

# **KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**MA FINE ARTS**

**IN THE FACULTY OF INDIC STUDIES**

**SCHEME AND SYLLABUS**

**(Based on CBCS-LOCF Pattern)**

**In Phased Manner Campus Course**



**DEPARTMENT OF FINE ARTS**

# **VISION AND MISSION OF THE DEPARTMENT**

## **Vision**

To be recognized as Centre of Excellence in Fine Arts in Teaching & Research while ensuring quality result in field of Creative and Research.

## **Mission**

To conserve and propagate all area of art and art History and imbibing the latest advances in the field of Fine Arts.

**Kurukshetra University Kurukshetra**  
(“A+” Grade, NAAC Accredited)  
**Department of Fine Arts**  
**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Scheme of Examinations M.A.**  
(w.e.f. the academic session 2020-21)

**Program Outcome(P.O) for Post Graduate Courses of faculty of Indic Studies.**

1. Scientific & Logical knowledge of ancient Indian wisdom.
2. Enhancing knowledge of Indian art & cultural traditions.
3. Knowledge of vedic, medieval & modern Philosophies.
4. Inculcation of nationalism and other moral values.
5. Enhancing mental relaxation and peace by adopting prayer, chanting, yoga and meditation.
6. Preservation of Indian arts & heritage by using modern technology.
7. To impart knowledge of different sanskaras & philosophies.
8. Imparting knowledge of folk traditions in different disciplines of the faculty.
9. Developing aesthetics, creativity & skills like singing, painting, dancing.
10. Improving the emotional intelligence through Geeta.

**Program Specific Outcome(PSO,s) for M.A.**

The program outcomes (PSO) are the statement of competencies/abilities. PSOs are the statement that describes the knowledge and the abilities the post-Graduate have by the end of program studies.

**PSO1:** The detailed function knowledge of Theoretical, Historical and experimental aspects of Fine Arts.

**PSO2:** To integrate the gained knowledge with various contemporary and evolving areas in Fine Art like Visualization, painting, Advertisement, Sculpture, Graphic(Printmaking), Photography.

**PSO3:** To understand, analyze, plan and implement practical knowledge of art with developing Artistic skill & concept.

**PSO4:** Provide opportunities to excel in academics, research or Industry

## Department of Fine Arts

### Kurukshetra University Kurukshetra

("A+" Grade, NAAC Accredited)

CHOICE BASED CREDIT SYESTEM (CBCS)

Scheme of Examinations M.A. (FINE ARTS) Drawing & Painting/Applied Art

(w. e. f. the academic session 2020-21)

### First Semester

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks				Total Marks	Credit	Duration of Exam (in Hours)
					Contact Hours per Week		Theory & Practical				
					T	P	Internal Asst.	Examination			
MAFA-101	History of Modern Western Art	Drawing & Painting/ Applied Art	Theory	Core	04	-	20	80	100	04	03
MAFA-102	Aesthetics and Art Appreciation	Drawing & Painting	Theory	Core	04	-	20	80	100	04	03
MAFA-103	Advertising Foundation	Applied Art	Theory	Core	04	-					
MAFA-104	Portrait Study	Drawing & Painting	Practical	Core	-	24	100	200	300	12	18
MAFA-105	Computer Graphics & Photography	Applied Art	Practical	Core	-	24					
MAFA-106	Advance Composition	Drawing & Painting	Practical	Core	-	24	100	200	300	12	18
MAFA-107	Advertising Campaign	Applied Art	Practical	Core	-	24					
							<b>Total Marks/ Credits</b>		<b>800</b>	<b>32</b>	

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 CHOICE BASED CREDIT SYESTEM (CBCS)  
 Scheme of Examinations M.A. (FINE ARTS) Drawing & Painting/Applied Art  
 (w. e. f. the academic session 2020-21)

**Second Semester**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks				Total Marks	Credit	Duration of Exam (in Hours)	
					Contact Hours per Week		Theory & Practical					
					T	P	Internal Asst.	Examination				
MAFA-201	History of Modern Western Art	Drawing & Painting & Applied Art	Theory	Core	04	-	20	80	100	04	03	
MAFA-202	Aesthetics and Art Appreciation	Drawing & Painting	Theory	Core	04	-	20	80	100	04	03	
MAFA-203	Advertising Foundation	Applied Art										
MAFA-204	Portrait Study	Drawing & Painting	Practical	Core	-	24	100	200	300	12	18	
MAFA-205	Computer Graphics & Photography	Applied Art	Practical	Core	-	24						
MAFA-206	Advance Composition	Drawing & Painting	Practical	Core	-	24	100	200	300	12	18	
MAFA-207	Advertising Campaign	Applied Art	Practical	Core	-	24						
MAFA-208	Graphics Design -I/ Pictorial Composition-I/Clay Modelling-I/Relief composition-1	Drawing & Painting & Applied Art	Practical	Elective	-	-	-	50	50	02	06	
MAFA--209	Fundamental of Visual Art-I	Drawing & Painting & Applied Art	Theory & Practical	Open Elective	-	-	10	40	50	02	06	
							<b>Total Marks/ Credits</b>		<b>900</b>	<b>36</b>		

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 CHOICE BASED CREDIT SYSTEM (CBCS)  
 Scheme of Examinations M.A. (FINE ARTS) Drawing & Painting/Applied Art  
 (w. e. f. the academic session 2021-22)

**Third Semester**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks				Total Marks	Credit	Duration of Exam (in Hours)	
					Contact Hours per Week		Theory & Practical					
					T	P	Internal Asst.	Examination				
MAFA-301	History of Modern Indian Art	Drawing & Painting & Applied Art	Theory	Core	04	-	20	80	100	04	03	
MAFA-302	Life Study	Drawing & Painting	Practical	Core	04	-	100	200	300	12	18	
MAFA-303	Computer Graphics & Photography	Applied Art										
MAFA-304	Creative Composition	Drawing & Painting	Practical	Core	-	24	100	200	300	12	18	
MAFA-305	Visualization	Applied Art	Practical	Core	-	24						
MAFA-306	Graphics Design – II/ Composition – II/Clay Modelling- II/Intaglio Composition-II	Drawing & Painting & Applied Art	Practical	Elective	-	-	50	-	50	02	06	
MAFA-307	Fundamental of Visual Art-II	Drawing & Painting & Applied Art	Theory & Practical	Open Elective	-	-	10	40	50	02	06	
							<b>Total Marks/ Credits</b>		<b>800</b>	<b>32</b>		

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CHOICE BASED CREDIT SYSTEM (CBCS)

Scheme of Examinations M.A. (FINE ARTS) Drawing & Painting/Applied Art  
(w. e. f. the academic session 2022)

**Fourth Semester**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks				Total Marks	Credit	Duration of Exam (in Hours)	
					Contact Hours per Week		Practical					
					T	P	Internal Asst.	Examination				
MAFA-401	History of Modern Indian Art	Drawing & Painting & Applied Art	Theory	Core	04	-	20	80	100	04	03	
MAFA-402	Dissertation	Drawing & Painting & Applied Art	-	Core	-	-	-	100	100	04	-	
MAFA-403	Life Study	Drawing & Painting	Practical	Core	24	-	100	200	300	12	18	
MAFA-404	Computer Graphics & Photography	Applied Art	Practical	Core	24							
MAFA-405	Creative Composition	Drawing & Painting	Practical	Core	24	-	100	200	300	12	18	
MAFA-406	Visualization	Applied Art	Practical	Core	24							
							<b>Total Marks/ Credits</b>		<b>800</b>	<b>32</b>		
<b>Grand Total of All Semester (Total Marks = 3300, Total Credit =132)</b>												

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**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting /Applied Art**  
**(w. e. f. the academic session 2020-21)**

**First Semester**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Theory & Practical				
					Internal Asst.	Examination			
MAFA-101	History of Modern Western Art	Drawing & Painting/ Applied Art	Theory	Core	20	80	100	04	03

**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.

**Course Objectives:**

To develop a critical understanding of western art from the 18<sup>th</sup> century onwards. Analytical study of some of the prominent artists of the West. Introduction to Modern Western Art.

**Course Outcomes:**

After completing the course, the student will get to know

**MAFA.101.1** Trace the development of Modern Western art from the 18<sup>th</sup>centaury to 20<sup>th</sup> century.

**MAFA.101.2** Develop a critical understanding of western Art Movements and its relevance and impact on art.

**MAFA.101.3** Critical understanding of the art work of some of the seminal/prominent artists and their contributions to modern art.

**MAFA.101.4** Develop a critical understanding of History of Western Art and its relevance and impact on art.

**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 Mamet, Edgar Degas, Auguste Renoir. Post-impersonism: Georges Seurat, Paul Cezanne, Paul Gauguin, Vincent Van Gough, Camille Pissarro.

**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

- a. Die Brucke: Leslie Kirchner, Emil Nolde.
- b. Der Blaue Reiter: Wassily Kandinsky, Paul Klee, Franz Marc.
- c. Figurative Expressionist: Oskar Kokoschka.

**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. Deymatie : Fauvism (good introduction also in Encyclopedia of World Art.)
2. Crespelle – The Fauves.
3. Razañl, 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. Madsen – Art Nouveau.
12. Golding – Cubism: A history and analysis – See Also : Cubism and Futurism in Encyclopedia of World Art.
13. Rosenblum – Cubism and 20<sup>th</sup> Century Art.
14. Selz : German Expressionism. For Expressionism See Also Encyclopedia of World Art.
15. Ritchie – German 20<sup>th</sup> Century Art – Museum of Modern Art.
16. Barr – Fantasio Art; Dada and Surrealism.
17. Scuphor – Dictionary of Abstract Art.
18. Motherwell Dada Poets and Painters (Anthology of Dada Writings).
19. Marcel Jean – A History of Surrealist Painting (Comprehensive Study)
20. Herbert Read – Surrealism (Mainly documents)
21. Rubin – Dada & Surrealism.
22. F. Pepper – Kinetic Art.

#### CO-PO mapping matrix for the course MAFA-101 ( History of Modern Western Art)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	0	1	1	2	2	0
CO2	3	2	2	2	0	0	1	2	2	0
CO3	3	2	2	2	0	1	1	2	2	0
CO4	3	2	2	2	0	0	1	2	2	0
Average	03	02	02	02	0	0	01	02	02	0

**CO-PSO mapping matrix for the course MAFA-101 ( History of Modern Western Art)**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	3
CO2	3	3	2	3
CO3	3	3	3	2
CO4	3	3	3	3
Average	03	2.75	2.75	2.75

**Department of Fine Arts**  
**Kurukshetra University Kurukshetra**  
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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting**  
**(w. e. f. the academic session 2020-21)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Theory				
					Internal Asst.	Examination			
MAFA-102	Aesthetics and Art Appreciation	Drawing & Painting	Theory	Core	20	80	100	04	03

**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.

**Course Objectives:**

To develop a critical understanding of Aesthetics and Art Appreciation. Analytical study of some of the prominent Indian Philosophers.

**Course Outcomes:**

After completion of course student will be able to:

- MAFA.102.1** Introduction and effective knowledge of art and aesthetics, for carrier development/ art appreciation.
- MAFA.102.2** Critical understanding of Indian Vedic Philosophy and Literature and its relevance to art.
- MAFA.102.3** To develop a keen insight into the contribution of Indian Philosophy in development of art in India.
- MAFA.102.4** Develop a critical understanding of Indian philosophy of art and aesthetics and its relevance to Indian art.

## Course of Study

### Unit-I

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

### Unit-II

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

### Unit-III

Concept of Rasa, Rasanubhuti , Ras Nishpatti, Bharat Lollat, Sankhya , Bharat Muni, AbhinavGupt (including types and components of Rasa),

### Unit-IV

Concept of Shadanga, Alankar: Bhamak, Dhawani Sidhant : Anad Vardhan, Auchitya: Kasmendra, Riti: Vaman.

**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 – RekhaJhanji
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 – NiharRanjan Ray
10. Aesthetic Theory and Art – Ranjan K. Ghosh
11. Mimesis as Make – Believe – Aurther Danto
12. jfl)kUr ,oalkSUn;Z"kkL= % MkW0 uxsUnz
13. dykvkSjlksUn;Z % ljsUnzckjfyaxs
14. Hkkjrh; lksUn;Z"kkL= % jke y[ku "kqDy
15. jfl)kUrvkSjlksUn;Z"kkL= % fueZytSu
16. dykleh{kk % fxfjktfd"kkjv"kkkd
17. lksUn;ZrRo % lqjsUnzukFknklxqlr
18. lksUn;Z"kkL= % jk- e- ikV.kdj
19. Hkkjrh; n"kJZu % ,- ,u- nkxlqlrk
20. n"kJZu fnXn"kJZu % jkgqylkad`Rr;k;u
21. Hkkjrh; lksUn;Z"kkL= dh Hkwfedk % MkW0 uxsUnz
22. dykfoospu % dqekjfoey
23. Hkkjrh; lksUn;Z"kkL= dkrkfRodfoospu ,oao.kZu % jke y[ku "kqDy
24. Lkk/kkj.khdj.kvkSjlksUn;ZuqHkwfr ds izeq[k fl)kUr % izsedkUrV.Mu
25. lksUn;Z"kkL= ds rRo % dqekjfoey
26. lksUn;Z"kkL= & MkW0 izsekfeJk

**CO-PO mapping matrix for the course MAFA-102 (Name of the Course: Aesthetics and Art Appreciation)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	2	2	3	2	3	1
CO2	3	2	3	2	2	2	3	2	3	1
CO3	3	2	3	2	2	1	2	2	3	1
CO4	3	2	3	2	3	1	3	2	3	1
Average	03	02	03	02	2.25	01	2.75	02	03	01

**CO-PSO mapping matrix for the course MAFA-102 (Name of the Course: Aesthetics and Art Appreciation)**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	3
CO2	2	2	2	3
CO3	3	3	3	3
CO4	2	2	2	2
Average	2.5	2.25	2.5	2.75

**Department of Fine Arts**  
**Kurukshetra University Kurukshetra**  
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**CHOICE BASED CREDIT SYSTEM (CBCS) Outcome based education**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Applied Arts**  
 (w.e.f. the academic session 2020-21 onwards)

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Theory				
					Internal Asst.	Examination			
MAFA-103	Advertising Foundation	Applied Arts	Theory	Core	20	80	100	04	03

**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.

**COURSE OUTCOME** - after the completion of this course the students will get-

**MAFA 103.1** Ability to use the historical and contemporary media as an extension to creative explorations.

**MAFA 103.2** Capable to develop a critical understanding about the current development in information technology and its impact on advertising.

**MAFA 103.3** Ability to utilize the art and advertising theory interface for creative outcomes.

**MAFA 103.4** Develop a critical, aesthetic and structural understanding of a photographic image.

### **Courses of Study:**

**Unit 1 - Introduction to Advertising** – Define Advertising, Origin and growth of modern advertising. Types of Advertising, Functions of Advertising, **Trademark:** Logo/ Logotype, signature, seal, Monogram, Symbol, Emblem, Insignia, **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, Truth in advertising, Advertising tries to raise the standard of living.

**Unit 2 - Creative side of the Advertising** – creative Advertising, Creative concept & Creative leap, Creative brief and big Idea, Creative Strategy, Creative thinking, Visual thinking. Art direction and its functions. U.S.P.

**Unit 3 - Campaign planning, objectives and basic principles** – Campaign objectives & Types, Factors influencing the planning of advertising campaign. The selling methods, Advertising Appeal. Modern advertising agencies and its structure, the Advertiser, The target audience, Publicity, Propaganda. Radio & T.V. advertising and Jingles, Interactive Advertising.

**Unit 4 - Photography:** Introduction, brief history and meaning. Role of photography in Advertising. Photographers of India; Raja Deen Dyal, Raghu Rai, Sudharak Olwe. Hardesh Dhingra, Prabudha Das Gupta, Prashant Godbole.

**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 Books**

1. Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
2. Advertising and Sales Promotion: S.H.H kazmi, Satish Batra.
3. Social Dimension of Advertising: S.S Kaptan.
4. Advertising theory and practice: C.H Sandage, Vernon Fryburger.

5. Advertising and Promotion AN IMC Approach, Shimp Cengage Learning India Pvt. Ltd., New
6. Delhi Contemporary Advertising: William F. Arens, Courtland L. Bovee.
7. foKkiu \*rduhd ,oa fl}kUr\* % ujsUnz ;kno
8. foKkiu fMtkbZu % ujsUnz ;kno
9. foKkiu dyk % ,ds'oj izlkn gVoky
10. foKkiu % v'kksd egktu

**Mapping Matrix:**

**CO-PO mapping matrix for the course MAFA-103 (Name of the Course: Advertising Foundation)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	0	1	1	2	0	1	3	0
CO2	1	2	0	1	1	3	0	1	3	0
CO3	1	2	0	1	1	2	0	1	3	0
CO4	1	2	0	1	1	2	0	1	3	0
Average	01	02	0	01	01	2.25	0	01	03	0

**CO-PSO mapping matrix for the course MAFA-103 (Name of the Course: Advertising Foundation)**

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3
CO2	3	2	3	3
CO3	2	3	3	2
CO4	3	3	3	3
Average	2.5	2.75	03	2.75

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**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting**  
 (w. e. f. the academic session 2020-21)

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-104	Portrait Study	Drawing & Painting	Practical	Core	100	200	300	12	18

**Instructions:**

- (i) The examiner will evaluate the work of examinee at the end of semester

- (ii) Internal examiner will evaluate the Sessional work.

### Course Objectives:

The course encourages the students to learn human anatomy and drawing. The course offers opportunities to develop independent artistic thinking and aptitude for a rigorous studio practice.

### Course Outcomes:

After completion of course student will be able

- MAFA.104.1** Draw /Study of live model, in details of Bones, Masses Face and full human body, expression of faces, dynamism of human figure etc.
- MAFA.104.2** To Develop personal style of drawing in different mediums and Human Expressions.
- MAFA.104.3** Ability to explore diversity of conceptual and aesthetic approaches, styles and techniques.
- MAFA.104.4** Ability to demonstrate a sustained artistic engagement with supportive elements.

### Course of Study:

Study of Portrait in different mediums.

### Examination

Minimum Size : Portrait Study

Size: 18" x 24"

Medium: Oil, Acrylic, Colors, Mix Media etc. on Canvas.

Duration of Exam: 18 Hours

### Instructions

- 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 Seasonal work

### Sessional Work

- No. of Assignments on Canvas : 04 (Portrait Study 18" x 24")
- Colour Sketches : 20
- Sketches : 250

### CO-PO mapping matrix for the course MAFA-104 (Name of the Course: Portrait Study)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	2	2	1	2	3	1
CO2	3	2	2	2	2	2	1	2	3	1
CO3	3	3	1	2	2	1	1	2	3	1
CO4	3	2	2	1	2	2	1	2	3	1
Average	03	2.25	1.5	1.5	02	1.75	01	02	03	01

### CO-PSO mapping matrix for the course MAFA-104 (Name of the Course: Portrait Study)

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	3
CO2	2	3	3	3
CO3	3	3	3	3
CO4	2	2	2	3

Average	2.5	2.5	2.75	03
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 ("A+" Grade, NAAC Accredited)  
**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Applied Arts**  
**(w. e. f. the academic session 2020-21)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-105	Computer Graphics & Photography	Applied Arts	Practical	Core	100	200	300	12	18

**Instructions:**

- (i) The examiner will evaluate the work of examinee in the end of the semester.
  - (ii) Internal examiner/committee will evaluate the Sessional work/internal assessment.
- Computer Graphics: Size (Minimum- 8" x12") Photography: Minimum Size 8" x 12"

**COURSE OUTCOME** - after the completion of this course the students will get-

- MAFA 105.1** Creative use of new mediums such as Digital photography, digital image, text, audio, video etc.
- MAFA 105.2** Ability to use of design technology including software programs, camera and other digital resources.
- MAFA 105.3** Ability to explore photography beyond its conventional limits.
- MAFA 105.4** Technical proficiency to use various tools and applications of computer graphics.

**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 Adobe Illustrator/ Corel Draw, Adobe Photoshop, Adobe Page-Maker, Microsoft Power-point. Digital Manipulation & its use in advertisement.  
**Total assignments for Sessional work** –one campaign (Minimum 10 Assignment per Campaign. Minimum Size of assignments can be decided after the discussion with concern teacher.
2. **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** – Minimum 6 in each category (i) Still Life (ii) Portrait (iii) Landscape (iv) Street photography.
3. **Small Documentary /Commercial Movie- 1**



**CO-PO mapping matrix for the course MAFA-105 (Name of the Course: Computer Graphics & Photography)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	2	2	3	1	1	3	0
CO2	2	1	1	2	2	3	1	1	3	0
CO3	2	2	1	1	2	3	1	1	3	0
CO4	2	1	1	2	2	3	1	1	3	0
Average	02	1.5	01	1.75	02	03	01	01	03	0

**CO-PSO mapping matrix for the course MAFA-105 (Name of the Course: Computer Graphics & Photography)**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	2
CO2	2	3	3	3
CO3	3	3	3	2
CO4	2	2	2	3
Average	2.5	2.75	2.75	2.5

**Department of Fine Arts**

**Kurukshetra University Kurukshetra**

("A+" Grade, NAAC Accredited)

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting  
(w. e. f. the academic session 2020-21)**

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-106	Advance Composition	Drawing & Painting	Practical	Core	100	200	300	12	18

**Course Objectives:**

The course encourages students to develop a critical and artistic temperament. The course offers opportunities to develop independent artistic thinking and aptitude for a rigorous studio practice.

**Course Outcomes:**

After completion of course student will be able

**MAFA.106.1** Ability to display critical awareness of art history and contemporary visual art practices and their inter relationship in the Indian and Western perspective

**MAFA.106.2** Develop personal approach to visualization, conceptualization and art creation.

**MAFA.106.3** Ability to explore diversity of conceptual and aesthetic approaches, styles and techniques

**MAFA.106.4** Ability to demonstrate a sustained artistic engagement with socio-political realities, Indian Culture, Moral Values, Folk Tradition e and intensive investigation of contemporary critical issues

### **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
- Assemblage: Understanding of the meaning and material of value by assembling different chosen material on surface/space.

## **Examination**

Size: 30” x 40”

Medium: Oil, Acrylic, Colors, Mix Media etc. on Canvas.

Duration of Exam: 18 Hours

### **Instructions:**

- The topics/subjects to be painted will be of multiple choices.
- The topics/subjects will be sent by the examiner to the Conduct Branch ten days prior to the commencement of examinations.
- 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.

### **Sessional Work**

- |                       |  |
|-----------------------|--|
| 1. No. of Assignments | :04 finished Canvas in Oil or Acrylic or Mix Media |
| 2. Collage            | :01  |
| 3. Colour sketches    | :20  |

4. Sketches

:250

**CO-PO mapping matrix for the course MAFA-106 (Name of the Course: Advance Composition)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	3	2	1	3	1
CO2	3	2	2	1	2	3	2	1	3	1
CO3	3	2	2	1	2	3	1	1	3	1
CO4	3	2	2	1	2	3	1	1	3	1
Average	03	02	02	01	02	03	1.5	01	03	01

**CO-PSO mapping matrix for the course MAFA-106 (Name of the Course: Advance Composition)**

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3
CO2	3	2	2	3
CO3	3	3	2	3
CO4	2	2	2	3
Average	2.5	2.5	2.25	03

**Department of Fine Arts**  
**Kurukshetra University Kurukshetra**  
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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Applied Arts**  
**(w. e. f. the academic session 2020-21)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-107	Advertising Campaign	Applied Arts	Practical	Core	100	200	300	12	18

**Instructions:**

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

**COURSE OUTCOME** - After the completion of this course the students will get-

**MAFA.107.1** Ability to communicate messages visually through a combination of words, artworks, graphic and media.

**MAFA.107.2** Ability to sustained artistic engagement with socio-political realities and intensive investigation of contemporary critical issues.

**MAFA.107.3** Capable to utilize the art and technology interface for creative outcomes.

**MAFA.107.4** Ability to utilize the visual message as a tool of social, moral and scientific awareness.

### 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.)

- (i) POSTER:  
Size 20” x 30”  
Medium: Poster color

### Final Sessional Work

**(a) Social Campaign - Minimum 14 Assignment**

- i. Logo - 1
- ii. Letter head, Visiting Card, Envelope – 1 Set.
- iii. Posters - 4
- iv. Hoarding/Banner - 1
- v. Press Layout – 1
- vi. Magazine Layout – 2
- vii. Illustration – 2
- viii. Cube, calendar, Package, Dangler, cutout, counter display or any other assignment with permission of concern teacher. Any -2
- ix. Sketches – 500

### CO-PO mapping matrix for the course MAFA-107 (Name of the Course: Advertising Campaign)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	2	1	2	1	2	3	0
CO2	2	3	1	2	1	2	1	2	3	0
CO3	2	3	1	1	1	3	1	2	3	0
CO4	2	3	1	2	1	3	1	2	3	0
Average	02	2.75	01	1.75	01	2.5	01	02	03	0

**CO-PSO mapping matrix for the course MAFA-107 (Name of the Course: Advertising Campaign)**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	2
CO2	2	3	3	3
CO3	3	3	3	2
CO4	2	2	2	2
Average	2.5	2.75	2.75	2.25

**Department of Fine Arts  
Kurukshetra University Kurukshetra**  
(“A+” Grade, NAAC Accredited)

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting/ Applied Art  
(w. e. f. the academic session 2020-21)**

**Second Semester**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Theory				
					Internal Asst.	Examination			
MAFA-201	History of Modern Western Art	Drawing & Painting/ Applied Art	Theory	Core	20	80	100	04	03

**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.

**Course Objectives:**

To develop a critical understanding of western art from the 18<sup>th</sup> century. Analytical study of some of the prominent artists of the Europe.

**Course Outcomes:**

After completion of course student will be able

**MAFA.201.1** To Trace the development of Western art to Modern period.

**MAFA.201.2** Develop a critical understanding of western Art Movements and its relevance and impact on art.

**MAFA.201.3** Critical understanding of the art work of some of the seminal/prominent artists and their contributions to modern art.

**MAFA.201.4** Develop a critical understanding of western art and its relevance and impact on art.

## Course of Study

### Unit-I

Constructivism: Kasimir Malevich, 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,

### Unit-III

Abstraction: Vasily Kandinsky, Paul Klee, Jackson Pollock, Mark Rothko  
Pop Art : David Hockney, Andy Warhole. Other important Painter: Amedeo Modigliani, Max Beckman

### Unit-IV

Op Art, Frank Stella, Victor Vasarely. Minimal and Kinetic art.  
Important Sculptor: Constantine Brancusi, Henry Moore, Alberto Giacometti, 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. Raza, Modern Painting, Skira – Useful references from plates and text.
2. Lake and Maillard – Dictionary of Modern Painting.
3. Herbert Read – A concise History of Modern Painting.
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 Encyclopaedia of World Art.
12. Rosenblum – Cubism and 20<sup>th</sup> Century Art.
13. Selz : German Expressionism. For Expressionism See Also Encyclopaedia of World Art.
14. Ritchie – German 20<sup>th</sup> Century Art – Museum of Modern Art.
15. Barr – Fantastic Art; Dada and Surrealism.
16. Scuphor – Dictionary of Abstract Art.
17. Marcel Jean – A History of Surrealist Painting (Comprehensive Study)
18. Herbert Read – Surrealism (Mainly documents)
19. Rubin – Dada & Surrealism.
20. F. Pepper – Kinetic Art.
21. L. Lippart – Pop Art.
22. Herbert Read: (ii) Art of Sculpture.
23. Giedion Welcker: Contemporary Sculpture.
24. Kulterman – The New Sculpture.
25. Maillard – Dictionary of Modern Sculpture.
26. Scuphot: Sculpture of 20<sup>th</sup> Century.

**CO-PO mapping matrix for the course MAFA-201 ( History of Modern Western Art)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	1	0	0	1	2	2	0
CO2	2	2	1	1	0	0	1	2	2	0
CO3	2	2	1	1	0	0	1	2	2	0
CO4	2	2	1	1	0	0	1	2	2	0
Average	02	02	01	01	0	0	01	02	02	0

**CO-PSO mapping matrix for the course MAFA-201 (History of Modern Western Art)**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	3
CO2	3	3	2	3
CO3	3	3	3	2
CO4	3	3	3	3
Average	03	2,75	2.75	2.75

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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting**  
**(w. e. f. the academic session 2020-21)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Theory				
					Internal Asst.	Examination			
MAFA-202	Aesthetics and Art Appreciation	Drawing & Painting	Theory	Core	20	80	100	04	03

**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.

**Course Objectives:**

To develop a critical understanding of Aesthetics and Art Appreciation. Analytical

study of some of the prominent Western Philosophers.

### **Course Learning Outcomes:**

After completion of course student will be able

**MAFA.202.1** Introduction and effective knowledge of Art and Aesthetics, for carrier development and art appreciation.

**MAFA.202.2** Critical understanding of Western Philosophy of art its relevance to art.

**MAFA.202.3** To develop a keen insight into the contribution of Western Philosopher in development of art

**MAFA.202.4** Develop a critical understanding of Western Theory of art and aesthetics and its relevance to Indian art

### **Course of Study**

#### **Unit-I**

Introduction to Western Philosophers, Greek Philosophers: Socrates, Plato, Aristotle.  
Neo-Platonism: Plotinus, Saint Augustine

#### **Unit-II**

British – George Burkle, William Hogarth .  
German & Romanian – Baumgartner, Kant, Hegel, Schopenhauer,

#### **Unit-III**

Expressionist- Benedetto Croce  
French Philosophers- Roger Fry, Clive Bell  
Other: C.J. Jung, Croce, Susanne Langer

#### **Unit-IV**

Russian- Leo Tolstoy, Sigmund Freud, Herbert Read, John Ruskin (Psychology and Art),  
Fraud's theory (conscious and sub-conscious mind),

### **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 – RekhaJhanji
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 – JaquesDerida.
13. Approaches to Indian Art – NiharRanjan Ray
14. Idea and Images – NiharRangan Ray



15. Aesthetic Theory and Art – Ranjan K. Ghosh
16. Mimesis as Make – Believe – Aurther Danto
17. K.C. Pandey-
18. jfl)kUr ,oalkSUN;Z“kkL= % MkW0 uxsUnz
19. dykvkSjlkSUN;Z % ljsUnzckjfyaxs
20. Hkkjrh; lkSUN;Z“kkL= % jke y[ku “kqDy
21. jfl)kUrvkSjlkSUN;Z“kkL= % fueZytSu
22. dykleh{kk % fxfjjktfd”kksjv”kksd
23. lkSUN;ZrRo % lqjsUnzukFknklxqlr
24. lkSUN;Z“kkL= % jk- e- ikV.kdj
25. Hkkjrh; n”kZu % ,- ,u- nklxqlrk
26. n’kZufnXn”kZu % jkgqylkad`Rr;k;u
27. Hkkjrh; lkSUN;Z“kkL= dh Hkwfedk % MkW0 uxsUnz
28. dykfoospu % dqekjfoey
29. Hkkjrh; lkSUN;Z“kkL= dkrkfRodfoospu ,oao.kZu % jke y[ku“kqDy
30. Lkk/kkj.khdj.kvkSjlkSUN;ZuqHkwfr ds izeq[k fl)kUr % izsedkUrV.Mu
31. lkSUN;Z“kkL= ds rRo % dqekjfoey
32. lqUnje % gfj}kjhyky“kekZ
33. lkSUN;Z“kkL= & MkW0 izsekfeJk

#### CO-PO mapping matrix for the course MAFA-202 (Aesthetics and Art Appreciation)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	1	1	2	1	2	0
CO2	3	2	3	2	2	2	2	1	2	0
CO3	3	2	3	2	2	2	2	1	2	0
CO4	3	2	3	2	1	1	2	1	2	0
Average	03	02	03	02	1.5	1.5	02	01	02	0

#### CO-PSO mapping matrix for the course MAFA-202 (Aesthetics and Art Appreciation)

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	3
CO2	2	2	2	3
CO3	3	3	3	3
CO4	2	2	2	2
Average	2.5	2.25	2.5	2.75

**Department of Fine Arts**  
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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Applied Arts**  
**(w. e. f. the academic session 2020-21)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Theory				
					Internal Asst.	Examination			
MAFA-203	Advertising Foundation	Applied Arts	Theory	Core	20	80	100	04	03

**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.

COURSE OUTCOME - after the completion of this course the students will get-

- MAFA203.1** Ability to use the creative copy and text in contemporary media and advertising as an extension to creative exploration.
- MAFA203.2** Ability to develop a critical understanding about the marketing & marketing research and its impact on advertising.
- MAFA203.3** Capable to utilize the theoretical knowledge of art and technology interface for creative outcomes.
- MAFA203.4** Ability to understand a sustained artistic engagement with social, moral & ethical values through contemporary advertising.

**Courses of Study:**

**Unit – 1- Copy writing & Typography** – Introduction of copy, types of copy, copy formats : Headlines, Sub headlines, body copy, Slogan etc. Typography and its role in Advertising. Calligraphy.

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

**Unit –3 -Print Advertising:**, Newspaper Advertising, Magazine advertisement, Layout stages, Layout design principles. Famous Mascots, Window display, Counter display, 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 act etc.

**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 Books-

1. Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
2. Advertising and Sales Promotion: S.H.H kazmi, Satish Batra.
3. Social Dimension of Advertising: S.S Kaptan.
4. Advertising theory and practice: C.H Sandage, Vernon Fryburger.
5. Advertising and Promotion AN IMC Approach, Shimp Cengage Learning India Pvt. Ltd., New Delhi
6. Contemporary Advertising: William F. Arens, Courtland L. Bovee.
7. foKkiu \*rduhd ,oa fl}kUr\* % ujsUnz ;kno
8. foKkiu fMtkbZu % ujsUnz ;kno
9. foKkiu dyk % ,ds'oj izlkn gVoky
- 10- foKkiu % v'kksd egktu

### CO-PO mapping matrix for the course MAFA-203 (Advertising Foundation)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	2	2	2	2	2	3	1
CO2	2	2	2	2	2	2	1	1	3	1
CO3	2	2	2	2	2	2	2	1	3	1
CO4	2	3	2	3	2	2	2	2	3	1
Average	02	2.25	02	2.25	02	02	1.75	1.5	03	01

### CO-PSO mapping matrix for the course MAFA-203 (Advertising Foundation)

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	2
CO2	2	2	2	2
CO3	3	3	3	3
CO4	2	3	3	3
Average	2.5	2.75	2.75	2.5

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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting**  
 (w. e. f. the academic session 2020-21)

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-204	Portrait Study	Drawing & Painting	Practical	Core	100	200	300	12	18

**Instructions**

- 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 Seasonal work

**Course Objectives:**

The course encourages the students to learn human anatomy and drawing. The course offers opportunities to develop independent artistic thinking and aptitude for a rigorous studio practice.

**Course Outcomes:**

After completion of course student will be able

**MAFA.204.1** To draw Human Head and detail Study of Eyes, Nose, Ears, Lips and etc.

**MAFA.204.2** To Develop personal style of drawing in different mediums and Human Expressions.

**MAFA.204.3** Ability to explore diversity of conceptual and aesthetic approaches, styles and techniques

**MAFA.204.4** Ability to demonstrate a sustained artistic engagement with supportive elements.

**Course of Study:**

Study of Portrait from life and its transformation into composition.

**Sessional Work**

- No. of Assignments on Canvas : 04 (Portrait Study 18" x 24")
- Colour Sketches : 20
- Sketches : 250

## Examination

Size: 18" x 24"

Medium: Oil, Acrylic, Colors, Mix Media etc. on Canvas.

Duration of Exam: 18 Hours

### CO-PO mapping matrix for the course MAFA-204 (Portrait Study)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	2	2	2	3	1
CO2	3	2	2	2	2	2	2	2	3	1
CO3	3	3	2	2	2	1	1	2	3	0
CO4	3	2	2	1	2	2	1	2	3	0
Average	03	2.25	02	1.5	02	1.75	1.5	02	03	1

### CO-PSO mapping matrix for the course MAFA-204 (Portrait Study)

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3
CO2	3	2	2	3
CO3	3	3	2	3
CO4	2	2	2	3
Average	2.5	2.5	2.25	03

**Department of Fine Arts**  
**Kurukshetra University Kurukshetra**  
(“A+” Grade, NAAC Accredited)  
**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Applied Arts**  
**(w. e. f. the academic session 2020-21)**

### DETAILED SYLLABUS (Practical)

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-205	Computer Graphics & Photography	Applied Arts	Practical	Core	100	200	300	12	18

**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 have formed according to the availability of studio/darkroom computer in the department.
- (iv) Internal examiner will evaluate the Sessional work.
- (v) 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.
- (vi) The student will have to submit one photograph on given topic.

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

**COURSE OUTCOME** - after the completion of this course the students will get-

**MAFA 205.1** Creative use of new mediums such as photography, digital image, text, audio, video etc.

**MAFA 205.2** Ability to use of design technology including software program, camera and other digital resources.

**MAFA 205.3** Ability to explore photography beyond its conventional limits.

**MAFA 205.4** Technical proficiency to use various tools, methods and process of computer graphics.

**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).
2. **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 iv) Advertising Photography.
3. **Small Documentary /Commercial Movie- 1**

**CO-PO mapping matrix for the course MAFA-205 (Name of the Course: Computer Graphics & Photography)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	2	1	2	1	2	3	1
CO2	3	3	1	3	1	2	1	2	3	0
CO3	2	2	1	1	1	3	1	2	3	1
CO4	3	3	1	3	1	3	1	2	3	0
Average	2.5	2.5	01	2.25	01	2.5	01	02	03	0

**CO-PSO mapping matrix for the course MAFA-205 (Name of the Course: Computer Graphics & Photography)**

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	2
CO2	2	3	3	3
CO3	3	3	3	2
CO4	2	2	2	2
Average	2.25	2.75	2.75	2.25

**Department of Fine Arts**  
**Kurukshetra University Kurukshetra**  
 ("A+" Grade, NAAC Accredited)  
**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting**  
**(w. e. f. the academic session 2020-21)**

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-206	Advance Composition	Drawing & Painting	Practical	Core	100	200	300	12	18

**Instructions:**

- (i) The topics/subjects to be painted will be of multiple choices.
- (ii) The topics/subjects will be sent by the examiner to the Conduct Branch ten days prior to the commencement of examinations.
- (iii) 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.
- (iv) Internal examiner will evaluate the Sessional work.

**Course Objectives:**

The course encourages students to develop a critical and artistic temperament. The course offers opportunities to develop independent artistic thinking and aptitude for a rigorous studio practice.

**Course Outcomes:**

After completion of course student will be able

**MAFA.206.1** Ability to display critical awareness of art history and contemporary visual art practices and their interrelationship in the Indian and Western perspective

**MAFA.206.2** Develop personal approach to visualization, conceptualization and art creation.

**MAFA.206.3** Ability to explore diversity of conceptual and aesthetic approaches, styles and techniques.

**MAFA.206.4** Ability to demonstrate a sustained artistic engagement with socio-political realities, Indian Culture,, Moral Values, Folk Tradition e and intensive investigation of contemporary critical issues

**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

**Sessional Work**

1. No. of Assignments :04 finished Canvas in Oil or Acrylic or Mix Media
2. Assemblage :01
3. Colour sketches :20
4. Sketches :250

**CO-PO mapping matrix for the course MAFA-206 (Advance Composition)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	2	3	2	2	3	1
CO2	3	2	2	1	2	3	2	1	3	1
CO3	3	2	2	2	2	3	1	2	3	1
CO4	3	2	2	1	2	3	1	1	3	1
Average	03	02	02	01	02	03	1.5	01	03	01

**CO-PSO mapping matrix for the course MAFA-206 (Advance Composition)**

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3
CO2	3	2	2	3
CO3	3	3	2	3
CO4	2	2	2	3
Average	2.5	2.5	2.25	03



**Department of Fine Arts**  
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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Applied Arts**  
**(w. e. f. the academic session 2020-21)**

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-207	Advertising Campaign	Applied Arts	Practical	Core	100	200	300	12	18

**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 OUTCOME** - after the completion of this course the students will get-

- MAFA207.1** Ability to communicate messages visually through a combination of words, artworks, graphic and media.
- MAFA207.2** Ability to sustained artistic engagement with socio-political realities and intensive investigation of contemporary critical issues.
- MAFA207.3** Capable to utilize the art and technology interface for creative outcomes.
- MAFA207.4** Ability to utilize the visual message as a tool of social, moral and scientific awareness.

**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.)

(i) **POSTER:**

Size 20” x 30”

Medium: Poster color

(ii) Assignment as given by the examiner.

**Product Campaign - Minimum 12 Assignment**

- i. logo – 1
- ii. Letter head, Visiting Card, Envelope – 1 Set.
- iii. Poster – 3
- iv. Hoarding/Banner - 1
- v. Press Layout – 2
- vi. Magazine Layout – 2
- vii. Two Assignments according to the topic (Play card, Show card Cube, , cutout, Package, Dangler, counter display etc. Any- 2)
- viii. Table calendar - 1
- ix. One reference file.

Sketches – 500

**CO-PO mapping matrix for the course MAFA-207 ( Advertising Campaign)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	2	1	3	1	2	3	0
CO2	2	2	1	2	2	3	1	1	3	0
CO3	3	2	2	1	1	3	1	1	3	0
CO4	2	2	1	2	2	3	1	1	3	0
Average	2.25	02	1.25	1.75	1.5	03	01	1.75	03	0

**CO-PSO mapping matrix for the course MAFA-207 (Advertising Campaign)**

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	2
CO2	2	3	3	2
CO3	2	3	3	2
CO4	2	2	2	2
Average	02	2.75	2.75	02

**Department of Fine Arts  
Kurukshetra University Kurukshetra**  
(\*A+\* Grade, NAAC Accredited)

**CHOICE BASED CREDIT SYESTEM (CBCS)**

**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting and Applied Art  
(w. e. f. the academic session 2020-21)**

Course	Course Nomenclature	Specialization	Nature of Course	Examination Marks	Total	Credit	Duration of
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Code				Practical		Marks		Exam (in Hours)	
				Internal Asst.	Examination				
MAFA- 208	Graphics Design – I/ Pictorial Composition – I/Clay Modelling- I/Relief Composition-I	Drawing & Painting and Applied Art	Practical	Elective	50	-	50	02	06

**Examination: M.A 2<sup>nd</sup> Sem. (Elective)**

**Paper: MAFA -208 Graphic Design-I (Applied Arts)**

**Time: 6 Hrs.**

**Max. Marks: 50**

**Credit-2**

<b>MAFA –208 Graphic Design-I (Applied Arts)</b>	
<b>Cos#</b>	<b>Course Outcome</b>
MAFA - 208.1	To introduce the basics and its need in communication design.
MAFA - 208.2	To understand various aspect of graphic design and using it in designing.
MAFA - 208.3	Understanding the relevance of design principals in historic and contemporary art & design.
MAFA - 208.4	Enhances scientific temperament by application of Design.

**Details of course work:**

**Practical (Medium: Computer)**

- |   |          |
|---|----------|
| 1. Stationary Set (Visiting Card, Envelope, Letter Head) Total No. of Assignment-3          | 15 Marks |
| 2. Logo Design/ Symbol/ Monogram/ Insignia: Total No. of assignment-3                       | 15 Marks |
| 3. Illustration (Total no. of assignment-1book with 8 plates), Medium: Computer/ Hand Work. | 20 Marks |

**Table 2: CO – PO matrix for the course MAFA -208 – Graphic Design-I (Applied Arts)**

<b>Cos#</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
MAFA - 208.1	2	1	-	1	1	-	1	-	2	-
MAFA - 208.2	1	2	-	2	-	2	-	-	2	-
MAFA - 208.3	2	2	2	2	2	2	1	1	2	1
MAFA - 208.4	1	2	2	1	1	3	2	1	2	-
<b>Average</b>	<b>1.5</b>	<b>1.75</b>	<b>2</b>	<b>1.5</b>	<b>1</b>	<b>1.75</b>	<b>1</b>	<b>0.5</b>	<b>2</b>	<b>0.25</b>

**Table 3: CO – PO matrix for the course MFA -208- Graphic Design-I (Applied Arts)**

	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
MAFA - 208.1	2	3	3	3
MAFA - 208.2	3	3	3	1
MAFA - 208.3	2	1	3	3
MAFA - 208.4	3	1	2	3
<b>Average</b>	<b>2.5</b>	<b>2</b>	<b>2.75</b>	<b>2.5</b>

**Painting Semester: 2nd**  
(w.e.f. the academic session 2020-21)

**Examination: M.A 2<sup>nd</sup> Sem. (Elective)**

**Paper: MAFA -208 Pictorial Composition-I( Painting)**

**Time: 6 Hrs.**

**Max. Marks: 50**

**Credit-**

**2**

<b>MAFA -208 Pictorial Composition I (Painting)</b>	
<b>Cos#</b>	<b>Course Outcome</b>
MAFA - 208.1	Practicing and creating art with different painting medium and developing artistic skill.
MAFA - 208.2	Functional knowledge of tradition, conventions, and evolution of the discipline as related to issue of representation and illusion.
MAFA - 208.3	Ability to synthesize the use of drawing, two dimensional compositions and colour
MAFA - 208.4	Enhances the emotional intelligence.

**Basic Studies in specialized mediums of Pictorial Composition-I  
Syllabus of Elective**

1. Study of Landscape

Medium –Pastel/ Poster/ water colour/ Oil Colour/ Acrylic Colour.

Size- ½ Size and ¼ Size

Total Number of Assignment - 2

Marks : 20

2. Study of Indian Miniature and Folk art

Size – ¼ and ½ Imp.

Total Number of assignment - 2

Marks : 20

3. Copy of famous art work

Size (2"x2") paper on canvas

Medium – oil colour, acrylic, poster colour

Total no. of assignment - 1

Marks : 10

**Table 2: CO – PO matrix for the course MAFA -208 – Pictorial Composition I (Painting)**

<b>Cos#</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
MAFA - 208.1	2	1	-	1	1	-	-	-	2	-
MAFA - 208.2	3	2	-	2	-	2	-	-	2	-
MAFA - 208.3	2	2	2	2	1	2	1	-	-	-
MAFA - 208.4	1	2	2	1	1	3	2	1	2	-
<b>Average</b>	<b>2</b>	<b>1.75</b>	<b>2</b>	<b>1.5</b>	<b>0.75</b>	<b>1.75</b>	<b>0.75</b>	<b>0.25</b>	<b>2</b>	<b>-</b>

**Table 3: CO – PO matrix for the course MAFA -208 Pictorial Composition I (Painting)**

	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
MAFA - 208.1	2	3	3	3
MAFA - 208.2	3	3	3	1
MAFA - 208.3	3	2	3	3

MAFA - 208.4	3	1	2	3
<b>Average</b>	<b>2.75</b>	<b>2.25</b>	<b>2.75</b>	<b>2.5</b>

**Sculpture (S), Semester: 2nd**  
(w.e.f. the academic session 2020-2021)

**Examination: M.A 2<sup>nd</sup> Sem. (Elective)**

**Paper: MAFA -208 Clay Modeling-I (Sculpture)**

**Time: 6 Hrs.**

**Max. Marks: 50**

**Credit-2**

**Course Outcome-**

Paper: MAFA -208 Clay Modeling-I (Sculpture)	
Cos#	Course Outcome
MAFA - 208.1	knowledge to manipulate, integrate and use material to build three dimensional sculpture.
MAFA - 208.2	Understand to research form, materials and techniques as need by the direction of their sculptural work.
MAFA - 208.3	Observation and understanding of Natural objects transforming in sculpture art
MAFA - 208.4	Enhance the belongingness towards mother earth.

**Basic Studies in specialized mediums of Caly Modeling**

**Details of course study:**

**Practical**

1. Introduction to sculpture-basic elements and their relationships-sculptural exercises
2. Knowledge about the clay(preparation of clay)
3. Study of medium like clay with animals, birds, human figure (parts of body) and other object.(round & relief)

Size:-12"x12" x18"

Medium: Clay

Total No. of Assignment – 05 (10 marks each)

**Table 2: CO – PO matrix for the course MAFA -208 Clay Modeling-I (Sculpture)**

Cos#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MAFA - 208.1	2	1	-	1	1	-	-	-	2	-
MAFA - 208.2	1	2	-	2	-	2	-	-	2	-
MAFA - 208.3	2	2	1	2	2	2	1	1	2	-
MAFA - 208.4	1	2	1	1	1	3	2	1	2	-
<b>Average</b>	<b>1.5</b>	<b>1.75</b>	<b>0.5</b>	<b>1.5</b>	<b>1</b>	<b>1.75</b>	<b>0.75</b>	<b>1</b>	<b>2</b>	<b>-</b>

**Table 3: CO – PSO matrix for the course MAFA -208 Clay Modeling-I (Sculpture)**

	PSO1	PSO2	PSO3	PSO4
MAFA - 208.1	2	3	1	2
MAFA - 208.2	3	3	2	3
MAFA - 208.3	2	3	2	1
MAFA - 208.4	2	2	2	3
<b>Average</b>	<b>2.25</b>	<b>2.75</b>	<b>1.75</b>	<b>2.25</b>

**Graphics- (Print Making) (G), Semester: 2nd**  
(w.e.f. the academic session 2020- 21)

**Examination: M.A 2<sup>nd</sup> Sem. (Elective)**

**Paper: MAFA – 208 Relief Composition (Print Making)**

**Time: 6 Hrs.**

**Max. Marks: 50**

**Credit-2**

<b>MAFA -208 Relief Composition (Print Making)</b>	
<b>Cos#</b>	<b>Course Outcome</b>
MAFA - 208.1	Develop Artistic Ability with tools, materials and techniques inherent to basic printmaking processes.
MAFA -208.2	Knowledge of solving visual problems with equal emphasis on combining both concept and physical process of Relief printmaking.
MAFA -208.3	Understand and discuss the historical and contemporary role of relief printmaking in art, design & culture building.
MAFA -208.4	Enhances the knowledge of Indian print culture & tradition.

**Course of Study:**

**Basic Studies in specialized mediums of Printmaking**

1. Printmaking emphasis on composition and individual technique working in all the following mediums.

(a) Relief Process (**No. of Assignment: 02, 25 Marks each**)

- i. Selection of Materials, preparation of surface for various textures.
- ii. Preparing design and transferring on selected materials, cutting of material and preparing the printing surface.
- iii. Printing of prepared block. Determine registration for printing of editions.
- iv. Woodcut Black & White Print method and Colour Wood cut Print method.
- v. Relief Printing on other Surfaces. **Size: 8"x 8"**,
- vi.

**Table 2: CO – PO matrix for the course MFA -208 – Relief Composition(Print Making)**

<b>Cos#</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
MAFA - 208.1	2	1	-	1	1	-	-	-	2	-
MAFA - 208.2	1	2	-	2	1	2	-	-	2	-
MAFA - 208.3	2	2	2	2	2	2	1	1	-	1
MAFA - 208.4	1	2	2	1	1	3	2	1	2	1
<b>Average</b>	<b>1.5</b>	<b>1.75</b>	<b>2</b>	<b>1.5</b>	<b>1.25</b>	<b>1.75</b>	<b>1.5</b>	<b>1</b>	<b>2</b>	<b>1</b>

**Table 3: CO – PO matrix for the course MFA -208- Relief Composition(Print Making)**

	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
MAFA - 208.1	2	3	3	3
MAFA -208.2	3	3	3	1
MAFA -208.3	2	2	3	3
MAFA -208.4	3	1	2	3

Average	2.5	2.25	2.75	2.5
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**Department of Fine Arts**  
**Kurukshetra University Kurukshetra**  
 ("A+" Grade, NAAC Accredited)  
**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Fundamental of Visual Arts-I (OPEN ELECTIVE)\_w.e.f. 2020-21**  
Opted by Students from other Departments of Faculty of Indic Studies

**Paper No. MAFA-209 Fundamental of Visual Art-I Time: 6 Hrs.**

**Max. Marks:- 50 (Internal Assessment 10, External Exam 40 )**

**Credit: 2**

**Course Outcome**

- MAFA-209.1** An understanding of basic principal of art & colour, concept, media and the ability to apply them to a specific aesthetic intent.
- MAFA-209.2** Knowledge of different element of Arts studies and continuing throughout the degree program towards the development of advance capabilities.
- MAFA-209.3** Understanding the basic fundamentals of arts with its merits.
- MAFA-209.4** Ability to understand artistic skill with social and moral values.

**Details of course works:**

- 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**

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.)

**CO-PO mapping matrix for the course MAFA-209 (Fundamental of Visual Art-I)**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MAFA -209.1	2	3	1	2	1	3	-	1	3	-
MAFA-209.2	2	2	-	2	-	3	1	2	3	-
MAFA -209.3	1	2	1	-	-	2	-	1	3	-
MAFA-209.4	1	1	1	2	0	-	1	1	3	-
Average	1	2	0.75	1.5	0.25	2	0.5	1.25	3	-

**CO-PSO mapping matrix for the course MAFA-209 (Fundamental of Visual Art-I)**

PSO	PSO1	PSO2	PSO3	PSO4
MAFA -209.1	3	2	3	2
MAFA-209.2	2	3	3	1
MAFA -209.3	2	2	2	3
MAFA-209.4	3	3	3	3
Average	2.5	2.5	2.75	2.25

**Department of Fine Arts**  
**Kurukshetra University Kurukshetra**  
("A+" Grade, NAAC Accredited)  
**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing &Painting**  
**(w.e.f. the academic session 2021-22)**

**Third Semester**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Theory				
					Internal Asst.	Examination			
MAFA-301	History of Modern Indian Art	Drawing & Painting/ Applied Art	Theory	Core	20	80	100	04	03

**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.

**Course Objectives:** Introduction to Modern Indian Art and study of Prominent Indian Artist

**Course Outcomes:**

After completion of course student will be able

**MAFA.301.1** To identify the issues and challenges of modernism and nationalism in the Indian context.



**MAFA.301.2** Effective knowledge of Visual arts, for carrier development

**MAFA.301.3** Critical understanding of various modern art movements, art groups of India.

**MAFA.301.4** To develop a keen insight into the contribution of movements and artists in shaping modern art in India.

### **Course of Study**

#### **Unit-I**

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

Raja Ravi Verma, Amrita Shergil, RabindraNath Tagore

#### **Unit-II**

Bengal School: Abanindra Nath Tagore, Nanda lal 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, BirenDey, G.R. Santhosh, P.T. Reddy.

#### **Unit-IV**

Abstract Trend: V.S. Gaitonde, Prabhakar Kolte.

Other important Artist Ram Kumar, Tyeb Mehta, Satish Gujral, A.Ramachandran,LaxmanPai, 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 – Ratan Parimoo
2. Moving Focus – K.G. Subrahmanyam
3. Pictorial Space – Geeta Kapur
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- Gaytri Sinha
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. Kala Chitrkala- Vinod Bhardwaj
25. Char Chitrkaar- Ashok Mitr

**CO-PO mapping matrix for the course MAFA-301 (History of Modern Indian Art)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1	3	2	2	1	1	3	1
CO2	3	3	1	3	2	2	1	1	3	1
CO3	3	3	1	3	2	2	1	1	3	1
CO4	3	3	1	3	2	2	1	1	3	1
Average	03	03	01	03	02	02	01	01	03	01

**CO-PSO mapping matrix for the course MAFA-301 (History of Modern Indian Art)**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3
CO2	3	3	2	3
CO3	3	2	3	3
CO4	3	2	3	3
Average	03	2.5	2.5	03

**Department of Fine Arts**  
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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing&Painting**  
**(w.e.f. the academic session 2021-22)**

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-302	Life Study	Drawing & Painting	Practical	Core	100	200	300	12	18

**Instructions**

- 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 Seasonal work

### Course Objectives:

The course encourages the students to learn human anatomy and drawing. The course offers Opportunities to develop independent artistic thinking and aptitude for a rigorous studio practice.

### Course Outcomes:

After completion of course student will be able

**MAFA.302.1.** To draw Human Body and its part Study like hands legs etc.

**MAFA302.2.** Develop personal style of drawing in different mediums.

**MAFA.302.3** Ability to explore diversity of conceptual and aesthetic, approaches, styles and techniques.

**MAFA.302.4.** Ability to demonstrate a sustained artistic engagement with supportive elements

### Course of Study:

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

#### Sessional Work

- No. of Assignments on Canvas : 04 (Life Study 30" x 40")
- Colour Sketches : 20
- Sketches : 250

#### Examination

Size: 30" x 40"

Medium: Oil, Acrylic, Colors, Mix Media etc. on Canvas.

Duration of Exam: 18 Hours

#### CO-PO mapping matrix for the course MAFA-302 (Life Study)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	2	2	1	2	3	1
CO2	3	2	1	2	2	2	1	2	3	1
CO3	3	3	1	2	2	1	1	2	3	1
CO4	3	2	1	1	2	2	1	2	3	1
Average	03	2.25	01	1.5	02	1.75	01	02	03	1

#### CO-PSO mapping matrix for the course MAFA-302 (Life Study)

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	3	3	2	3
CO3	3	2	3	2
CO4	3	3	1	3
Average	03	2.5	2.25	2.5

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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Applied Arts**  
 (w. e. f. the academic session 2021-22)

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-303	Computer Graphics & Photography	Applied Arts	Practical	Core	100	200	300	12	18

**Instructions:**

- (i) The examiner will evaluate the work of examinee in last of the semester.
- (ii) Internal examiner will evaluate the Sessional work/ Internal Assesment.

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

**COURSE OUTCOME** - after the completion of this course the students will get-

**MAFA-303.1** Ability to develop artistic knowledge and skill with the help of various digital resources.

**MAFA-303.2** Ability to utilize technical expertise and expand their conceptual ideas through virtual mediums.

**MAFA-303.3** Ability to explore art photography as creative medium.

**MAFA-303.4** Ability to intensive investigation of contemporary critical social issues through commercial art.

**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)
2. **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**

**CO-PO mapping matrix for the course MAFA-303 (Computer Graphics & Photography)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	2	1	3	1	2	3	0
CO2	2	2	1	2	1	2	1	1	3	0
CO3	2	1	1	2	1	3	1	1	3	0
CO4	2	2	1	3	1	1	1	2	3	0
Average	2	1.75	01	1.75	01	2.25	01	1.5	03	0

**CO-PSO mapping matrix for the course MAFA-303 (Computer Graphics & Photography)**

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	2
CO2	2	3	3	2
CO3	3	3	3	3
CO4	2	3	2	3
Average	2.25	03	2.75	2.5

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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing&Painting**  
**(w.e.f. the academic session 2021-22)**

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-304	Creative Composition	Drawing & Painting	Practical	Core	100	200	300	12	18

**Course Objectives:**

The course encourages students to develop a critical and artistic temperament. The course offers opportunities to develop independent artistic thinking and aptitude for a rigorous studio practice

**Course Outcomes:**

**MAFA.304.1** Ability to display critical awareness of art history and contemporary visual art practices and their interrelationship

**MAFA.304.2** Develop personal approach to visualization, conceptualization and art making.

**MAFA.304.3** Ability to explore diversity of conceptual and aesthetic approaches, styles and techniques.

**MAFA.304.4** Ability to demonstrate a sustained artistic engagement with socio-political realities and intensive investigation of contemporary critical issues

**Instructions:**

- (i) The topics/subjects to be painted will be of multiple choices.
- (ii) The topics/subjects will be sent by the examiner to the Conduct Branch ten days prior to the commencement of examinations.
- (iii) 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.
- (iv) 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 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 color 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 color 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.

**Seasonal Work**

- No. of Assignments on Canvas :04
- Colour Sketches :20
- Sketches :250

**CO-PO mapping matrix for the course MAFA-304 (Creative Composition)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	3	2	1	3	1
CO2	3	2	2	2	2	3	2	1	3	1
CO3	3	2	2	1	2	3	1	1	3	1
CO4	3	2	2	1	2	3	1	1	3	1
Average	03	02	02	01	02	03	1.5	01	03	01

**CO-PSO mapping matrix for the course MAFA-304 (Creative Composition)**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3
CO2	3	3	2	3
CO3	2	2	3	3
CO4	1	3	2	3
Average	2.25	2.5	2.25	03

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**(w.e.f. the academic session 2021-22)**

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-305	Visualization	Applied Arts	Practical	Core	100	200	300	12	18

**Instructions:**

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

**COURSE OUTCOME** - after the completion of this course the students will get-

**MAFA-305.1** Ability to produce impactful works that aims to respond to cultural, social, political and environmental issues.

**MAFA-305.2** Technical and analytical study of various tools, methods and processes.

**MAFA-305.3** Ability to utilize the art practices encouraging the evolution of independent artworks.

**MAFA-305.4** Ability to utilize the visual message as a tool of social, moral and scientific awareness.

**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

**CO-PO mapping matrix for the course MAFA-305 (Visualization)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	2	1	1	1	1	3	1
CO2	2	2	2	1	1	2	1	1	3	0
CO3	2	2	1	1	1	2	1	1	3	0
CO4	2	2	1	3	1	3	1	2	3	1
Average	02	2.25	1.5	1.75	01	02	01	1.25	03	0.5

**CO-PSO mapping matrix for the course MAFA-305 (Visualization)**

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	2
CO2	3	3	3	3
CO3	2	3	3	2
CO4	2	2	3	3
Average	2.5	2.75	03	2.2

**Applied Arts - Semester: 3rd**

(w.e.f. the academic session 2021-22)

**Examination: M.A 3<sup>rd</sup> Sem. (Elective)****Paper: MAFA -306 Graphic Design-II****Time: 6 Hrs.****Max. Marks: 50****Credit-2**

<b>Paper: MAFA -306 Graphic Design-II ( Applied Art )</b>	
<b>Cos#</b>	<b>Course Outcome</b>
MAFA -306.1	To understand and develop the basics skill for designing of outdoor media and indoor media..
MAFA -306.2	To develop graphic design concepts based work with creative approaches and techniques..
MAFA -306.3	To Understand type of graphic design work required for specified purpose.
MAFA -306.4	Enhances scientific temperament by application of Design s.

**Details of course work:**



**Practical (Medium: Computer)**

1. Poster (Total no. of assignment-2) 20 Marks
2. Hoarding/ Banner. -(Total no. of assignment-1) 10 Marks
3. Catalogue/ Folder & Invitation etc. (Total no. of assignment-2) 20 Marks
4. **Table 2: CO – PO matrix for the course MAFA -306 Graphic Design-II ( Applied Art )**

Cos#	PO1	PO2	PO3	PO4	PO	PO	PO	PO8	PO9	PO1
MAFA -306.1	2	3	-	1	-	2	-	-	3	-
MAFA -306.2	2	3	-	-	1	2	-	-	3	-
MAFA -306.3	2	1	2	1	-	2	1	1	2	1
MAFA -306.4	2	2	-	2	-	2	1	-	2	-
<b>Average</b>	<b>1</b>	<b>2.25</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0.5</b>	<b>0.25</b>	<b>2.5</b>	<b>0.25</b>

5.

**6. Table 3: CO – PSO matrix for the course MAFA -306 Graphic Design-II ( Applied Art )**

	PSO1	PSO2	PSO3	PSO4
MAFA -306.1	2	3	1	2
MAFA -306.2	2	3	2	2
MAFA -306.3	2	3	2	3
MAFA -306.4	2	2	2	3
<b>Average</b>	<b>2</b>	<b>2.75</b>	<b>1.75</b>	<b>2.5</b>

7.

**Painting Semester: 3rd**  
(w.e.f. the academic session 2021-22)

**Examination: M.A 3<sup>rd</sup> Sem. (Elective)****Paper: MAFA -306 Composition-II****Time: 6 Hrs.****Max. Marks: 50****Credit-2**

<b>Paper: MAFA -306 Composition-II (Painting)</b>	
<b>Cos#</b>	<b>Course Outcome</b>
MAFA -306.1	Enhances the creative process through studio exercise and assignments.
MAFA -306.2	Understand to control visual and physical control of medium used in the application of colour, Texture & tones, concepts
MAFA -306.3	knowledge to develop drawing and painting Skills for creative composition in art.
MAFA -306.4	Inculcates Emotional attachment towards nature & society.

**Basic Studies in specialized mediums of Composition-II****Syllabus of Elective**

1. Study of portraiture and composition based on portrait, object, figure, interior and landscape  
Medium – Poster colour, acrylic and oil  
Size- 2’x2” (Paper and Canvas)  
Total No. of assignment – 3 Marks: 30
2. Study of developing own style in Composition

Medium – Any medium

Only canvas

Total no. of assignment- 2

Marks: 20

**Table 2: CO – PO matrix for the course MAFA-306 Composition-II (Painting)**

Cos#	PO1	PO2	PO3	PO4	PO	PO	PO	PO8	PO9	PO1
MAFA -306.1	2	3	-	1	-	2	-	-	3	-
MAFA -306.2	2	3	-	-	1	2	-	-	3	-
MAFA -306.3	1	1	2	1	-	2	1	2	2	1
MAFA -306.4	2	2	-	2	1	2	-	-	2	-
<b>Average</b>	<b>1.75</b>	<b>2.25</b>	<b>0.5</b>	<b>1</b>	<b>0.5</b>	<b>2</b>	<b>1</b>	<b>0.5</b>	<b>2.5</b>	<b>0.25</b>

**Table 3: CO – PSO matrix for the course MAFA -306 Composition-II (Painting)**

	PSO1	PSO2	PSO3	PSO4
MAFA -306.1	2	3	1	2
MAFA -306.2	2	3	2	2
MAFA -306.3	2	3	2	3
MAFA -306.4	2	2	2	3
<b>Average</b>	<b>2</b>	<b>2.75</b>	<b>1.75</b>	<b>2.5</b>

**Sculpture (S), Semester: 3rd**  
(w.e.f. the academic session 2021-22)

**Examination: M.A 3<sup>rd</sup> Sem. (Elective)**

**Paper: MAFA -306 Clay Modeling-II (Sculpture)**

**Time: 6 Hrs.**

**Max. Marks: 50**

**Credit-2**

**Course Outcome-**

<b>Paper: MAFA -306 Clay Modeling-II (Sculpture)</b>	
<b>Cos#</b>	<b>Course Outcome</b>
MAFA -306.1	Develop Clay Modeling skills with different medium and handling the techniques
MAFA -306.2	Understand to research form, materials and techniques as need by the direction of their sculptural work.
MAFA -306.3	Inculcation of visual communication by using Clay Modeling
MAFA -306.4	Imparting knowledge of using natural and metal materials for execution of mural works.

**Basic Studies in specialized mediums of Clay Modeling-II**

**Details of course study:**

**Practical**

1. Knowledge about technique and using clay modeling tools for portrait & composition (round & relief)

2. Knowledge about pottery in clay.
3. Fabrication finishing , colouring and polishing
4. Size 12"x12"18
5. Medium : Clay
6. Total No. of Assignment – 05 (10 marks each)

**Table 2: CO – PO matrix for the course MAFA -306 Clay Modeling-II (Sculpture)**

Cos#	PO1	PO2	PO3	PO4	PO	PO	PO	PO8	PO9	PO1
MAFA -306.1	2	3	1	1	-	2	-	-	3	-
MAFA -306.2	2	3	1	-	1	2	-	-	3	-
MAFA -306.3	2	1	-	1	-	2	1	-	1	-
MAFA -306.4	2	2	-	2	-	2	-	-	2	-
MAFA -306.1	<b>2</b>	<b>2.25</b>	<b>0.5</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	-	<b>2.25</b>	-

**Table 3: CO – PSO matrix for the course MAFA -306 Clay Modeling-II (Sculpture)**

	PSO1	PSO2	PSO3	PSO4
MAFA -306.1	2	3	1	2
MAFA -306.2	2	3	2	2
MAFA -306.3	3	3	2	1
MAFA -306.4	2	2	2	3
<b>Average</b>	<b>2.25</b>	<b>2.75</b>	<b>1.75</b>	<b>2</b>

## **Graphics- (Print Making) (G), Semester: 3rd** (w.e.f. the academic session 2020-22)

**Examination: M.A 3<sup>rd</sup> Sem. (Elective)**

**Paper: MAFA -306 Intaglio Composition-II (Print Making)**

**Time: 6 Hrs.**

**Max. Marks: 50**

**Credit-2**

<b>Paper: MAFA -306 Intaglio Composition (Print Making)</b>	
<b>Cos#</b>	<b>Course Outcome</b>
MAFA -306.1	Develop creative ways to solve problems using a variety of strategies for making prints by intaglio processes.
MAFA -306.2	Enhancing to Create personal hand-printed artwork, which demonstrate an introductory level of understanding printmaking ideas, and the processes, materials, and techniques associated with different method.
MAFA -306.3	Establish self-critiquing skills to develop autonomous expression through printmaking.
MAFA -306.4	Scientific and logical knowledge of reproduction of art works.

### **Basic Studies in specialized mediums of Printmaking**

1. Intaglio Printmaking process emphasis on composition and individual technique working in the following medium.
  - i. Intaglio Process (Etching, Dry point & Aquatint), Selection of materials preparations and application of dry and liquid grounds. Study of various chemicals and mordents.

- ii. Preparation of composition on plate with various experiments for textural and tonal values. Different techniques like Dry Point, Etching & Aquatint.
- iii. Different Printing techniques, with the help of Rollers, Stencils and Inks.
- iv. Art Work Size: 8" x 8"
- v. (No. of Assignment: 02, 25 Marks each)
- vi. **Table 2: CO – PO matrix for the course MAFA -306 Intaglio Composition (Print Making)**

Cos#	PO1	PO2	PO3	PO4	PO	PO	PO	PO8	PO9	PO1
MAFA -306.1	2	3	-	1	-	2	-	-	3	-
MAFA -306.2	2	3	-	-	1	2	-	-	3	-
MAFA -306.3	1	1	2	1	-	2	1	-	2	1
MAFA -306.4	2	2	-	2	-	2	-	-	2	-
<b>Average</b>	<b>1.75</b>	<b>2.25</b>	<b>2</b>	<b>1.34</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>2.5</b>	<b>1</b>

vii.

- viii. **Table 3: CO – PSO matrix for the course MAFA -306 Intaglio Composition (Print Making)**

	PSO1	PSO2	PSO3	PSO4
MAFA -306.1	2	3	1	2
MAFA -306.2	2	3	2	2
MAFA -306.3	2	3	2	1
MAFA -306.4	2	2	2	3
<b>Average</b>	<b>2</b>	<b>2.75</b>	<b>1.75</b>	<b>2</b>

ix.

**Department of Fine Arts**  
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**CHOICE BASED CREDIT SYSTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting**  
**(w.e.f. the academic session 2021-22)**

**Examination: M.A 3<sup>rd</sup> Sem. (Open Elective)**

**Semester- 3<sup>rd</sup> Paper No. MAFA-307**

**Examination:- Fundamental of Visual Art-II Max. Marks: - 50 (40+10 –Internal Assessment) Credit: 2 Time: 06 Hours**

**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.

**Course Outcome –**

**MAFA-307.1** Practicing and creating art with different painting medium and developing artistic skill.

**MAFA-307.2** Functional knowledge of tradition, conventions, and evolution of the discipline as related to issue of representation and illusion.

**MAF-307.3** Ability to synthesize the use of drawing, two dimensional compositions and colour.

**MAFA-307.4** Enhances the emotional intelligence.

**Details of course works:**

- 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.)  
(2 Assignments)

**Practical**

1. Copy from master Art -Indian and Western painter (Medium-Water Color, Poster Color)-  
*Total no. of Assignment-2.*
2. Landscape Painting Outdoor And Indoor, Nature Study (Poster Colour, Water Colour, Pencil Colour,Oil Colour, Acrylic Colour)- *Total no. of Assignment-3.*
3. **Sketches: - 20** (Object/ Figure/ Nature etc.)

**CO-PO mapping matrix for the course MAFA-307 (Fundamental of Visual Art-II)**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MAFA -307.1	2	3	1	2	1	3	-	1	3	-
MAFA-307.2	2	2	-	2	-	3	1	2	3	-
MAFA -307.3	1	1	1	-	-	2	-	1	1	-
MAFA-307.4	1	1	1	1	2	-	1	1	3	-
Average	1	1.75	0.75	1.25	0.75	2	0.5	1.25	2.5	-

**CO-PSO mapping matrix for the course MFA-307 (Fundamental of Visual Art-II)**

PSO	PSO1	PSO2	PSO3	PSO4
MAFA-307.1	3	2	3	2
MAFA-307.2	3	3	3	2
MAFA-307.3	2	3	2	3
MAFA-307.4	3	3	3	3
Average	2.75	2.75	2.75	2.5

**Department of Fine Arts**  
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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS)Drawing&Painting**  
**(w.e.f. the academic session 2021-22)**

**Fourth semester**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Theory				
					Internal Asst.	Examination			
MAFA-401	History of Modern Indian Art	Drawing & Painting/ Applied Art	Theory	Core	20	80	100	04	03

**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.

**Course Objectives:** To Study and Understand the contribution of Indian artist to Modern Art, and study of Modern Art movements, Artist Groups of Post-Independence

**Course Learning Outcomes:**

After completion of course student will be able;

**MAFA.401.1** To develop a keen insight into the contribution of movements and artists in shaping modern art in India.

**MAFA.401.2** Introduction to postmodern art and theories. Analytical study of some of the prominent artists of post- independence.

**MAFA.401.3** Identify and analyze the discourse of postmodernism and its relevance to visual art practice.

**MAFA.401.4** Critical understanding of the work of some of the seminal Post-70s artists of India. Develop a critical understanding of the transitions from modernism to postmodernism and Contemporary art trends and enhancement in the knowledge of Folk Art , Tribal Art and Indian Culture.

**Course of Study**

**Unit-I**

Baroda Narratives: N.S. Bendre, Jyoti Bhatt, Ghulam Mohammad Sheikh, K.G. Subramanyan, Bhupen Khakkar. Group 1890: 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, Gogi Saroj Paul, Meera Mukharjee, Nilima Shaikh  
Printmakers: Laxma Gaud, Krishna Reddy, Anupam Sood, Jagmohan Chopra.

**Unit-IV**

Academic Sculptors: D.P. Roy Choudhary, Shanko Choudhary, Dhanraj Bhagat, Nagji Patel, S. Nanda Gopal, 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- Gaytri Sinha
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. Kala Chitrkala- Vinod Bhardwaj
25. Char Chitrkaar- Ashok Mitr
26. Samkalin Kala- Dr. Ramviranjan
27. ChitrkalakaRasaswadan- Ramchandr Shukl
28. Lalit Kala Ki Dhara- Asit Kumar Haldar
29. BhrtiyaChitrkala- VachaspatiGarola
30. BrihadAdhunik Kala Kosh- Vinod Bhardwaj

### CO-PO mapping matrix for the course MAFA-401 (History of Modern Indian Art)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	2	2	1	2	3	2
CO2	3	3	2	3	2	2	2	2	3	1
CO3	3	3	1	3	2	2	1	1	3	2
CO4	3	3	1	3	2	2	2	1	3	1
Average	03	03	01	03	02	02	01	01	03	01

### CO-PSO mapping matrix for the course MAFA-401 (History of Modern Indian Art)

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3
CO2	3	3	2	3
CO3	3	2	3	3
CO4	3	2	3	3
Average	03	2.5	2.5	03

**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Scheme of Examinations M.A. (FINE ARTS) Drawing & Painting**

(w.e.f. the academic session 2021-22)

Course Code	Course Nomenclature	Specialization	Nature of Course	Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
				Theory				
				Internal Asst.	Examination			
MAFA-402	Dissertation	Drawing & Painting/ Applied Art	Core	-	-	100	04	-

**Instructions**

Synopsis presentation & approval of subject – August.

Presentation & Seminar - January.

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

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

**Course Outcomes:**

**MAFA.402.1** Ability to develop a research aptitude and engage with monuments of historical significance, archeological sites or any other space or site of cultural importance.

**MAFA.402.2** Research ability to engage critically with social issues and develop a project.

**MAFA.402.3** Ability to develop research methodology and writing skills to review an Archeological site, Monument or Museums.

**Course of Study**

- i. A critical and analytical aspect of Painting, Applied Arts, Sculpture, Graphics (Print Making) etc.
- ii. A critical and analytical aspect of History of Art and Indian Art & Culture,
- iii. Folk, Tribal Art and Popular form of Art.
- iv. Concept of Aesthetics, Philosophy and Indian Mythology in context of art.
- v. Artist (Traditional, Modern and Contemporary)
- vi. New trends in Contemporary Art.
- vii. Any other new relevant topic including experimentation etc.

**CO-PO mapping matrix for the course MAFA-402 (Dissertation)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2	2	3	3	3	3	2
CO2	3	3	3	2	2	3	3	3	3	2
CO3	3	3	3	2	2	3	3	3	3	2
CO4	3	3	3	2	2	3	3	3	3	2
Average	03	03	03	02	02	03	03	03	03	02

**CO-PSO mapping matrix for the course MAFA-402 (Dissertation)**

	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	2	3	3
CO3	3	2	3	3
CO4	3	2	3	3
Average	03	2.25	03	03



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 (w.e.f. the academic session 2021-22)

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-403	Life Study	Drawing & Painting	Practical	Core	100	200	300	12	18

**Instructions:**

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 Seasonal work.

**Course Objectives:**

The course encourages the students to learn human anatomy and drawing. The course offers opportunities to develop independent artistic thinking and aptitude for a rigorous studio practice.

**Course Outcomes:**

After completion of course student will be able

**MAFA.403.1.** To draw Human Body and its part Study like hands legs etc.

**MAFA.403.2.** Develop personal style of drawing in different mediums.

**MAFA.403.3.** Ability to explore diversity of conceptual and aesthetic approaches, styles and techniques.

**MAFA.403.4** Ability to demonstrate a sustained artistic engagement with supportive elements

**Course of Study**

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

**Sessional Work**

- No. of Assignments :04 finished Canvas (Size 30" x 40")

- Colour Sketches :20
- Sketches :250

**CO-PO mapping matrix for the course MAFA-403 (Life Study)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	2	2	2	3	1
CO2	3	2	1	2	2	2	2	2	3	1
CO3	3	3	2	2	2	1	1	2	3	1
CO4	3	2	1	1	2	2	1	2	3	1
Average	03	2.25	2.25	2.25	02	1.75	02	02	03	1

**CO-PSO mapping matrix for the course MAFA-403 (Life Study)**

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2
CO2	3	3	2	3
CO3	3	2	3	2
CO4	3	3	1	3
Average	03	2.5	2.25	2.5

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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Applied Arts**  
 (w. e. f. the academic session 2021-22)

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-404	Computer Graphics & Photography	Applied Arts	Practical	Core	100	200	300	12	18

**Instructions:**

- The Topics/Themes/Subject matters 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.

- (iii) The batches of students may have 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 and one for photography.
- (vi) 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 OUTCOME:** - after the completion of this course the students will get-

**MAFA 404.1** Ability to develop artistic knowledge and skill with the help of various digital resources.

**MAFA 404.2** Ability to utilize technical expertise and expand their conceptual ideas through virtual mediums.

**MAFA 404.3** Ability to explore art photography as creative medium.

**MAFA 404.4** Ability to intensive investigation of contemporary critical social issues through commercial art.

**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)
2. **Photography:** Advanced knowledge of photography and its various equipment's and materials – application of photography in advertising, industrial & creative.  
**Total Assignments for Sessional work:** 6 Assignments -Per category) Architecture Photography (ii) Digital manipulation (iii) Still life etc.

**CO-PO mapping matrix for the course MAFA-404 (Computer Graphics & Photography)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	2	1	3	2	2	3	1
CO2	2	2	1	2	2	2	1	1	3	1
CO3	2	1	1	2	2	3	1	1	3	1
CO4	2	2	2	3	1	1	2	2	3	1
Average	02	1.75	1.25	2.25	1.5	2.25	1.5	1.5	03	01

**CO-PSO mapping matrix for the course MAFA-404 (Computer Graphics & Photography)**

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	2
CO2	2	3	3	3
CO3	3	3	3	3
CO4	2	3	2	2
Average	2.25	03	2.75	2.5

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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
**Detail Syllabus of Examinations M.A. (FINE ARTS) Drawing & Painting**  
**(w. e. f. the academic session 2021-22)**

**DETAILED SYLLABUS (Practical)**

Course Code	Course Nomenclature	Specialization	Nature of Course		Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
					Practical				
					Internal Asst.	Examination			
MAFA-405	Creative Composition	Drawing & Painting	Practical	Core	100	200	300	12	18

**Instructions:**

1. The topic will be of multiple choice.
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 Objectives:**

1. Experimentation. Rigorous studio practice based on preparatory studies.
2. The course encourages students to develop creative ways to solve aesthetic and structural problems in developing an individual expression.
3. Develop critical and imaginative thinking to engage with socio-political and environmental concerns.

**Course Outcomes:**

**MAFA.405.1** Ability to display critical awareness of art history and contemporary visual art practices and their interrelationship

**MAFA.405.2.** Develop personal approach to visualization, conceptualization and art creation.

**MAFA.405.3** Ability to explore diversity of conceptual and aesthetic approaches, styles and techniques.

**MAFA.405.4** Ability to demonstrate a sustained artistic engagement with socio-political realities and intensive investigation of contemporary critical issues

**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
- 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 :20
- Sketches :250
- Solo Exhibition : One

### CO-PO mapping matrix for the course MAFA-405 (Creative Composition)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	3	2	1	3	1
CO2	3	2	2	2	2	3	2	1	3	1
CO3	3	2	2	1	2	3	1	1	3	1
CO4	3	2	2	2	2	3	1	1	3	1
Average	03	02	02	01	02	03	1.5	01	03	01

### CO-PSO mapping matrix for the course MAFA-405 (Creative Composition)

	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3
CO2	3	3	2	3
CO3	2	2	3	3
CO4	2	3	2	3
Average	2.5	2.5	2.25	03

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**CHOICE BASED CREDIT SYESTEM (CBCS)**  
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**(w. e. f. the academic session 2021-22)**

### DETAILED SYLLABUS (Practical)

Course Code	Course Nomenclature	Specialization	Nature of Course	Examination Marks		Total Marks	Credit	Duration of Exam (in Hours)
				Practical				
				Internal Asst.	Examination			

MAFA-406	VISULIZATION	Applied Art	Practical	Core	100	200	300	12	18
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**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 OUTCOME** - after the completion of this course the students will get-

**MAFA 406.1** Ability to develop skill based Knowledge and new creative ideas for problem solving.

**MAFA 406.2** Ability to develop social moral and cultural values to utilize the art.

**MAFA 406.3** Ability to develop personal approach to visualization, conceptualization and art making.

**MAFA 406.4** Ability to enhance the understanding about the art and advertising business

**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 Assignments**

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

**CO-PO mapping matrix for the course MAFA-406 (Visualization)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	1	1	2	1	1	3	1
CO2	2	3	2	3	1	1	3	2	3	0
CO3	2	2	1	1	1	2	1	2	3	1
CO4	1	2	1	2	1	1	1	1	3	0
Average	1.75	2.25	1.5	1.75	01	1.5	1.5	1.5	03	0.5

**CO-PSO mapping matrix for the course MAFA-406 (Visualization)**

	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	2
CO2	2	3	2	2
CO3	2	3	3	3
CO4	2	3	2	3
Average	02	03	2.5	2.5

**Table 4 : CO-PO-PSO mapping matrix for all the course of M.A – (FINE ARTS) Drawing & Painting/Applied Art)**

Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
MAFA-101	03	02	02	02	0	0	01	02	02	0	03	2.75	2.75	2.75
MAFA-102	03	02	03	02	2.25	01	2.75	02	03	01	2.5	2.25	2.5	2.75
MAFA-103	01	02	0	01	01	2.25	0	01	03	0	2.5	2.75	03	2.75
MAFA-104	03	2.25	1.5	1.5	02	1.75	01	02	03	01	2.5	2.5	2.75	03
MAFA-105	02	1.5	01	1.75	02	03	01	01	03	0	2.5	2.75	2.75	2.5
MAFA-106	03	02	02	01	02	03	1.5	01	03	01	2.5	2.5	2.25	03
MAFA-107	02	2.75	01	1.75	01	2.5	01	02	03	0	2.5	2.75	2.75	2.25
MAFA-201	02	02	01	01	0	0	01	02	02	0	03	2.75	2.75	2.75
MAFA-202	03	02	03	02	1.5	1.5	02	01	02	0	2.5	2.25	2.5	2.75
MAFA-203	02	2.25	02	2.25	02	02	1.75	1.5	03	01	2.5	2.75	2.75	2.5
MAFA-204	03	2.25	02	1.5	02	1.75	1.5	02	03	1	2.5	2.5	2.25	03
MAFA-205	2.5	2.5	01	2.25	01	2.5	01	02	03	0	2.25	2.75	2.75	2.25
MAFA-206	03	02	02	01	02	03	1.5	01	03	01	2.5	2.5	2.25	03
MAFA-207	2.25	02	1.25	1.75	1.5	03	01	1.75	03	0	02	2.75	2.75	02
MAFA-208	2	1.75	2	1.5	0.75	1.75	0.75	0.25	2	-	2.75	2.25	2.75	2.5
MAFA-209	1	2	0.75	1.5	0.75	2	0.5	1.25	3	-	2.5	2.5	2.75	2.25
MAFA-301	03	03	01	03	02	02	01	01	03	01	03	2.5	2.5	03
MAFA-302	03	2.25	01	1.5	02	1.75	01	02	03	0	03	2.5	2.25	2.5
MAFA-303	2	1.75	01	1.75	01	2.25	01	1.5	03	0	2.25	03	2.75	2.5
MAFA-304	03	02	02	01	02	03	1.5	01	03	01	2.25	2.5	2.25	03
MAFA-305	02	2.25	1.5	1.75	01	02	01	1.25	03	0.5	2.5	2.75	03	2.2
MAFA-306	1.75	2.25	0.5	1	0.5	2	1	0.5	2.5	0.25	2	2.75	1.75	2.5
MAFA-307	1	1.75	0.75	1.25	0.75	2	0.5	1.25	2.5	-	2.75	2.75	2.75	2.5
MAFA-401	03	03	01	03	02	02	01	01	03	01	03	2.5	2.5	03
MAFA-402	03	03	03	02	02	03	03	03	03	02	03	2.25	03	03
MAFA-403	03	2.25	2.25	2.25	02	1.75	02	02	03	1	03	2.5	2.25	2.5
MAFA-404	02	1.75	1.25	2.25	1.5	2.25	1.5	1.5	03	01	2.25	03	2.75	2.5
MAFA-405	03	02	02	01	02	03	1.5	01	03	01	2.5	2.5	2.25	03
MAFA-406	1.75	2.25	1.5	1.75	01	1.5	1.5	1.5	03	0.5	02	03	2.5	2.5