

UNIVERSITY OF PUNE

Proposal for Revision of Syllabus
to be implemented from June- 2008 onwards

COURSE - BACHELOR OF FINE ARTS
- APPLIED ART
(B. F. A. – Applied Art)

Preamble and Objectives:

With the view to enhance the existing syllabus and make it more practical based, industry affable and suitable to cater the needs of society and nation in present day context, the committee examined the drawbacks of the existing syllabus and after browsing through various other curricula of the existing universities in respective subjects in terms of content, quality and pattern of teaching and examination has completed the proposed curriculum.

After guidance from industry professionals and senior faculty, feedbacks from the core faculty and intensive discussions the task was completed.

To make art education more scientific and systematic, on par with professional courses conducted globally, we need to revitalize the existing courses under Fine Arts/ Visual Arts. The field of Visual arts is expanding fast and many new avenues are opening up for the professionals from the field. The technical advance is a key to the job - oriented teaching and thus a great responsibility lies on the art curriculum to prepare students to rise to the global standards and changing trends.

Thus while restructuring the curriculum, the rapidly changing trends in visual arts and application of electronic media / computer media in the professional practice and the overall personality development has been kept in mind.

Course Pattern

Course	-	Bachelor of Fine Arts – Applied Art (B.F.A. – Applied Art)
Duration	-	Four Academic Years
Examination Pattern	-	Annual Pattern A.T.K.T. for Group-I (Theory) Subjects for only one consequate attempt.
Eligibility	-	H.S.C. Examination OR Equivalent With minimum 50 % aggregate (45 % for reserved category)
Medium of Instruction	-	English / Hindi / Marathi
Examining Authority	-	Concern University (First Year to Fourth Year)

First Year B.F.A. Applied Art

The first year will prepare the foundation in visual arts.

- To introduce the learners to history of visual communication and its basic concepts.
- To introduce the students to history, social and economic aspects of advertising
- To understand and develop the skill of sketching and drawing from natural and manmade objects and structures in various medium like pencil, pen, ink, crayon, chalk, colour etc.
- To develop the sense of structure, and understand how forms achieve their structural unity through adherence to principals of physical nature of the material being observed and studied (e.g. Plants, insects, minerals etc).
- To develop the sense of observation and capacity to retain and recall images and their co-ordination.
- To understand and develop the skill of sketching and drawing from cast in various medium like pencil, pen, ink, crayon, chalk, colour etc.
- To introduce the basic visual elements of 2 D design with emphasis on basic fundamentals of 2 dimensional designs.
- Study of 2 dimensional spaces and its organization.
- To introduce the basic visual elements of 3 D design with emphasis on basic fundamentals of 3 dimensional designs.
- To develop the sense of structure, gravitational and mechanical principals.
- To introduce the student the history of writing, development of alphabets, various calligraphic schools and scripts.
- To develop beautiful handwriting, sense of letter form-simultaneous judgment of the composition of the letters spacing organization etc.
- To be develop the capacity to use the traditional as well as modern tools.
- To impart to learners the knowledge of various type faces and their utilization in various designs.

- To introduce the learners the meaning of graphic design, basics and its need in communication design.
- To acquaint the learners with various perspective drawing methods.
- To acquaint the learners with colour theory and its use in practical.
- To understand and develop the skill for designing for a primary press layout.
- To understand and develop the skill for designing for a primary poster design.
- To develop the communication skills in English to complement the visual communication and facilitate effective presentation of work.

Class Work - The internal 40 marks are – 30 marks for annual internal assignments and 10 marks for internal terminal examination.

OUTLINE OF THE SYLLABUS

First Year: B.F.A. Applied Art

• Theory Subjects: Group I

Sr. No	Subject	No. of hrs. (Annual)	No. of Assignments	Examination Duration (Hours)	Class work* (Out of)	Annual Examination (Out of)
For Examination						
1	History of Visual Communication	60	06	03	40	60
2	Advertising Art and Ideas	60	06	03	40	60
Not for Examination						
1	Colour Theory	20	04	-	-	-
2	English (Comm. Skills)	30	04	-	-	-

• Practical Subjects: Group II

Sr. No	Subject	No. of hrs. (annual)	No. of Assignments	Examination Duration (Hours)	Class work* (Out of)	Annual Examination (Out of)
For Examination						
1	Drawing (Nature + Drawing from Caste + Product Drawing)	90 42 48	15 07 08	05	40	60
2	2 Dimensional Design	120	10	10	40	60
3	3 Dimensional Design	60	05	10	40	60
4	Calligraphy	60	05	05	40	60
5	Lettering Typography	60	05	10	40	60
6	Graphic Design	120	10	10	40	60
Not for Examination						
1	Perspective	36	06	-	-	-
2	Colour	48	08	-	-	-
3	Press Layout	72	04	-	-	-
4	Poster Design	72	04	-	-	-
5	Computer Graphics	96	08	-	-	-

**PUBLIC (UNIVERSITY) EXAMINATION:
THEORY SUBJECTS.**

1) **HISTORY OF VISUAL COMMUNICATION:** 6 Tutorials (60 Lecture Hours)

A. Communication

1. The Evolution of Communication
2. The Rightful place of Communication in Society
3. What is Communication
4. The Systems of Communication
5. Examples of Systems of Communication
6. The Definition of Communication
7. Feedback- an important element
8. The formula of Communication
9. The types or Methods of Communication
10. Importance of the Study of Communication.

B Gestures

- 1 Prominent routine Gestures
2. Technical Gestures
- 3 Indian Mythology
- 4 Styles of Dancing

C Pictures

1. Paintings
2. Ajanta School of Painting
- 3 Mughal School of Painting
- 4 Rajput School of Painting
- 5 Modern Indian Painting
- 6 Illustrations & Pictographs
- 7 Caricatures and Cartoons
- 8 Photographs

D Objects

- 1 Architecture, Sculpture & Iconography
- 2 Costumes

E Symbols

- 1 About Symbol
- 2 Symbolism in India

2) **ADVERTISING ART AND IDEAS:** 6 Tutorials (60 Lecture Hours)

A Introduction to Advertising

- 1 Village Economy
- 2 Post Industrial Revolution Economy
- 3 Mass Production and Transportation
- 4 Advertising- a part of Marketing
- 5 Direct and Indirect Advertising
- 6 Qualities of Modern Advertising
- 7 Advertising an Art, a Science, a Business, a Profession.

B History of Advertising

- 1 Pre- printing Period
- 2 Early Printing period
- 3 Period of Expansion
- 4 Period of Consolidation
- 5 Period of Scientific Development
- 6 Period of Business and Social Integration.

C The Social and Economic Aspects of Advertising

- 1 Advertising business offers Employment
- 2 Advertising Promotes freedom of the Press.
- 3 Functions of Advertising
- 4 Advertising creates demand and consequently sales
- 5 Advertising reduces selling costs
- 6 Advertising creates employment
- 7 Advertising establishes reputation and prestige
- 8 Truth in Advertising
- 9 Advertising tries to raise the Standard of living
- 10 Role of Advertising in Society.

PUBLIC (UNIVERSITY) EXAMINATION: PRACTICAL SUBJECTS.

1) DRAWINGS

A) DRAWING FROM NATURE : 15 Assignments (6 Hours each)

1. Leaves (pencil)
2. Leaves (Pastel)
3. Flowers (pencil)
4. Flowers (Water colour)
5. A Flower Pot (Water colour)
6. A Flower Pot (Opaque colour)
7. Outdoor sketching of trees (Pencil)
8. Outdoor sketching of trees (Ball point pen or sketch pen)
9. Outdoor sketching of trees (Colour)
10. Outdoor sketching of peoples (Pencil)
11. Outdoor sketching of peoples (Sketch pen)
12. Indoor people in action (Pencil study)
13. Indoor people in action (Pen study)
14. Outdoor Landscape. (Water colour)
15. Rendering of drawings in flat poster colours.

B) DRAWING FROM CASTS : 7 Assignments (6 Hours each)

1. Nose
2. Lips
3. Eye
4. Ear
5. Hand
6. Foot
7. Head study

C) PRODUCT DRAWINGS : 8 Assignments (6 Hours each)

1. Basic Shapes
2. Basic Shapes – oblique
3. Tri colored Cube & crushed cube
4. Match box & Candle
5. Rectangular Product like Juice box
6. Oblong Product like a soap
7. Vertical Bottle drawing like a shampoo bottle.
8. Design bottle like soft drink bottle.

Objectives of the practical:

Students can expect to learn how to:

- Develop an understanding of the tools used in traditional drawing.
- Develop an understanding of the techniques of drawing.
- Create drawings of everyday objects, demonstrating a basic proficiency with contour lines.
- Identify and draw positive and negative space in a drawing subject.
- Create drawing studies of natural and manmade objects demonstrating the ability to see the relationships between negative and positive space.
- Identify and draw different levels of light and dark tones on a subject.
- Identify and draw the structure of basic forms: sphere, cube, cylinder, and cone.

- Create drawings of simple and complex forms showing contours and areas of light and dark and basic variations in tone.
 - Understand the proportions, relationship of the natural and manmade objects
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2) 2D.

2 DIMENSIONAL DESIGNING : 10 Assignments (12 Hours each)

- Textures)
1. Fundamentals of Art (Lines, Shapes, Forms, Tones, Colour & Textures)
 2. Designing Principles.
 3. Division of Negative and Positive space)
 4. 2 Dimensional designing in B&W.
 5. 2 D Designing in Monotonous Colour
 6. 2 D designing in contrast colours.
 7. 2 D Designing in double complimentary colour schemes.
 8. Advanced 2D designing.

Objectives of the practical:

- Identify the various elements of 2D designing.
 - Understand the principles of designing and deployment of it for effective presentations.
 - Identify the negative and positive space while creating 2D designs.
 - Identify the color space and create a design using the same
 - To understand various aspect of colours while designing and using the same ones.
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3) 3D.

3 DIMENSIONAL DESIGNING : 5 Assignments (12 Hours each)

1. Basic Shapes – construction
2. Second Basic shapes – construction
3. Basic shapes in clay.
4. Construction of design with basic shapes
5. Creating 3D design in forms using clay.
6. Creating 3D design on a plate of PoP.
7. Creating 3D shape using wires.

Objectives of the practical:

- Identify the various elements of 3D designing.
 - Understand the principles of designing and deployment of it for effective presentations.
 - Identify the negative and positive space while creating 3D designs.
 - Identify the color space and create a design using the same
 - To understand various aspect of colours while designing and using it in 3D designing.
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4) CALLIGRAPHY : 5 Assignments (12 Hours each)

1. Basic calligraphic strokes for English
2. Calligraphic Upper case Alphabets
3. Calligraphic Lower case Alphabets
4. Composing Alphabets
5. Composing a calligraphic paragraph
6. Composing a meaningful poem.
7. Creating a calligraphic certificate of merit.

Objectives:

Students can expect to learn how to:

- Develop an understanding of the basic terminology of calligraphy and deployment of its various strokes.
 - Analyze a calligraphic letterform, identifying its distinctive features.
 - Compose various letter form to demonstrate an understanding of calligraphic elements.
 - Develop a basic proficiency in creating various graphic forms and objects using calligraphic lettering skills.
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5) LETTERING & TYPOGRAPHY : 5 Assignments (12 Hours each)

1. Construction of a San-serif Font (Futura)
2. Construction of a Serif Font (Roman)
3. Parts of the Letters.
4. Assignment based on Optical Spacing & Mechanical spacing.
5. Expressive Typography.

Objectives:

Students can expect to learn how to:

- Develop an understanding of the basic terminology of typography and the historical origins of typographical terms and concepts.
 - Analyze a letterform, identifying its distinctive features.
 - Present an analysis of letterform to demonstrate an understanding of letterform elements.
 - Develop a basic proficiency in identifying and classifying type by looking for the main features in a typeface.
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6) GRAPHIC DESIGNING : 10 Assignments (12 Hours each)

1. Use of drawing instruments
2. Creating simplified forms with the use of basic shapes
3. Four stages of simplifications. (Realistic to One tone)
4. Creation of graphic forms on subjective matter like Rainy season

etc.

5. Creation of Symbol & Logo.
6. Creating corporate identity with Visiting Card designing.

7. Use of Logo & Symbol to create a Letter Head design as a part of Corporate Identity
8. Creating an envelope design.
9. Sticker design with a social purpose.
10. Invitation Card designing.

Objectives:

Students can expect to learn how to:

- Develop graphic design work and concepts based on a series of professional creative approaches and techniques.
 - Apply traditional and digital design techniques to create polished graphic design pieces.
 - Select and set typography to communicate a specific message in logo designs and page layouts.
 - Use knowledge of the anatomy and spacing of type to create cohesive and expressive logo designs.
 - Use a layout grid and professional layout rules to design engaging magazine covers, magazine article spreads, book covers, and book chapter pages.
 - Create magazine and book layout designs with a clear visual hierarchy of information.
 - Select appropriate papers and printing treatments for print designs, and emboss paper by hand.
 - Create a basic three-dimensional product packaging design working from a client brief.
 - Incorporate existing brand rules into product packaging designs and other graphic design projects.
 - Develop a self-promotional design piece that effectively targets and engages potential clients.
 - Organize work for use in physical and online design portfolios and produce a final portfolio piece that involves printing, labeling, package design, and photography.
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INTERNAL (COLLEGE) EXAMINATION: PRACTICAL SUBJECTS.

7) PERSPECTIVE DRAWINGS : 6 Assignments (6 Hours each)

1. Drawing Plan, Elevation and side view of an object.
2. Parallel Perspective (Optical)
3. Angular Perspective (Optical)
4. Ellipse in perspective (Optical study with a bangle)
5. Perspective drawing (Optical & Parallel method) of a room.
6. Perspective drawing (Optical & Angular method) of a street.

Objectives:

Students can expect to learn how to:

- Understand the practical use of Orthographic and Oblique drawing working theory.
 - Analyze the various methods of creating perspective drawings.
 - Understanding optical rendering of perspective to create a drawing near to realistic views.
 - Develop and create interior and exterior view using optical perspective methods for the scenes of daily city life.
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8) COLOURS : 8 Assignments (6 Hours each)

1. Assignment - application of colours (water colours & poster colours)
2. Preparing of a Gray Scale (Pencil)
3. Preparing of a Gray Scale (Poster Colours)
4. Preparing a Colour Scale (Primary / Secondary) Colours
5. Colour Wheel (6Parts)
6. Colour Wheel (12 Parts)
7. Colour Wheel (18 Parts)
8. Practical Study of colour schemes viz. Achromatic, Monochromatic, Cool & warm, Contrast, Complimentary etc.

Objectives:

Students can expect to learn how to:

- Create color harmonies based on geometric connections of the color wheel.
 - Use color value and saturation to create moods relevant to specific products or design needs.
 - Create "mood boards" or color studies that illustrate specific types of color combinations.
 - Effectively apply the various illusions created by interactions of hue, contrast, value, and saturation.
 - Develop color compositions in which a color appears different based on its surroundings and two colors appear the same based on their surroundings.
 - Identify the primary colors of light and pigment.
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- 9) PRESS LAYOUT DESIGNING : 4 Assignments (18 Hours each)**
1. Study of Alignments (Left, Center, Right, Justified)
 2. Rearrangement of Layout (Collage and contour drawings)
 3. Layout of elements in gray scale.
 4. Subjective Press Layout.

Objectives:

Students can expect to learn how to:

- Understand various alignments in practice to make good press advertising designs.
 - Study and analyze printed designs in different press media. Understanding the importance of present elements in press layouts.
 - Understand different weight ages of elements in existing press layout designs and deploy them to create layout in gray scale.
 - Develop a good looking press layout using all the skills.
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- 10) POSTER DESIGNING : 4 Assignments (18 Hours each)**
1. Poster for Public Welfare like saving water, electricity etc.
 2. Poster for Public Welfare like Postal Services, Railways, Bus Services.
 3. Poster for Service Industry like Travel & Tours, LIC etc.
 4. Poster for Service Industry like Shopping Malls, Paints etc.

Objectives:

Students can expect to learn how to:

- Understand type of posters required for specified purpose.
 - Study and analyze different requirements to design appealing poster.
 - Understand various effective sizes being used to convey effective messages through outdoor media like a poster designing.
 - Develop a good looking poster designs for service industry as well as for public welfare purpose.
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- 11) COMPUTER GRAPHICS : 8 Assignments (12 Hours each)**
1. Creating a new file with its Management & setting up a new page.
 2. Moving around, Inserting and sorting pages of graphics.
 3. Selecting and manipulating the graphic objects.
 4. Designing an organizational chart.
 5. Changing out line, fill, and properties of an object & copying it.
 6. Adding symbols and clip art to the graphic.
 7. Importing & transforming file to create a flyer.
 8. Assignment with applying special effects to graphics.

Objectives:

Students can expect to learn how to:

- Develop an understanding file management of the computer systems with terminology and concepts used in it.
- Analyze various objects and letter forms used in computer graphics and identifying its distinctive features to manipulate it to create desired computer graphics.
- Present a functional computer graphics such as chart, over head slide etc. using acquired skills of computer graphics.

- Develop a basic proficiency in identifying and classifying the objects present in computer graphic work and to deploy special effects to render it in desired graphic format.
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- Class / Studio Work – 40 marks are assigned for submission of internal assignments. These marks are further divided to 30 marks submission of assignments + 10 marks for internal terminal examination.

Standard for Passing the Examination

To pass the examination a candidate must obtain:

- a. At least 40% of full marks in internal assignment for practical subjects & for tutorials (Group-I - Theory Subjects) – To be assessed separately.
 - b. At least 40% of full marks in practical Examination to be conducted by concerned University – individual subject examination. And aggregate 45% of minimum marks for passing the University examination.
- **Allow to Keep Term (ATKT) available for Group-I (Theory) subject for only one consecutive attempt.**
 - Those of the successful candidates who obtained 50 % of the total aggregate marks, (in Group-I & Group-II and Internal Marks) taken together at one and same sitting, shall be placed in the Second Class.
 - Those of the successful candidates who obtained 55 % of the total aggregate marks, (in Group-I & Group-II and Internal Marks) taken together at one and same sitting, shall be placed in the Higher Second Class.
 - Those of the successful candidates who obtained 60 % of the total aggregate marks, (in Group-I & Group-II and Internal Marks) taken together at one and same sitting, shall be placed in the First Class.

Books for References

- 1 *Advertising Art and Ideas, Rege G.M., Himalaya Art Book*
- 2 *The World of Visual Communication, Rege G.M., Himalaya Art Book*
- 3 *Kleppners Advertising Procedure, J.T. Russel, W.R. Lane, Prentice Hall Inter*
- 4 *Fundamentals of Advertising, John Wilmslux, Adrin Mackay, ISBA*
- 5 *Advertising Principles and Practice, Prentice Hall Inter*
- 6 *Encyclopedia of Calligraphy Techniques, D.H. Wilson, Headline Book*
- 7 *Aksharanubhav, Achyut Palav, Callographic Expressions*
- 8 *Colour- A Workshop for artists and designers, David Harnung, Laurence King Publishing*
- 9 *Druk Kala, Shantinath Arwade*
- 10 *Rnag Siddhint, J. J. Jagtap*
- 11 *Perspective Drawing, Milind Mulik, Jyotsna Prakashan*
- 12 *Designers Poster, Rockport*
- 13 *Calligraphy Today, Ajit Mukherjee, Over Publication*
- 14 *Anatomy and Drawing, Victor Perard, Grace Prakashan*
- 15 *Designer's Guide to Colour, James Stockton, Chronicle Books*
- 16 *Type and Colour, Richard Emery, Batsford, London*
- 17 *Communication Arts, International Periodical*
- 18 *Archive, Walter Lurzer, Germany, International Periodical*