

**Scheme of MFA Examinations**  
**Applied Arts (Group B)**  
(w.e.f. the academic session 2011-12)

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

<b>Paper No</b>	<b>Nomenclature of the Paper</b>	<b>Max. Marks</b>	<b>Time Allowed</b>
		<b>Sessional Examination</b>	
Paper-I (Theory)	Aesthetic & Art Appreciation	--- 80 + 20 ( <i>Int Assmnt</i> )	3 Hrs
Paper-II (-do-)	Advertising Foundations and Dimensions	--- 80 + 20 ( <i>Int Assmnt</i> )	3 Hrs
Paper-III (Practical)	Visualization/Illustration /Photography	NO EXAM	
Paper-IV (-do-) (Practical & Oral)	Exhibition+Viva-voce+Seminar	NO EXAM	
Total =		--160 + 40 = <b>200</b>	<b>=200</b>

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

<b>Paper No</b>	<b>Nomenclature of the Paper</b>	<b>Max. Marks</b>	<b>Time Allowed</b>
		<b>Sessional Examination</b>	
Paper-I (Theory)	Aesthetic & Art Appreciation	--- 80 + 20 ( <i>Int Assmnt</i> )	3 Hrs
Paper-II(-do-)	Advertising Foundations and Dimensions	--- 80 + 20 ( <i>Int Assmnt</i> )	3 Hrs
Paper-III (Practical)	Visualization/Illustration /Photography	100	36 Hrs./36 Hrs. /18 Hrs.
Paper-IV (-do-) (Practical & Oral)	Exhibition+Viva-voce+Seminar	--- 100 (25+50+25)	--
Total =		100 + 360+40 =	<b>500</b>

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

**Scheme of MFA Examinations**  
**Applied Arts (Group B)**  
(w.e.f. the academic session 2012-13)  
**Examination : M.F.A. (Third Semester)**

<b>Paper No</b>	<b>Nomenclature of the Paper</b>	<b>Max. Marks</b>	<b>Time Allowed</b>
		<b>Sessional Examination</b>	
Paper-I (Theory)	Advertising Foundations and Dimensions	--- 80 + 20 (Int Assmnt)	3 Hrs
Paper-II	Dissertation	NO EXAM	
Paper-III (Practical)	Visualization/Illustration /Photography	NO EXAM	
Paper-IV (Practical & Oral)	Exhibition+Viva-voce+Seminar	NO EXAM	
Total =		<b>80+20 =</b>	<b>100</b>

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

<b>Paper No</b>	<b>Nomenclature of the Paper</b>	<b>Max. Marks</b>	<b>Time Allowed</b>
		<b>Sessional Examination</b>	
Paper-I (Theory)	Advertising Foundations and Dimensions.	--- 80 + 20 (Int Assmnt)	3 Hrs
Paper-II	Dissertation	-- 100	-----
Paper-III (Practical)	Visualization/Illustration /Photography	100 100	36 Hrs./36 Hrs. /18 Hours
Paper-IV (Practical & Oral)	Exhibition+Viva-voce+Seminar	-- 100 (25+50+25)	-----
Total =		<b>100 + 380+20 =</b>	<b>500</b>
<b>Grand Total of All Semesters</b>			<b>= 1300</b>

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

**MASTER OF FINE ARTS Applied Arts – Group B**  
**SYLLABUS (Theory)**  
**Examination: M.F.A (1<sup>st</sup> Semester)**

(w.e.f. the academic session 2011-12)

**Paper-I (Group B)                      Aesthetics and Art Appreciation**

**Instructions & Course of Study:**

Same as M.F.A. (Painting) Group A

**SYLLABUS (Theory)**

Examination : **M.F.A (1<sup>st</sup> Semester)**

**Paper-II (Group B)                      Advertising Foundations and Dimensions**

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

**Instructions:**

- (i) 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.
- (ii) No. of Questions to be attempted : 05 .Question No. 01 is compulsory
- (iii) 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.

**Unit – 2** – 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 – 3** - Modern advertising agencies and its structure, the Advertiser, The media vendors, Globalization, publicity, propaganda, public relations.

**Unit – 4 - Radio and T.V. Advertising, Internet advertising .Interactive Advertising similarities and differences among these medias, merits and demerits of these medias.**

**Note: - Internal Assessment 20% in each theory paper w.e.f. 2011-12 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 75% | : 2 Marks |
| (2) 81% to 90%  | : 4 Marks | (5) 65% to 70% | : 1 Marks |
| (3) 75% to 80%  | : 3 Marks |                |           |

### **Reading Books**

1. Packaging Design: Graphics , Material Technology – Steven Sonsino.
2. Sign Design : Graphics, Materials & Techniques – Mitzi Sims
3. Paste up for Graphic Arts Production – Kenneth F. Hird
4. Making a Good Layout – Lorisieber & Lisa Balla
5. Type in Use – Alex White
6. The Image and the Eye – E.H. Gombrich
7. Air Brushing and Photo Retouching – Brett Breckon
8. Applied Art Handbook – Prof. S.K. Luthra
9. Letter Assembly in Printing – D. Wooldridge
10. Graphic Designing end Reproduction Techniques – Peter Croy.
11. विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
12. विज्ञापन डिजाईन : नरेन्द्र यादव
13. विज्ञापन कला : एकेश्वर प्रसाद हटवाल
14. विज्ञापन : अशोक महाजन

**MASTER OF FINE ARTS**  
**Applied Arts – Group B**  
**(w.e.f. the academic session 2011-12)**  
**SYLLABUS (Theory)**

Examination : **M.F.A (2<sup>nd</sup> Semester)**

**Paper-I (Group B)**

**Aesthetics and Art Appreciation.**

Instructions and Course of Study:

**Same as M.F.A. (Painting) Group A**

**SYLLABUS (Theory)**

Examination : **M.F.A (2<sup>nd</sup> Semester)**

**Paper-II (Group B)**

**Advertising Foundations and Dimensions**

Time Allowed : 3 Hours

Max. Marks : 80 & 20 Internal Assessment

**Instructions:**

- (i) 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.
- (ii) No. of Questions to be attempted : 05 .Question No. 01 is compulsory
- (iii) All Questions will be of equal marks.

**Courses of Study:**

**Unit – 1** - Campaign planning, objectives and basic principles – Campaign objectives, Factors influencing the planning of advertising campaign. The selling methods, Campaigning a new product. Advertising Appeal, Role of Appeal in campaign planning.

**Unit – 2** - Creative side of the Advertising – What is creative Advertising, Creative leap, Creative concept, Strategy and Creativity, Creative thinking, Art direction, Creative brief. Science & Creativity.

**Unit – 3** - Decision about the message execution, Creating Print Advertising, Newspaper Advertisings, Magazine advertisements, Layout stages, Layout design principles.

**Unit –4** – Role of photography, Illustration & Drawings in Advertising, Window display, counter display, the age of a print etc.

**Note: - Internal Assessment 20% in each theory paper w.e.f. 2011-12 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 75% | : 2 Marks |
| (2) 81% to 90%  | : 4 Marks | (5) 65% to 70% | : 1 Marks |
| (3) 75% to 80%  | : 3 Marks |                |           |

### **Reading Books**

- (i) Packaging Design: Graphics , Material Technology – Steven Sonsino.
- (ii) Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- (iii) Paste up for Graphic Arts Production – Kenneth F. Hird
- (iv) Making a Good Layout – Lorisieber & Lisa Balla
- (v) Type in Use – Alex White
- (vi) The Image and the Eye – E.H. Gombrich
- (vii) Air Brushing and Photo Retouching – Brett Breckon
- (viii) Applied Art Handbook – Prof. S.K. Luthra
- (ix) Letter Assembly in Printing – D. Wooldridge
- (x) Graphic Designing end Reproduction Techniques – Peter Croy.
- (xi) विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- (xii) विज्ञापन डिजाईन : नरेन्द्र यादव
- (xiii) विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- (xiv) विज्ञापन : अशोक महाजन

**Master of Fine Arts**  
**Applied Arts (Group B)**  
**Syllabus (Practical)**

**Paper-III (Visualization/Illustration/Photography)**

Candidate admitted in M.F.A. (Applied Arts) will select any one of the following practical subjects for specialization in all semester.

- (i) Visualization **OR**
- (ii) Book Design & Illustration **OR**
- (iii) Photography

**For all streams of Applied Arts**

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

**Visualization (1<sup>st</sup> and 2<sup>nd</sup> Semester)**

**Paper - III**

Time Allowed : 36 Hours

Max. Marks : 200 (Sessional : 100 and Examination : 100)

Size : As per requirements.

Instructions:

- (i) 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.
- (ii) Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

**Course of study**

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

**Assignments :**

- (i) Execution of any 4 advertising campaign with report (*market survey & about your campaign*) on consumer's 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.)

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

(Minimum submission for the Project Work is 10 works.)

- (iii) One campaign in handwork. (Compulsory *with report*)
- (iv) Free hand sketching - 1000
- (v) A short documentary film, TV Commercial etc.
- (vi) Drawing – 20. (Full figure human study, portrait, animal study etc.)

### **Book Design & Illustration(1<sup>st</sup> and 2<sup>nd</sup> Semester)**

Paper - III

Time Allowed : 36 Hours

Max. Marks : 200 (Sessional : 100 and Examination : 100)

Size : As per requirements.

#### **Instructions:**

- (i) 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.
- (ii) Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

#### **Course of Study**

Illustrate any publications such as children story book or Educational book related with any of the appropriate medias including Print and in various techniques available. Knowledge of computer and software like Photoshop, Illustrator etc. to create illustration. Illustration for books meant for different age groups

- (i) Typography & Book Design.



- (ii) Story Illustration.
- (iii) Industrial Illustration.
- (iv) Press Illustration etc.

**Assignments :**

- (i) Minimum submission would be 5 illustrated books of at least 16 Pages each and 6 individual Assignments on various types of illustrations
- (ii) Free hand sketching - 1000
- (iii) Drawing – 20. (Full figure human study, portrait, animal study etc.)

**Photography (1<sup>st</sup> and 2<sup>nd</sup> Semester):**

**Paper - III**

Time Allowed : 18 Hours

Max. Marks : 200 (Sessional : 100 and Examination : 100)

Size : As per requirements.

Instructions:

- (i) 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.
- (ii) Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

**Course of Study**

Advance techniques of Photography, Development of Individual style, Different areas of Photography such as :

- (i) Product Photography
- (ii) Travel Photography
- (iii) Photography for advertising
- (iv) Creative photography (abstract, texture, architectural etc.)
- (v) Digital manipulation
- (vi) Black & White photography

**Assignment**

- (i) Number of Prints is minimum 35 in each Semester (Minimum Size: 12” x 18”)

- (ii) Free hand sketching - 1000
- (iii) Drawing – 20. (Full figure human study, portrait, animal study etc.)

**MFA Applied Arts (Group B)**  
**Paper IV : Exhibition , Viva Voce and Seminar**  
**(Practical and Oral)**

**Instructions, Course of Study**

- (i) Exhibition of his/her own art work done during 1<sup>st</sup> and 2<sup>nd</sup> Semester. Exhibition will be conducted at the end of 2<sup>nd</sup> semester.
- (ii) Review about art exhibitions.

**MASTER OF FINE ARTS**  
**Applied Arts – Group B**  
**(w.e.f. the academic session 2012-13)**  
**SYLLABUS (Theory)**

Examination : M.F.A (3<sup>rd</sup> Semester)

**Paper-I (Group B)**

**Advertising foundations and Dimensions**

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

**Instructions:**

- (i) 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.
- (ii) No. of Questions to be attempted : 05 .Question No. 01 is compulsory
- (iii) All Questions will be of equal marks.

**Courses of Study:**

**Unit –1** - Copy writing, Typography – Introduction, Role of Typography in Advertising. copy platform, types of copy, how to write good copy, copy formats : headlines, sub headlines, body copy etc.

**Unit –2** - Advertising and Marketing – Nature and scope of Marketing, Marketing plan, Advertising role in marketing, Types of market, The marketing concept and Relationship.

**Unit –3** -, Marketing channel of distribution, marketing mix, 4 P's of marketing: Packaging, Insurance, Transportation, Pricing. Direct marketing and its strategies.

**Unit –4** - Marketing and Market Research – Consumer reaction, Motivational research, Brand image, Integrated marketing Communication (IMC).

**Note: - Internal Assessment 20% in each theory paper w.e.f. 2011-12 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 75% | : | 2 Marks |
| (2) 81% to 90%  | : | 4 Marks | (5) 65% to 70% | : | 1 Marks |
| (3) 75% to 80%  | : | 3 Marks |                |   |         |

### **Reading Books**

- (i) Packaging Design: Graphics , Material Technology – Steven Sonsino.  
(ii) Sign Design : Graphics, Materials & Techniques – Mitzi Sims  
(iii) Paste up for Graphic Arts Production – Kenneth F. Hird  
(iv) Making a Good Layout – Lorisieber & Lisa Balla  
(v) Type in Use – Alex White  
(vi) The Image and the Eye – E.H. Gombrich  
(vii) Air Brushing and Photo Retouching – Brett Breckon  
(viii) Applied Art Handbook – Prof. S.K. Luthra  
(ix) Letter Assembly in Printing – D. Wooldridge  
(x) Graphic Designing end Reproduction Techniques – Peter Croy.  
(xi) विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव  
(xii) विज्ञापन डिजाईन : नरेन्द्र यादव  
(xiii) विज्ञापन कला : एकेश्वर प्रसाद हटवाल  
(xiv) विज्ञापन : अशोक महाजन

**MASTER OF FINE ARTS Applied Arts – Group B**  
**(w.e.f. the academic session 2012-13)**  
**SYLLABUS (Theory)**

Examination: M.F.A (4<sup>th</sup> Semester)

**Paper-I (Group B)**

**Advertising foundations and Dimensions**

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

**Instructions:**

- (i) 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.
- (ii) No. of Questions to be attempted : 05 .Question No. 01 is compulsory
- (iii) All Questions will be of equal marks.

**Courses of Study:**

**Unit –1** - Ethics, Regulations and Social Responsibilities – Taste and Advertising, Stereo typing in Advertising: women in advertisement, racial and ethnic stereotypes, Advertising to children.

**Unit –2** - Legal aspects of Advertising – Advertising controversial products & its legal aspects. Copyright, Trade Mark etc.

**Unit –3** - Status of Advertising Agents, Advertising contracts, Defamation, Slander of Goods.

**Unit –4** - Careers in advertising, Technical terms in advertising Influences of Art trends and trends in design. visual merchandising. The Industrial revolution and emergence of consumer society.

**Note: - Internal Assessment 20% in each theory paper w.e.f. 2011-12 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 75% | : 2 Marks |
| (2) 81% to 90%  | : 4 Marks | (5) 65% to 70% | : 1 Marks |
| (3) 75% to 80%  | : 3 Marks |                |           |

**Reading Books**

- (i) Packaging Design: Graphics , Material Technology – Steven Sonsino.
- (ii) Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- (iii) Paste up for Graphic Arts Production – Kenneth F. Hird

- (iv) Making a Good Layout – Lorisieber & Lisa Balla
- (v) Type in Use – Alex White
- (vi) The Image and the Eye – E.H. Gombrich
- (vii) Air Brushing and Photo Retouching – Brett Breckon
- (viii) Applied Art Handbook – Prof. S.K. Luthra
- (ix) Letter Assembly in Printing – D. Wooldridge
- (x) Graphic Designing and Reproduction Techniques – Peter Croy.
- (xi) विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- (xii) विज्ञापन डिजाईन : नरेन्द्र यादव
- (xiii) विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- (xiv) विज्ञापन : अशोक महाजन

**Master of Fine Arts (3<sup>rd</sup> and 4<sup>th</sup> Semesters)**  
**Paper II : (Group A, B & C)**  
**(Dissertation and viva voce)**

**Instructions**

The evaluation of viva voce (Dissertation) will be conducted by external examiner.

Synopsis presentation & approval of subject – August.

Presentation & Seminar - January.

Final submission – 31<sup>st</sup> March.

**Course of Study**

- (i) A critical and analytical aspect of 20<sup>th</sup> century's applied arts 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.

# Master of Fine Arts

## Applied Arts (Group B)

### Syllabus (Practical)

#### Paper-III (Visualization/Illustration/Photography)

Candidate admitted in M.F.A. (Applied Arts) will select any one of the following practical subjects for specialization in all semester.

- (iv) Visualization **OR**
- (v) Book Design & Illustration **OR**
- (vi) Photography

#### For all streams of Applied Arts

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

#### Visualization (3<sup>rd</sup> and 4<sup>th</sup> Semester)

Time Allowed : 36 Hours  
Max. Marks : 200 (Sessional : 100 and Examination : 100)  
Size : As per requirements.

Instructions:

- (i) 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.
- (ii) Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

#### Course of Study

Deeper understanding of market and marketing techniques (4 P's), concept building, building of brand image, creation of U.S.P.

#### **Assignments :**

- (i) Execution of any 3 advertising campaign with report (*market survey and about your campaign*) on consumer's 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.)

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

(Minimum submission for the Project Work is 10 works.)

- (iii) One campaign in handwork. (Compulsory *with report*)
- (iv) A short documentary film, TV Commercial etc.
- (v) Free hand sketching - 1000
- (vi) Drawing – 20. (Full figure human study, portrait, animal study etc.)

### **Book Design & Illustration(3<sup>rd</sup> and 4<sup>th</sup> Semester)**

#### **Paper - III**

Time Allowed : 36 Hours

Max. Marks : 200 (Sessional : 100 and Examination : 100)

Size : As per requirements.

Instructions:

- (i) 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.
- (ii) Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

#### **Course of Study**

Advance Study in illustration for Graphic Expression. Emphasis on forming of individual style of creating illustration, cartooning/caricature. Knowledge of computer and software like Photoshop, Illustrator etc. to create illustration.

Advance techniques in book illustration, Creation of Characters.

- (i) Typography & Book Design.
- (ii) Story Illustration.
- (iii) Editorial Illustration.
- (iv) Press Illustration etc.

#### **Assignments:**

- (i) Minimum submission would be 5 books with minimum 16 pages.



- (ii) Free hand sketching - 1000
- (iii) Drawing – 20. (Full figure human study, portrait, animal study etc.)

### **Photography (3<sup>st</sup> and 4<sup>th</sup> Semester):**

#### **Paper - III**

Time Allowed : 18 Hours

Max. Marks : 200 (Sessional : 100 and Examination : 100)

Size : As per requirements.

#### **Instructions:**

- (i) 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.
- (ii) Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

#### **Course of Study**

Advance techniques of Photography, Development of Individual style, Different areas of Photography such as :

- (i) Press Photography
- (ii) Photo Essay / Photo series.
- (iii) Photo Illustration
- (iv) Photography for advertising.
- (v) Fashion photography.
- (vi) Digital manipulation
- (vii) Black & White photography

#### **Assignment**

- (i) Number of Prints is minimum 35 in each Semester. (Minimum Size: 12” x 18”)
- (ii) Free hand sketching - 1000
- (iii) Drawing – 20. (Full figure human study, portrait, animal study etc.)

## **MFA Applied Arts (Group B)**

### **Paper IV : Exhibition , Viva Voce and Seminar**

#### **(Practical and Oral)**

#### **Instructions, Course of Study**

- (i) Exhibition of his/her own art work done during 3<sup>rd</sup> and 4<sup>th</sup> Semester. Exhibition will be conducted at the end of 4<sup>th</sup> semester.**
- (ii) Review about art exhibitions.**