

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY**

**LUCKNOW**



**Study & Evaluation Scheme with Syllabus**

**for**

**Second Year Bachelor of Fine Arts (BFA)**

**On**

**Choice Based Credit System**

**(Effective from the Session: 2017-18)**

**2<sup>nd</sup> Year III-SEMESTER (Stream: Applied Art)**

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RVE301/ RAS302	Universal Human Values & Professional Ethics/ Environment & Ecology	3-0-0	70	20	10	100	3
2.	RFAA301	History of Art-I	2-1-0	70	20	10	100	3
3.	RFAA302	Aesthetics-I	2-1-0	70	20	10	100	3
4.	RFAA303	Design & Communication Practices-I	2-1-0	70	20	10	100	3
5.	RFAA351	Communication Illustration-I	0-0-4	50	30	20	100	2
6.	RFAA352	Communication Design-I	0-0-4	50	30	20	100	2
7.	RFAA353	Advertising Art-I	0-0-4	50	30	20	100	2
8.	RFAA354	Computer Graphics-I	0-0-4	50	30	20	100	2
9.	RFAA355	Advertising Seminar	0-1-2	50	30	20	100	2
10.		Elective-I	0-1-3	50	30	20	100	3
Total							1000	25

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

**Elective-I:**

a. RFAA031 Photography-I

b. RFAA032 Entertainment Design-I

**Note: Elective course opted in Semester III shall be applicable for all subsequent semester till end of the course (till 8<sup>th</sup> semesters). Further change of subject shall not be permitted.**

**2<sup>nd</sup> Year IV-SEMESTER (Stream: Applied Art)**

S. No.	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RAS402/ RVE401	Environment & Ecology/ Universal Human Values & Professional Ethics	3-0-0	70	20	10	100	3
2.	RFAA401	History of Art-II	2-1-0	70	20	10	100	3
3.	RFAA402	Aesthetics-II	2-1-0	70	20	10	100	3
4.	RFAA403	Design & Communication Practices-II	2-1-0	70	20	10	100	3
5.	RFAA451	Communication Illustration-II	0-0-4	70	20	10	100	2
6.	RFAA452	Communication Design-II	0-0-4	70	20	10	100	2
7.	RFAA453	Advertising Art-II	0-0-4	50	30	20	100	2
8.	RFAA454	Computer Graphics-II	0-0-4	50	30	20	100	2
9.	RFAA455	Critical & Contextual Studies	0-1-2	50	30	20	100	2
10.		Elective-II	0-1-3	50	30	20	100	3
Total							1000	25

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

**Elective-II:**

a. RFAA041 Photography-II

b. RFAA042 Entertainment Design-II

**2<sup>nd</sup> Year III-SEMESTER (Stream: Painting)**

S. No.	Subject Code	Subject Name	L-T-P	Th/Lab ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RVE301/ RAS302	Universal Human Values & Professional Ethics/ Environment & Ecology	3-0-0	70	20	10	100	3
2.	RFAA301	History of Art-I	2-1-0	70	20	10	100	3
3.	RFAA302	Aesthetics-I	2-1-0	70	20	10	100	3
4.	RFAP301	Visual Art Process & Practices-I	2-1-0	70	20	10	100	3
5.	RFAP351	Drawing-I	0-0-4	50	30	20	100	2
6.	RFAP352	Painting-I	0-0-4	50	30	20	100	2
7.	RFAP353	Composition-I	0-0-4	50	30	20	100	2
8.	RFAP354	Digital Art-I	0-1-3	50	30	20	100	3
9.	RFAP355	Mural-I	0-0-4	50	30	20	100	2
10.	RFAP356	Art Seminar	0-1-2	50	30	20	100	2
Total							1000	25

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

**2<sup>nd</sup> Year IV-SEMESTER (Stream: Painting)**

S. No.	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RAS402/ RVE401	Environment & Ecology/ Universal Human Values & Professional Ethics	3-0-0	70	20	10	100	3
2.	RFAA401	History of Art-II	2-1-0	70	20	10	100	3
3.	RFAA401	Aesthetics-II	2-1-0	70	20	10	100	3
4.	RFAP401	Visual Art Process & Practices-II	2-1-0	70	20	10	100	3
5.	RFAP451	Drawing-II	0-0-4	70	20	10	100	2
6.	RFAP452	Painting-II	0-0-4	70	20	10	100	2
7.	RFAP453	Composition-II	0-0-4	50	30	20	100	2
8.	RFAP454	Digital Art-II	0-1-3	50	30	20	100	3
9.	RFAP455	Print Making	0-0-4	50	30	20	100	2
10.	RFAP456	Critical & Contextual Studies	0-1-2	50	30	20	100	2
Total							1000	25

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

## **BACHELOR OF FINE ARTS (BFA) [STREAM: APPLIED ART]**

### **OBJECTIVE**

Applied art is designed to prepare an individual for a career in Advertising industry, Visual Media industry, Art direction, Creative direction, Print and media Industry, freelance design or design for industry producing anything from small scale book cover to large scale brand building. It covers various forms of communication, techniques, print and production and effective deployment of communication material.

Emphasis is laid on the development of an intuitive temperament with an eye for marketing and communication strategy, which would enable the student to work in collaborative brand building effort. It is designed to help in establishing a range of design solutions developed by an understanding of the contextual and professional skills that shape your discipline, ensuring you can work in professional environment. Its project-based learning provides the opportunity to integrate your personal creative expression with the needs of the market. It encourages student to think fresh ideas, develop innovative use of material, techniques and technology.

The course also introduces the student to new prevalent technologies in the field of art, photography, films, television, and printing to promote the application of technology for communication problem solving and visual interpretation. The study of Drawing & Illustration, Lettering & Typography, Design & Printing processes, Photography, Computer Graphics, Packaging and Display Design as Practical, and Aesthetics, History of Art, and Advertising Profession and Practice as Theory will help in developing the creative ability and professional skills-through projects based exercises.

## **RFAA301: HISTORY OF ART-I**

### **Objective**

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Moughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

### **Desired outcome of the course**

From this module student shall be able to examine and analyze the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and affect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

## **SYLLABUS**

### **UNIT-I**

#### **Mauryan Period**

Understanding of Mauryan art. Understanding social, political and economical scenario. Mauryan Architecture. Mauryan sculptures. Mauryan popular art forms.

### **UNIT-II**

#### **Sunga period**

Understanding of Sunga art. Understanding social, political and economical scenario. Role of Buddhism. Sunga Architecture. Sunga Sculptures.

### **UNIT-III**

#### **Kushan Period**

Understanding of Kushan art. Understand social, political and economical scenario. Role of Buddhism. Kushan Architecture. Kushan Sculptures.

### **UNIT-IV**

#### **Gandhara Period**

Understanding of Gandhara art. Understand social, political and economical scenario. Role of Buddhism. Gandhara Architecture. Gandhara Sculptures.

### **UNIT-V**

#### **Gupta Period**

Understanding of Gupta art. Understand social, political and economical scenario. Role of Buddhism. Gupta Architecture. Gupta Sculptures.

### **Evaluation Methodology**

- Written test
- Assignments

## **RFAA302: AESTHETICS-I**

### **Objective**

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

### **Desired outcome of the course**

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

## **SYLLABUS**

### **UNIT-I**

#### **Aestheticism in Art**

What is aesthetics? Art and Aesthetics. Relationship of Art and Aesthetics. Relationship of Artist, Art and Aesthetics.

### **UNIT-II**

#### **Indian Aesthetics – Introduction and Historical Perspective**

Understanding Indian aesthetics. Indian historical perspective. Origin and development.

### **UNIT-III**

#### **Indian Aesthetics- Philosophy**

Five Schools of Indian Aesthetics. Study of their emergence. Role in development of art. Theory of Rasa and Bhava. Rasa in different form of artistic expressions. Understanding of viewer experience.

### **Evaluation Methodology**

- Written test
- Assignments



## **RFAA303: DESIGN AND COMMUNICATION PRACTICE-I**

### **Objective**

Advertising is a form of communication used to encourage or persuade an audience to continue or take some new action. This module is designed to introduce the concept of communication. It is very important to understand the advertising as tool for communication. Advertising Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

### **Desired outcome of the course**

This module will prepare students for industry-oriented environment. It shall establish the concept of Advertising Art and its role in communication, and the way it affect our daily life. Student shall be acquainted with advertising art from liberal viewpoint. They shall be able to comprehend the process and principle of advertising.

## **SYLLABUS**

### **UNIT-I**

#### **Introduction to Advertising**

What is advertising. Understanding Advertising: Historical Survey. Origin and development of advertising.

### **UNIT-II**

#### **Advertising as tool of Communication**

Tool of communication. Advertising Communication theory. Relationship between advertising and marketing. Advertising media and approaches.

### **UNIT-III**

#### **Understanding Advertising Art**

What is advertising art. Devolvement in human history. Forms of advertising art. Relationship between advertising art and Visual art.

### **UNIT-IV**

#### **Study of behaviour of colour and usages**

Understanding colour as visual perception. Physics behind colour. Understanding spectral colour. Monochrome colours, Duo chrome. Colour and light. Colours in shadow. Nature of colour, and their psychological perception. Usage of colour in advertising design.

### **UNIT-V**

#### **Typography**

The origin and development of typography. Types of typography. Text typography. Display typography. Kinetic typography. Graffiti, and calligraphy. Type design.

### **UNIT-VI**

#### **Introduction to computer graphics**

Introduction to graphic software. Vector and bitmaps software. Anti Virus. File Compression.

### **Evaluation Methodology**

- Written test
- Assignments

## **RFAA351: COMMUNICATION ILLUSTRATION-I**

### **Objective**

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

### **Desired outcome of the course**

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Rapid Sketching**

Rapid sketches. Understanding of proportion. Draw intuitively.

### **UNIT-II**

#### **Line Drawing from Human Anatomy**

Life model Drawing. Rapid Sketches. Understanding of proportion. Understanding volume and structure with human torso. Understanding drawing of the great masters.

### **UNIT-III**

#### **Imitation of Great Masters**

Copying illustration or drawing. Historical perspective of drawing and Illustration. Focal points of drawing in great details. Understanding drawing of the great masters.

### **UNIT-IV**

#### **Illustration Techniques: Black and White**

Different techniques of drawing and illustration. Usage of Black and white. Converting a photograph into flat black and white line illustration. Application of line drawings.

### **UNIT-V**

#### **Illustration Techniques: Flat colour**

Different techniques of drawing and illustration. Usage of Colours in illustration. Converting a photograph colour illustration. Application of flat colours.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAA352: COMMUNICATION DESIGN-I**

### **Objective**

Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective. In this course student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

### **Desired outcome of the course**

From this module student will be able to understand the concept of design. They will be able to design from the object available in the nature and their surroundings. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behavior when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Design- Historical Perspective**

Prepare guidebook. Design from Historical perspective. Origin, social and economical usage of design. Understanding design as process.

### **UNIT-II**

#### **Design Approach**

Prepare a Design. Different approaches of design. Principles & Characteristics of design. Objectives of Design

### **UNIT-III**

#### **Design – Elements of design**

Prepare a design as art. Element of design and their relationships. Nature and behavior of design elements. Exercise using elements of design.

### **UNIT-IV**

#### **Design – Understanding Principle of Design**

Exercise using Principle of design. Understanding of Unity, Balance, Rhythm. Relationships and behaviors in design environment. Understanding contrast.

### **UNIT-V**

#### **Design – Understanding use of colour and space in design**

Design using flat colours in different tones and hues. Understanding colour theories. Understanding of space. Understanding of light.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAA353: ADVERTISING ART-I**

### **Objective**

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

### **Desired outcome of the course**

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are applied in different scenario. It will help student understand typography as a medium of artistic expression.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Typography**

Prepare a Guide book. Understanding Lettering and Typography. Historical perspective. Definition & Characteristics. Typography and communication.

### **UNIT-II**

#### **Typography as Forms**

Prepare a design in black and white. Use of typography as forms. Character of types. Study of types as expression of emotion.

### **UNIT-III**

#### **Typography as complex Forms**

Prepare a design using any animal figure or human face. Use of typography as complex forms. Character of types. Study of types as object.

### **UNIT-IV**

#### **Typography application- Simple Display typography Design**

Prepare a design using typography and geometrical forms. Use of typography as display typography. Character of types.

### **UNIT-V**

#### **Typography application- Complex Display typography Design**

Prepare a design using typography. Use of typography as display typography. Character of types. Space with typography.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAA354: COMPUTER GRAPHICS-I**

### **Objectives**

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

### **Desired outcome of the course**

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Introduction to Utilities**

Anti Virus. File Compression. Fonts. CD/DVD burning. Data Recovery. Cleanup.

### **UNIT-II**

#### **Computer technology: Graphic Software**

Digital Technology. Introduction to different OS and platforms used in graphic. Introduction to graphic software. Understanding, simple Vector and bitmaps software.

### **UNIT-III**

#### **Bitmap Graphics**

Introduction to Photoshop. Preference settings. Default Plug-in. Default Presets. Colour settings. Working with Simple Image. Create Bitmap Graphic in Photoshop.

### **UNIT-IV**

#### **Vector Graphics**

Introduction to illustrator. Preference Settings. Working with Simple Objects. Create Vector Graphics in illustrator.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAA355: ADVERTISING SEMINAR**

### **Focus of the Seminar**

Seminar is the one occasion in which all faculty, students and industry professionals can meet and discuss new developments in their respective field. This gives a student special opportunity to learn how to present and discuss, to think and develop individualistic approach, and to demonstrate his/her ability as a Advertising Professional. A good seminar program shall be designed in a way where all departments can participate. External Speakers shall be invited to share their knowledge. This shall foster unity and mutual respect among the participants and provides an atmosphere that promotes research activities and collaborative information.

Seminar shall focus on practical ideas to sell and retain digital and print. Discuss success stories on innovative advertising solutions from individuals both inside and outside the industry. Learn what you can apply to your own market. Seminar shall discuss why and what is driving this new era of ad innovation, and how advertisers are approaching and evaluating the opportunities. By participating in this seminar, student shall understand the components, opportunities and challenges of advertising and marketing.

### **Policy Statements for Seminar**

Attendance at all Departmental seminars and at seminars given by visitors to the Department is mandatory. Each student is expected to attend every seminar and students are expected to participate actively by asking questions, contributing to the discussion, etc. The topic for presentation and the date of the seminar must be approved by the faculty member in charge of the seminar program.

### **Suggested List of Topics for Seminar**

1. Creative thinking Process
2. Branding
3. Brand Planning
4. Products Advertising
5. Online advertising
6. Print Advertising
7. Multimedia
8. Social Advertising
9. Global Advertising
10. Geo-Targeted Advertising
11. Service Marketing
12. Post Advertising Logistics
13. Advertising medium
14. Social Media
15. Media and budget
16. Advertising Trends
17. Ethics in Advertising
18. Corporate Ethics
19. Common Mistakes in Advertising
20. Customer Satisfaction
21. Customer Relationship Management
22. Consumer Behaviour
23. Management of the advertising function
24. Integration of advertising with other forms of promotion
25. Marketing research
26. Advertising research
27. SWOT Analysis
28. Technology in Advertising

### **Evaluation Methodology**

- Individual's Participation
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

## **RFAA031: PHOTOGRAPHY-I**

### **Objective**

Photography is the art, science and practice of creating durable images by recording light or other electromagnetic radiation, either chemically by means of a light-sensitive material such as photographic film, or electronically by means of an image sensor. In this module student shall learn the finer points of photography. It is intended to interweave the camera handling skills; technology and techniques. Student shall learn about various types of cameras, photography equipments and techniques from historical perspective. They shall also learn to shoot great images, understand concept of framing and composition from artistic and communicative point of view. It shall make them understand the application of camera techniques, processing, developing films, and using prevalent digital photography technology for visual media.

### **Desired outcome of the course**

From this module student will be able to learn shooting from camera using artistic composition and framing methods. They shall be able to process, develop, and print photographs. They shall learn the different types of camera techniques and their usage in visual media and communication. They will be able to understand the light, exposures, and sensitivity of films, bromide papers, and their behavior when they are used for specific results. It will help student understand photography as a medium of artistic expression. After this they shall be able handle camera and photographic accessories professionally to produce expressive photographs. They shall also learn to use digital computer technology for the same.

## **LIST OF PRACTICALS**

### **UNIT-I**

**Camera as a Tool:** Evolution of camera. Camera technology. Film formats. Camera design. Optical lenses, accessories.

### **UNIT-II**

**Camera Techniques - Observation, Selection of subject:** Observing light, light temperature. Selection of subject. Exposures, apertures. Choice of lens, filters. Choice of shot.

### **UNIT-III**

**Know your digital Camera:** Camera Parts. Body. Sensor/lenses/digital technology/CPU.

### **UNIT-IV**

**Automated and Assisted settings:** Shooting modes. Flash Modes. Image enhancement settings. Video mode. Manual Settings.

### **UNIT-V**

**Automated and Assisted settings:** Shooting modes. Flash Modes. Image enhancement settings. Video mode. Manual Settings. Shoot with different Automated modes. Shoot with manual settings. Shoot with different lenses. Shoot with Flash. Shoot with natural light. Shoot with filters.

- Project Submission: End of the Semester.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

## **RFAA032: ENTERTAINMENT DESIGN-I**

### **LIST OF PRACTICALS**

#### **UNIT-I**

##### **Know your Camera**

Camera Parts. Camera technology. Film formats. Optical lenses, accessories.

#### **UNIT-II**

##### **Camera Techniques - Observation, Selection of subject**

Observing light, light temperature. Selection of subject. Exposures, Apertures. Choice of Lens, Filters. Camera Modes & Settings.

#### **UNIT-III**

##### **Introduction to Entertainment Design**

Cinematic structure and vocabulary. Narrative, documentary, abstract, experimental.

#### **UNIT-IV**

##### **Working with Camera**

Electronic Video cameras. Camera work. Shutter speed, exposure, depth of field, color temp, time code. Field and studio lighting. Back, fill, key. Cross, practical, and motivated light sources. Shoot with different Automated modes. Shoot with manual settings. Shoot with different lenses. Shoot with Flash. Shoot with natural light. Shoot with filters.

- Project Submission: End of the Semester

##### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester



## **RFAA401: HISTORY OF ART-II**

### **Objective**

Historical perspective is an integrated part of understanding any subject. This will set a parameter for the artist to consider the art objectively, to know its potential and progress of in different times from architectural, social, and economical point of view. This module is focused on ancient Indian art history before the invasion of Moughal in India. It covers the art prevalent in post Buddhist time representing an important transition in Indian art from use of wood to stone and refinement in pottery.

### **Desired outcome of the course**

From this module student shall be able to examine and analyze the sequence of events in prehistoric Indian Art, and attempts to investigate art objectively the patterns of cause and affect that determine events. It shall establish the concept of Art in Indian stylistic context. Student shall be acquainted with art chronologically, socially, and ideologically from expansive viewpoint. They shall be able to comprehend the art movement, which fashioned the expansion of art throughout history.

## **SYLLABUS**

### **UNIT-I**

#### **Early Christian Art**

Understanding of Christian art. Understand social, political and economical scenario. Stylistic approach. Architecture, churches, palaces. Sculptures. Popular art forms. Paintings.

### **UNIT-II**

#### **Byzantine Art**

Understanding of Byzantine Art. Christian art influence. Understand social, political and economical scenario. Stylistic approach. Architecture, churches, palaces. Sculptures. Popular art forms. Iconoclasm, Macedonian Art, Mosaics Art.

### **UNIT-III**

#### **Romanesque Period**

Understanding of Romanesque Art. Christian art influence. Understand social, political and economical scenario. Stylistic approach. Architecture, churches, palaces. Sculptures. Popular art forms. Enamel Work.

### **UNIT-IV**

#### **Art of Ceylon, Cambodia and java**

Understanding of southeastern art. Role of Buddhism in stylistic approach. Understand social, political and economical scenario. Stylistic approach. Architecture, palaces. Sculptures.

### **Evaluation Methodology**

- Written test
- Assignments

## **RFAA402: AESTHETICS-II**

### **Objective**

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness. It is very important to understand the nature of art and its scope in the factual world. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.

### **Desired outcome of the course**

From this module student shall be able to understand the immensity and role of art in our daily life. It shall establish the concept of Art in their in their consciousness. Student shall be acquainted with art from expansive viewpoint. They shall be able to comprehend the element and principle of aesthetics.

## **SYLLABUS**

### **UNIT-I**

#### **Theory of Rasa**

What is Rasa. Understanding of Navrasa. Nātyasāstra. Relationship of Art and Aesthetics with Rasa. Anubhava.

### **UNIT-II**

#### **Elements of Aesthetics**

Understanding Dhvani. Bhāva. Alankār. Auchitya. Riti. Guna-Dosh. Vyanjana.

### **UNIT-III**

#### **Nātyasāstra theory**

Study of relationship of visual and performing Arts. Theories of Abhinav Gupta and Bhartmuni.

### **Evaluation Methodology**

- Written test
- Assignments

## **RFAA403: DESIGN AND COMMUNICATION PRACTICE-II**

### **Objective**

Design defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving any objective. In this course student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

### **Desired outcome of the course**

From this module student will be able to understand the concept of design. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

## **SYLLABUS**

### **UNIT-I**

**Principles of Design:** What is design? Understanding design from historical point of view. Origin and development of design. Understanding principle of design. Understanding of Unity, Balance, Rhythm. Relationships and behaviors in design environment. Understanding contrast.

### **UNIT-II**

**Elements of design:** Understanding of design as art. Element of design and their relationships. Understanding Line, forms, shapes, colours. Understanding their nature and behavior in design environment.

### **UNIT-III**

**Design in Advertising:** What is advertising art? Devolvement of advertising in human history. Forms of advertising art. Relationship between advertising art and visual art. Understanding different approaches of design.

### **UNIT-IV**

**Design as communication:** Communication principles & Process. Research, Methodology in brief, Marketing approach.

### **UNIT-V**

**Communication Media:** Media of communication. Mass media. Print media, Outdoor Media. Web media, Online advertising. Point of Purchase, Point of sale, Display media. Electronic Media.

### **UNIT-VI**

**Digital Printing:** Graphic Scalability, Image Resolution. Colour models in computer graphics. Types of Digital Printers. Digital Printing techniques.

### **Evaluation Methodology**

- Written test
- Assignments

## **RFAA451: COMMUNICATION ILLUSTRATION-II**

### **Objective**

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through stylization. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very detailed study. Student shall learn various types of illustration techniques. They shall also learn to draw outdoors to understand focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

### **Desired outcome of the course**

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. After this they shall be able draw to create expressive stylized illustration and apply different techniques accordingly.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Life study – Pencil and shades**

Detailed life drawing from life model. Develop a sense of proportion in their mind. Learn to draw anatomical structure. Study with pencil and shade, emphasis on volumes.

### **UNIT-II**

#### **Life study – Colour and shades**

Drawing a human figure with rapid speed. Create a sense of proportion of the human body. Learn ideal proportions, volume, and structure with Human torso. Study with colour and shade, emphasis on volumes.

### **UNIT-III**

#### **Outdoor study – Colour and tones**

Draw Illustration or drawing from nature outdoors study. Historical site or monument study. Focal points of drawing in great details. Understanding of ideal proportions, volume, and structure. Emphasis will be on colour and tones.

### **UNIT-IV**

#### **Illustration Techniques: Concept of stylized illustration**

Different techniques of drawing and illustration. Developing a illustration style. Convert a photograph into stylized colour illustration. Stylization methods and application.

### **UNIT-V**

#### **Illustration Techniques: Figurative Illustration**

Different techniques of drawing and illustration. Emphasis on figurative drawing. Draw a stylized figurative colour illustration. Stylization methods and application.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAA452: COMMUNICATION DESIGN-II**

### **Objective**

Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective. In this course student shall learn the wide spectrum of design process. During this module student should be able to understand the concept of design, its element and principle involved in making a good design.

### **Desired outcome of the course**

From this module student will be able to understand the concept of design. They will be able to design from the object available in the nature and their surroundings. They will learn the different types of designs and their purpose in everyday life. They will be able to understand the quality of lines, shapes, forms, and their behaviour when they are in proximity to each other. It will help student to create sense of intuitive balance and rhythm with the help of design and instruct their eyes to see a good design. Their mind and forms will be harmonized create any kind of good design.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Design- Geometrical pattern**

Design using geometrical forms and human figure. Understanding of design with geometric point of view. Fusion of geometric forms with human figure. Symmetric pattern.

### **UNIT-II**

#### **Design- Abstract pattern**

Design using typography with geometrical forms in abstract pattern. Understanding of design with geometric point of view. Fusion of geometric forms and typography asymmetrically.

### **UNIT-III**

#### **Design – Tones and texture**

Understanding of tones and texture. Element of design in different tones, and their relationships. Understanding colours, their nature and behaviour in design environment.

### **UNIT-IV**

#### **Design – Rhythm and movement**

Understanding of Unity, Balance, Rhythm in great detail. Relationships and behaviours in design environment. Understanding contrast, student shall design focusing these principles in mind.

### **Unit 5:**

#### **Design –Pattern**

Design using flat colours in different tones and hues. Understanding patterns in detail. Seamless pattern. Textile design. Non-seamless pattern.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAA453: ADVERTISING ART-II**

### **Objective**

Typography is very powerful medium of expression. In this module student shall learn the finer points of typography through forms, colours and display design. It is intended to teach the different kind of typography and their effective usage in communication. Student shall learn various kind typography designs, communication techniques with historical perspective. They shall also learn to intervene expression and emotion through typography in design. It shall make them understand the application of typography in various communication media.

### **Desired outcome of the course**

From this module student shall be able to understand the role of typography in design process. They shall be able to choose appropriate type according to need of the communication. They shall learn the different types of design techniques and their purpose using typography. They will be able to understand the quality of type, their behaviour when they are applied in different scenario. It will help student understand typography as a medium of artistic expression.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Typography as communication & Brand**

Use of typography as communication. Typography and brand association. Use of typography as display typography. Use of typography for brand image. Character of types; prepare a design using typography in colour.

### **UNIT-II**

#### **Typography Design**

Understanding Lettering and Typography design. Historical perspective. Typography and communication. Types of typographic design.

### **UNIT-III**

#### **Typography as Forms- Fusion techniques**

Use of typography as forms. Character of types, Study of types as expression of emotion. Prepare a design in colour, Fusion of different forms in typography.

### **UNIT-IV**

#### **Typography application- Calligraphy**

Use of typography as calligraphy. Historical perspective. Techniques of calligraphy. Use of calligraphy in design, prepare a design using calligraphy in colour.

### **UNIT-V**

#### **Typography application- Visual art**

Use of typography as Visual art. Usage of space with typography. Fusion of different types. Prepare a visual art design using typography in colour.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAA454: COMPUTER GRAPHICS-II**

### **Objectives**

Computer is a basic tool used in modern world. It is important for the students to have a basic learning and usage of computers. This will create a foundation for future use of graphic application and professional career building. This learning is an asset for the artist to come at par with the modern technology. They should be able to learn and work on the computer with ease.

### **Desired outcome of the course**

From this module student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Introduction to Productivity tools**

Time saving tool on Mac/PC Platform

### **UNIT-II**

#### **Working with Vector**

Vector graphic software. Illustration techniques. Printing techniques for vector graphics. Scalability, printing resolution. Colour models.

### **UNIT-III**

#### **Working with Bitmap**

Bitmap graphic software. Rendering techniques. Printing techniques for bitmap graphics. Scalability, printing resolution. Colour model. Vector Illustration. Bitmap graphics- handling scalability.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAA455: CRITICAL & CONTEXTUAL STUDY**

### **Scope of Critical and Contextual studies**

Critical and Contextual Studies are based upon the active and individual response(s) of students on works of art and design. Student shall identify suitable artists, designers, crafts people or art movements and carry out the study of one of the following topics listed below. Students shall elaborate on the topic by critically analyzing the subject, context, treatment or stimuli. They shall create piece of art work and write a critical note by evaluative work.

• Great Masters	• Art movements
• Portraits	• Nature
• Design	• Architecture
• Machinery	• Entertainment
• New media	• Contemporary art
• Digital Art	• War and conflict
• Art, Culture and Society	• Environment
• Social Practices	• Art and Mythology
• Art and Economy	

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester



## **RFAA041: PHOTOGRAPHY-II**

### **Objective**

Photography is the art, science and practice of creating durable images by recording light or other electromagnetic radiation, either chemically by means of a light-sensitive material such as photographic film, or electronically by means of an image sensor. In this module student shall learn the finer points of photography. It is intended to interweave the camera handling skills; technology and techniques. Student shall learn about various types of cameras, photography equipments and techniques from historical perspective. They shall also learn to shoot great images, understand concept of framing and composition from artistic and communicative point of view. It shall make them understand the application of camera techniques, processing, developing films, and using prevalent digital photography technology for visual media.

### **Desired outcome of the course**

From this module student will be able to learn shooting from camera using artistic composition and framing methods. They shall be able to process, develop, and print photographs. They shall learn the different types of camera techniques and their usage in visual media and communication. They will be able to understand the light, exposures, and sensitivity of films, bromide papers, and their behavior when they are used for specific results. It will help student understand photography as a medium of artistic expression. After this they shall be able handle camera and photographic accessories professionally to produce expressive photographs. They shall also learn to use digital computer technology for the same.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Camera Techniques - Framing a Composition (indoors and outdoors)**

Composition methods, Using grids. Balancing elements. Theory of odds. Rule of third, Headroom. Distractions, Floating heads. Look space & walk room. Angles, leading lines.

### **UNIT-II**

#### **Understanding Films (Sensitivity), Bromide papers grades & chemicals**

Process of developing. Printing process (contact and enlargements). Film vs. Digital. Film basic, Film speed, Film sizes. Spectral sensitivity, Special films. Bromides papers, emulsion types. Archival quality.

### **UNIT-III**

#### **Post shooting image enhancement**

Color and tone correction. Repairing Scratches/Blemishes. Sharpness/Distortions/noise. Skin tone.

### **UNIT-IV**

#### **Studio Equipments**

Backgrounds. Lightings. Risers. Special bulbs. Stands/reflectors/Tripods. Using strobes. Wireless Remote flash. Shoot using composition principle. Shooting and developing a film/photographs. Shoot in studio conditions. Image enhancement exercise.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

## **RFAA042: ENTERTAINMENT DESIGN-II**

### **LIST OF PRACTICALS**

#### **UNIT-I**

##### **Simple Editing**

Understanding Editing software. Non-linear editing. Visual effects & image processing.

#### **UNIT-II**

##### **Advance Editing**

Multi-source playback and control. Typography Motion Graphics/Titling. Shoot using composition principle. Editing. Motion Graphics.

##### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

# **BACHELOR OF FINE ARTS (BFA) [STREAM: PAINTING]**

## **RFAP301: VISUAL ART PROCESS & PRACTICES-I**

### **Objective**

It is very essential to understand the nature and behaviour of material in visual art. Every material reacts differently on different surfaces. It is key to experimentation and development of self-stylization in art. Usage and application of material is unique to every artist. It is important to learn the different material and their handling for creative rendering of the art subject imagery. This module is focusing on different type of material, their nature and application.

### **Desired outcome of the course**

From this module student shall be able to understand the role of methods and material in art. It shall establish the concept of material application in the style of artist. Student shall be acquainted with different material from expansive viewpoint. They shall be able to comprehend their nature and usages aesthetically.

## **SYLLABUS**

### **UNIT-I**

#### **Importance of methods & materials**

Permanence – Beautiful material. Deterioration of paint. Nature & characteristics of drawing & painting media such as pencil, crayon, Charcoal, Pen & ink, watercolour, gouache, pastel & oil paint.

### **UNIT-II**

#### **Introduction to Mural & print making media, Material Study**

Fresco-Buono, Fresco-secco, Mosaic. Silk-screen, Etching, Lithography. Weaving. Folk Art: Madhubani, Kalamkar i& Pat-citra, Miniature Painting. Gums & Glues, Resin & Varnishes. Drying Oils, Thinners & Siccatives.

#### **Evaluation Methodology**

- Written test
- Assignments

## RFAP351: DRAWING-I

### Objective

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

### Desired outcome of the course

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

## LIST OF PRACTICALS

### UNIT-I

**Rapid Sketching:** Rapid sketches. Create a sense of proportion in their mind. Learn to draw intuitively.

### UNIT-II

**Line Drawing from Human Anatomy:** Life model. Drawing a human figure with rapid speed. Proportion of the human body. Volume, and structure with Human torso.

### UNIT-III

**Life study – Pencil and shades:** Detailed life drawing form life model. Develop a sense of proportion in their mind. Learn to draw anatomical structure. Study with pencil and shade, emphasis on volumes.

- *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

### UNIT-IV

**Life study – Colour and shades:** Life model. Drawing a human figure with rapid speed. Proportion of the human body. Volume, and structure with Human torso.

- *Medium: Oil Pastels Colours, Colour Pencils, Soft Crayons*

### UNIT-V

**Outdoors study:** Nature outdoors study. Historical site or monument drawing and Illustration. Focal points of drawing in great details with understanding of ideal proportions, volume, and structure. Emphasis will be drawing.

- *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

### Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## RFAP352: PAINTING-I

### Objective

Painting is the ability of applying colour and tone to any given space. The knowledge of painting is very fundamental and accurate handling of colour is needed to develop in the student. Their eye should be trained to see colours in different lights and study their change of behaviour according to the intensity of light. This is the core learning of the course. During this module student should be able to understand the concept of colour and tone. It should develop the sense of harmony, concept of opposite and complimentary colours in the mind of the artist.

### Desired outcome of the course

From this module student will be able to understand the concept of colour. They will be able to paint and handle different kind of colours and mediums. It will help student see the colour in natural as well as artificial light. They will be able to draw a conclusive opinion upon the behaviour of colour in different environment.

## LIST OF PRACTICALS

### UNIT-I

**Painting from Object:** Draw and paint an object. Apply the understanding of the 2nd semester regarding colour and its behaviour.

- *Medium: Poster colour, Oil Pastels & watercolour*

### UNIT-II

**Painting from Life:** Draw and paint life drawing. Apply the understanding of the 2nd semester regarding colour and its behaviour. How light changes the properties of colours?

- *Medium: Poster colour, Oil Pastels & watercolour*

### UNIT-III

**Colour and tone:** Advance understanding of importance of colour and tone. What is colour hue and intensity? How tones are used in creating and art object.

- *Medium: Poster colour, Oil Pastels & watercolour*

### UNIT-IV

**Transparency and opaqueness of colour:** What is colour wheel shall be taught in detail? How many types of colour wheel can be made? Understand the nature and harmony among the colours. How overlapping is done? How to use transparency and opacity of the colour?

- *Medium: Poster colour, Oil Pastels & watercolour*

### Unit 5.

**Use of opaque and tempera colours:** What is tempera? How color behaves in different opacity? How these of colours are used to create expression in the art? How colour changes the mood?

### Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## RFAP353: COMPOSITION-I

### Objective

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behaviour will be studied in great detail.

### Desired outcome of the course

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skilfully and apply colours in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition

## LIST OF PRACTICALS

### UNIT-I

**Understanding & handling of the 2-D surface:** Different kind of surfaces. Preparation of surfaces and their handling. Study of examples of great masters.

### UNIT-II

**Understanding forms and Structural possibilities:** Learning division of space. Different types of forms, their behaviour and nature, structural possibilities. Theory of odds, Rules of third, foreground and background. Negative and positive space, study of examples of great masters

### UNIT-III

**Simple compositions:** Arranging of element from sketches of daily life. Still life objects, study of examples of great masters.

- *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

### UNIT-IV

**Nature studies:** Detail nature studies. Study of trees, leaves, houses. Study of nature of natural light, nature of reflection, study of shadows. Study of relationship of light and colour.

- *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

### UNIT-V

**Human figures & animals figures:** Detail of human figure and animals. Faces, expressions, street animals. Nature of natural light, nature of studio light. Nature of reflection on human body, study of shadows. Study of relationship of light and colour.

- *Medium: Poster colour, oil pastels & watercolour, pen & Ink on Paper*

### Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAP354: DIGITAL ART-I**

### **LIST OF PRACTICALS**

#### **UNIT-I**

**Introduction to Digital Art:** Photoshop and other graphic software.

#### **UNIT-II**

**Brushes:** Brush Panel, Presets, Custom Brushes.

#### **UNIT-III**

**Setting Composition:** Document setup, Composition principals.

#### **UNIT-IV**

**Sketching:** Digital Sketching, Draw still life, Draw Human figure.

#### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

## **RFAP355: MURAL-I**

### **Objective**

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. A particularly distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. In this module students will learn to work on murals. They will be introduced to various techniques of painting on different surfaces, using different material.

### **Desired outcome of the course**

From this module student will be able to mural or fresco grapy using artistic composition and framing methods. They shall be able to understand the process, methods and material. They shall learn the different types of fresco techniques and their usage in visual art. They will be able to understand the surface, texture, and sensitivity of surface, and their behavior when they are used for specific results. It will help student understand fresco as a medium of artistic expression.

### **LIST OF PRACTICALS**

#### **UNIT-I**

**Introduction to the Mural:** Historical perspective. Material, techniques. Traditional murals.

#### **UNIT-II**

**Introduction to Glass Mosaic:** Historical perspective. Material, techniques. Traditional glass mosaic paintings.

#### **UNIT-III**

**Introduction to Tile Mosaic:** Historical perspective, Material, techniques. Traditional Tile Mosaic. Prepare a wall mosaic. Prepare a wall painting.

#### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

## **RFAP356: ART SEMINAR**

### **Focus of the Seminar**

Seminar is the one occasion in which all faculty, students and art professionals can meet and discuss new developments in their respective field. This gives a student special opportunity to learn how to present and discuss, to think and develop individualistic approach, and to demonstrate his/her ability as an Artist. A good seminar program shall be designed in a way where all department can participate. External Speakers shall be invited to share their knowledge. This shall fosters unity and mutual respect among the participants and provides an atmosphere that promotes research activities and collaborative information. Seminar shall focus on practical ideas to create, demonstrate, exhibit and sell art. Discuss great masters, contemporary artists of national or international repute, their life and work. Learn what you can apply to your own style and art Seminar shall discuss why and what is driving this contemporary art and how artists, galleries and critics are approaching and evaluating the art by participating in this seminar, student shall understand the aesthetics behind any art, its medium, and techniques.

### **Policy Statements for Seminar**

Attendance at all Departmental seminars and at seminars given by visitors to the Department is mandatory. Each student is expected to attend every seminar and students are expected to participate actively by asking questions, contributing to the discussion, etc. The topic for presentation and the date of the seminar must be approved by the faculty member in charge of the seminar program.

### **Suggested List of Topics for Seminar**

1. Creative Thinking Process
2. Aesthetics
3. Art and Philosophy
4. Art and Society
5. Art and Culture
6. Pop Art
7. Public Art
8. Street Art
9. Digital Art
10. Great Masters and their work
11. Art Trends
12. Art Criticism
13. Art History
14. Art Museums
15. Art and Poetry
16. Mediums and techniques
17. Anything or everything in art

### **Evaluation Methodology**

- Individual's Participation
- Project Review: Mid Semester
- Project Report Submission & Viva: End of the Semester



## **RFAP401: VISUAL ART PROCESS & PRACTICES-II**

### **Objective**

It is very essential to understand the nature and behaviour of material in visual art. Every material reacts differently on different surfaces. It is key to experimentation and development of self stylization in art. Usage and application of material is unique to every artist. It is important to learn the different material and their handling for creative rendering of the art subject imagery. This module is focusing on different type of material, their nature and application.

### **Desired outcome of the course**

From this module student shall be able to understand the role of methods and material in art. It shall establish the concept of material application in the style of artist. Student shall be acquainted with different material from expansive viewpoint. They shall be able to comprehend their nature and usages aesthetically.

## **SYLLABUS**

### **UNIT-I**

#### **Classification of colour**

Cause of changing colours. Advance understanding of importance of colour and tone. What is colour hue and intensity? How tones are used in creating and art object.

### **UNIT-II**

#### **Transparency and opaqueness of colour**

Advance concepts of colour wheel. How they are important to understand the nature and harmony among the colours? Complex overlapping, transparency and opacity of the colour

- *Medium: Poster colour, Oil Pastels & watercolour*

### **UNIT-III**

#### **Preparation of Canvas and tempera technique**

What is Egg Tempera? How color behaves in different opacity? How these of colours are used to create expression in the art? Stretching of canvas & framing, Preparation of canvas.

### **UNIT-IV**

#### **Frescos**

Fresco (Secco/Buono) Painting – glaze & distemper, wall, plastering, colours.

#### **Evaluation Methodology**

- Written test
- Assignments

## **RFAP451: DRAWING-II**

### **Objective**

Drawing and illustration is a core medium of expression. In this module student shall learn the finer points of Drawing through Human anatomy. It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student shall learn various types of illustration techniques with historical perspective. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

### **Desired outcome of the course**

From this module student will be able to understand the drawing through human anatomy. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand drawing as a medium of artistic expression. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Life study- Head**

Life model. Drawing a human face with rapid speed. Create a sense of proportion of the human Face. Ideal proportions, volume, and structure with Human face. Example of drawing from the masters.

### **UNIT-II**

#### **Life study – Volume and Masses**

Detailed life drawing form life model. Develop a sense of volume and mass in their mind. Draw anatomical structure. Study with pencil and shade, emphasis on volumes.

- *Medium: Pencil, Pen & Ink, Conte, White Chalk, Glass marking pencils, Charcoal, etc.*

### **UNIT-III**

#### **Life study – Skull study**

Drawing a human face with rapid speed. Create a sense of proportion of the human Face/Skull. Ideal proportions, volume, and structure with Human face/Skull. Example of drawing from the masters.

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAP452: PAINTING-II**

### **Objective**

Painting is the ability of applying colour and tone to any given space. The knowledge of painting is very fundamental and accurate handling of colour is needed to develop in the student. Their eye should be trained to see colours in different lights and study their change of behaviour according to the intensity of light. This is the core learning of the course. During this module student should be able to understand the concept of colour and tone. It should develop the sense of harmony, concept of opposite and complimentary colours in the mind of the artist.

### **Desired outcome of the course**

From this module student will be able to understand the concept of colour. They will be able to paint and handle different kind of colours and mediums. It will help student see the colour in natural as well as artificial light. They will be able to draw a conclusive opinion upon the behaviour of colour in different environment.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Painting from Object**

Draw and paint an object. Apply the understanding of the 3rd semester regarding colour and its behavior. Introduction to the medium of oil & acrylic.

- *Medium: Acrylic colour, Oil Pastels & watercolour*

### **UNIT-II**

#### **Painting from Life**

Draw and paint life drawing. Apply the understanding of the 3rd semester regarding colour and its behavior. How light changes the properties of colours. Introduction to the medium of oil & acrylic.

- *Medium: Acrylic colour, Oil Pastels & watercolour*

### **UNIT-III**

#### **Handling of colours**

Introduction to the medium of oil & acrylic. How color behaves in different opacity? How these of colours are used to create expression in the art? How colour changes the mood? How to use transparency and opacity of the colour?

#### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAP453: COMPOSITION-II**

### **Objective**

In the visual arts – in particular painting– composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art. During this module student will go through the process of setting different element in given space and surface. Understanding of forms and their behaviour will be studied in great detail.

### **Desired outcome of the course**

From this module student will be able to understand the concept of composition in painting. They will be able to paint and arrange different kind of forms in given 2D surface. It will help student divide space skilfully and apply colours in harmonious manner. They will be able to compose and draw different element in cohesive manner using principles of composition.

## **LIST OF PRACTICALS**

### **UNIT-I**

#### **Simple compositions**

Introduction to the medium of oil & acrylic. Arranging of element from sketches of daily life. Still life objects, study of examples of great masters.

- *Medium: Acrylic colour, oil pastels & watercolour, pen & Ink on Paper*

### **UNIT-II**

#### **Nature studies**

Introduction to the medium of oil & acrylic. Detail nature studies, trees, leaves, houses. Nature of natural light, nature of reflection, study of shadows. Study of relationship of light and colour.

- *Medium: Acrylic colour, oil pastels & watercolour, pen & Ink on Paper*

### **UNIT-III**

#### **Human figures & animals figures**

Introduction to the medium of oil & acrylic. Detail of human figure and animals, faces, expressions, street animals. Nature of natural light, nature of studio light. Nature of reflection on human body, study of shadows. Study of relationship of light and colour.

- *Medium: Acrylic colour, oil pastels & watercolour, pen & Ink on Paper*

### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

## **RFAP454: DIGITAL ART-II**

### **LIST OF PRACTICALS**

#### **Unit 1:**

##### **Working with colour and using colour palate**

Colour modes, Colour adjustment, Colour Profiles, Palates.

#### **Unit 2:**

##### **Working with Perspective**

How to Work with Perspective. Theory behind perspective. Set up construction lines, vanishing points and a horizon. Create a perspective grid.

#### **Unit 3:**

##### **Understanding light, Shadow, Shading**

Understanding Light, Shading. How to use different types of lighting. Create an appropriate shadow.

#### **Unit 4:**

##### **Painting Exercise**

Still life. Human figure.

#### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

## **RFAP455: Print Making**

### **Objective**

Screen-printing (occasionally known as "silkscreen", or "serigraphy") creates prints by using a fabric stencil technique; ink is simply pushed through the stencil against the surface of the paper, most often with the aid of a squeegee. The print is the medium of expression used for communication for masses. Student in this module will learn silk-screen printmaking technique. They will also learn how silk-screen prints are being created for the purpose of art and beauty. During this module student should be able to understand the concept of print, its element and principle involved in making a good print. It should develop the sense of materials, methods, and their usages in the student.

### **Desired outcome of the course**

From this module student will be able to understand the concept of Screen-printing. They will be able to make Screen-printing and learn the different types of printing techniques and their purpose in art and visual media. They will be able to understand the quality of prints, inks, papers, and their behaviour when they are in applied on different surfaces. It will help student understand Screen-printing as a medium of artistic expression.

### **LIST OF PRACTICALS**

#### **Unit 1:**

##### **Introduction to process**

What is screen-printing? Historical perspective, Process of printing, stencil making.

#### **Unit 2:**

##### **Materials and Equipment**

Type of Cloths, Types of emulsion, Types of inks, Exposing technique, Paper.

#### **Unit 3:**

##### **Converting design for printing**

Stencilling method, converting design for printing, braking different colures, accuracy, registration techniques, overlapping methods.

#### **Unit4:**

##### **Printing Exercise: Monochrome**

Making of a Screen-printing design in monochrome using learning from previous units.

#### **Evaluation Methodology**

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

## **RFAP456: CRITICAL & CONTEXTUAL STUDIES**

### **Scope of Critical and Contextual studies**

Critical and Contextual Studies are based upon the active and individual response(s) of students on works of art and design. Student shall identify suitable artists, designers, crafts people or art movements and carry out the study of one of the following topics listed below. Students shall elaborate on the topic by critically analyzing the subject, context, treatment or stimuli. They shall create piece of art work and write a critical note by evaluative work.

- Great Masters
- Portraits
- Design
- Machinery
- New media
- Digital Art
- Art, Culture and Society
- Social Practices
- Art and Economy
- Art movements
- Nature
- Architecture
- Entertainment
- Contemporary art
- War and conflict
- Environment
- Art and Mythology
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### **Evaluation Methodology**

- Individual's Participation
- Project Review: Mid Semester
- Project Report Submission & Viva: End of the Semester

## LIST OF WEB RESOURCES FOR SEMESTER III AND IV

[http://en.wikipedia.org/wiki/Still\\_life](http://en.wikipedia.org/wiki/Still_life)  
[http://en.wikipedia.org/wiki/Figure\\_drawing](http://en.wikipedia.org/wiki/Figure_drawing)  
<http://www.glasspainting.co.uk/>  
<http://www.ianswer4u.com/2011/06/how-to-make-glass-painting.html>  
<http://en.wikipedia.org/wiki/Mural>  
[http://en.wikipedia.org/wiki/Madhubani\\_art](http://en.wikipedia.org/wiki/Madhubani_art)  
<http://en.wikipedia.org/wiki/Fresco>  
[http://en.wikipedia.org/wiki/Screen\\_printing](http://en.wikipedia.org/wiki/Screen_printing)  
[http://en.wikipedia.org/wiki/Indian\\_painting](http://en.wikipedia.org/wiki/Indian_painting)  
[http://www.metmuseum.org/toah/hd/mugh\\_2/hd\\_mugh\\_2.htm](http://www.metmuseum.org/toah/hd/mugh_2/hd_mugh_2.htm)  
[http://en.wikipedia.org/wiki/Category:Painting\\_techniques](http://en.wikipedia.org/wiki/Category:Painting_techniques)  
[http://en.wikipedia.org/wiki/Landscape\\_art](http://en.wikipedia.org/wiki/Landscape_art)  
<http://www.artistdaily.com/blogs/beginnersoil/archive/2008/09/11/beginners-how-to-prepare-a-canvas-for-an-oil-painting.aspx>  
<http://www.eggtempera.com/technical-info/egg-tempera-paint>  
<http://www.sensationalcolor.com/color-theory/how-color-theory-came-the-theoristconcepts-at-a-glance.html>  
<http://en.wikipedia.org/wiki/Lithography>  
<http://www.realcolorwheel.com/human.htm>  
<http://www.dragoart.com/tuts/6736/1/1/how-to-draw-a-human-face.htm>  
<http://en.wikipedia.org/wiki/Etching>  
<http://advertising2826.blogspot.in/p/bibliography.html>  
[http://en.wikipedia.org/wiki/Design\\_history](http://en.wikipedia.org/wiki/Design_history)  
<http://www.designhistorysociety.org/>  
<http://www.designishistory.com/>  
[http://en.wikipedia.org/wiki/History\\_of\\_Western\\_typography](http://en.wikipedia.org/wiki/History_of_Western_typography)  
<http://www.planet-typography.com/directory/histoire.html>  
<http://www.drawinghowtodraw.com/drawing-lessons/drawing-faces-lessons/bd-drawinghuman-figures-anatomy.html>  
<http://www.illustration.com/>  
<http://en.wikipedia.org/wiki/Advertising>  
[http://en.wikipedia.org/wiki/Gupta\\_Empire](http://en.wikipedia.org/wiki/Gupta_Empire)  
<http://www.art-and-archaeology.com/timelines/india/india.html>  
<http://www.design-lib.com/graphic-design-principles-gd.php>  
<http://www.spoonfeddesign.com/10-principles-of-effective-advertising>  
[http://en.wikipedia.org/wiki/Rasa\\_%28aesthetics%29](http://en.wikipedia.org/wiki/Rasa_%28aesthetics%29)  
[http://en.wikipedia.org/wiki/Offset\\_printing](http://en.wikipedia.org/wiki/Offset_printing)  
<http://en.wikipedia.org/wiki/Camera>  
<http://www.dpreview.com/>  
[http://www.howtodrawwithpencil.com/howtodrawwithpencil/Human\\_Figure\\_1.html](http://www.howtodrawwithpencil.com/howtodrawwithpencil/Human_Figure_1.html)