**Kurukshetra University Kurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w. e. f. the academic session 2016-17 onwards)**

**Examination: M.A. (First Semester)**

**Paper No Nomenclature of the Paper Max. Marks Time Allowed Credits**

Examination Sessional

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MA-A-101 History of Modern Western Art 80+ *20 (Int. Assmnt.)* 3 Hours 04

(theory)

MA-A-102 Aesthetic and Art Appreciation 80+ *20 (Int. Assmnt.)* 3 Hours 04

(theory)

MA-A-103 Portrait and Life Study 100 04

(practical)

MA-A-104 Creative Composition 100 04

(practical)

**Total = 400 16** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Examination: M.A. (Second Semester)**

**Paper No Nomenclature of the Paper Max. Marks Time Allowed Credits**

Examination Sessional \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MA-A-201 History of Modern Western Art 80+ *20 (Int. Assmnt)* 3 Hours 04

(theory)

MA-A-202 Aesthetic and Art Appreciation 80+ *20 (Int. Assmnt)* 3 Hours 04

(theory)

MA-A-203 Portrait and Life Study 200 100 18 Hours 12

(practical)

MA-A-204 Creative Composition 200 100 24 Hours 12

(Practical)

MA-A-205 Graphics Design-I/ Relief Composition/

(Practical) Clay Modeling-I (Elective) 50 12 Hours 02

MA-A-206 Open Elective\*\* 50 02

Fundamental of Visual Arts – 1

**Total**   **= 900 36**

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\* Elective & Open Elective Examination will be conducted at the completion of the same Semester and evaluated by internal examiner/ committee.

**Kurukshetra University Kurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w. e. f. the academic session 2017-18 onwards)**

**Examination: M.A. (Third Semester)**

**Paper No Nomenclature of the Paper Max. Marks Time Allowed Credits**

Examination Sessional

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MA-A-301 History of Modern Indian Art 80+ *20 (Int. Assmnt)* 3 Hours 04

(Theory)

MA-A-302 Life Study 100 04

(Practical)

MA-A-303 Creative Composition 100 04

(Practical)

MA-A-304 Graphic Design-II/ Intaglio Composition/

Clay Modeling-II (Elective) 50 12 Hours 02

MA-A-305 Open Elective\*\*\* 50 02

Fundamental of Visual Arts – II

**Total = = 400 16**

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**Examination: M.A. (Fourth Semester)**

**Paper No Nomenclature of the Paper Max. Marks Time Allowed Credits**

Examination Sessional

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MA-A-401 History of Modern Indian Art 80+ *20 (Int. Assmnt)* 3 Hours 04

(Theory)

MA-A-402 Dissertation 100 ---- 04

MA-A-403 Life Study 200 100 18 Hour 12

(Practical)

MA-A-404 Creative Composition 200 100 24Hours 12

(Practical)

**Total = 800 32**

**Grand Total marks of All Semester = 2500**

**Grand Total of credits of All Semesters = 100**

\*Practical Examination will be conducted in Even Semester i.e. 2nd, 4th only.

\* \*The Final submission of dissertation (402) and Viva-voce will be conducted in 4th Semester.

\*\*\* Open Elective (to be opted from other department of the faculty only)

\*\*\*\* Paper no. 103, 104, 302, 303 will be evaluated by the internal examiner/ committee.

**Kurukshetra University Kurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w. e. f. the academic session 2016-17)**

Examination : **M.A. (First Semester)**

Paper **: MA-A-101 (Group A and B)** Theory: **History of Modern Western Art**

Time Allowed : 3 Hours Max. Marks :80

20 Internal Assessment **Credit - 4**

**Instructions:**

1. No. of Questions to be set: 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
2. No. of Questions to be attempted : 05 .Question No. 01 is compulsory
3. All Questions will be of equal marks.

***Course of Study***

**Unit-I**

Romanticism: Francisco Goya, Eugene Delacroix, John Constable, J.W.M. Turner.

Realism: Gustave Courbet, Jean-Francois Millet, Camille Corot, Honore Daumier.

**Unit-II**

Impressionism: Claude Monet, Edouard Manet, Edgar Degas, Auguste Renoir. Post-impressionism: Georges Seurat, Paul Cezzane, Paul Gauguin, Vincent Van Gough, Camille Pissaro.

**Unit-III**

Other important Painters: Edward Munch, Toulouse Lautrec.

Futurism- Umberto Boccioni, Givno Serverini.

Fauvism: Henri Matisse, Maurice De Vlaminck.

**Unit-IV**

Cubism: Pablo Picasso, Georges Braque, Juan Gris, Fernand Leger.

Expressionism

* 1. Die Brucke: Leslie Kirchner, Emil Nolde.
  2. Der Blaue Reiter: Wassily Kandinsky, Paul Klee, Franz Marc.
  3. Figurative Expressionist: Oskar Kokoschka.

**Note: - Internal Assessment 20% in each theory paper based on the following criteria:**

1. Two handwritten Assignments : 10%

(1st Assignment after one month & 2nd after two months)

(ii) One Class Test(One period duration) : 5%

(iii)Attendance : 5%

Marks for attendance will be given as under:-

(1) 91% onwards : 5 Marks (4) 70% to 74% : 2 Marks

(2) 81% to 90% : 4 Marks (5) 65% to 69% : 1 Marks

(3) 75% to 80% : 3 Marks

**READING LIST:**

1. Deymatie : Fauvism (good introduction also in Encyclopedia of World Art.)
2. Crespelle – The Fauves.
3. Razanl, Modern Paining, Skira – Useful references from plates and text.
4. Lake and Maillard – Dictionary of Modern Painting.
5. Herbert Read – A concise History of Modern Paining.
6. William Vaughan – Romantic Art.
7. European Modern Movements in Encyclopedia of World Art.
8. Leymarie – Impressionism (Skira).
9. J. Rewald – History of impressionism – Museum of Modern Art, New York.
10. J. Rewald – Post Impressionism (Both these books are indispensable for the respective periods).
11. Roger Fry – Vision and Design.
12. Madsen – Art Nouveau.
13. Golding – Cubism: A history and analysis – See Also : Cubism and Futurism in Encyclopedia of World Art.
14. Rosenblum – Cubism and 20th Century Art.
15. Selz : German Expressionism. For Expressionism See Also Encyclopedia of World Art.
16. Ritchie – German 20th Century Art – Museum of Modern Art.
17. Barr – Fantastio Art; Dada and Surrealism.
18. Scuphor – Dictionary of Abstract Art.
19. Motherwell Dada Poets and Painters (Anthology of Dada Writings).
20. Marcel Jean – A History of Surrealist Painting (Comprehensive Study)
21. Herbert Read – Surrealism (Mainly documents)
22. Rubin – Dada & Surrealism.
23. F.Pepper – Kinetic Art.
24. L. Lippart – Pop Art.
25. Poggioli – Theory of the Avant Garde’ (Concepts of modernity)
26. MC Muller – Art, Affluence and Alienation (Contemporary developments in various Arts).
27. A.M. Haftman – 20th Century Painting.
28. Cold water : Primitivism in Modern Art.
29. Hamilton – Painting & Sculpture in Europe – 1880-1940.
30. Pevsner – Pioneers of Modern Design, 1965.
31. Zigrosser – Expressionism – A Survey of their Graphic Work, 1957.
32. Seitz – The Responsive Eye, 1965.
33. Myers – Medican Painting in our time – 1956.
34. Gray – The Great Experiment: Russian Art – 1863-1922, 1962.
35. Rose Barbara – American Painting since 1900, 1967.
36. Goodrich and Baur – American Art of the Twentieth Century, 1962..
37. Arnason - History of Modern Art.
38. Gardiner- History of Painting
39. Macmillan- Psychology of Painting
40. Ronald Templin- The Art
41. John A. Walker- Art Since Pop

**Kurukshetra University Kurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w. e. f. the academic session 2016-17)**

Examination : **M.A. (First Semester)**

Paper **: MA-A-102 (Group A)** Theory : **Philosophy of Art**

Time Allowed : 3 Hours Max. Marks :80

20 Internal Assessment **Credit - 4**

**Instructions:**

1. No. of Questions to be set: 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
2. No. of Questions to be attempted : 05 .Question No. 01 is compulsory
3. All Questions will be of equal marks.

***Course of Study***

**Unit-I**

Introduction to Aesthetics and its Scope, Relation to Science and Philosophy, Introduction to basic Principles of Indian Philosophy and Religious Thoughts – Vedic, Upanishadic.

**Unit-II**

Fundamentals of Indian Art, Principles of Painting and Iconography in the Shilpa Texts like Chitrasutram, Chitralakshanam

**Unit-III**

Concept of Rasa Sutra, Bharat Muni, AbhinavGupt (including types and components of Rasa), Shadanga

**Unit-IV**

Alankar, Dhwani, Auchitya, Riti

**Note: - Internal Assessment 20% in each theory paper based on the following criteria:**

(i) Two handwritten Assignments : 10%

(1st Assignment after one month & 2nd after two months)

(ii) One Class Test(One period duration) : 5%

(iii)Attendance : 5%

Marks for attendance will be given as under:-

(1) 91% onwards : 5 Marks (4) 70% to 74% : 2 Marks

(2) 81% to 90% : 4 Marks (5) 65% to 69% : 1 Marks

(3) 75% to 80% : 3 Marks

**Reading List**

1. Aesthetic meaning – Rekha Jhanji
2. Philosophy of Art (Foundations of Philosophy series)
3. Comparative Aesthetics : Eastern & Western – G. Hanumantha Rao and DVK Murthy
4. Philosophy of Art – Aldrich Virgil
5. Aesthetics from classical Greece to the present: A Short History – Monsore C. Beardsley.
6. Introductory Readings in Aesthetics – Hospers John.
7. Art and Illusion – E. H. Gombrick.
8. Ideals and Idols – E.H. Gombrick..
9. Approaches to Indian Art – Nihar Ranjan Ray
10. Aesthetic Theory and Art – Ranjan K. Ghosh
11. Mimesis as Make – Believe – Aurther Danto
12. jl fl)kUr ,oalkSUn;Z“kkL= % MkW0 uxsUnz
13. dyk vkSj lkSUn;Z % ljsUnz ckj fyaxs
14. Hkkjrh; lkSUn;Z“kkL= % jke y[ku “kqDy
15. jlfl)kUr vkSj lkSUn;Z“kkL= % fueZytSu
16. dyk leh{kk % fxfjjkt fd”kksj v”kksd
17. lkSUn;ZrRo % lqjsUnzukFk nkl xqIr
18. lkSUn;Z“kkL= % jk- e- ikV.kdj
19. Hkkjrh; n”kZu % ,l- ,u- nklxqIrk
20. n”kZu fnXn”kZu % jkgqy lkad`Rr;k;u
21. Hkkjrh; lkSUn;Z”kkL= dh Hkwfedk % MkW0 uxsUnz
22. dyk foospu % dqekj foey
23. Hkkjrh; lkSUn;Z”kkL= dkrkfRodfoospu ,oao.kZu % jke y[ku“kqDy
24. Lkk/kkj.khdj.k vkSj lkSUn;ZuqHkwfr ds izeq[k fl)kUr % izsedkUrV.Mu
25. lkSUn;Z”kkL= ds rRo % dqekjfoey
26. lkSUn;Z“kkL= & MkW0 izsekfeJk

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w. e. f. the academic session 2016-17)**

**DETAILED SYLLABUS** (**Practical)**

Examination **: M.A. (First Semester**

Paper : **MA-A-103** **(Group A)** Practical**: Portrait and Life Study**

**Max. Marks :** Sessional-100) **Credit – 4**

Minimum Size : Life Study 30” x 40”, Portrait Study 18” x 24”

Medium : Oil, Acrylic, Colours & Mix Media on Canvas.

**Instructions:**

1. The examiner will evaluate the work of examinee at the end of semester
2. Internal examiner will evaluate the Sessional work.

**Course of Study :**

Study of Figure from life and its transformation into composition.

**Sessional Work**

* No. of Assignments on Canvas : 05 (Portrait Study 18” x 24”)
* Colour Sketches : 25
* Sketches : 250

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w. e. f. the academic session 2016-17)**

**DETAILED SYLLABUS** (**Practical)**

Examination : **M.A. (First Semester**

Paper : **MA-A- 104 (Group A)**  **Practical: Creative Composition**

Max. Marks : Sessional 100) **Credit - 4**

Minimum Size : 30” x 40” Medium: Oil Colour, Acrylic, Mix-Media.

**Course of Study:**

Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect including abstract expressionism projects with emphasis on independent creative work.

**a) Advanced Drawing**

* Exploration of an individual approach to drawing as an aesthetic exercise of visual sign and symbol and locate your practice in the broader context of contemporary art
* Exercise of different drawing techniques of traditional and contemporary masters Exercise on application of different mediums both traditional and contemporary as a drawing tool
* Medium: pencil, charcoal, pastel, pen and ink, water colour Acrylic and oil, photocopy, impression, stencil, etc.

**b) Composition**

* Identify and synthesis the connection between process and concept in reference to collage/collision
* Exercise with different methods and traditions of representation of space, form and colour in reference to history and visual culture
* Medium: Develop, test and employ materials, process and mediums in a way that activates your ideas and concepts

Exercise work in different aspect and medium.

Study of form, Texture, relief etc.

Canvas – Oil & Acrylic and Mix Media.

Collage with different material.

Assemblage : Understanding of the meaning and material of value by assembling different

chosen material on surface/space.

**Instructions:**

1. The examiner will evaluate the work of examinee at the end of semester.
2. Internal examiner will evaluate the Sessional work.

**Sessional Work**

1. No. of Assignments :04 finished Canvas in Oil or Acrylic or Mix Media
2. Collage :01
3. Colour sketches :25
4. Sketches :250

**Kurukshetra University Kurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w. e. f. the academic session 2016-17)**

Examination : **M.A. (Second Semester)**

Paper : **MA-A-201 (Group A and B)** Theory :**History of Modern Western Art**

Time Allowed: 3 Hours Max. Marks :80

20 Internal Assessment **Credit - 4**

**Instructions:**

1. No. of Questions to be set: 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
2. No. of Questions to be attempted : 05 .Question No. 01 is compulsory
3. All Questions will be of equal marks.

***Course of Study***

**Unit-I**

Constructivism: Kasimir Malevitch, Alexander Rodchenko, Naum Gabo, Antoine Pevsner.

De Stijl : Piet Mondrian, Theo Van Doesburg.

**Unit-II**

Dada and Surrealism: Giorgio De Chirico, Marcel Duchamp, Max Ernst, Joan Miro, Salvador Dali, Francis Picabia, Marc Chagall, Other important Painter: Amedeo Modgliani, Max Beckman

**Unit-III**

Abstraction: Vasily Kandinsky, Paul Klee, Jackson Pollock, Mark Rothko

Pop Art : David Hockney, Andy Warhole.

**Unit-IV**

Op Art, Frank Stella, Victor Vasarelly. Minimal and Kynetic art.

Important Sculptor: Constantine Brancusi, Henry Moore, Alberto Giocometi, Auguste Rodin,

**Note: - Internal Assessment 20% in each theory paper based on the following criteria:**

(i) Two handwritten Assignments : 10%

(1st Assignment after one month & 2nd after two months)

(ii) One Class Test(One period duration) : 5%

(iii)Attendance : 5%

Marks for attendance will be given as under:-

(1) 91% onwards : 5 Marks (4) 70% to 74% : 2 Marks

(2) 81% to 90% : 4 Marks (5) 65% to 69% : 1 Marks

(3) 75% to 80% : 3 Marks

**Reading List:**

1. Razanl, Modern Paining, Skira – Useful references from plates and text.
2. Lake and Maillard – Dictionary of Modern Painting.
3. Herbert Read – A concise History of Modern Paining.
4. William Vaughan – Romantic Art.
5. European Modern Movements in Encyclopedia of World Art.
6. Leymarie – Impressionism (Skira).
7. J. Rewald – History of impressionism – Museum of Modern Art, New York.
8. J. Rewald – Post Impressionism (Both these books are indispensable for the respective periods).
9. Roger Fry – Vision and Design.
10. Crespelle – The Fauves.
11. Golding – Cubism: A history and analysis – See Also : Cubism and Futurism in Encyclopeadia of World Art.
12. Rosenblum – Cubism and 20th Century Art.
13. Selz : German Expressionism. For Expressionism See Also Encyclopeadia of World Art.
14. Ritchie – German 20th Century Art – Museum of Modern Art.
15. Barr – Fantastio Art; Dada and Surrealism.
16. Scuphor – Dictionary of Abstract Art.
17. Marcel Jean – A History of Surrealist Painting (Comprehensive Study)
18. Herber Read – Surrealism (Mainly documents)
19. Rubin – Dada & Surrealism.
20. F. Pepper – Kinetic Art.
21. L. Lippart – Pop Art.
22. Poggioli – Theory of the Avant Garde (Concepts of modernity)
23. MC Muller – Art, Affluence and Alienation (Contemporary developments in various Arts).
24. Cold water : Primitivism in Modern Art.
25. Pevsnor – Pioneers of Modern Design, 1965.
26. Zigrosser – Expressionism – A Survey of their Graphic Work, 1957.
27. Myers – Medican Painting in our time – 1956.
28. Goodrich and Baur – American Art of the Twentieth Century, 1962.
29. Rose berg – The Tradition of the New, 1959.
30. Steinberg Leo – Other Criteria.
31. Ronald Templin- The Art
32. Herbert Read: (ii) Art of Sculpture.
33. Giedion Welcker: Contemporary Sculpture.
34. Kulterman – The New Sculpture.
35. Maillard – Dictionary of Modern Sculpture.
36. Scuphot: Sculpture of 20th Century.

**Kurukshetra University Kurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w. e. f. the academic session 2016-17)**

Examination : **M.A. (Second Semester)**

Paper : **MA-A-202 (Group A)** Theory : **Philosophy of Art**

Time Allowed: 3 Hours Max. Marks :80

20 Internal Assessments **Credit - 4**

**Instructions:**

1. No. of Questions to be set: 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
2. No. of Questions to be attempted : 05 .Question No. 01 is compulsory
3. All Questions will be of equal marks.

***Course of Study***

**Unit-I**

Psychological Mechanism of Artistic Perception, Psychological Mechanism of Artistic Creation.

Art as an object of Perception, Psychical Distance.

**Unit-II**

Psychology and Art, Freaud’s theory (conscious and sub-conscious mind), C.J. Jung, Croce, Susane Langer

**Unit-III**

Philosopher: Aristotle, Plato, Kant, Hegel, Marx.

**Unit-IV**

Globalization in Art, Art and Environment, Anti Aesthetic & Arts, Philosopher: Roger Fry, Clive Bell.

**Note: - Internal Assessment 20% in each theory paper based on the following criteria:**

(i) Two handwritten Assignments : 10%

(1st Assignment after one month & 2nd after two months)

(ii) One Class Test(One period duration) : 5%

(iii)Attendance : 5%

Marks for attendance will be given as under:-

(1) 91% onwards : 5 Marks (4) 70% to 74% : 2 Marks

(2) 81% to 90% : 4 Marks (5) 65% to 69% : 1 Marks

(3) 75% to 80% : 3 Marks

**Reading List**

1. Aesthetic meaning – Rekha Jhanji
2. Philosophy of Art (Foundations of Philosophy series)
3. Comparative Aesthetics : Eastern & Western – G. Hanumantha Rao and DVK Murthy
4. Philosophy of Art – Aldrich Virgil
5. Aesthetics from classical Greece to the present: A Short History – Monsore C. Beardsley.
6. Art as Experience – John Dewey.
7. Introductory Readings in Aesthetics – Hospers John.
8. Art and Illusion – E. H. Gombrick.
9. Ideals and Idols – E.H. Gombrick.
10. Ways of World Making – Nelson Goodman.
11. Critical Theory – Pyne
12. Truth in Painting – Jaques Derida.
13. Approaches to Indian Art – Nihar Ranjan Ray
14. Idea and Images – Nihar Rangan Ray
15. Aesthetic Theory and Art – Ranjan K. Ghosh
16. Mimesis as Make – Believe – Aurther Danto
17. K.C. Pandey-
18. jlfl)kUr ,oa lkSUn;Z“kkL= % MkW0 uxsUnz
19. dyk vkSj lkSUn;Z % ljsUnzckjfyaxs
20. Hkkjrh; lkSUn;Z“kkL= % jke y[ku “kqDy
21. jlfl)kUr vkSj lkSUn;Z“kkL= % fueZytSu
22. dykleh{kk % fxfjjkt fd”kksj v”kksd
23. lkSUn;ZrRo % lqjsUnzukFk nkl xqIr
24. lkSUn;Z“kkL= % jk- e- ikV.kdj
25. Hkkjrh; n”kZu % ,l- ,u- nkl xqIrk
26. n’kZu fnXn”kZu % jkgqy lkad`Rr;k;u
27. Hkkjrh; lkSUn;Z”kkL= dh Hkwfedk % MkW0 uxsUnz
28. dykfoospu % dqekj foey
29. Hkkjrh; lkSUn;Z”kkL= dkrkfRodfoospu ,oa o.kZu % jke y[ku “kqDy
30. Lkk/kkj.khdj.k vkSj lkSUn;ZuqHkwfr ds izeq[k fl)kUr % izsedkUr V.Mu
31. lkSUn;Z”kkL= ds rRo % dqekjfoey
32. lqUnje % gfj}kjh yky “kekZ
33. lkSUn;Z“kkL= & MkW0 izsek feJk

**DETAILED SYLLABUS** (**Practical)**

Examination **: M.A. (Second Semester)**

Paper : **MA-A-203** **(Group A)** Practical**: Portrait and Life Study**

Time Allowed : 18 Hours

Max. Marks : 300 (Examination-200 and Sessional Work-100) **Credit – 12**

Minimum Size : Life Study 30” x 40”, Portrait Study 18” x 24”

Medium : Oil, Acrylic, Colours & Mix Media on Canvas.

**Instructions:**

1. The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in a sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
2. Internal examiner will evaluate the Sessional work.

**Course of Study :**

Study of Figure from life and its transformation into composition.

**Sessional Work**

* No. of Assignments on Canvas : 05 (Life Study 30” x 40” )
* Colour Sketches : 25
* Sketches : 250

**DETAILED SYLLABUS** (**Practical)**

Examination : **M.A. (Second Semester**

Paper : **MA-A- 204 (Group A)**  **Practical: Creative Composition**

Time Allowed : 24 Hours

Max. Marks : 300 (Examination-200 and Sessional Work-100) **Credit - 12**

Minimum Size : 30” x 40” Medium: Oil Colour, Acrylic, Mix-Media.

**Course of Study:**

Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect including abstract expressionism projects with emphasis on independent creative work.

**a) Advanced Drawing**

* Exploration of an individual approach to drawing as an aesthetic exercise of visual sign and symbol and locate your practice in the broader context of contemporary art
* Exercise of different drawing techniques of traditional and contemporary masters Exercise on application of different mediums both traditional and contemporary as a drawing tool
* Medium: pencil, charcoal, pastel, pen and ink, water colour Acrylic and oil, photocopy, impression, stencil, etc.

**b) Composition**

* Identify and synthesis the connection between process and concept in reference to collage/collision
* Exercise with different methods and traditions of representation of space, form and colour in reference to history and visual culture
* Medium: Develop, test and employ materials, process and mediums in a way that activates your ideas and concepts

Exercise work in different aspect and medium.

Study of from, Texture, relief etc.

Canvas – Oil & Acrylic and Mix Media.

Collage with different material.

**Instructions:**

1. The topics/subjects to be painted will be of multiple choices.
2. The topics/subjects will be sent by the examiner to the Conduct Branch ten days prior to the commencement of examinations.
3. The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in a sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
4. Internal examiner will evaluate the Sessional work.

**Sessional Work**

1. No. of Assignments :04 finished Canvas in Oil or Acrylic or Mix Media
2. Assemblage :01
3. Colour sketches :25
4. Sketches :250

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w.e.f. the academic session 2017-18)**

Examination : **M.A. (Third Semester)**

Paper : **MA-A-301** **(Group A and B)** **Theory: History of Modern Indian Art**

Time Allowed : 3 Hours Max. Marks: 80

20 Internal Assessment **Credit – 04**

**Instructions:**

1. No. of Questions to be set: 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
2. No. of Questions to be attempted : 05 .Question No. 01 is compulsory
3. All Questions will be of equal marks.

***Course of Study***

**Unit-I**

Company School, Establishments of Art Schools in India- Madras, Calcutta, Bombay, Lucknow.

Raja Ravi Verma, Amrita Shergil, Rabindra Nath Tagore

**Unit-II**

Bengal School: Abanindra Nath Tagore, Nandalal Bose, Binod Bihari Mukharjee,

Other Artists: Jamini Roy, Ram Kinkar Baij, Gaganendra Nath Tagore,

**Unit-III**

Progressive Artist Group: S.H. Raza, F.N. Souza, K.H. Ara, M.F. Hussain,

Akbar Padamsee,

Delhi Shilpi Chakra. B. C. Sanyal, Krishan Khanna.

Neo-Tantricism: K.C.S. Panniker, Biren Dey, G.R. Santhosh, P.T. Reddy.

**Unit-IV**

Abstract Trend: V.S. Gaitonde, Bimal Das Gupta.

Other important Artist Ram Kumar, Tyeb Mehta, Jahangir Sabavala, Satish Gujral, A.Rama chandran, Laxman Pai, Manjit Bawa.

**Note: - Internal Assessment 20% in each theory paper based on the following criteria:**

(i) Two handwritten Assignments : 10%

(1st Assignment after one month & 2nd after two months)

(ii) One Class Test(One period duration) : 5%

(iii)Attendance : 5%

Marks for attendance will be given as under:-

(1) 91% onwards : 5 Marks (4) 70% to 74% : 2 Marks

(2) 81% to 90% : 4 Marks (5) 65% to 69% : 1 Marks

(3) 75% to 80% : 3 Marks

**Reading List**

1. Studies in Modern Indian Art – RatanParimoo
2. Moving Focus – K.G. Subrahmanyam
3. Pictorial Space – GeetaKapur
4. Modern Indian Art – Keshav Malik
5. Lalit Kala Contemporary
6. Lalit Kala Monographs
7. Contemporary Art in India : P.N. Mago
8. Contemporary Art – The Flamed Mosaic by NavielTuli
9. Contemporary Indian Art- GaytriSinha
10. Handbook of Indian Art- Sunil Khosa
11. Company Painting- Mildred Archer
12. Art of India- Fredrick M. Asher
13. Indian Painting for The British 1770-1880- Mildred Archer, W.G. Archer
14. Indian Miniatures in The India Office Library- Mildred Archer, Toby Falk
15. Contemporary Indian Art- Other realities- Yashodhara Dalmia
16. The Making of Modern Indian Art- The Progressives-Yashodhara Dalmia
17. Memory, Metaphor, Mutarions- Yashodhara Dalmia
18. Arts of India 1550-1900- John Guy, Deborah Swallow
19. A Portrait of the Hindus- Robert Hardgrave
20. Essays on contemporary practice in India- Geeta Kapoor
21. New Narratives- Betty Seid
22. Triumph of Modernism- Partha Mitter
23. Flamed Mosaic- Neville Tuli
24. c`gn vk/kqfud dykdks’k % fouksn Hkkj}kt
25. Kala Chitrkala- VinodBhardwaj
26. Char Chitrkaar- Ashok Mitr
27. Samkalin Kala- Dr. Ramviranjan
28. ChitrkalakaRasaswadan- RamchandrShukl
29. Lalit Kala Ki Dhara- Asit Kumar Haldar
30. Bhrtiya Chitrkala- Vachaspati Garola
31. Brihad Adhunik Kala Kosh- Vinod Bhardwaj
32. Post-Modernism OR The culture logic of late capitalism – Fedric Jansen
33. Visual Culture – Chris Genks

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w.e.f. the academic session 2017-18)**

**DETAILED SYLLABUS (Practical)**

Examination : **M.A. (Third Semester)**

Paper : **MA-A-302** Practical : **Life Study**

Max. Marks : Sessional- 100  **Credit -4**

Minimum Size : 30” x 40” Medium: Oil Colours, Acrylic Colour & Mix media on canvas.

Instructions:

1. The examiner will evaluate the work of examinee at the end of the semester.
2. Internal examiner will evaluate the Sessional work.

**Course of Study**

Study of human figure from model and its varied application in composition.

**Sessional Work**

* No. of Assignments :5 finished Canvas (Size 30” x 40”)
* Colour Sketches :25
* Sketches :250

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w.e.f. the academic session 2017-18)**

Examination :**M.A. (third Semester)**

Paper  **:303 (Group A)** Practical **:Creative Composition**

Max. Marks Sessional -100 **Credit - 4**

Medium : Oil/Acrylic Colour / Mix Media. Minimum Size : 30” x 40” – Composition on Canvas

**Instructions:**

1. The examiner will evaluate the ork of examinee at the end of the semester.
2. Internal examiner will evaluate the Sessional work.

**Course of Study**

Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect including abstract expressionalism, projects with emphasis on independent creative work.

**a) Advanced Drawing**

* Exploration of an individual approach to drawing as an aesthetic exercise of visual sign and symbol and locate your practice in the broader context of contemporary art
* Exercise of different drawing techniques of traditional and contemporary masters Exercise on application of different mediums both traditional and contemporary as a drawing tool
* Medium: pencil, charcoal, pastel, pen and ink, water colour Acrylic and oil, photocopy, impression, stencil, etc.

**b) Composition**

* Identify and synthesis the connection between process and concept in reference to collage/collision
* Exercise with different methods and traditions of representation of space, form and colour in reference to history and visual culture
* Medium: Develop, test and employ materials, process and mediums in a way that activates your ideas and concepts
* Creative paintings in different media.

**Sessional Work**

* No. of Assignments on Canvas :04
* No. of Assignments of Installation : 01 Minimum Size: 5’ x 5’ Installation
* Colour Sketches :25
* Sketches :250

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w.e.f. the academic session 2017-18 Onwards)**

Examination : **M.A. (Fourth Semester)**

Paper : **MA-A-401** (**Group A and B) Theory: History of Modern Indian Art**

Time Allowed: 3 Hours Max. Marks :80

20 Internal Assessment **Credit – 04**

**Instructions:**

1. No. of Questions to be set: 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
2. No. of Questions to be attempted : 05 .Question No. 01 is compulsory
3. All Questions will be of equal marks.

***Course of Study***

**Unit-I**

Baroda Narratives: N.S. Bendre, Jyoti Bhatt, Ghulam Mohammad Sheikh, K.G. Subramanyan, Bhupen Khakkar. Group1890: J. Swaminathan, Jeram Patel

**Unit-II**

Bengal Famine: Chittaprosad, Somnath Hore

Calcutta Group: Paritosh Sen, Bikash Bhattacharya, Ganesh Pyne, Jogen Choudhary

**Unit-III**

Women Artist: Nalini Malani, Anjoli Ela Menon, Arpana Kaur, Arpita Singh, Nilima Shaikh

Printmakers: Laxma Gaud, Krishna Reddy, Anupam Sood, R.B. Bhaskaran, Jagmohan Chopra

**Unit-IV**

Academic Sculptors: D.P. Roy Choudhary, Shanko Choudhary, Dhanraj Bhagat, Nagji Patel, S. Nanda Gopal, P.V. Jankiram, Ram V. Sutaar, Dhruv Mistri, Subodh Gupta.

**Note: - Internal Assessment 20% in each theory paper based on the following criteria:**

(i) Two handwritten Assignments : 10%

(1st Assignment after one month & 2nd after two months)

(ii) One Class Test(One period duration) : 5%

(iii)Attendance : 5%

Marks for attendance will be given as under:-

(1) 91% onwards : 5 Marks (4) 70% to 74% : 2 Marks

(2) 81% to 90% : 4 Marks (5) 65% to 69% : 1 Marks

(3) 75% to 80% : 3 Marks

**Reading List**

1. Studies in Modern Indian Art – Ratan Parimoo
2. Moving Focus – K.G. Subrahmanyam
3. Pictorial Space – Geeta Kapoor
4. Modern Indian Art – Keshav Malik
5. Lalit Kala Contemporary
6. Lalit Kala Monographs
7. Contemporary Art in India : P.N. Mago
8. Contemporary Art – The Flamed Mosaic by Naviel Tuli
9. Contemporary Indian Art- GaytriSinha
10. Handbook of Indian Art- Sunil Khosa
11. Company Painting- Mildred Archer
12. Art of India- Fredrick M. Asher
13. Indian Painting for The British 1770-1880- Mildred Archer, W.G. Archer
14. Indian Miniatures in The India Office Library- Mildred Archer, Toby Falk
15. Contemporary Indian Art- Other realities- Yashodhara Dalmia
16. The Making of Modern Indian Art- The Progressives-Yashodhara Dalmia
17. Memory, Metaphor, Mutarions- Yashodhara Dalmia
18. Arts of India 1550-1900- John Guy, Deborah Swallow
19. A Portrait of the Hindus- Robert Hardgrave
20. Essays on contemporary practice in India- Geeta Kapoor
21. New Narratives- Betty Seid
22. Triumph of Modernism- Partha Mitter
23. Flamed Mosaic- Neville Tuli
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25. Kala Chitrkala- Vinod Bhardwaj
26. Char Chitrkaar- Ashok Mitr
27. Samkalin Kala- Dr. Ramviranjan
28. Chitrkalaka Rasaswadan- RamchandrShukl
29. Lalit Kala Ki Dhara- Asit Kumar Haldar
30. BhrtiyaChitrkala- VachaspatiGarola
31. BrihadAdhunik Kala Kosh- Vinod Bhardwaj
32. Post-Modernism OR The culture logic of late capitalism – Fedric Jansen
33. Visual Culture – Chris Genks

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Drawing & painting – Group A**

**(w.e.f. the academic session 2017-18)**

**Examination:MA Fourth semester**

**MFA–A -402: (Group A) Dissertation MM :100 Credit – 04**

**Instructions**

Synopsis presentation & approval of subject – August.

Presentation & Seminar - January.

Final submission – 31st March.

The evaluation of Dissertation and Viva-voce will be conducted by External & Internal Examiner.

**Course of Study**

* + 1. A critical and analytical aspect of Painting, Applied Arts, Sculpture, Graphics (Print Making) etc.
    2. A critical and analytical aspect of History of Art.
    3. Folk, Tribal Art and Popular form of Art.
    4. Concept of Aesthetics or Philosophy.
    5. Contemporary Artists.
    6. New trends in Contemporary Art.
    7. Any other new relevant topic including experimentation etc.

**DETAILED SYLLABUS (Practical)**

Examination : **M.A. (Fourth Semester)**

Paper : **MA-A-403** Practical : **Life Study**

Time Allowed : 18 Hours, MM. 300 (Examination-200 and Sessional -100) **Credit - 12**

Minimum Size : 30” x 40” Medium: Oil Colours, Acrylic Colour & Mix media on canvas.

Instructions:

1. The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in a sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
2. Internal examiner will evaluate the Sessional work.

**Course of Study**

Study of human figure from model and its varied application in composition.

**Sessional Work**

* No. of Assignments :5 finished Canvas (Size 30” x 40”)
* Colour Sketches :25
* Sketches :250

**DETAILED SYLLABUS (Practical)**

Examination :**M.A. (Fourth Semester)**

Paper  **:404 (Group A)** Practical **:Creative Composition**

Time Allowed : 24 Hours Max. Marks 300 (Examination-200 and Sessional -100) **Credit - 12**

Medium : Oil/Acrylic Colour / Mix Media. Minimum Size : 30” x 40” – Composition on Canvas

**Instructions:**

1. The topic will be of multiple choice .
2. The examiner will evaluate the ork of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in a sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
3. Internal examiner will evaluate the Sessional work.

**Course of Study**

Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect including abstract expressionalism, projects with emphasis on independent creative work.

**a) Advanced Drawing**

* Exploration of an individual approach to drawing as an aesthetic exercise of visual sign and symbol and locate your practice in the broader context of contemporary art
* Exercise of different drawing techniques of traditional and contemporary masters Exercise on application of different mediums both traditional and contemporary as a drawing tool
* Medium: pencil, charcoal, pastel, pen and ink, water colour Acrylic and oil, photocopy, impression, stencil, etc.

**b) Composition**

* Identify and synthesis the connection between process and concept in reference to collage/collision
* Exercise with different methods and traditions of representation of space, form and colour in reference to history and visual culture
* Medium: Develop, test and employ materials, process and mediums in a way that activates your ideas and concepts
* Creative paintings in different media.

**Sessional Work**

* No. of Assignments on Canvas :4
* No. of Assignments of Installation : 01, Minimum Size: 4’ x 4’x 4’ Installation
* No. of Assignments of Multi Media: 01
* Colour Sketches :25
* Sketches :250
* Solo Exhibition : One

**Kurukshetra University Kurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Applied Arts (Group B)**

**(w.e.f. the academic session 2016-17 Onwards)**

**Examination: M.A.-B (First Semester)**

**Paper No Nomenclature of the Paper Max. Marks Time Allowed**

ExaminationSessional **Credit**

MA-A-101 History of Modern Western Art 80 + *20 (Int Assmnt)* 3 Hours 4

(Theory)

MA-B-102 Advertising Foundations

(Theory) and Dimensions --- 80+ *20 (Int Assmnt* 3 Hours 4

MA-B-103 Visualization – Advertising 100 4

(Practical) Campaign

MA-B-104 Computer Graphics 100 4

(Practical) & Photography

**Total = 400 16**

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**Examination: M.A.-B (Second Semester)**

**Paper No Nomenclature of the Paper Max. Marks Time Allowed**

ExaminationSessional

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MA-A-201 History of Modern Western Art - 80 + 20 *(IntAssmnt)* 3 Hours 4

(Theory)

MA-B-202 Advertising Foundations

(Theory) and Dimensions - 80 + *20 (IntAssmnt )* 3 Hours 4

MA-B-203 Visualization – Advertising

(Practical) Campaign 200 100 36 Hours 12

MA-B-204 Computer Graphics

(Practical) and Photography 200 100 24 Hours 12

MA-B-205 Pictorial Composition/ Relief Composition/

Clay Modeling-I {Elective} 50 12 Hrs 2

MA-A-206 (Open Elective) 50 2

Fundamental of Visual Arts – 1

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**Total = 900 36**

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\* Elective & Open Elective Examination will be conducted at the completion of the same Semester and evaluated by internal examiner/ committee.

**Kurukshetra University Kurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Applied Arts (Group B)**

**(w.e.f. the academic session 2017-18 Onwrads)**

**Examination: M.A.-B (Third Semester)**

**Paper No Nomenclature of the Paper Max. Marks Time Allowed**

ExaminationSessional  **& Credit**

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MA-A-301 History of Modern Indian Art 80 + 20 *(IntAssmnt)* 3 Hours 4

(Theory)

MA-B-302 Visualization – Advertising Campaign 100 4(Practical) MA-B-303 Computer Graphics & Photography 100 4

(Practical)

MA-B-304 Composition/ Intaglio Composition/

Clay Modeling-II {Elective} 50 12hrs 2

MA-A-305 (Open Elective) 50 2

Fundamental of Visual Arts – II

**Total = 400 16**

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**Examination: M.A.-B (Fourth Semester)**

**Paper No Nomenclature of the Paper Max. Marks Time Allowed**

ExaminationSessional **& Credit**

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MA-A 401 (Theory) History of Modern Indian Art - 80 + 20 *(Int.Assmnt)* 3 Hours 4

MA-B 402 (Theory) Dissertation 100 4

MA-B 403(Practical) Visualization – Advertising

Campaign 200 100 36 Hrs 12

MA-B 404(Practical) Computer Graphics and

Photography 200 100 24 Hrs 12

**Total= 800 32**

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**Grand Total of All Semesters = 2500 Credit = 90**

\*Practical Examination will be conducted in Even Semester i.e. 2nd, 4th only.

\* \*The Final submission of dissertation (402) and Viva-voce will be conducted in 4th Semester.

\*\*\* Open Elective (to be opted from other department of the faculty only)

\*\*\*\* Paper no. 103, 104, 302, 303 will be evaluated by the internal examiner/ committee.

**Kurukshetra University Kurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Applied Arts (Group B)**

**(w.e.f. the academic session 2016-17 onwards)**

Examination: **M.A. (First Semester)**

**Paper:- MA-A-101 (Common for Group A & B)**

Theory: **History of Modern Western Art**

***For Detail Syllabus and Instructions please See the syllabus of Group –A (MA-A-101)***

Examination: **M.A. (First Semester)**

**Paper:-MA-B-102** Paper: **Advertising foundations and Dimensions**

Time Allowed: 3 Hours **Max. Marks :80 & 20 Internal Assessment**

**Credit:- 4**

**Instructions:**

1. No. of Questions to be set: 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
2. No. of Questions to be attempted : 05 .Question No. 01 is compulsory
3. All Questions will be of equal marks.

**Courses of Study:**

**Unit 1 - Introduction to Advertising** – Defining Advertising, Types of Advertising, Functions of Advertising, The target audience, Logo, Logotype, Monogram, Symbol, Emblem, Trademark, Insignia, Photography: introduction, brief history and meaning. Advertising and Society – Advertising business offers employment, Advertising promotes freedom of 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, Advertising tries to raise the standard of living.

**Unit 2 - Campaign planning, objectives and basic principles** – Campaign objectives, Factors influencing the planning of advertising campaign. The selling methods, Advertising Appeal.

**Unit 3 - Creative side of the Advertising** – What is creative Advertising, Creative leap, Creative concept, Strategy and Creativity, Creative thinking, Art direction, Creative brief.

**Unit 4 –** Modern advertising agencies and its structure, the Advertiser, publicity, propaganda. Radio and T.V. Advertising, .Interactive Advertising.

**Note: - Internal Assessment 20% in each theory paper based on the following criteria:**

1. Two handwritten Assignments : 10%

(1st Assignment after one month & 2nd after two months)

(ii) One Class Test (One period duration) : 5%

(iii) Attendance : 5%

Marks for attendance will be given as under:-

(1) 91% onwards : 5 Marks (4) 70% to 74% : 2 Marks

(2) 81% to 90% : 4 Marks (5) 65% to 69% : 1 Marks

(3) 75% to 80% : 3 Marks

**Reading Books**

1. Contemporary Advertising: William F. Arens, Courtland L. Bovee.
2. Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
3. Advertising and Sales Promotion: S.H.H kazmi, Satish Batra.
4. Social Dimension of Advertising: S.S Kaptan.
5. Advertising theory and practice: C.H Sandage, Vernon Fryburger.
6. Advertising and Promotion AN IMC Approach, Shimp Cengage Learning India Pvt. Ltd., New Delhi
7. ekyoh;] —‘.k dqekj] vk/kqfud foKkiu] lkfgR; laxe izdk”ku] bykgkckn] 2007.
8. foKkiu \*rduhd ,oa fl}kUr\* % ujsUnz ;kno
9. foKkiu fMtkbZu % ujsUnz ;kno
10. foKkiu dyk % ,ds’oj izlkn gVoky
    1. foKkiu % v’kksd egktu
    2. izsepUn ikartfyvk/kqfud foKkiu] ok.kh izdk”ku] ubZ fnYyh 2008.
    3. dqeqn “kekZ foKkiu dh nqfu;k] izHkkr izdk”ku] izfrHkk izfr’Bku] ubZ fnYyh,

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**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Applied Arts (Group B)**

**(w.e.f. the academic session 2016-17)**

DETAILED SYLLABUS **(Practical)**

Examination: **M.A. (First Semester)**

**Paper :MA-B-103**  **Visualization -Advertising Campaign**

Max. Marks : Sessional Work-100 Credit: 04

**Instructions:**

* The examiner will evaluate the work of examinee in the end of the semester.
* Internal examiner will evaluate the Sessional work.

**Course of Study**

Advertising campaign in different media, mainly the product campaign social campaign. Analytical study of different product groups. Visuals to be based on the class of commodity and class of appeal.

**Note** :- The Students will have to prepare two assignments related to particular theme/topic (a product or a social or institutional theme.)

1. POSTER:

Size 20” x 30”

Medium : Poster color

**Sessional Work**

1. **Social Campaign - Minimum 14 Assignment**
   1. Logo - 1
   2. Letter head, Visiting Card, Envelope – 1 Set.
   3. Posters - 4
   4. Hoarding/Banner - 1
   5. Press Layout – 1
   6. Magazine Layout – 2
   7. Illustration – 2
   8. Cube, calendar, Package, Dangler, cutout, counter display etc. Any -2

Sketches – 500

DETAILED SYLLABUS **(Practical)**

Examination: **M.A. (First Semester)**

**Paper:-MA-B-** **104** **Computer Graphics and Photography**

Max. Marks : Sessional -100) Credit: 04

**Instructions:**

1. The examiner will evaluate the work of examinee in the end of the semester.
2. Internal examiner/committee will evaluate the Sessional work.

**Computer Graphics : Size (minimum- 8" x12") Photography : Minimum Size 8” x 12”**

**Course of Study:**

The students will have to prepare assignments on the given topic:

1. **Computer Graphics**: Knowledge of basic Computer Application and Knowledge of various software’s mainly Corel Draw, Adobe Page-Maker, Adobe Illustrator, Adobe Photoshop. Microsoft Power-point. Digital Manipulation & its use in advertisement.

**Total assignments for Sessional work** –one campaign (Minimum 10 Assignment per Campaign ie. Stationary Set, Layout, Poster).

1. **Photography**: Basic knowledge of photography and its various equipments and materials – application of photography in advertising. Various photographic assignments of cityscape, nature, portrait, experimental photography etc.

**Total assignment for Sessional work** – 6 in each category (i) Still Life (ii) Portrait (iii) Landscape

1. **Small Documentary /Commercial Movie- 1**

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**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Applied Arts (Group B)**

**(w.e.f. the academic session 2016-17)**

**Examination:** **M.A. (Second Semester)**

**Paper:-MA-A-201 (Common for Group A and B)**

Theory: **History of Modern Western Art**

***(For Detail Syllabus and Instructions please See the syllabus of Group –A (MA-A-201))***

Examination: **M.A. (Second Semester)**

**Paper:-MA-B-202** Paper: **Advertising foundations and Dimensions**

Time Allowed: 3 Hours **Max. Marks :80 & 20 Internal Assessment**

**Credit:- 4**

**Instructions:**

1. No. of Questions to be set: 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
2. No. of Questions to be attempted : 05 .Question No. 01 is compulsory
3. All Questions will be of equal marks.

**Courses of Study:**

**Unit – 1** - **Copy writing & Typography** – Introduction, Role of Typography in Advertising, types of copy, copy formats : headlines, sub headlines, body copy etc.

**Unit – 2 –Marketing, Advertising & Market Research:** Nature and scope of Marketing, Advertising role in marketing, Types of market. Marketing channel of distribution, marketing mix, 4P’s of marketing: Packaging, Insurance, Transportation, Direct marketing. Consumer reaction, Motivational research, Brand image.

**Unit –3 - Print Advertising**:, Newspaper Advertisings, Magazine advertisements, Layout stages, Layout design principles. Role of photography & Drawings in Advertising, Window display, counter display, the age of a print, Major different printing techniques in brief: offset, letterpress, lithography, gravure or intaglio, screen printing, laser printing etc.

**Unit –4 –** **Ethics, Regulations and Social Responsibilities** – Taste and Advertising, Stereotyping in Advertising: Women in advertisement, racial and ethnic stereotypes, Advertising to children, Advertising controversial products & legal aspects of advertising. Copyright, Trade Mark etc.

**Note: - Internal Assessment 20% in each theory paper based on the following criteria:**

1. Two handwritten Assignments : 10%

(1st Assignment after one month & 2nd after two months)

(ii) One Class Test (One period duration) : 5%

(iii) Attendance : 5%

Marks for attendance will be given as under:-

(1) 91% onwards : 5 Marks (4) 70% to 74% : 2 Marks

(2) 81% to 90% : 4 Marks (5) 65% to 69% : 1 Marks

(3) 75% to 80% : 3 Marks

**Reading Books**

1. Contemporary Advertising: William F. Arens, Courtland L. Bovee.
2. Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
3. Advertising and Sales Promotion: S.H.H kazmi, Satish Batra.
4. Social Dimension of Advertising: S.S Kaptan.
5. Advertising theory and practice: C.H Sandage, Vernon Fryburger.
6. Advertising and Promotion AN IMC Approach, Shimp Cengage Learning India Pvt. Ltd., New Delhi
7. ekyoh;] —‘.k dqekj] vk/kqfud foKkiu] lkfgR; laxe izdk”ku] bykgkckn] 2007.
8. foKkiu \*rduhd ,oa fl}kUr\* % ujsUnz ;kno
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DETAILED SYLLABUS **(Practical)**

Examination: **M.A. (Second Semester)**

**Paper :MA-B-203**  **Visualization -Advertising Campaign**

Time Allowed :36 Hours

Max. Marks :300 (Examination-200, Sessional Work-100) Credit: 12

**Instructions:**

* Themes/Subject matters/topics will be of multiple choices.
* The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in a sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
* Internal examiner will evaluate the Sessional work.
* Tracing of illustration/Photography is not allowed in any assignment however slogan writing is allowed with tracing or screen printing.
* First three hours is strictly for visualization and planning of campaign Any kind of reference is not allowed during this period.

**Course of Study**

Advertising campaign in different media, mainly the product campaign social campaign. Analytical study of different product groups. Visuals to be based on the class of commodity and class of appeal.

**Note** :- The Students will have to prepare two assignments related to particular theme/topic (a product or a social or institutional theme.)

1. POSTER:

Size 20” x 30”

Medium : Poster color

1. Assignment as given by the examiner.

**Product Campaign - Minimum 12 Assignment**

* 1. logo \_ 1
  2. Letter head, Visiting Card, Envelope – 1 Set.
  3. Poster – 3
  4. Hoarding/Banner - 1
  5. Press Layout – 2
  6. Magazine Layout – 2
  7. Two Assignments according to the topic (Play card, Show card Cube, , cutout, Package, Dangler, counter display etc. Any- 2)
  8. Table calendar - 1
  9. One reference file.

Sketches – 500

DETAILED SYLLABUS **(Practical)**

Examination: **M.A. ( Second Semester)**

**Paper:-MA-B-** **204** **Computer Graphics and Photography**

Time: 24 hrs. Max. Marks : 300 (Examination-200 and Sessional -100)

Credit: 12

**Instructions:**

1. The Topics/Themes/Subject matters will be of multiple choices.
2. The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in a sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
3. The batches of students may formed according to the availability of studio/darkroom computer in the department.
4. Internal examiner will evaluate the Sessional work.
5. The student will have to submit one assignment for computer graphics given by the examiner. The photograph captured by the candidate should be used only.
6. The student will have to submit one photograph on given topic.

**Computer Graphics : Size (minimum- 8" x12") Photography : Minimum Size 8” x 12”**

**Course of Study:**

The students will have to prepare assignments on the given topic:

1. **Computer Graphics**: Knowledge of basic Computer Application and Knowledge of various software’s mainly Corel Draw, Adobe Page-Maker, Adobe Illustrator, Adobe Photoshop. Microsoft Power-point. Digital Manipulation & its use in advertisement.

**Total assignments for Sessional work** –one campaign (Minimum Ten Assignment per Campaign ie. Stationary Set, Layout, Poster).

1. **Photography**: Basic knowledge of photography and its various equipments and materials – application of photography in advertising. Various photographic assignments of cityscape, nature, portrait, experimental photography etc.

**Total assignment for Sessional work** – 6 in each category (i) composition (ii) Texture (iii) Digital Manipulation.

1. **Small Documentary /Commercial Movie- 1**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Applied Arts (Group B)**

**(w.e.f. the academic session 2017-18)**

Examination : **M.A. (Third Semester)**

**Paper:-MA-A-301 (Group A & B) Theory : History of Modern Indian Art**

***For Detail Syllabus and Instructions please See the syllabus of Group –A (MA-A-301)***

**Kurukshetra UniversityKurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Scheme of Examinations M.A. (FINE ARTS) Applied Arts (Group B)**

**(w.e.f. the academic session 2017-18)**

**DETAILED SYLLABUS (Practical)**

Examination: **M.A. (Third Semester)**

**Paper:-MA-B-302**  **Visualization -Advertising Campaign**

Max. Marks : Sessional-100 Credit: 4

**Instructions:**

1. Internal examiner will evaluate the Sessional work.
2. Tracing of illustration/Photography is not allowed in any assignment however slogan writing is allowed with tracing or screen printing.

**Course of Study**

Advertising campaign in different media, mainly the product campaign social campaign. Analytical study of different product groups. Visuals to be based on the class of commodity and class of appeal.

1.POSTER:

Size 20” x 30”

Medium : poster color/ pencil color/ crayon/pastel etc.

**Sessional Work**

1. **Social Campaign -12 Assignment**

Posters – 4

Layout – 1 Press + 2 Magazine= 3

Illustration – 2

Hoarding or Banner -1

Letter-Head, visiting card, Envelope – 1 each

**DETAILED SYLLABUS (Practical)**

Examination: **M.A. (Third Semester)**

**Paper:-MA-B-303** **Computer Graphics and Photography**

Max. Marks: Sessional -100 Credit : 04

**Instructions:**

1. The examiner will evaluate the work of examinee in last of the semester.
2. Internal examiner will evaluate the Sessional work.

**Computer Graphics**: Minimum Size- 8"x12", **Photography**: Minimum Size 8” x 12”

**Course of Study**

1. **Computer Graphics:** Advanced knowledge of Computer Applications and Knowledge of various software mainly Corel Draw , Adobe Page-Maker, Adobe Photoshop, Microsoft Power-Point etc. Application of computer graphics in advertising, computer photo retouching.

**Total Assignments for Sessional work:** One campaign per semester (12 Assignments minimum)

1. **Photography:** Advanced knowledge of photography and its various equipments and materials – application of photography in advertising, industrial & creative.

**Total Assignments for Sessional work:**  6 Assignments -Per category i) street Photography, ii) Product Photography, iii) Travel Photography

**3. Small Documentary /Commercial Movie- 1**

Examination : **M.A. (Fourth Semester)**

**Paper:-MA-A-401** **(Group A & B)** **Theory : History of Modern Indian Art**

***For Detail Syllabus and Instructions please See the syllabus of Group –A (MA-A-401)***

Examination: **M.A. (Third & Fourth Semester)**

**Paper:-MA-B-402 Dissertation**  Max. Marks: 100 Credit: 4

**Instructions**

Approval of subject and Synopsis presentation – August.

Presentation & Seminar - January.

Final submission – 31st March. (Three copies should be submitted positively before the commencement of the examination).

The evaluation of Dissertation and Viva-voce will be conducted by External & Internal Examiners.

**Course of Study**

* + 1. A critical and analytical aspect of Painting, Applied Arts , Sculpture, Graphics (Print Making) etc.
    2. A critical and analytical aspect of History of Art.
    3. Folk, Tribal Art and Popular form of Art.
    4. Concept of Aesthetics or Philosophy.
    5. Contemporary Artists.
    6. New trends in Contemporary Art.
    7. Any other new relevant topic including experimentation etc.

**DETAILED SYLLABUS (Practical)**

Examination: **M.A. (Fourth Semester)**

**Paper:-MA-B-403**  **Visualization -Advertising Campaign**

Time Allowed : 36 Hours Max. Marks :300 (Examination-200, Sessional-100)

Credit: 12

**Instructions:**

1. Themes/Subject matters/topics will be of multiple choices.
2. The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in a sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
3. Internal examiner will evaluate the Sessional work.
4. Tracing of illustration/Photography is not allowed in any assignment however slogan writing is allowed with tracing or screen printing.
5. First three hours is strictly for visualization and planning of campaign Any kind of reference is not allowed during this period.

**Course of Study**

Advertising campaign in different media, mainly the product campaign social campaign. Analytical study of different product groups. Visuals to be based on the class of commodity and class of appeal.

**Note** :- The Students will have to prepare Two Assignments related to particular theme/topic (a product or a social or institutional theme.)

1.POSTER:

Size 20” x 30”

Medium : Any Media

2. Assignment as given by the examiner.

**Sessional Work**

**1.Product Campaign -13 Assignment**

Logo -1

Posters -3

Hoarding or Banner -1

Layout – 1 Press Layout + 2 Magazine Layout - 3

Packaging Design – 1

Dangler, Show Cards, Folder/Catalogue etc. -Any -2

Pamphlet – 1

Table/wall Calendar -1

Letter-Head, visiting card, Envelope – 1 each

**DETAILED SYLLABUS (Practical)**

Examination: **M.A. ( Fourth Semester)**

**Paper:-MA-B-404** **Computer Graphics and Photography**

Time- Allowed: 24 hrs. Max. Marks :300 (Examination-200 & Sessional -100)

Credit : 12

**Instructions:**

1. The Topics/Themes/Subject matters will be of multiple choices.
2. The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in a sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
3. The batches of students may formed according to the availability of Studio/darkroom computer in the department and each batch will be allowed total 18 hours.
4. Internal examiner will evaluate the Sessional work.
5. The student will have to submit one assignment for computer graphics and one for photography.
6. Photographs used in Computer Graphic assignment should be captured only by the candidate.

**Computer Graphics**: Minimum Size- 8"x12", **Photography**: Minimum Size 8” x 12”

**Course of Study**

1. **Computer Graphics:** Advanced knowledge of Computer Applications and Knowledge of various software mainly Corel Draw , Adobe Page-Maker, Adobe Photoshop, Microsoft Power-Point etc. Application of computer graphics in advertising, computer photo retouching.

**Total Assignments for Sessional work:**  (i) One campaign per semester (12 Assignments minimum)

1. **Photography:** Advanced knowledge of photography and its various equipments and materials – application of photography in advertising, industrial & creative.

**Total Assignments for Sessional work:**  6 Assignments -Per category i) Architect photography ii) digital manipulation, iii) still life etc.

**Kurukshetra University, Kurukshetra**

**CHOICE BASED CREDIT SYESTEM (CBCS),**

**Fundamental of Visual Arts (OPEN ELECTIVE)**

Opted by Students from other departments of Indic Studies Faculty

**Semester- 2nd w.e.f. 2016-17**

**Examination:- Fundamental of Visual Art-I Max. Marks:- 50 Credit: 2**

**Paper No. MA-A-206**

**Max. Marks : 10 2 Assignments**

**Details of course works: (Theory)**

* Practice of Element of Art (Line, Form, Color, Tone, Texture, Shape etc.)
* Basic Introduction of Art, Fine Art, Types of Art, Definition Of Art

**Practical Max. Marks : 40 Time: 6 Hrs.**

1. Still Life- Object Drawing (Medium- Pencil, Pastel, Poster Colour)- ***Total no. of Assignment-2***

2. Nature Drawing -Tree Study, Animal Study etc. (Medium- Pencil, Poster, Pestle)-

***Total no. of Assignment-2***

3. Design- 2D, 3D, Letter writing (Medium- Poster Colure)- ***Total no. of Assignment-1***

4. Sketches – 20(Object/ Figure/ Nature etc.)

**Semester- 3rd w.e.f. 2017-18**

**Examination:- Fundamental of Visual Art-II Max. Marks: - 50 Credit: 2**

**Paper No. MA-A-305**

**Details of course works:**

**Theory Max. Marks : 10 (2 Assignments)**

* Study of Colors, Medium of Color, pen and ink, water Colour, Oil Colour and Acrylic colour
* Knowledge of Principal of Arts (Balance, Unity, Harmony, Contrast, Dominance etc.

**Practical Max. Marks : 40 Time: 06 Hours**

1. Copy from master Art -Indian and Western painter (Medium-Water Color, Poster Color)-

***Total no. of Assignment-2.***

1. Landscape Painting Outdoor And Indoor, Nature Study (Poster Colour, Water Colour, Pencil Colour,Oil Colour, Acrylic Colour)-***Total no. of Assignment-3.***
2. **Sketches: - 20** (Object/ Figure/ Nature etc.)

**Instructions:**

1. Themes/Subject matters/topics will be of multiple choices.
2. Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.