

Department of Fine Arts & Performing Arts
Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P.)
(A central university)

BACHELOR OF FINE ARTS (B.F.A.) 2019-20- Onwards
(FOUR YEAR EIGHT SEMESTER COURSE TOTAL CREDITS-160)
(Specialization Starts from Third Semester in Applied Arts)

(Revised-Syllabus)



SYLLABUS

Department of Fine Arts & Performing Arts
Doctor Harisingh Gour Vishwavidyalaya
(A Central University)
Sagar (MP) India- 470003



Semester-I

Semester Course Opted		Course Name	Type	Credits
Code	Ability Enhancement Compulsory Course (AECC) – I	English/MIL, Communications/ Environmental Studies	TH	2
	Lang Course-I	English /Hindi – I	TH	6

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	111	History of Art	3	-	-	3	TH	45
FPF-CC	112	Appreciation and Fundamentals of Visual Arts	3	-	-	3	TH	45
FPF-CC	113	Drawing, Design - 2D & 3D	-	-	-	3	PR	90
FPF-CC	114	Clay Modeling, Presentation & Display	-	-	-	3	PR	90

Semester-II

Semester Course Opted		Course Name	Type	Credits
Code	Ability Enhancement Compulsory Course (AECC) – II	English/MIL, Communications/ Environmental Studies	TH	2
	Lang Course-II	English /Hindi – I	TH	6

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	211	History of Art	3	-	-	3	TH	45
FPF-CC	212	Appreciation and Fundamentals of Visual Arts	3	-	-	3	TH	45
FPF-CC	213	Drawing, Pictorial Design/Painting	-	-	-	3	PR	90
FPF-CC	214	Clay Modeling, (Realistic) Presentation & Display	-	-	-	3	PR	90

Semester-III (Specialization in Applied Arts)

Semester Course Opted		Course Name	Type	Credits
Code	Lang. Course –III	English /Hindi – II	TH	6

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	311	History of Art	3	-	-	3	TH	45
FPF-CC	312	Method & Materials	3	-	-	3	TH	45
FPA-CC	313	Drawing, Press Layout & Reproduction Design	-	-	-	3	PR	90
FPF-CC	314	Graphic Design, Presentation & Display	-	-	-	3	PR	90
FPF-SE	315	Calligraphy	-	-	2	2	PR	60
		OR						
FPF SE	316	Poster Design /Typography	-	-	2	2	PR	

Semester-IV

Semester Course Opted		Course Name	Type	Credits
Code	Lang. Course –IV	English /Hindi – II	TH	6

Course	Code	Title	L	T	P	C	Type	Hours
FPF -CC	411	History of Arts	3	-	-	3	TH	45
FPF -CC	412	Method & Materials	3	-	-	3	TH	45
FPF -CC	413	Drawing, Press Layout & Reproduction Techniques	-	-	-	3	PR	90
FPF -CC	414	Illustration, Presentation & Display	-	-	-	3	PR	90
FPF- SE	415	Textile Design	-	-	2	2	PR	60
		OR						
FPF- SE	416	Visual Communication	-	-	2	2	PR	

Practical Practice By Students 50% Hours Revised Scheme Changeable as per Requirement
AECC/MIL/Environmental Studies/Lang.Course and Code As per B.A. Exam Scheme



Semester- V

Course	Code	Title	L	T	P	C	Type	Hours
FPP -EC	511	Computer Graphic	-	-	2	2	PR	60
FPP -EC	512	OR Creative writing	-	-	2	2	PR	
FPP -SE	513	Poster, Product design Presentation & Display	-	-	4	4	PR	120
FPP -SE	514	Magazine Layout & Typography	-	-	2	2	PR	60
		OR						
FPP-SE	515	Point of Purchase (POP)	-	-	2	2	PR	60
GE	Elective Course-I	II-Subject From BA Group	-	-	-	6	TH/PR	90
FPP-DSE	517	Advertising Profession & Practice	4	2	-	6	TH	90

Semester- VI

Course	Code	Title	L	T	P	C	Type	Hours
FPP -EC	611	Printing & Photography	-	-	2	2	PR	60
FPP -EC	612	OR Computer Graphic	-	-	2	2	PR	
FPP -SE	613	Poster Design, Presentation & Display	-	-	4	4	PR	120
FPP -SE	614	Calligraphy	-	-	2	2	PR	60
		OR						
FPP - SE	615	Logo design	-	-	2	2	PR	60
FPP-DSE	617	Adverting Profession & Practice	4	2	-	6	TH	90
GE	Elective Course-I	II-Subject From BA Group	-	-	-	6	TH/PR	90

Semester- VII

Course	Code	Title	L	T	P	C	Type	Hours
FPP -CC	711	History of Arts	4	2	-	6	TH	90
FPP- CC	712	Product Campaign Design	-	-	3	3	PR	90
FPP -CC	713	Printing & Photography	-	-	3	3	PR	90
FPP-SE	714	Illustration,	-	-	3	3	PR	90
FPP -SE	715	Advertising Profession & Practice	3	-	-	3	TH	90
FPP-SE	716	Drawing OR	-	-	2	2	PR	60
FPP-SE	717	Print Making	-	-	2	2		

Semester- VIII

Course	Code	Title	L	T	P	C	Type	Hours
FPP -CC	811	History of Arts,	4	2	-	6	TH	90
FPP -CC	812	Social Campaign Design	-	-	3	3	PR	90
FPP -CC	813	Printing & Photography	-	-	3	3	PR	90
FPP -CC	814	Illustration (story books)	-	-	3	3	PR	90
FPP -SE	815	Advertising Profession & Practice	3	-	-	3	TH	90
FPP -SE	816	Presentation Display & Training OR	-	-	2	2	PR	60
FPP-SE	817	Typography	-	-	2	2	PR	

Practical Practice By Students 50% Hours

Revised Scheme

Changeable as per Requirement

AECC/MIL/Environmental Studies/Lang.Course and Code As per B.A. Exam Scheme



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Semester-I

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	111	History of Art	3	-	-	3	TH	45

UNIT-I

Indian Sculpture, Architecture & Painting

- Pre- Historic Cave Painting of the World (Europe, Africa, India)
- Indus Valley Civilization-Sculpture, Terracotta & Pottery.

UNIT –II

Mauryan Sculpture, Shunga Sculpture – Sanchi, Bharahut and Bodhgaya.

UNIT -III

- **Amaravati Sculpture .**

UNIT-IV

- **Kushan Period.**
- Gandhara and Mathura Sculpture, Origin of the Buddha Image.
- Gupta Sculpture-Hindu, Buddhist and Jain. Terracotta and Pottery.

UNIT-V

- Ancient West Asia and the Classical World
- Egyptian Painting and Sculpture.
- Sumerian and Assyrian Art.

Note - All requirements in Trainings/ Internships/ Practical regarding Colors, Brushes, Pencils, Sheets, Papers, Clay and other materials will be arranged by students on their own expenditure in all semesters.

Books:-

- Bartiya chitra kala ka itihash –avinash bhadur varama.
- Yuropiyan chitra kala ka itihash -
- bhartiya chitrakala evam moorti kala ka itihash –Dr. rita Pratap.
- bhartiya moorti silp evam sthaptiya kala –Dr.minakashi kaslivala .
- Pashchatya kala –Dr.rita Pratap.
- Yoro pe ki adhunik kala –Dr.Mamta chaturvedi .

Semester-I

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	112	Appreciation and Fundamentals of Visual Arts	3	-	-	3	TH	45

Course Study

UNIT-I

- What is Arts? Definition of Arts & Theory of (Indian and Western perspective) Culture?

UNIT-II

- Different Arts Form- Performing Arts& Visual Arts.

UNIT-III

- Element /Classification of Arts (Dimensions in Arts- 2D&3D, High –Minor Arts, Classical –Folk-Arts)

UNIT-IV

- Type of Painting & Tecqunical Methods

UNIT-V

- Sculpture & Ceramic Art.

Book Reference:

- Fundamental of plastic Arts-Dr.Griraj kishor Agraval.
- Herbert Read : (i) Modern Sculpt
- Herbert Read : (ii) Art of Sculpture
- भारतीय चित्रकला एवं मूर्तिकला का इतिहास – डा० रीता प्रताप
- Graphic Design- Dr.Narendra Singh yadav.

Semester-I

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	113	Drawing, Design - 2D & 3D	-	-	-	3	PR	90

Course of Study

Size: quarter sheet. **Medium:** pencil, charcoal, crayons, pastel, water colors, pen and inks. **Detail of course work:** Drawing exercises are to learn accurate observation and skills of graphic presentation in free hand drawing exercises from objects and nature to study proportion, volume and visual Perspective, suggestion of solidity by line, mass, value and texture; emphasis on variety of visual experiences.

- Study of proportion, line, color, form, tone, texture and graphic representation.
- Nature Drawing: study of various natural forms.
- Drawing from various man-made objects.
- Drawing from memory- to develop the sense of observation and the capacity to retain and Recall images and their co-ordination.

No. of assignments:

- **Nature drawings: 10**
- **Drawing from man-made object: 10**
- **Drawing from memory-10**
- **Free-hand sketching: 500**

Course of study:

- Study of two-dimensional - space and its organization possibilities. Elements of pictorial expression related to concepts of space and forms. Developing an awareness of pictorial elements such as point, line, shape, volume texture, light and colour, basic design problems.
- Study of various types of objects (nature and man-made) with a view to transform them into flat pictorial images.
- Developing an awareness of pictorial space- division of space form and its relation with space-observation of primitive, folk and miniature paintings as well as graphics design.
 - Developing an awareness of inter- relationship of different shapes and forms-relative values. Activation of space through form and color-optical illusion.
 - Handling of various types of material for pictorial organization and rendering, such as: pencil, pen, brushes, water colors, poster paints, pastel crayon, inks, cellophanes, oil newsprint and other college material, gums and adhesives, wax crayon with inks, etc. A coordinates series of basis design problems with aesthetics and analytical approach.

Study of three-dimensional space and its organization possibilities.

- To develop the sense of structure.
- Operational problems in building up structure.
- Gravitational and mechanical principals.
- Principals of composition and the study of the principals that hold the structure.
- Simple assignment in organizing various units through: Symmetrical load bearing structure, Cantilever construction. Flexibility and Ability to stretch Geometrical regularly arched structure control of tensions
- **Hinge construction-** Expanding structure through unit etc. Experiment through various types of material and their combination such as: -Paper, cardboard, woodblock, wire, clay, plasticize of Paris, metal sheets, plastic form thermo-Cole, string, gums and adhesive, wax found objects etc. Types 1. Carved 2. Modeled 3. Perforated (bored through) 4. Mobile 5. Various methods of joining such as interlocking, pasting etc.
- 2D- Illusion -5, 2D Nature Design -5, 3D-man made- 5, Study of two-dimensional – jewelry Design- 5, Hinge construction - 3D- 5

Books

- Graphic Design- Dr. Narendra Singh yadav.
- Fundamental of plastic Arts- Dr. Griraj kishor Agrawal.

Semester-I

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	114	Clay Modeling, Presentation & Display	-	-	-	3	PR	90

- **Course of study:**
- Study of two-dimensional - space and its organization possibilities. Elements of pictorial expression related to concepts of space and forms. Developing an awareness of pictorial elements such as point, line, shape, volume texture, light and colour, basic design problems.
- Study of various types of objects (nature and man-made) with a view to transform them into flat pictorial images.
- Developing an awareness of pictorial space- division of space form and its relation with space-observation of primitive, folk and miniature paintings as well as graphics design.
- Developing an awareness of inter- relationship of different shapes and forms-relative values. Activation of space through form and color-optical illusion.
- Handling of various types of material for pictorial organization and rendering, such as: pencil, pen, brushes, water colors, poster paints, pastel crayon, inks, cellophanes, oil newsprint and other college material, gums and adhesives, wax crayon with inks, etc. A coordinates series of basis design problems with aesthetics and analytical approach.
- - **Study of three-dimensional space and its organization possibilities.**
- To develop the sense of structure.
- Operational problems in building up structure.
- Gravitational and mechanical principals.
- Principals of composition and the study of the principals that hold the structure.
 - Simple assignment in organizing various units through: Symmetrical load bearing structure, Cantilever construction. Flexibility and Ability to stretch Geometrical regularly arched structure control of tensions
- **Hinge construction-** Expanding structure through unit etc. Experiment through various types of material and their combination such as: -Paper, cardboard, woodblock, wire, clay, plasticize of Paris, metal sheets, plastic form thermo-Cole, string, gums and adhesive, wax found objects etc. Types 1. Carved 2. Modeled 3. Perforated (bored through) 4. Mobile 5. Various methods of joining such as interlocking, pasting etc.
- **No. of assignment:-25**
 - 2D- Illusion -5, 2D Nature Design -5, 3D-man made- 5, Study of two-dimensional – jewelry Design- 5, Hinge construction - 3D- 5
- **Courses of study-** Medium: Clay, Plaster of Paris, Paper, metal foil sheet etc.
- Learning to see, experience and study of natural or manmade objects involving perception, analysis of Perceptual elements and understanding of their relationships. In round-Natural or man-made objects, in relief most familiar areas of contact.
- Introduction to sculpture-basic elements and their relationships-Sculptural exercises based on the Studies from nature, human figures or other areas of contact. Exercises in sculptural expression -manipulation of space and volumes using different materials.
- **No. of assignments: 20**
 - Natural objects-5
 - Human figures -5
 - Sculptural different materials -5
 - Different types of surfaces based -5
- **Book Reference**
- Graphic Design- Dr. Narendra Singh year.
- Fundamental of plastic Arts-Dr. Griraj kishor Agraval.

Semester-II

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	211	History of Art	3	-	-	3	TH	45

UNIT-I

- Pala-Sena Sculpture.
- Pallava Sculpture

UNIT- II

- Khajuraho.
- Bhuvaneshwar and Konarak.
- Chalukyan Sculpture

UNIT-III

- Rashtrakuta Sculpture
- Chola Sculpture
- Hoyasala Sculpture

UNIT IV

- Classical Wall Painting : Ajanta, Bagh, Ellora, Sittanavasal.
- Pala and Western Indian Manuscript Painting.

UNIT-V

- Ancient West Asia and the Classical World
- Greek Sculpture and Painting.
- Roman Sculpture and Painting.

Books:-

- Bartiya chitra kala ka itihash –avinash bhadur varama.
- Yuropiyan chitra kala ka itihash -
- bhartiya chitrakala evam moorti kala ka itihash –Dr. rita Pratap.
- bhartiya moorti silp evam sthaptiya kala –Dr.minakashi kasliwala .
- Pashchatya kala –Dr.rita Pratap. 6.Yorope ki adhunik kala –Dr.Mamta chaturvedi

Semester-II

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	212	Appreciation and Fundamentals of Visual Arts	3	-	-	3	TH	45

Course Study

UNIT-I

- Principle of composition: Balance Rhythm, Unity, Harmony, Perspective, Dominance. Repetition.

UNIT-II

Elements of Visual Arts: line, color, tone, texture form .shape.

UNIT III

- Art and Art terms:
- Visual perception
- Concepts of line
- Concepts of form
- Concepts of space

UNIT IV

- Concepts of tone
- Concepts of texture
- Concepts of contents

UNIT- V

- Definition Color
- Color Theories –
- Color Wheel

Book Reference:

- Fundamental of plastic Arts-Dr.Girraj kishor Agrawal.
- Herbert Read : (i) Modern Sculpt
- Herbert Read : (ii) Art of Sculpture
- भारतीय चित्रकला एवं मूर्तिकला का इतिहास – डा० रीता प्रताप
- Graphic Design- Dr.Narendra Singh yadav.

Semester-II

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	213	Drawing, Pictorial Design/Painting	-	-	-	3	PR	90

Course of Study:

Drawing exercises are to learn accurate observation and skills of graphics presentation in free hand drawing exercise from objects and nature to study proportion, volume and visual perspective, suggestion of solidity by line, mass, value and texture, emphasis on variety of visual experiences.

- Study of proportion, line, color, form, tone, texture and graphic repetition.
- Nature Drawing: study of various natural forms.
- Drawing from various man-made objects.
- Drawing from memory-to develop the sense of observation and the capacity to retain and recall images and their co-ordination

Size: Quarter sheet

Medium: pencil, charcoal, crayons, pastel, water colors, pen and inks

No. of assignments:

- Nature drawing:-6
- Drawing from man-made objects:-6
- Drawing from memory-5
- Free-hand sketching: -1000

Courses of study:

- Compositional exercises based on studies of objects and groups in space, on studies of the local scene.
- Compositional analysis of paintings; exercises in the use of color and textural values.
- The objective of Painting lessons is to learn theory of colors and develop the ability to Draw and paint with them.
- Painting from objects and nature (landscape) study of color, form, tone, and texture.
- Size: Quarter Sheet
- Medium: Water Colors, Acrylic and Oil Colors.
- No. of Assignments: 20
- nature study -5
- color -5
- object -5
- Tone and texture -5.

Book Reference

- Graphic Design- Dr.Narendra Singh yadav.
- Fundamental of plastic Arts-Dr.Griraj kishor Agraval



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Semester-II

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	214	Clay Modeling, (Realistic) Presentation & Display	-	-	-	3	PR	90

Courses of study

- Learning to see, experience and study of natural or manmade objects involving perception, Analysis of perceptual elements and understanding of their relationships.
- In round-Natural or man-made objects, in relief most familiar areas of contact.
- Introduction to sculpture-basic elements and their relationships-Sculptural exercises based on Studies from nature, human figures or other areas of contact.
- Exercises in sculptural expression-manipulation of space and volumes using different materials.

No. of assignments: 20

- Natural objects ((Realistic form)) -5
- Human figures (Realistic form) -5
- Sculptural different materials -5
- Conceptual Sculptural -5
- The student will have to display his class work of such Session;



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Semester-III (Specialization in Applied Arts)

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	311	History of Art	3	-	-	3	TH	45

UNIT – I

AESTHETICS

- Definition of Arts
- Concept of Beauty in Art

UNIT – II

- **Main Traditions of Indian Sculpture-**
- Mauryan, Sugna, Kushan, Gandhara, Sculptures Orissan .

UNIT – III

Painting

- Pre- Mughal Trends of Indian Painting
- Mughal Painting
- Deccani Painting- Ahamdanagar, Bijapur & Golconda.

UNIT – IV

Textile:

- An Introduction To Printed And Painted Textile Of India :
- Ikat , B. Bandhani, C. Kalamkari

UNIT – V

Medieval Christian Arts:

- Early Christian Art
- Byzantine Art

UNIT – VI

Eastern Art :

- An Introduction To The Art Of China : Sculpture, Painting, Ceramic & Textile

Reference books-

- Bhartiya Chitra Kala Ka Itihas- Vachaspati Gairola.
- Bartiya Chitrakala Ka Itihas- Avinash Bahadur verma.
- Rupa prada Kala Ke Muladhar- R. A. agrawal and S. K. Sharma
- Bhartiya Murtikala_ Ramanath Mishra.
- Bhartiya Kala- A. L. Srivastava.
- Bhartiya Chitrankan- R. K. Vishwakarma.
- Arnason : History of Modern Art.

SCULPTURE:

- 40. Herbert Read: (i) Modern Sculpture.
- 41. Herbert Read: (ii) Art of Sculpture.
- 42. Gideon Welcker : Contemporary Sculpture.
- 43. Sculpture of the 19th – 20th Centuries.
- कला इतिहास भारतीय और पाश्चात्य – रामचन्द्र नारायण पाटकर
- भारतीय चित्रकला एवं मूर्तिकला का इतिहास – डा० रीता प्रताप
- कला विलास – भारतीय चित्रकला का विकास – आर० ए० अग्रवाल



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Semester-III (Specialization in Applied Arts)

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	312	Method & Materials	3	-	-	3	TH	45

UNIT -I

- Introduction to Communication, by using Commercial Arts
- Reference: (1) Design through Nature, (2) Advertising Mass Communication in Marketing

UNIT-II

- Elements of design, principles of design.
- Layout Define: (a) Visualization, (b) A background Study of Layout, (c) Factors and elements of Layout.

UNIT-III

- History of Advertising (Indian and western perspective)

UNIT-IV

- Historical review of photography parts of camera and their uses. Types of camera, chemistry of Photography, Sensitive materials.

UNIT-IV -

Introduction of Reproduction Design:-

- photography
- block Making
- Typography
- Silk Screen

Reference books

- A handbook of method & material – Ray Smith.
- चित्रण सामग्री .डा० आर० के० सिंह
- वज्ञापन प्रबंध- नरेन्द्र संह यादव
- वज्ञापन तकनीक एवम् सद्धांत नरेन्द्र संह यादव
- फोटोग्राफी तकनीक एवम् प्रयोग नरेन्द्र संह यादव
- ग्रा फक डिजाइन नरेन्द्र संह यादव
- वज्ञापन प्रबन्ध डॉ पी .पी .भागवत
- माडर्न फोटोग्राफी कोर्स ए .एच .हाशमी



Semester-III (Specialization in Applied Arts)

Course	Code	Title	L	T	P	C	Type	Hours
FPA-CC	313	Drawing, Press Layout & Reproduction Design	-	-	-	3	PR	90

1

Courses of study:

- Size: half sheet Medium: Pencil, pen and ink, water color, Dry pastel etc.
- Study of human figure: draped and undraped proportion: blocking of mass with The aid of light and shade.
- Head Study: planes and masses of the head from Different angles .and Outdoor: Sketching from nature.

No. of assignments:

- Nature drawings: 10
- Human Figure Drawings: 10
- Head Studies: 10
- Free-hand sketching: 200
- Still Life: 10
- Anatomy: 10

Courses of study:

- Size: 4 columns x 25 cm. Medium: poster colors, pen and ink. /use in camera, computer – Photoshop, coral-Draw Study of fundamental elements of layout and their practical application: preparation of simple Typographical layouts for newspapers.

No. of assignments: 20

- 5 Social awareness
- 5 product ad
- 5 political press ad
- 5 any topic
- Make any 4 assignment by using Reproduction Techniques:
- Photography- Block Making - Typography

GROUP DISCUSSION:

- Students should taught their argue and express their views boldly and frankly on the work executed by them in the class every week, so to defend themselves is achieved, which in long run help them in building up the confidence and.



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Semester-III (Specialization in Applied Arts)

Course	Code	Title	L	T	P	C	Type	Hours
FPF-CC	314	Graphic Design, Presentation & Display	-	-	-	3	PR	90

Courses of study:

Size: As per requirement Medium: Poster colors, pen and ink.

- Design of Natural forms with basic shapes in plants , insect ,and every natural objects
- Study and history of letter forms: both Roman and Vernacular: letter as a Design
- form; spacing; study of basic typefaces; Interrelation of Negative and Positive space;
- Exercises with basic shapes and textures in relation to space; Geometrical
- Designs. Designing symbol, Logo, monograms, Book cover etc.

No. of assignments: 20

- Letter writing any form -5
- Designing symbol. logo Design -5
- Designing symbol. Monograms. -5
- **Stationery** Design: visiting cards, letter heads, envelopes -5
- Design of Natural forms -5

GROUP DISCUSSION : Students should taught their argue and express their views boldly and frankly on the work executed by them in the class every week, so to defend themselves is achieved, which in long run help them in building up the confidence and salesmanship

- The student will have to display his class work of such Session;



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Semester-III (Specialization in Applied Arts)

Course	Code	Title	L	T	P	C	Type	Hours
FPF-SE	315	Calligraphy	-	-	2	2	PR	60

Calligraphy :

- Basic discipline of beautiful handwriting, sense of letter form- simultaneous judgement of the composition of letter's spacing organization - intuitive and logical planning of writing development of style.
- A co-ordinate series of assignments of script writing with different types of traditional and modern tools. Students should be exposed to calligraphic examples of various traditional scripts.

No. of Assignments: Geometry & Perspective: 20, Calligraphy: 10

- Geometrical forms :- 10
- Perspective forms:- 8
- Traditional forms:- 8
- Symbolic Forms: 10



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Semester-III (Specialization in Applied Arts)

Course	Code	Title	L	T	P	C	Type	Hours
		OR						
FPF SE	316	Poster Design /Typography	-	-	2	2	PR	

Poster design:- Typographical use of Poster design: basic fundamentals poster design.

Typography:

As per the requirement of the communication design classes.

- General outline of section, case layout, equipments and precautions.
- Simple composition with rules & borders, Typographical setting with layout.
- Pre-make-ready of printing machine and printing in one color. Sectionals to be submitted in a year
- Simple font use of invitation card making by – self -3
- Making a color certificate – 3
- book cover-3
- Folder design -2

Semester-IV

Course	Code	Title	L	T	P	C	Type	Hours
FPF -CC	411	History of Arts	3	-	-	3	TH	45

UNIT I: AESTHETICS

- Theory of Rasa
- Six Limbs of Indian Painting

UNIT II. Painting

- Rajasthan Painting –Mewar, Bundi, Kota, Kishangarh, Jodhpur, Jaipur, Bikaner, Nathadwara, Malwa.
- Pahari Painting – Basohli, Guler, Kangra, Garhwal.

UNIT III:

- An introduction to Textile of Indian embroidery :
- Kashmiri Kashida,
- Phulkari,
- Chamba Rumal,
- Kantha,
- Kathiawari Kashida,
- Karchobi.

UNIT IV: Medieval Christian Arts:

- Romanesque Art
- Gothic Art

UNIT-V -Western Art: Painting and Sculpture:

- Renaissance
- Mannerism
- Baroque
- Rococo
- Neo-Classicism
- Romanticism
- Realism

Reference books: Indian Arts

- Bhartiya Chitra Kala Ka Itihas- Vachaspati Gairola.
- Bartiya Chitrakala Ka Itihas- Avinash Bahadur verma.
- 3Rupa prada Kala Ke Muladhar- R. A. agrawal and S. K. Sharma
- Bhartiya Murtikala_ Ramanath Mishra.
- Bhartiya Kala- A. L. Srivastava.
- A History of far Eastern Art - Thames and Hudson
- 7 कला इतिहास भारतीय और पाश्चात्य – रामचन्द्र नारायण पाटकर
- 8 भारतीय चित्रकला एवं मूर्तिकला का इतिहास – डा० रीता प्रताप
- 9. कला विलास – भारतीय चित्रकला का विकास – आर० ए० अग्रवाल
- 10. भारत की चित्रकला का संक्षिप्त इतिहास – डा० लोकेश चन्द्र शर्मा

11 आधुनिक चित्र कला का इतिहास- र व साखलकर

Reference books: Western Arts

- William Vaughan – Romantic Art.
- European Modern Movements in Encyclopedia of World Art.
- Leymarie – Impressionism (Skira).
- J. Rewald – History of impressionism – Museum of Modern Art, New York.
- J. Rewald – Post Impressionism (Both these books are indispensable for the respective periods).
- Herber Read – Surrealism (Mainly documents) Rubin – Dada & Surreali

Semester-IV

Course	Code	Title	L	T	P	C	Type	Hours
FPF -CC	412	Method & Materials	3	-	-	3	TH	45

Courses of study:

UNIT-I-

- History of Indian advertising & techniques.

UNIT-II

- History of Western advertising & techniques.

UNIT- III

- History of print- media

UNIT- III

- Advertising Media new Trend: Print Media News Paper , Magazine , Direct Mail , Other Advertising.

Out Door Advertising

- Transit Advertising
- Point of Purchase Displays
- Specialties Advertising
- 4. Media of Sales Promotion
- 5. Interactive media.

Reference books:

- A handbook of method and Material – Ray Smith
- चित्रण सामग्री . डा० आर० के० सिंह
- **A handbook of method & material - Ray Smith.**
- वज्ञापन प्रबंधनरेन्द्र संह यादव -
- वज्ञापन तनिक एवं सधांत -नरेन्द्र संह यादव
- Foundation of Advertising (Theory and Practice) – SA Chunawala & KC Sethia
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan (Hindi Edition)

Semester-IV

Course	Code	Title	L	T	P	C	Type	Hours
FPF -CC	413	Drawing, Press Layout & Reproduction Techniques	-	-	-	3	PR	90

Courses of study

- Outdoor: Sketching from nature.
- Size: half sheet. Medium: Pencil, pen and ink, water color Dry pastel etc.
- The aid of light and shade. Head Study: planes and masses of the head from
- Different angles.
- Study of human figure: draped and undraped proportion: blocking of mass with
- Head Studies: 10
- Human Figure Drawings: 10
- Nature drawings: 10
- No. of assents
- Free-hand sketching: 500

Press Layout & Reproduction Techniques

Courses of study:

Size: 4 columns x 25 cm. Medium: poster colors pen and ink.

Study of fundamental elements of layout and their practical application: Preparation of simple Typographical layouts for Newspapers.

No. of Assignments: Press Layouts 20

- Window Ad- 5
- Product Ad -5
- Display Ad -5
- Any Topic-Ad 5

Reference book

- A handbook of method & material – Ray Smith
- चित्रण सामग्री . डा० आर० के० सिंह
- वज्ञापन प्रबंधनरेन्द्र संह यादव -
- वज्ञापन तनिक एवं सधांत -नरेन्द्र संह यादव
- 5. Packaging Design : Graphics , Material Technology – Steven Sonsino.
- Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- Paste up for Graphic Arts Production – Kenneth F. Hird
- **Anatomy and drawing -by victor Petards**
- **handbook of method and Material – Ray Smith**
- चित्रण सामग्री . डा० आर० के० सिंह



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Semester-IV

Course	Code	Title	L	T	P	C	Type	Hours
FPF -CC	414	Illustration, Presentation & Display	-	-	-	3	PR	90

Courses of study: Size: 9” x 11” Medium: Poster colors. Water color

Different influences on Illustration Designing. Exercise to make different kinds of Illustration.

No. of Assignments: 15

- Social Topics-2
- Daily life-4
- Any topic-6
- Creative illustration: examples Magic life, Magic land etc.-
- The student will have to display his class work of such Session;

Reference book

- चित्रण सामग्री . डा० आर० के० सिंह
- A handbook of method & material – Ray Smith.
- Anatomy and drawing -by victor Petard
- Paste up for Graphic Arts Production – Kenneth F. Hire



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Semester-IV

Course	Code	Title	L	T	P	C	Type	Hours
FPF- SE	415	Textile Design	-	-	2	2	PR	60

Course of study -

- Fundamentals of Textile Design and Weaving & Printing .
- Use of Natural forms i.e. leaves, flowers & geometrical forms and animal forms.
- Weaving : All over design by using Buti, Kairi etc. – 2 works.
- Printing – Designs for Bagroo & Sanganer – 2 works.
- Embroidery – Khes & Phulkari; Bengal Embroidery Lucknow Chikan – 3
- Printing -1. Farukhabad printing, 2. Screen Printing Designs, Jaipur
- (ii) Printing – No. of Sessionals : Embroidery-1 Chamba Embroidery,
- 2. Kantha Embroidery, 3. Kasooti Embroidery of Karnataka



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Semester-IV

Course	Code	Title	L	T	P	C	Type	Hours
		OR						
FPF- SE	416	Visual Communication	-	-	2	2	PR	

Course of study

- Need for and the Importance of Human and Visual Communication. Communication as an expression, skill and process, Understanding Communication: SMRC-Model
- Communication as a process. Message, Meaning, Connotation, Denotation Culture/ Codes etc Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation
- Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements /Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.)
- Principles of Visual and other Sensory Perceptions. Color psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc Various stages of design process- problem identification, search for solution refinement, analysis, decision making, and implementation.
- Basics of Graphic Design. Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation.
- No. assignment- 20 - manual work

REFERENCES BOOKS-

- Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning
- Schildgen, T (1998). Pocket Guide to color with digital applications. Thomson Learning



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Semester- V

Course	Code	Title	L	T	P	C	Type	Hours
FPF -EC	511	Computer Graphic	-	-	2	2	PR	60

Courses of study:

Introduction to Computer, Working with MS Word, paint brush, PageMaker, and CorelDraw;

Preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.

No. of assignments:

- Magazine Ads: 5 (Product: 3; Social: 2), Poster: 5
- Logo:- 10
- Letterhead: 10, Visiting Card: -10
- Book Cover: 5Point of Purchase item/ Packaging item: 5

Semester- V

Course	Code	Title	L	T	P	C	Type	Hours
FPF -EC	512	OR Creative writing	-	-	2	2	PR	

Course of study: Creative writing non creative writing.

- Script writing, - 3
- Corporate writing,- 3
- Dialog writing, -3
- Screen plays writing – 2
- Copy writing, story board writing, and film writing 6

No. assignment --17

Books reference-

- the writing Life by annid Dillard,
- the Artist; way by Julia Cameron,
- the mother tongue by –bill bryson,
- zen in the Art of writing by Ray Bradbury, on Writing well by William zinser,
- Writing tools by Roy Peter Clark thank& Regard

Semester- V

Course	Code	Title	L	T	P	C	Type	Hours
FPF -SE	513	Poster, Product design Presentation & Display	-	-	4	4	PR	120

Courses of study:

Size: 20”x 30” Medium: Poster colors, pen and ink, water color

Study of different schools of posters and their application to the project; making of posters, show cards, multi-sheet posters etc.

No. assignments: 23

Posters: 8

Drawing – 15 (Portrait, Full figure, Animal etc. in poster color, water color, pencil shading, oil pastel, etc.)

- Social topics -3
- Products-3
- Show Cards - 3
- 3d medium- 3

Course of study:

- Commercial use of product design: to communication and flexibilities of the market
- Concept of product design:- line, forms, colors, shape& Textures.
- 3D Form, Types of materials
- Product analysis

- The student will have to display his class work of such Session;

Reference books

- Paste up for Graphic Arts Production – Kenneth F. Hard
- Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- Paste up for Graphic Arts Production – Kenneth F. Hird
- 3. Graphic Designing end Reproduction Techniques – Peter Cory.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव

Semester- V

Course	Code	Title	L	T	P	C	Type	Hours
FPF -SE	514	Magazine Layout & Typography	-	-	2	2	PR	60

Courses of study:

- Size: half sheet. Medium: Pencil, pen and ink, water color
- Comparative study of different types and sizes of layouts; Designing of simple
- illustrative and typographical layouts for magazines.
- Study and selection of typefaces for different layouts; use of letters and words as a visual element/ form; calculation of copy according to given space.

No. of assignments: Magazine layouts: 20

- (Including 1or2 typographical layouts)
- Free-hand sketching: -500
- Social topic-10
- Product Magazine layout-10
- Free- hand sketching -250
- Free- hand sketching with character observation -250

Reference books

- Paste up for Graphic Arts Production – Kenneth F. Hard
- Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- Paste up for Graphic Arts Production – Kenneth F. Hird
- Graphic Designing end Reproduction Techniques – Peter Cory.
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Semester- V

Course	Code	Title	L	T	P	C	Type	Hours
		OR						
FPF - SE	515	Point of Purchase (POP)	-	-	2	2	PR	60

Courses of study:

No. of assignments: 30- Create Promotional Advertisement valve: Point of Purchase (POP) Minimum 5 for each category.

Media of Sales Promotion

- Packages and package inserts.
- Tread Shows and Exhibits.
- Sampling.
- Premiums.
- Coupons.

- Mini Poster
- Dangler, lobular
- Booklets, Browser
- Counter Display

Reference books

- Foundation of Advertising (Theory and Practice) – SA Chunawala & KC Sethia
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan (Hindi Edition)
- Packaging Design: Graphics, Material Technology – Steven Sonsino.
- Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- Letter Assembly in Printing – D. Wooldridge
- Graphic Designing end Reproduction Techniques – Peter Croy.
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- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन



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Semester- V

Course	Code	Title	L	T	P	C	Type	Hours
GE	Elective Course-1	II-Subject From BA Group	-	-	-	6	TH/PR	90



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Semester- V

Course	Code	Title	L	T	P	C	Type	Hours
FPF-DSE	517	Advertising Profession & Practice	4	2	-	6	TH	90

Courses of Study:

UNIT – I

- Introduction to Advertising, truth and fundamentals of Advertising, ethics in Advertising. Media of Advertising. Technical terms of Advertising.

UNIT – II

- Principles of Design. Elements of design, its role and effect in Advertising layouts and its elements.

UNIT–III

- Printing: introduction of main printing processes such as Letterpress, Lithography, Gravure, Offset, Silk-screen, its history and development, latest techniques of printings.

UNIT–IV

- Typography and its basic rules. Importance of typography, different types of

typography. Technical Terms of advertising (USP, Burning, Dodging, Imposition, Registration Mark, CMYK, RGB etc.)

Reference books

- Foundation of Advertising (Theory and Practice) – SA Chunawala & KC Sethia
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan (Hindi Edition)
- Packaging Design: Graphics, Material Technology – Steven Sons no.
- Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- Letter Assembly in Printing – D. Wooldridge
- Graphic Designing end Reproduction Techniques – Peter Cory.
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Semester- VI

Course	Code	Title	L	T	P	C	Type	Hours
FPF -EC	611	Printing & Photography	-	-	2	2	PR	60

Courses of study

Size: 8” x12” (Student will have to submit 2 photographs according to given subject)

Use of camera; observation and selection of subject, composition; exposing outdoors and indoors. Knowledge of ISO, Shutter speed, aperture, depth of field etc. Use of Photoshop and other Software's related to photography.

No. of assignments : (Minimum 12 photos for each category.)

- Still Life
- Texture
- Digital Manipulation
- Black & White Photography
- Architectural Photography

Courses of study:

Size: 8" x12" (Student will have to submit 2 photographs according to given subject by examiner) **Advance work for advertising in Photography.**

No. of assignments: 8

- Photography for advertising.
- Photography for modeling /Fashion photography.
- Product Photography.
- Digital Manipulation.

Reference books

- Paste up for Graphic Arts Production – Kenneth F. Hard
- Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- Graphic Designing and Reproduction Techniques – Peter Croy.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र सिंह यादव
- फोटोग्राफी तकनीक एवंप्रयोग- नरेन्द्र सिंह यादव
- माडर्न फोटोग्राफी-ए.एच. हाशमी



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Semester- VI

Course	Code	Title	L	T	P	C	Type	Hours
FPF -EC	612	OR Computer Graphic	-	-	2	2	PR	

Courses of study

Size: As per requirement

Introduction to Computer, Working with MS Word, paint brush, PageMaker, and CorelDraw; Photoshop sc2 Preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.

No. of assignments:

- Magazine Ads: 10(Product: 5; Social: 2) and Visiting Card: 10
- Logo: 10
- Letterhead: 10 and Book Cover: 5
- Point of Purchase item/ Packaging item: 5 and Poster: 5

Reference books:

- Paste up for Graphic Arts Production – Kenneth F. Hard
- Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- Graphic Designing and Reproduction Techniques – Peter Croy.
- Making a Good Layout – Lorisieber & Lisa Balla
- The Image and the Eye – E.H. Gombrich
- Applied Art Handbook – Prof. S.K. Luthra
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र सिंह यादव
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Semester- VI

Course	Code	Title	L	T	P	C	Type	Hours
FPF -SE	613	Poster Design, Presentation & Display	-	-	4	4	PR	120

Courses of study:

Size: 20"x 30" Medium: Poster colors, pen and ink, water color

Study of different schools of posters and their application to the project;
making of posters, show cards, multi-sheet posters etc.

No. of assignments: 10

- Drawing – 15 (Portrait, Full figure, in poster color, water color, pencil shading, oil pastel, etc.)
- Multi-sheet posters
- 2D Poster
- 3D Poster

The student will have to display his class work of such Session;

Reference books

- Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- Graphic Designing and Reproduction Techniques – Peter Cory.



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Semester- VI

Course	Code	Title	L	T	P	C	Type	Hours
FPF -SE	614	Calligraphy	-	-	2	2	PR	60

Calligraphy :

- Basic discipline of beautiful handwriting, sense of letter form- simultaneous judgement of the composition of letter's spacing organization - intuitive and logical planning of writing development of style.
- A co-ordinate series of assignments of script writing with different types of traditional and modern tools. Students should be exposed to calligraphic examples of various traditional scripts.

No. of Assignments:

- Geometry & Perspective:20; Calligraphy: 10
- Geometrical forms :- 10
- Perspective forms:- 8

- Traditional forms:- 8
- Symbolic Forms: - 10



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Semester- VI

Course	Code	Title	L	T	P	C	Type	Hours
		OR						
FPF - SE	615	Logo design	-	-	2	2	PR	60

Course of study:

Logo or Monogram: Logo & Monogram Designing, Company, Product and any name. Use of Medium: Colored/ Any Medium.

No assignments:-

UNIT-I

Monogram -5

UNIT-II
Logo type-5

UNIT-III
Symbols -5

UNIT-IV
Hologram-3



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Semester- VI

Course	Code	Title	L	T	P	C	Type	Hours
GE	Elective Course-1	II-Subject From BA Group	-	-	-	6	TH/PR	90

Courses of Study:

UNIT – I

AESTHETICS

I. Art and Society

II. Art and Subconscious - Role Of Sub-Conscious And Conscious Mind In Artistic Creation.

UNIT-II

MODERN TRENDS OF WESTERN PAINTING :

A. Impressionism

B. Neo-Impressionism

C. Post-Impressionism

UNIT-III

A. Fauvism

B. Cubism

C. Expressionism

D. Futurism

UNIT-IV-Modern Trends of Western Sculpture

A) The Origin Of Modern Sculpture

B) The Painter Sculptors

UNIT-V-The Early Figurative Sculptors

C) The Cubists

D) The Futurists

Reference books:

- Bhartiya Chitra Kala Ka Itihas- Vachaspati Gairola.
- Bartiya Chitrakala Ka Itihas- Avinash Bahadur verma.
- Rupa prada Kala Ke Muladhar- R. A. agrawal and S. K. Sharma
- Bhartiya Murtikala_ Ramanath Mishra.
- Bhartiya Kala- A. L. Srivastava.
- Bhartiya Chitrangan- R. K. Vishwakarma.
- Arts and Architecture of India - Benjamin Rowland
- History of Indian Art - Haumtington
- Indian Sculpture - SteHakramrisch
- A History of far Eastern Art - Thames and Hudson
- कला इतिहास भारतीय और पाश्चात्य – रामचन्द्र नारायण पाटकर
- भारतीय चित्रकला एवं मूर्तिकला का इतिहास – डा0 रीता प्रताप
- कला विलास – भारतीय चित्रकला का विकास – आर0 ए0 अग्रवाल
- भारत की चित्रकला का संक्षिप्त इतिहास – डा0 लोकेश चन्द्र शर्मा

Reference books:

- Razanl, Modern Paining, Skira – Useful references from plates and text.
- Lake and Maillard – Dictionary of Modern Painting.
- Herbert Road – A concise History of Modern Paining.
- William Vaughan – Romantic Art.
- European Modern Movements in Encyclopedia of World Art.
- Leymarie – Impressionism (Skira).
- J. Rewald – History of impressionism – Museum of Modern Art, New York.
- J. Rewald – Post Impressionism (Both these books are indispensable for the respective Periods).



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Semester- VI

Course	Code	Title	L	T	P	C	Type	Hours
FPF-DSE	617	Adverting Profession & Practice	4	2	-	6	TH	90

Courses of Study:

UNIT – I

Trends and developments of Modern Advertising, Types of Advertising, Justification of Advertising for expenditure and growth.

UNIT – II

Advertising for Nation-Building and Social welfare. Concept Planning and Creative Research.

UNIT – III

Advertising Agency, its structure and different departments. Function of different departments. Role of art studio in the Agency.

UNIT – IV

Different Media of Advertising – Indoor, outdoor, Direct mail etc. Knowledge about camera, its function and process. Technical terms of photography.

books

- Foundation of Advertising (Theory and Practice) – SA Chunawala & KC Sethia
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan (Hindi Edition)
- Packaging Design : Graphics , Material Technology – Steven Sonsino.
- Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- Paste up for Graphic Arts Production – Kenneth F. Hird
- Making a Good Layout – Lorisieber & Lisa Balla
- Type in Use – Alex White
- The Image and the Eye–E.H. Gombrich Air Brushing and Photo Retouching– Brett Breckon
- Applied Art Handbook – Prof. S.K. Luthra
- Letter Assembly in Printing – D. Wooldridge
- Graphic Designing end Reproduction Techniques – Peter Croy.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन



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Semester- VII

Course	Code	Title	L	T	P	C	Type	Hours
FPF- CC	711	HISTORY OF ARTS	4	-	-	4	TH	90

Courses of study

UNIT – 1

Absolute Idealism: kant , Hegel & Croce etc. **(Specialization in Applied Arts)**

1. Principles of modern Art Criticism in west: the function & the type
2. Theories relating to origin of Art . Imitation , play Intuition
3. Role of sub- conscious and conscious mind in artistic creation

UNIT – 2 Modern trends of western painting :cc

1. Dadaism
2. Surrealism
3. Abstraction

UNIT – 3

1. Abstract expressionism
2. Pioneers of fantasy
3. Pop art
4. Optical painting

UNIT -4 Modern trends of western sculpture

1. The constructivists
2. Dadaists & surrealists
3. Alexander calder
4. Masters of modern sculpture

UNIT -5

1. Impressionism ,manet ,monet ,degas ,Renoir & post impressionism:Cezanne , van gogh, gauging
2. Cubism: Picasso & Braque
3. Futurism & fauvism : matisse

Reference Books

- Bartiya chitra kala ka itihash- avinash bhadur varama.
- Yuropiyan chitra kala ka itihash-
- Bhartiya Chitrakala evam moorti kala ka itihash- Dr. Rita Pratap.
- Bhartiya Moorti Silp evam sthaptya kala- Dr. Minakashi Kaslivala.
- Pashchatya kala- Dr. Rita Pratap.
- Yoroop ki Adhunik Kala- Dr. Mamta Chaturvedi
- Fundamental of plastic Arts- Dr. Griraj Kishor Agrawal.
- Herbert Read: (i) Modern Sculpt
- Herbert Read: (ii) Art of Sculpture
- William Vaughan – Romantic Art.
- European Modern Movements in Encyclopedia of World Art.
- Leymarie – Impressionism (Skira).
- J. Rewald – History of impressionism – Museum of Modern Art, New York.
- J. Rewald – Post Impressionism (Both these books are indispensable for the respective periods).
- Herbert Read – Surrealism (Mainly documents)
- Rubin – Dada & Surrealism.



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Semester- VII

Course	Code	Title	L	T	P	C	Type	Hours
FPF- CC	712	Product Campaign Design	-	-	3	3	PR	90

Courses of study:

Size: As per requirement Medium: Any Medium

- Introduction to advertising campaigns, Use of appeals and USP in designing advertising campaigns for products and services, knowledge of the principles and stages in designing campaigns.

No. of assignments:

No. of Product Campaigns: 2 magazine ad
As per Product campaign requirement of work.(computer print/manualwork)

UNIT: I

Press ad /magazine ad

UNIT: II

T.V. AD

UNIT: III

Poster ad /hording ad

UNIT: IV

Pop advertisement

Reference books

1. Packaging Design : Graphics , Material Technology – Steven Sonsino.
2. Making a Good Layout – Lorisieber & Lisa Balla
3. Applied Art Handbook – Prof. S.K. Luthra
4. Graphic Designing end Reproduction Techniques – Peter Croy.
- 5^ण विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- 6^ण विज्ञापन कला : एकेश्वर प्रसाद हटवाल



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Semester- VII

Course	Code	Title	L	T	P	C	Type	Hours
FPF -CC	713	Printing & Photography	-	-	3	3	PR	90

Courses of study

Size: 8” x12” (Student will have to submit 2 photographs according to given subject by Advance work for advertising in Photography And Printing.

No. of assignments: 8

- 2 -Photography for advertising.

- 2-Photography for modeling /Fashion photography.
- 2-Product Photography.
- 2-Digital Manipulation.

Course of Study: Photography:-Photography as per the requirement of the Communication Design Classes.

- Portraiture, different lighting effects.
- Product Photography of simple objects.
- Dark-room practice, Enlarging, Bromide Printing,
- Photographs Reduce & Toning.

No. assignment:-10

Reference books

- 1Packaging Design : Graphics , Material Technology – Steven Sonsino.
- The Image and the Eye – E.H. Gombrich
- Applied Art Handbook – Prof. S.K. Luthra
- Letter Assembly in Printing – D. Wooldridge
- Graphic Designing end Reproduction Techniques – Peter Croy.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- फोटोग्राफी तकनीक एवंप्रयोग- नरेन्द्र सिंह यादव
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Semester- VII

Course	Code	Title	L	T	P	C	Type	Hours
FPF-SE	714	Illustration,	-	-	3	3	PR	90

Courses of study

Exercises of illustration with the different media on stories, poems & myths for designing of books for kids.

No. of assignments: Illustration of four Book s

UNIT: I –

Stories book only water color-2

UNIT: II-

Poems books (all Designing of Illustrator.)-2

UNIT: III-

Myths book.-2

UNIT: IV-

Photo illustrated book-2

Reference books

1. Sign Design : Graphics, Materials & Techniques – Mitzi Sims
2. Paste up for Graphic Arts Production – Kenneth F. Hird
3. Making a Good Layout – Lorisieber & Lisa Balla
4. The Image and the Eye – E.H. Gombrich
5. Applied Art Handbook – Prof. S.K. Luthra
6. Letter Assembly in Printing – D. Wooldridge
7. Graphic Designing end Reproduction Techniques – Peter Croy.



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Semester- VII

Course	code	title	L	T	P	C	Type	Hours
FPF-SE	715	ADVERTISING PFOFESSION &PRACTICE	3	-	-	3	TH	90

UNIT -1

1. Campaigning planning , appeal: use of appeal in campaign planning , objectives, continuity, different kinds of campaigns ,;social ,product

2. Corporate image and corporate identity (logo , symbol , type ,insignia etc.)
market research & analysis

UNIT -2

1. Types of copy and design approach of campaigning
2. Marketing communication and its type barriers in good communication

UNIT -3

1. Advertising and consumer behavior
2. Growth of interest in consumer behavior
3. The consumer decision process and overview , individual factor, social factor, cultural factor

UNIT -4

1. Advertising and marketing , what is market and marketing , the marketing concept , marketing function ,
2. Prominence of product, the package, the brandname , the trade character , the image of product and brand

UNIT - 5

1. Government and the product , planning of advertising campaign ,kinds of campaign , advertising campaign

References Book

Reference books

- A Hand book of Method & Materials- Ray Smith.
- Advertising management – Mohan, Manendra,-Tata Mcgraw- Hill Publishing Company Ltd, New Delhi,
- Brand Management , - Dr. SL Gupta , Himalaya Publishing house Delhi.
- Designing Brand Identity- wheeler Alina, - john Wiley & Sond , United state .
- Effective Advertising- J Grand Tellis- Response Books , New Delhi
- The Advertising Handbook, Helen Powell – Routledge Publisher, London& Newyork.
- चित्रण सामग्री डॉ. आर.के. सिंह
- विज्ञापन प्रबंध– नरेन्द्र सिंह यादव
- विज्ञापन तकनीक एवम् सिद्धांत– नरेन्द्र सिंह यादव
- फोटोग्राफी तकनीक एवम् प्रयोग– नरेन्द्र सिंह यादव
- ग्राफिक डिजाइन– नरेन्द्र सिंह यादव
- विज्ञापन प्रबंध– डॉ. पी.पी भागवत
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Semester- VII

Course	Code	Title	L	T	P	C	Type	Hours
FPF-SE	716	Drawing	-	-	2	2	PR	60

Course of study: - Size- Full sheets& Quarter sheet, Medium:- Pencil, pen, charcoal.

DRAWING & SKETCHING:

Study from antique and life. (No. of Assignments: 6)

.Basic understanding of sketching techniques. Out-door sketching and the observation of animal and plant life. (No. of Assignments: 200)

STILL –LIFE:

Study in pencil: simple shapes like cube, sphere, cone etc. (No. of Assignments: 2).

1.Study in Pencil of various objects. (No. of Assignments: 2)

2.Study in Pencil color of various objects. (No. of: Assignments 2)



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Semester- VII

Course	Code	Title	L	T	P	C	Type	Hours
FPF-SE	717	Print Making	-	-	2	2		

Course of study :-

Anticipatory and imaginative use of gathering impressions. Fundamentals of various methods of taking prints. Observation of intrinsic texture of various surfaces and the textures of natural and man-made things. Assignments in: Rubbing, potato prints, mono print, Lion cut, wood cut. Techniques of taking prints in: -Mono color and two color\Experience of printing of different types of surfaces: Rice Paper, Handmade paper various types of fabrics (cloth) Experience of Hand printing with wood blocks, printing through press, Methods of Printing.

No. of Assignments: 20

- monoprint-5

- Leno cut, wood cut -5
- Rubbing, potato print -5
- Different types of surfaces print-5



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SEMESTER-VIII

COURSE	CODE	TITLE	L	T	P	C	TYPE	HOURS
FPF-CC	811	HISTORY OF ARTS	4	2	-	6	TH	90

Courses of study

UNIT -1 ASTHETICS (WESTERN)

- Theories related to works of art : form and content , organic structure ,expressiveness B.marx ,croce,herbertread

UNIT -2

- Theories relating to the aesthetic response and appreciation physical distance ,empathy , pleasure , anti-aesthetic and art
- Contemporary Indian art (sculpture and ceramic art)
- Indian sculpture : the academic and revaivalist tradition contemporary trends in Indian sculpture
- Ceramic art : studio potters and their contributions

UNIT -3

- Globalization in art, art and environment

UNIT -4

- Calcutta group –paritosh sen, bikash bhattacharya, prodosh das gupta ,
- Madras and south:KCSpanniker , sultan ali , nandgopal,PT reddy
- Dehli shilpin chakra , group 1890 &narrative group , baroda , b. independene developments and some contemporary trends in Indian art.

UNIT -5

- Expressionism munch , nolde , paul klee, Kandinsky. B.dada and surrealism :Duchamp, dali , miro. C.abstractionism , Jackson Pollock , vasareily , david hockney. D.eminent ,sculptors of modern period : Rodin.

Reference Books

- Bartiya chitra kala ka itihash- avinash bhadur varama.
- Yuropiyan chitra kala ka itihash-
- Bhartiya Chitrakala evam moorti kala ka itihash- Dr. Rita Pratap.
- Bhartiya Moorti Silp evam sthaptya kala- Dr. Minakashi Kaslivala.
- Pashchatya kala- Dr. Rita Pratap.
- Yorope ki Adhunika Kala- Dr. Mamta Chturvedi
- Fundamental of plastic Arts- Dr. Griraj Kishor Agrawal.
- Herbert Read: (i) Modern Sculpt
- Herbert Read: (ii) Art of Sculpture
- William Vaughan – Romantic Art.
- European Modern Movements in Encyclopedia of World Art.
- Leymarie – Impressionism (Skira).
- J. Rewald – History of impressionism – Museum of Modern Art, New York.
- J. Rewald – Post Impressionism (Both these books are indispensable for the respective periods).
- Herber Read – Surrealism (Mainly documents)

- Rubin – Dada & Surrealism.



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Semester- VIII

Course	Code	Title	L	T	P	C	Type	Hours
FPF -CC	812	Social Campaign Design	-	-	3	3	PR	90

Courses of study

Size: As per requirement Medium: Any Medium Collection of data regarding social issues and problems designing advertising campaigns on these Issues and problems, designing campaigns for creating social awareness.

No. of assignments:

1 Social Campaign and 4 individual assignments as per social campaign requirement media
Press ad
T.V. AD
Poster ad / □ □ □ □ □ ad
Magazine ad

Reference books

- Packaging Design: Graphics, Material Technology – Steven Sons no.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- Foundation of Advertising (Theory and Practice) – SA Chunawala & KC Sethia
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan (Hindi)



Semester- VIII

Course	Code	Title	L	T	P	C	Type	Hours
FPF -CC	813	Printing & Photography	-	-	3	3	PR	90

Courses of study:

Size: 8” x12” (Student will have to photography according to given subject.)

No. of assignments:

Minimum 5 photos for each category

Advance work for advertising in Photography.

- Travel Photography
- Photography for Journalism
- Black & White photography
- Photo series / Photo essay (based on a particular theme) & Photography for illustration /Story Board.

Reference books

- Paste up for Graphic Arts Production – Kenneth F. Hird
- Applied Art Handbook – Prof. S.K. Luthra
- Letter Assembly in Printing – D. Wooldridge
- Applied Art Handbook – Prof. S.K. Luthra
- Graphic Designing end Reproduction Techniques – Peter Croy.
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Semester- VIII

Course	Code	Title	L	T	P	C	Type	Hours
FPF -CC	814	Illustration (story books)	-	-	3	3	PR	90

Courses of study

Exercises of illustration with the different media on stories, cartoon
Characterization designing of books for kids.

No. of assignments:

Illustration for Book – 4

UNIT: I - 1 Reams books.

UNIT: II - 1 story books.

UNIT: III- 1 myth books.

UNIT: IV- 1 comic book.

Reference books

- Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- Paste up for Graphic Arts Production – Kenneth F. Hird
- Making a Good Layout – Lorisieber & Lisa Balla
- Applied Art Handbook – Prof. S.K. Luthra
- Letter Assembly in Printing – D. Wooldridge
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Semester- VIII

Course	Code	Title	L	T	P	C	Type	Hours
FPF -SE	815	Advertising Profession & Practice	3	-		3	TH	90

UNIT -1

- Introduction to marketing , 4p's of marketing
- Different functions of advertising business. research and motivational research –present and future action .
- Importance of marketing and consumer behavior in advertising

UNIT -2

- Print media and electronic media potential –television and radio in the light of mass communication. Future of advertising career options in internet advertising web .
- Planning of advertising campaign
- Kinds of campaign

UNIT-3

- Advertising campaign
- Institutional
- Consumer research
- Consumer s group

UNIT_4

- Product analysis
- Defining target market or market analysis.

UNIT _5

- Budgeting for advertising and promotion
- Approach of budgeting
- Use of sales forecast in budgeting
- Budgeting influences
- Consideration in preparing retail budget

Reference books

- A Hand book of Method & Materials- Ray Smith.
- Advertising management – Mohan, Manendra,-Tata Mcgraw- Hill Publishing Company Ltd, New Delhi,
- Brand Management , - Dr. SL Gupta , Himalaya Publishing house Delhi.
- Designing Brand Identity- wheeler Alina, - john Wiley & Sond , United state .
- Effective Advertising- J Grand Tellis- Response Books , New Delhi
- The Advertising Handbook, Helen Powell – Routledge Publisher, London& Newyork.
- चित्रण सामग्री डॉ. आर.के. सिंह
- विज्ञापन प्रबंध– नरेन्द्र सिंह यादव
- विज्ञापन तकनीक एवम् सिद्धांत– नरेन्द्र सिंह यादव
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Semester- VIII

Course	Code	Title	L	T	P	C	Type	Hours
FPF -SE	816	Presentation Display & Training	-	-	2	2	PR	60

Courses of study;

Medium: Clay, Plaster of Paris, Paper, metal foil sheet etc.

- Learning to see, experience and study of natural or manmade objects involving perception, analysis of perceptual elements and understanding of their relationships. In round-Natural or man-made objects, in relief most familiar areas of contact.
- Introduction to sculpture-basic elements and their relationships-Sculptural exercises based on Studies from nature, human figures or other areas of contact.
- Exercises in sculptural expression-manipulation of space and volumes using different materials.
- No. of assignments: 20
- Natural objects -5
- Human figures-5
- Sculptural different materials-5
- Different types of surfaces print - 5



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Semester- VIII

Course	Code	Title	L	T	P	C	Type	Hours
FPF-SE	817	Typography	-	-	2	2	PR	

Course of study

- Typography: Different kinds of printing processes and their characteristics. Necessity of reproduction. Kinds of papers generally used in printing and their sizes. Simple composition with use of different size of types, justification and make up of the composed matter, and locking up into machine chase. Pre-make ready of machine and printing with one or more colour.
- Typography : General out – line of the of the type-case layout, equipments & precautions, simple composing, proofing & distribution. (No. of Sessionals : 4)
- Composing according to the layout for press advertising etc.
- Use of line and half tone blocks within types in composition.
- Multiple in justification and make-up
- Printing of two or more colors and ink mixing.

No. of assignment: 4

Syllabus Contant by Suprabha Das Assistant Professor Department of Fine Arts & Performing Arts