

Scheme of Examination of M.A. (Fine Arts),
Applied Arts (Group B)
(w.e.f. the academic session 2011-12)
Examination: M.A. (1st Semester)

Paper No	Nomenclature of the Paper	Max. Marks		Time Allowed
		Sessional	Examination	
Paper-I (Theory)	History of Modern Western Art	---	80 + 20 (<i>Int Assmnt</i>)	3 Hours
Paper-II (Theory)	Advertising Foundations and Dimensions	---	80+ 20 (<i>Int Assmnt</i>)	3 Hours
Paper-III (Practical)	Visualization – Advertising Campaign		NO EXAM	
Paper-IV (Practical)	Computer Graphics and Photography		NO EXAM	
Total		--	160+40	=200

Examination: M.A. (2nd Semester)

Paper No	Nomenclature of the Paper	Max. Marks		Time Allowed
		Sessional	Examination	
Paper-I (Theory)	History of Modern Western Art	---	80 + 20 (<i>Int Assmnt</i>)	3 Hours
Paper-II (Theory)	Advertising Foundations and Dimensions	---	80 + 20 (<i>Int Assmnt</i>)	3 Hours
Paper-III (Practical)	Visualization – Advertising Campaign	50	100	36 Hours
Paper-IV (Practical)	Computer Graphics and Photography	50	100	30 Hours
Total		100	+ 360+40	= 500

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

Scheme of Examination of M.A. (Fine Arts)

Applied Arts (Group B)

(w.e.f. the academic session 2012-13)

Examination: M.A. (3rd Semester)

Paper No	Nomenclature of the Paper	Max. Marks		Time Allowed
		Sessional	Examination	
Paper-I (Theory)	Advertising foundations and Dimensions	---	80 + 20 (<i>Int Assmnt</i>)	3 Hours
Paper-II (Practical)	Visualization – Advertising Campaign		NO EXAM	
Paper-III (Practical)	Computer Graphics and Photography		NO EXAM	
Paper-IV	Dissertation & Viva-Voce		NO EXAM	
Total		--	80+20	= 100

Examination: M.A. (4th Semester)

Paper No	Nomenclature of the Paper	Max. Marks		Time Allowed
		Sessional	Examination	
Paper-I (Theory)	Advertising foundations and Dimensions	---	80 + 20 (<i>Int Assmnt</i>)	3 Hours
Paper-II (Practical)	Visualization – Advertising Campaign	50	100	36 Hours
Paper-III (Practical)	Computer Graphics and Photography	50	100	30 Hours
Paper-IV	Dissertation & Viva-Voce	--	100	-----
Total		100	+ 380+20	= 500

Grand Total of All Semesters = 1300

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

M.A. (Fine Arts), Applied Arts (Group B)
Examination : M.A. (1st Semester)
(w.e.f. the academic session 2011-12)

DETAILED SYLLABUS (Theory)

Paper-I

Time Allowed: 3 Hours

History of Modern Western Art

Max. Marks : 80

20 Internal Assessment

Instructions & Courses of Study:

Same as M.A. (Fine Arts), Drawing and Painting Group A

Paper-II

Time Allowed: 3 Hours

Advertising foundations and Dimensions

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

M.A. (Fine Arts), Applied Arts (Group B)

**Examination : M.A. (2nd Semester)
(w.e.f. the academic session 2011-12)**

DETAILED SYLLABUS (Theory)

Paper-I

Time Allowed : 3 Hours

Paper : **History of Modern Western Art**

Max. Marks : 80

20 Internal Assessment

Instructions & Courses of Study:

Same as M.A. (Fine Arts), Drawing and Painting Group A

Paper-II

Time Allowed : 3 Hours

Paper : **Advertising foundations and Dimensions**

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

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
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13. विज्ञापन कला : एकेश्वर प्रसाद हटवाल
14. विज्ञापन : अशोक महाजन

M.A. (Fine Arts), Applied Arts (Group B) **Examination : M.A. (1st and 2nd Semester)**

DETAILED SYLLABUS (Practical)

Paper-III

Visualization (Advertising Campaign)

Time Allowed :

36 Hours

Max. Marks :

150 (Examination-100 and Sessional Work-50)

Instructions:

- (i) One layout and one poster and Logo design will have to be prepared on given topics.
- (ii) 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.
- (iii) Internal examiner will evaluate the Sessional work.

Course of Study

Students will have to prepare the following items as one advertising campaign/theme

- i) Layout Design - Size 8" x 12"
Medium : Any media
- ii) Poster Design - Size 20" x 30"
Medium : Any medium
- iii) Logo Design - Size 4" x 4"

Sessional Work

(a) Social Campaign

- i. Logo - 1
- ii. Posters - 4
- iii. Press Layout - 3
- iv. Magazine Layout - 3
- v. Illustration - 3

(b) Product Campaign

- i. Poster - 3
- ii. Press Layout - 2
- iii. Magazine Layout - 3
- iv. Logo, Letter head, Visiting Card - One each etc.
- v. Two items according to the topic (Play card, Show card etc.)

One reference file.

Sketches - 500 in each semester.

*The Sessional work shall be evaluated on weekly basis.

M.A. (Fine Arts), Applied Arts (Group B) **Examination : M.A. (1st and 2nd Semester)**

DETAILED SYLLABUS (Practical)

Paper-IV

Computer Graphics and Photography

Max. Marks : 150 (Examination-100 and Sessional Work-50)

Instructions:

- (i) The Topics/Themes/Subject matters will be of multiple choices.
- (ii) 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.
- (iii) 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.
- (iv) Internal examiner will evaluate the Sessional work.

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
 - (2) 81% to 90% : 4 Marks
 - (3) 75% to 80% : 3 Marks
 - (4) 70% to 75% : 2 Marks
 - (5) 65% to 70% : 1 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

M.A. (Fine Arts), Applied Arts (Group B)
Examination: M.A. (4th Semester)
(w.e.f. the academic session 2012-13)

DETAILED SYLLABUS (Theory)

Paper-I

Theory: **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

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
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M.A. (Fine Arts), Applied Arts (Group B)

Examination: M.A. (3rd and 4th Semester)

DETAILED SYLLABUS (Practical)

Paper-II

Visualization (Advertising Campaign)

Time Allowed : 36 Hours

Max. Marks : 150 (Examination-100 and Sessional Work-50)

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.

Course of Study

Advertising campaign in different media mainly the product campaign and social campaign.

Note :- The Students will have to prepare three items, related with a particular theme/topic (a product or a social or institutional theme.)

- (i) POSTER:

- Size 20" x 30"
Medium : Any Media
- (ii) LAYOUT:
Size 8" x 12"
Medium : Any media
- (iii) Assignment as given by the examiner.

Sessional Work

- 1) Product Campaign
Posters -4
Layout – 5 (3 Press and 2 Magazine)
Packaging Design – 2
Dangler -1
Show Cards – 1
Folder/Catalogue -1
Pamphlet – 1
Calendar -1 (Table/Wall)
Monogram, Trademarks, Logo, Insignia, Letter-Head,
Envelope – 2 each
- 2) Social Campaign
Posters – 3
Layout – 2 (Press) + 2 (Magazine)
Illustration – 2
Hoarding Or Banner -1
- 3) Sketches – 250 & 10 portraits + Figure study.
- 4) Workshop
Multimedia Illustration, Photography, Computer Graphics etc.
- 5) Field Work
Industrial Visit, Market Research, Movement etc.
- 6) Solo display of Campaign work.
- 7) Use of Photography and computer graphics is allowed.

*The Sessional work shall be evaluated on weekly basis.

M.A. (Fine Arts), Applied Arts (Group B) **Examination: M.A. (3rd and 4th Semester)**

DETAILED SYLLABUS (Practical)

<u>Paper-III</u>	<u>Computer Graphics and Photography</u>
Max. Marks :	150 (Examination-100 and Sessional Work-50)

Instructions:

- (i) The Topics/Themes/Subject matters will be of multiple choices.
- (ii) 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.

- (iii) 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.
- (iv) Internal examiner will evaluate the Sessional work.
- (v) The student will have to submit one assignment for computer graphics given by the examiner.
- (vi) The student will have to submit two photographs on given topic.
- (vii) Photographs used in Computer Graphic assignment should be captured only by the candidate.

Computer Graphics: Size (According to assignments) Time Allowed: 30 Hours
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 (10 Assignments minimum)
2. **Photography:** Advanced knowledge of photography and its various equipments and materials – application of photography in advertising, industrial & creative.
Total Assignments for Sessional work: 30 Assignments - Per Semester (Fashion Photography, Product Photography, and Photo for illustration/Story-Board, Photo Essay (based on a particular social or productive theme), photography for Journalism, Travel Photography and Architect photography).

*The Sessional work shall be evaluated on weekly basis.

Master of Arts (Fine Arts) Group B **3rd and 4th Semesters** **Paper IV: (Group A & B)** **(Dissertation and viva voce)**

Max Marks: 100

Instructions

The evaluation of viva voce (Dissertation) will be conducted by external examiner.
Synopsis presentation & approval of subject – August.
Presentation & Seminar - January.
Final submission – 31st March.

Course of Study

- i. A critical and analytical aspect of 20th century with special reference to folk, tribal art and popular form of art.
- ii. Concept of Aesthetics or Philosophy.
- iii. Any other new relevant topic including experimentation.