

2023-24



Department Fine Arts & Performing Arts

Dr. Hari Singh Gour Vishwavidhyalaya, Sagar (M.P.)

Ph.D Entrance Syllabus for Fine Arts

The entrance exam of PhD in Fine Arts is a multiple-choice question paper of total 100 marks in the Main subject i.e. all fine Arts subject. The questions will come from the following subjects such as, History of Art, Applied Arts Painting, Sculpture, Theory and Knowledge about Technological Methods and Materials, History of Visual Arts and Design. Only General Questions related to Research Methodology Into the Section (A) included in the Entrance Examination.

Section (A)**Marks: 50**

- **Research Methodology:** an introduction, Meaning of Research, objectives of research, types of research.
- Qualitative research design.
- **Defining the research Problem:** What is research problem, selecting the problem, defining the problem, technique involved in defining a problem?
- **Research Design :** Meaning of Research Design ,Need for research design,
- **Hypothesis in Research.** Testing of Hypothesis.
- **Methods of data collection.** Analysis of data,
- **Observation, Questionnaire, Schedule, Interview.**
- **Case Study Methods in Advertising & Marketing.**
- **Interprepretion and Report Writing .**
- **The computer and computer Technology use in research.**

Head
Fine Arts & Performing Arts
Dr. Hari Singh Gour V. V. Sagar

7/10/2021

Section (B)

This syllabus is as per the UGC – NET examination in Visual arts.

The entrance exam of PhD in Fine Arts is a multiple-choice question paper of total 100 marks in the Main subject i.e. Applied Arts. The questions will come from the following subjects such as, Applied Arts, Painting, Printmaking, Sculpture, History of Visual Arts and Design, along with General Questions related to all subject into the Section (B) included in the Entrance Examination.

History of Visual Arts & Design

Marks: 50

Principles of Art Historical methodology – Formalism; Iconology; Semiotic analysis; Psychoanalytic method in Art History; Gestalt Theory of Visual Perception; impact of theories in class and gender on the discipline; Deconstruction and its transformative role for Art History; contemporary shifts towards a "New" Art History; art history as an evolving discipline in India from colonial period to post-Independent era; introduction of curatorial. Practices; confluence of museum, gallery and art history; aesthetic theories and their relevance to art historical/critical analysis of the visual object.

Aesthetics:

- **Indian aesthetics:** Concept of Ras-Sutra and its commentaries: The Theory of Rasa, Sadharanikarana, Dhvani, Alankara, Auchitya, etc; *shilpa* texts like the *Chitrasutra* of the *Vishnudharmottara Purana*, *Shadanga* from Yashodhara's commentary on the *Kamasutra*, etc.; A.K. Coomaraswamy and Rabindranath Tagore's contributions towards Indian aesthetics
- **Western Aesthetics:** Theory of imitation and representation, catharsis (Plato and Aristotle). Aesthetical views of Kant, Hegel, Croce, Tolstoy, Baumgarten, Schopenhauer, Clive Bell, Roger Fry, I. A. Richards, Susanne Langer, Sigmund Freud, and George Santayana.

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- **History Indian painting (pre-modern developments):** A comprehensive study of pre-historic painting, wall paintings at Ajanta and later mural tradition (Bagh, Badami, Ellora, Sittanvasal; Lepakshi, Kerala murals such as Mattancherry palace etc.); manuscript painting & the miniature traditions: Eastern and Western Indian manuscripts; Sultanate painting (the *Chaurpanchasika* and pre-Mughal schools), Mughal miniature painting from Akbar to Shah Jahan; Rajasthani miniature painting; Pahari miniature painting; Deccani painting (Ahmednagar, Bijapur and Golconda).). Company School of painting. Advent of Modernism with Raja Ravi Varma, Bengal School: Abanindranath Tagore and his disciples, Nandalal Bose and his disciples.
- **History of Indian Sculpture (pre-modern developments):**
A comprehensive study of early Indian sculpture from Indus valley civilization to the post- Gupta period – dynasties like Maurya, Sunga, Satavahana, Kushana, Gupta, Pala-Sena, Chandela, Solanki, Parmar, Chalukya, Pallava, Rashtrakuta, Ganga, Chola, Hoysala, etc..
- **Modern Indian Art:** Modernity in Indian Art; Ravi Varma; E.B. Havell, A.K. Coomaraswamy, Stella Kramrisch, Abanindranath Tagore and the "Bengal School"; Nandalal Bose, Benodebehari Mukherjee and Ramkinkar Baij; Amrita Sher-Gil; Jamini Roy; the 1940s artists' collectives: Calcutta Group (Kolkata), Progressive Artists Group (Mumbai), Contemporary all arts group.
- **Western Art:** Overview of Western art from prehistory to the present: Prehistoric art, art in ancient Egypt, Aegean art, Greece and Rome; Early-Christian and Byzantine art; Romanesque and Gothic art; Renaissance painting and sculpture; Mannerism and Baroque painting and sculpture; Rococo, Neoclassicism and Romanticism; Modern movements including Realism, Impressionism, Post-Impression, Fauvism, Expressionism, Cubism, Constructivism, Futurism, Dada and Surrealism, Abstract Expressionism, Op art, Pop art; Post-modern developments including, Minimal and Conceptual Art, etc.
- **Oriental Arts:** Introduction of oriental Arts, Asian, south Asian.
- **Material and Method:** Application of Materials, Support in Painting (Canvas, Paper, Wall surface, Panels), Mix media. Oil painting and its technique – Traditional and Non-traditional. Techniques of Wall paintings – Traditional (Fresco Secco and Buono) and Modern. Water color painting, wash technique, pastel and crayon, Acrylic color, color preparation and technical aspect of pigments. Color theory and color harmony.
- **History of printmaking and material of methods.** Introduction of Print Making, them famous artist, print Makers. Asian, and Indian.
- **History of Indian Art Schools and Art Education:** The introduction of formal training in art through Colonial Art Schools, and the transition from Colonial understanding to Post-Independent art education in the art schools at Chennai, Kolkata, Lahore, Mumbai, Delhi, Lucknow, Jaipur; art promotion and education through art academies; rethinking institutional art education at Santiniketan and Baroda; role of art galleries and museums in

Head
Fine Arts & Performing Arts
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art education.

- **Applied Art:** Applied Art is the need of every nation and national industry and the field of commerce has to depend on it. When labor and machinery play their part in producing indigenous goods or products, the Applied artist plays an equally important part in planning, designing, advertising and helping to sell these goods or products. The Applied artists has as fascinating, a creative field as anyone connected with other Fine Art he can make his work a thing of beauty and help the visual communication in the market as well as advertising business arts.

➤ **Introduction to Advertising-** Defining Advertising Types of Advertising Roles of Advertising Functions of Advertising. The Advertiser, The Advertising agency, The media of consumer society, Modern advertising agencies, Science and creativity, Interactive Advertising, Integrated marketing communication, Globalization, Consumer power vendors, The target audience, The age of a print, The industrial revolution and emergence relationship marketing and customization.

➤ **Advertising and society-** Advertising business offers employment, Advertising promotes freedom of press, Information and Freedom of choice, Advertising creates demand and consequently sales, Advertising reduces selling cost, Advertising creates employment Advertising establishes reputation and prestige. Truth in advertising, advertising tries to raise the standard of living.

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Head
Fine Arts & Performing Arts
Dr. Marjorie Gaur V. V. Singh

Gaur
7/10/2021

- **Campaign planning, objectives and basic principles-** Campaign objectives, Factors influencing the planning of advertising campaign, The selling methods, Campaigning a new product.
- **Creative side of the Advertising-** What is creative Advertising, Creative leap, Creative concept, Strategy and Creativity, Creativity and Strategy in the message design, Creative thinking. Art direction, Product category strategies, Creative brief, Decision about the message execution, Creating Print Advertising, Newspaper advertisement, Magazine advertisements, Layout stages, Layout design principles.
- **Legal aspects of Advertising-** Copyright, Trade Mark, Consequences of Advertising, Status of Advertising agents, Outdoor Advertising, Advertisements in Newspaper and Magazine, Cinematography, Radio and television Advertising, Advertising contracts, Consequences of Advertising, Defamation, Stander of Goods, Copy right.
- **Material and Method:** Technical Applied Arts Fundamentals of visual art (line, shape, form, space, color, texture, tonal values, perspective, design etc.). Understanding of visual design principles of composition (proportion, unity, harmony, rhythm, contrast, balance, foreshortening and emphasis etc.). Representation through two and three dimensions in visual art. Environmental, conceptual and perceptual aspects of art. Application of Materials, in Applied Arts poster design, 2d & 3d, standard size of ,Magazine AD ,Press layout. Electronic Ads ,interactive media advertisement

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