to understand the Advance knowledge and skill of photography. Enhances proficiency with and command of camera and photography equipment's. Acquisition of skill associated with production techniques including logging, lighting, shooting, capturing, editing. Experiment in software's to get the desired outcome according to the market. Interpret and apply the aesthetic sense to meet the industry standards.Enhance the uses of software for non- destructive image, correction enhancement, manipulation and creative interpretation of photographs.

Course Contents:

Module I

1. Use of camera; observation and selection of subject Composition, Exploring indoors and outdoors through photography; Portrait, Landscape, Cityscape, Architecture, perspective etc. in both coloured and black white. 3. Apply the principles of light to produce appropriate image.

Module II

1. Using Software's to get the desired outcome according to the market. 2. Use of software for non- destructive image, correction enhancement, manipulation. 3. Creative interpretation of photographs.4. Framing a subject in an interesting perspective.

No. of works to be done –06

- Product Photography
- Texture Photography
- Digital Manipulation
- Food Photography
- Creative photography
- Perspective photography

Learning Outcomes:

- Students will be able to Manipulate Light To Capture The Appropriate Image
- Interpret Theoretical Knowledge In Their Artworks.
- Demonstrate Sense Of Composition And Perspective
- Summarize Importance Of Photography For Advertising Purpose
- Students will have the knowledge of Different types of photography.
- Students will be able to frame a subject.

Text & References:

Text:
- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford : Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5[th]ed. Oxford : Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence,Utah : Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London : Mitchell Beazley Publication.
- Langford Michael &BilissiEfthimia. (2007). Lanford's Advanced Photography.7thed. Oxford : Focal Press.

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

THEORY SUBJECT

Advertising Foundation & Dimensions-III   Course Code: MFA203AD   Credit Units: 3

Course Objective:

The objective of teaching Advertising Profession and practice is to acquaint the students with advertising and artists through the ages, from the earliest time to the present.

The objective of this course is to understand theMeaning and definition of advertising. Its Historical perspective – origin & development.Relationship between Advertising art & Visual art. Classification of Advertising on various basis i.e. function, target audience, geographical area, media, purpose.

Course Contents:

Unit I - Role of photography, Illustration & Drawings in Advertising, Window display, counters display, the age of a print etc.

Unit II - Advertising and Marketing, Marketing Plan, Advertising role in Marketing, Types of Market, Approaching Market, The marketing Concept and Relationship Marketing, Channel of distribution, Pricing.

Unit III - Creative Advertising,Creativity and Creative Brief,Layout and its types, Layout stages,

Unit IV – • Introduction to Printing • History of printing • Its process – Letterpress, Lithography, Offset & Silk screen etc.

Learning Outcomes:

- Students will have the knowledge to Classify Types Advertising On The Basis Of Area, Functions, Stages & Audience

- Students will get to know the role of Advertising in Daily life

- Learn about Advertising Copy and types of copy used

- Students will be able to Critique The Target Audience And Generate Ad Copy

- Learn about Various media used in advertising today.

Text:
- Advertising Management, JaishriJethwaney, Shruti Jain, Oxford University Press.2006, 2012

References:
- Shaw, Mark. (2012). Copy Writing: Successful Writing for Design, Advertising &Marketing.London : Laurence King Publishing

- 2. Wells, William D, Burnett, John J. and Moriarty, Sandra. (1997). .Advertising: Principles and Practices. New Jersey : Pearson Education Publishing.
- 3. Jigenheimer. (1992). Advertising Media. Brown (William C) Publishing.
- 4. Moriarty, Sandra E. (1990) .Creative advertising: Theory and Practice. New Jersey : Prentice-Hall. 5. Herbert Holtje (1978).Theory and Problems of Advertising. New York : McGraw Hill.
- 6. Stead, William. (2010). The Art of Advertising: Its Theory & Practice Fully Described. Charleston USA :Nabu Press.
- 7. Pettit, Raymind. (2007). learning from Winners: How the ARF OGILVY Award Winners use Market research to create advertising success. New York : Psychology Press.
- 8. Gupta, A. (2012). Principles of Advertising Concepts and Theories. New Delhi : Cyber Tech Publication.
- 9. Dennison, Delll. The Advertising handbook
- 10. White, Roderick . Advertising.
- 11. Rege, G.M.Advertising Art and Ideas.
- 12. Kurtz, Bruce D. Visual Imagination
- 13. Behrens, Ray R. Design in the Visual arts.
- 14. Jennings Simon.Advanced Illustration and Design.
- 15. Terry Jeavons and Michael Beaumont. Introduction to typography.
- 16. Peter Croy.Graphic Design and Reproduction Technique.
- 17. Mitzi Sims. Sign Design :Graphic Material and technique.
- 18. S. W. Dunn.Modern marketing

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)		35	5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

Dissertation & Viva-I	Course Code: MFA203DTV	Credit Units: 2

Course Objective:

The aim of this subject is to enable students to develop an understanding and obtain practical experience of the research process and research skills required to undertake a supervised research project. Students will be required to identify relevant information on a topic and critically review the research of others. A range of approaches should be used to assess the impact this information will have on either the planning of services or improving health. To enable you to apply the knowledge about research design and methods that you have gained from the taught components to develop your dissertation project. To enable you to develop research skills commensurate with the accomplishment of a master's degree

Course Contents:

The student will decide two /three topics and a broad outline of research within fifteen days of the commencement of the semester with assigned guide. All the faculty members will give approval for the topic after the discussion on third week of the semester. For example-
(i) A critical and analytical aspect of 20th century's applied art work, advertising & marketing or with special reference to folk art, tribal art & popular form of art. (ii) Aesthetical & Philosophical concept of applied art. (iii) Any other new relevant topic, including experimentation.

No. of works to be done –01

- Dissertation

Learning Outcomes:

- Identify and refine an appropriate research question;

- Apply principles of research design to the question, and select an appropriate methodology;

- Design and manage a piece of original project work;

- Select from different methodologies, methods and forms of analysis to produce a suitable research design, and justify this design

- Discuss the ethical dimensions of your research and obtain appropriate ethical approval if needed

- Synthesize knowledge and skills previously gained and apply these to an in-depth study

- Establish links between theory and methods within your field of study

- Present your findings in an appropriate written format.

Text & References:

Text:

- <u>Laxmi Publications</u>, A Practical Guide To Modern Research:Pdh Thesis And Dissertations-Planning, Writing And Vivavoce, 1 January 2016

References:

- <u>Kate Turabian</u>, A Manual for Writers of Research Papers, Theses, and Dissertations 8e: Chicago Style for Students and Researchers (Chicago Guides to Writing, Editing and Publishing), University of Chicago Press, 5 April 2013
- <u>Scott Rank</u>, How to Finish Your Dissertation in Six Months, Even if You Don't Know What to Write, Scholarpreneur Press, 15 July 2015

Examination Scheme:

Components	AS	PT	A	EX
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **EX**- External, **PT**- Portfolio)

The students will have to submit the dissertation at the end of this semester. The evaluation of viva voce (Dissertation) will be conducted by external examiners. Exhibition of his/her own artwork done during 3rd and 4th Semester. The exhibition will be conducted at the end of 4th semester.

2nd YEAR – 4th SEMESTER Syllabus

CORE STUDIO COURSE

PRACTICAL SUBJECTS

Visualisation-IV	Course Code: MFA204VSL	Credit Units: 9

Course Objective:

Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects and again expertise in directing a full advertising campaign from concept to finish, including market research, strategy copy-writing and presentation. Instilling in the student the capability of formulating expression in the digital media and with equal confidence through finished exercises in traditional medium.Deeper understanding of market and marketing techniques (4 P's), concept building, building of brand image, creation of U.S.P.

Course Contents:

Module I

(i) Execution of any 2 advertising campaign with report (market survey & about your campaign) on consumer product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for each Advertising Campaign is 10 works.)

Module II

(ii) Project Work (with report): Students have to submit a project work (campaign) based on contemporary social issues, any industry, corporation, and public services/Govt. Services. (Minimum submission for the Project Work is 10 works.)

No. of works to be done –03

- Product Campaign
- Institutional Campaign
- Report design

Learning Outcomes:

- Summarize The Problems Prevailing In The Society And Produce A Solution Through A Campaign
- Students will Acquire Copywriting Skills, Assess And Judge Traditional As Well As Modern Media
- Interpret Theoretical Knowledge In Their Artworks.
- Manipulate Advertising Appeals To Create An Effective Message
- Students will be able Recognize Different Approaches For Communicating The Message (Typographic, Photographic, Illustrative)
- Infer The Relation Of Content And Visual And Apply It According To The Market Requirements

- Predict How To Select, Plan, Schedule, Produce A Successful Advertising Campaign

Text:
- Pete Barry, Advertising Concept Book 3E: Think Now, Design Later, Thames & Hudson, July 26, 2016

References:

- Peter Zec, International Yearbook Communication Design 2018/2019, Red Dot Editions, February 19, 2019
- Evans, Poppy. (2005). Exploring Publication Design. Boston : Delmar Cengage Learning.
- Olins, Wally. (1990). Corporate Identity: Making Business Strategy Visible Through Design. Boston : Harvard Business School Press.
- Shireen, Stengel. (2013). Corporate Identity. Saarbrucken, Germany: AV Akademikerverlag Publishing.
- Landa,Robin. (2004). Advertising by Design. Creating Visual Communications with Graphic impact. New Jersey : John Wiley.
- Dennison Dell. The Advertising handbook.
- White, Roderick. Advertising.
- Kurtz, Bruce D.Visual Imagination.
- Behrens, Ray R.. Design in the Visual arts.
- Jennings, Simon.Advanced Illustration and Design.

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

PRACTICAL SUBJECTS

Graphic Design -IV	Course Code: MFA204GD	Credit Units:9

Course Objective:

Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects. The objective of this course is to give advance knowledge of various computer software's and also to make them familiar with the working of computer system. This exposure will enable the students to enter the market with confidence, live in these environments in a harmonious way and contribute to the productivity. Working with different tools, typography design, Design Software (Coral, Photoshop, Illustrator, InDesign, After Effects, Adobe XD etc.) according to latest version available from time to time, preparation of Graphic design for Press/Magazine Layout, Illustration logo posters page making layout etc.Basic knowledge of UI/UX.
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Course Contents:

Module I

After researching about the faults in an App students have to redesign the UI of the App by improvising its mistakes and making it more user friendly.

Module II

After the redesigning of the App Students have to make the prototype of the app and presentation of finaloutput of the work.

No. of works to be done –03

- App redesign
- Prototype
- Presentation of final work

Learning Outcomes:

- Students will be able to identify tools of Adobe XD and demonstrate knowledge of their functions.
- Students will have Combine knowledge of design principles, elements, and image composition to create a desired Website page.
- Interpret Theoretical Knowledge In Their Artworks.
- Students will be able to Identify the needs of the client and Modify the App design as per their need
- Students will be able to identify basics tools of Illustrator and demonstrate knowledge of their functions.
- Students will be able to design App, its Prototype, and Information Architecture etc.

Text & References:

Text:
- <u>Steven Branson</u>, UX / UI Design: Introduction Guide To Intuitive Design And User-Friendly Experience, 12 June 2020

References:
- <u>Pamala deacon</u> , <u>pamala deacon</u>, ux and ui strategy: a step by step guide on ux and ui design, 11 december 2020
- <u>David Weathers</u>, UX/UI Design 2021 For Beginners: A Simple Approach to UX/UI Design for Intuitive Designers, 8 March 2021
- "Mathematical Elements for Computer Graphics" by David F Rogers and J Alan Adams

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

CORE STUDIO COURSE

Illustration-IV	Course Code: MFA204ILL	Credit Units:9

Course Objective:

Advance studies in illustration for graphic expression. Emphasis on forming of individual style in illustration, cartooning.Introduction to various aspects and techniques of drawing. Time bound exercise. Develop an understanding of the tools used in drawing digitally with the help of various Software's like Adobe Photoshop, Adobe Illustrator. Drawing exercises are to acquire an accurate sense of observation, proportions, and their different levels of light and dark tones. Students will learn various media and techniques of making Illustration and converting drawings into illustrations with special reference to their utilization in advertising and further reproduction through various printing processes. They will be able to draw any type of illustration by continuous observation and careful study.

Course Contents:

Module I

Discover and employ personal style, create a story based on personal life experience and illustrate the same, Translate the written content through a visual or multiple visuals.Students are expected to write a story talking about them. The story has to be compiled in a storybook form having realistic and typographic illustrations with creative applications.

Module II

Creating illustrations for Comics, TV commercial, etc. Advertising Illustration; creating illustration on themes such as Fashion, Medical, Technical, Social, Product, Environment, etc.Self-Stylized Illustration.Designing Caricature using Software's like Adobe Photoshop, Adobe Illustrator.

No. of works to be done –04

- Press or Advertising illustrations
- Story Book(16 pages)
- Self- Stylized and figurative Illustrations
- Caricature design

Learning Outcomes:

- Students will be able to Employ self-expression and creativity for productive visual communication
- Students will be able to Demonstrate personal styles
- Develop vocabulary of Drawing and illustration terms and techniques.
- Interpret Theoretical Knowledge In Their Artworks
- Students will be able to Manipulate different techniques and mediums for specific market purpose while using different surfaces
- Students will be able to Dramatize personal life experiences through story writing and illustrate it.

For all streams of Applied Arts: Student will have to submit his/her work on last day of every week including sketching and drawing.

Text & References:

Text:

- Lawrence Zeegen, Complete Digital Illustration: A Master Class in Image-Making, Rockport Publishers, 1 February 2010

References:
- Francis D. K. Ching, Design Drawing, John Wiley.
- Edward, Betty. Drawing on the artist within, Fontana.
- Edward, Betty. Drawing on the right side of the brain. Fontana.
- Cameron, Julia. The artists' way. Pan McMillan.
- Turner, James R. Drawing with confidence, Van Nostrand Reinhold.
- Escher, M.C. The complete work. Harry N. Abrahams.
- Stayner, Peter and Terry Rosenberg.Landscape Drawing 'From first principles'. Arcturus Publishing.
- Gill, Robert W. Rendering with pen and ink. Thames & Hudson

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

Photography-IV	**Course Code: MFA204PG**	**Credit Units:9**

Course Objective:

The objective of the course is to understand the Advance skill of photography. Learning to frame a subject in an interesting perspective. Organizing and managing visual inputs in a system with the help of Adobe Lightroom and Photoshop software. Mastering color management and color profile to be able to make consistently high quality prints of exhibition standards. Understanding product characteristics to plan a perfect shoot.Getting to understand artificial light sources and light shaping tools to highlight object characteristics like form, texture, and dramatic effects.Creative seeing, visualization and Capturing conceptual creative images using a contrived approach.

Course Contents:

Module I

1. Express A Social Issue Through A Series Of Photographs. 2. Practice photography & explore nature, landscape, portrait, Architecture, etc. through camera. 3. Capturing conceptual creative images 4. Digital Manipulation.

Module II

1. Editing visual inputs in a system with the help of Adobe Light room and Photoshop software. 2. Analyzing product characteristics to plan a perfect shoot.3.Applying digital image capture to various fields of interest ranging from Portraits to the Abstract.

No. of works to be done –06

- Social issue through series photography
- Abstract photography
- Travel Photography
- Food Photography
- Conceptual photography
- Digital Manipulation

Learning Outcomes:

- Students will be able to Use Different Software's To Enhance The Image

- Interpret Theoretical Knowledge In Their Artworks.

- Demonstrate Sense Of Composition And Perspective.

- Students will be able to Develop Visualization Skills to Capture Social Issues Visually.

- Understanding available light and learning to capture images effectively in ambient light.
- Identify Product Characteristics To Plan A Perfect Shoot.

Text & References:

Text:

- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford : Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5thed. Oxford : Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence,Utah : Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London : Mitchell Beazley Publication.
- Langford Michael &BilissiEfthimia. (2007). Lanford's Advanced Photography.7thed. Oxford : Focal Press.

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)	35		5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

THEORY SUBJECTS

Advertising Foundation & Dimensions-IV   Course Code: MFA204AD   Credit Units: 3

Course Objective:

The objective of teaching Advertising Profession and practice is to acquaint the students with advertising and artists through the ages, from the earliest time to the present.

The objective of this course is to understand theMeaning and definition of advertising. Its Historical perspective – origin & development.Relationship between Advertising art & Visual art. Classification of Advertising on various basis i.e. function, target audience, geographical area, media, purpose.

Course Contents:

Unit I –Social Media Advertising, Online Advertising.Interactive Advertising similarities and differences among these media's, merits and demerits of these media.

Unit II - Present scenario in advertising: covert advertising, ambient advertising, gorilla advertising, Sales Promotion, etc.

Unit III – Research in Advertising, Types of research methods, Copy Testing, 4 Ps of Marketing.

Unit IV –Introduction to Computer Graphics, Vector and bitmaps, Image resolution, Computer peripherals

Learning Outcomes:

- Students will have the knowledge to Classify Types Advertising On The Basis Of Area, Functions, Stages & Audience

- Students will get to know the role of Advertising in Daily life

- Learn about Advertising Copy and types of copy used

- Students will be able to Critique The Target Audience And Generate Ad Copy

- Learn about Various media used in advertising today.

Text:
- Advertising Management, JaishriJethwaney, Shruti Jain, Oxford University Press.2006, 2012

References:
- Shaw, Mark. (2012). Copy Writing: Successful Writing for Design, Advertising &Marketing.London : Laurence King Publishing
- 2. Wells, William D, Burnett, John J. and Moriarty, Sandra. (1997). .Advertising: Principles and Practices. New Jersey : Pearson Education Publishing.
- 3. Jigenheimer. (1992). Advertising Media. Brown (William C) Publishing.

- 4. Moriarty, Sandra E. (1990) .Creative advertising: Theory and Practice. New Jersey : Prentice-Hall. 5. Herbert Holtje (1978).Theory and Problems of Advertising. New York : McGraw Hill.
- 6. Stead, William. (2010). The Art of Advertising: Its Theory & Practice Fully Described. Charleston USA :Nabu Press.
- 7. Pettit, Raymind. (2007). learning from Winners: How the ARF OGILVY Award Winners use Market research to create advertising success. New York : Psychology Press.
- 8. Gupta, A. (2012). Principles of Advertising Concepts and Theories. New Delhi : Cyber Tech Publication.
- 9. Dennison, Delll. The Advertising handbook
- 10. White, Roderick . Advertising.
- 11. Rege, G.M.Advertising Art and Ideas.
- 12. Kurtz, Bruce D. Visual Imagination
- 13. Behrens, Ray R. Design in the Visual arts.
- 14. Jennings Simon.Advanced Illustration and Design.
- 15. Terry Jeavons and Michael Beaumont. Introduction to typography.
- 16. Peter Croy.Graphic Design and Reproduction Technique.
- 17. Mitzi Sims. Sign Design :Graphic Material and technique.
- 18. S. W. Dunn.Modern marketing

Examination Scheme:

Components	AS	CT	A	EE
Weightage (%)		35	5	60

(**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **PT**- Portfolio)

Dissertation & Viva-II	Course Code: MFA204DTV	Credit Units: 2

Course Objective:

The aim of this subject is to enable students to develop an understanding and obtain practical experience of the research process and research skills required to undertake a supervised research project. Students will be required to identify relevant information on a topic and critically review the research of others. A range of approaches should be used to assess the impact this information will have on either the planning of services or improving health. To enable you to apply the knowledge about research design and methods that you have gained from the taught components to develop your dissertation project. To enable you to develop research skills commensurate with the accomplishment of a master's degree.

Course Contents:

The student will decide two /three topics and a broad outline of research within fifteen days of the commencement of the semester with assigned guide. All the faculty members will give approval for the topic after the discussion on third week of the semester. For example-

(i) A critical and analytical aspect of 20th century's applied art work, advertising & marketing or with special reference to folk art, tribal art & popular form of art. (ii) Aesthetical & Philosophical concept of applied art. (iii) Any other new relevant topic, including experimentation.

No. of works to be done –01
- Dissertation (Continuation of third semester)

Learning Outcomes:

- Identify and refine an appropriate research question;
- Apply principles of research design to the question, and select an appropriate methodology;
- Design and manage a piece of original project work;
- Select from different methodologies, methods and forms of analysis to produce a suitable research design, and justify this design

- Discuss the ethical dimensions of your research and obtain appropriate ethical approval if needed
- Synthesize knowledge and skills previously gained and apply these to an in-depth study
- Establish links between theory and methods within your field of study
- Present your findings in an appropriate written format.

Text & References:

Text:

- Laxmi Publications, A Practical Guide To Modern Research:Pdh Thesis And Dissertations-Planning, Writing And Vivavoce, 1 January 2016

References:

- Kate Turabian, A Manual for Writers of Research Papers, Theses, and Dissertations 8e: Chicago Style for Students and Researchers (Chicago Guides to Writing, Editing and Publishing), University of Chicago Press, 5 April 2013
- Scott Rank, How to Finish Your Dissertation in Six Months, Even if You Don't Know What to Write, Scholarpreneur Press, 15 July 2015

Examination Scheme:

Components	AS	PT	A	EX
Weightage (%)	35		5	60

- (**A**-Attendance; **AS**-Assignments Submission, Project/Seminar/Quiz/Viva; **HA**-Home Assignment; **CT**-Class Test; **EE**-End Semester Examination; **EX**- External, **PT**- Portfolio)

The students will have to submit the dissertation at the end of this semester. The evaluation of viva voce (Dissertation) will be conducted by external examiners. Exhibition of his/her own artwork done during 3rd and 4th Semester. The exhibition will be conducted at the end of 4th semester.