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Ph.D. (Fine Arts)
Full Time Research Programme

SYLLABUS

(Course Work)

2021-22



Department of Fine Arts & Performing Arts
(School of Arts and Information Sciences)

Doctor Harisingh Gour Vishwavidyalaya

(A Central University)
Sagar (MP) India- 470003

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Ph.D. Arts & Performing Arts
Dr. Harisingh Gour Vishwavidyalaya

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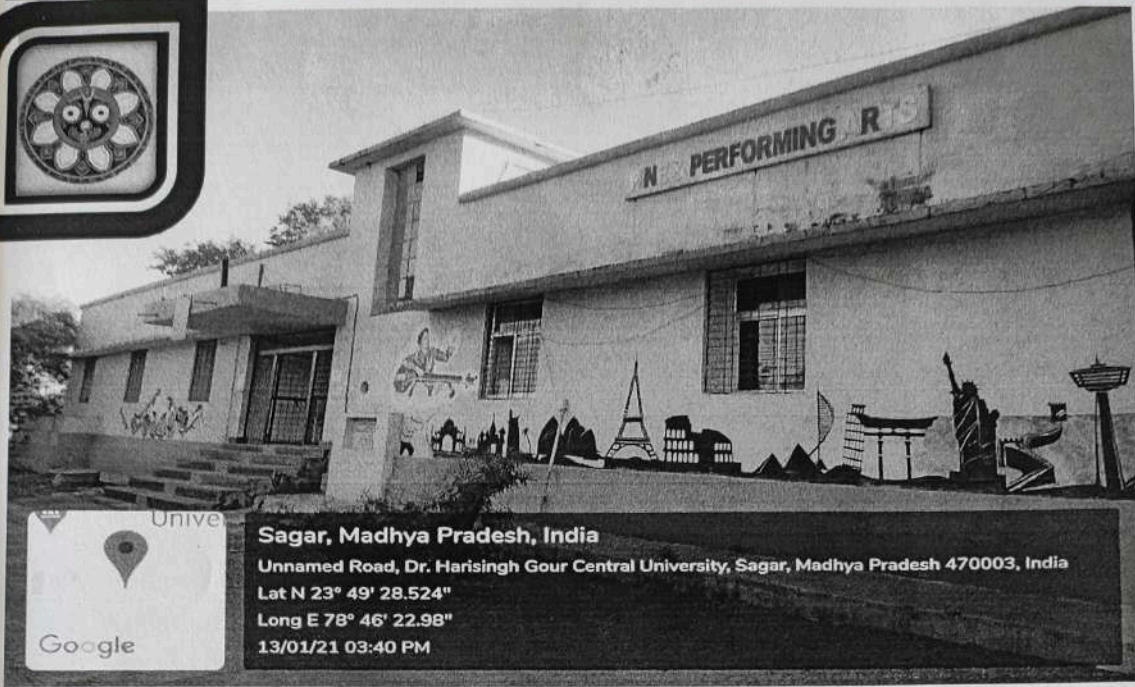
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Department of Fine Arts & Performing Arts
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
(A Central University)

Ph.D. Course Work Syllabus (2021-22)

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Sagar, Madhya Pradesh, India

Unnamed Road, Dr. Harisingh Gour Central University, Sagar, Madhya Pradesh 470003, India

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Art has the power to transform, to illuminate, to educate, inspire and motivate...

Brief History of the Department: Fine Arts & Performing Arts:-

Department of Fine Arts and Performing Arts previously known as Youth Welfare & Cultural Activities Department, is the only one of its kind in Madhya Pradesh. The department started its journey on 1st May 1964. In due course of time the department started facilitating training in cultural activities. From the year 1988 to 2010 the Department of Youth Welfare Cultural activities and Performing arts conducted P.G. Diploma in Performing Arts. This department started working under the School of Arts and Information Sciences (AIS) with the name of Department of Fine Arts and Performing Arts since 2009. From 2014-15 onwards the Department is offering courses such as B.A. with Theatre Art, Bachelor of Fine Arts (BFA) with specialization in Applied Arts, Master of Performing Arts & Theatre Arts. Now introduce the Ph.D Programme in Fine Arts & Performing Arts, relevant specialization & allied subjects. Starting Programme Session onward 2021-22.

Vision:- "To be leading institution in the field of Fine Arts & Performing Arts qualitative art education and creating art awareness."

Mission:- "We are committed to consistently facilitate academic, professional and over all development of the student, and to create art awareness in the society."

The primary mission of the institution is to train young artists for professional careers in allied fields and create art awareness. The institute has had a strong commitment to provide a sound, supporting curriculum, modernized facilities and infrastructure for the academic studies to ensure qualitative education.

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Fine Arts & Performing Arts
Dr. Harisingh Gour V. U. Sagar



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Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
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Ph.D. Course Work Syllabus (2021-22)

PH.D. PROGRAMME:
FINE ARTS -2021-22
(Pre PhD Course Work Fine Arts) - 18 Credit.

Pre PhD Course work Consists of One Semester.			
First Year	First Semester	Course work	Credit-18

- ❖ Syllabus of Pre PhD Course work of Fine Arts in all Specialization specific / discipline - Applied Arts, Painting, Sculpture, department shall be available of subject specific/ discipline wise and faculty- specialized discipline wise seat allocation. (According to Ordinance- 23(A) governing Program Ph.D.- 5.1 Procedure of Admission . Program.
- ❖ Syllabus of Pre Ph.D Course work of Fine Arts common syllabus for all specialization specific/discipline in Applied Arts, Painting, sculpture etc.
- ❖ Specialization Specific Area – Applied Arts, Painting, Sculpture in which PhD seat will be available according to faculty in specific/ discipline wise.
- ❖ Degree will be provided Philosophy of Doctor with specialization specific area in Fine Arts under nomenclature.
- ❖ In this course work will be each paper 100 marks out of which 60 marks shall be allocated for End Semester examination and 40 marks for internal assessment. Duration for examination of each paper shall be 3 hours.
- ❖ In their course of the teaching will be 4 lecture hours, per week for each paper.
- ❖ “FAP”- CC- Paper Code- “F”- for Fine Arts “P” Ph.D,
“CC”- for Core Course
- ❖ Eligibility- MFA Degree in Fine Arts, Applied Arts, sculpture, painting, visual design & History of Arts.
- ❖ Admission Procedure – Through All Entrance Test/ Interview and other criteria Prescribed by the University From time to time.
- ❖ Duration – of the course work will be one semester.

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Ph.D. Course Work Syllabus (2021-22)

Structure of Course Work

Course Code	Title of the paper	Credit
FPF-CC-141	Research Methodology.	04
FPF-CC-142	Advanced Visual Arts & Design. (Applied Arts, Painting, Sculpture, History of Arts)	04
FPF-CC-143	Presentation /viva voice, & Dissertation Review of Published Research work	04
FPF-EC-144 OR FPF-EC-145	Computer & Photography Reproduction design. OR Advertising & Promotion	04
RPE-CC-146	Research and Publication Ethics	02
Total		18

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Ph.D. Course Work Syllabus (2021-22)

Scheme of Syllabus In detail

(Pre PhD Course Work Fine Arts)

Paper code	Paper Name	Paper Type	Credit
FPF-CC-141	Research Methodology	Theory	04

UNIT-I UNIT- An introduction, Meaning of Research, objectives of research, types of research. Qualitative research design.

UNIT-II- Defining the research Problem: What is research problem, selecting the problem, defining the problem, technique involved in defining a problem?

UNIT-III- Research Design: Meaning of Research Design, Need for research design, Hypothesis in Research. Testing of Hypothesis.

UNIT-IV- Methods of data collection. Analysis of data, Observation, Questionnaire, Schedule, Interview.

UNIT-V- Case Study Methods in Advertising & Marketing. How to use References-book/ journals. Creative Writing, Chapter Making .and Visit of Museums and Arts Galleries and use in Research. Equipments/ Tools of Research. Interviews, of Art directors, Visualizer , Marketing & advertising experts & consumers.

UNIT- VI- Interpretation and Report Writing .The computer and computer Technology use in research.

Reference Books:

1. Research Methodology- Methods And Techniques- C.R. Kothari-New AGE.
2. Lakshmi caravan koli- Y.K. Publisher- Agra. Research Methodology-
3. Joseph Gibaldi, New AGE MLA Hand book for Writers of Research Paper. Seventh edition .
4. Ranjit Kumar, Research Methodology.
5. Lois w Jones, Art Information-Research Methods And Resources.
6. S.C. Gupta and K.V.Kapoor, Fundamentals of Mathematical statistics.
7. Rubin et.al. Rebecca, Communication Research Measures.
8. Susma, Horring, Priest, doing Media Research An Introduction, New Delhi 1996.
9. A. Berger. Arthur Media. Research Techniques', New Delhi. 1996.

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(A Central University)
Ph.D. Course Work Syllabus (2021-22)

Scheme of Syllabus In detail

(Pre PhD Course Work Fine Arts)

Paper code	Paper Name	Paper Type	Credit
FPF-CC-142	Advanced Visual Arts & Design. (Applied Arts, Painting, Sculpture, History of Arts)	Theory	04

UNIT-I Research methodology for the Appraisal of Visual Arts. Advanced visual arts & Design in researches in methods of research. Visual Arts Historical Research Methods; Formal & Iconographical Analysis. Theoretical approaches of new Arts History Marxist, Feminist.

UNIT-II- Introduction of applied arts in Advertising arts & Trends. Learning about Art Work in advertising design. History of visual arts & advertising. Principle of advertising lay -out Design with advertising elements.(Line, color ,texture, tone space) Media of advertising Print media, electronic media, outdoor, indoor media, interactive media. POP Media.etc

UNIT-III- Advanced advertising of Art. AR.VR, MR Advertising reality of arts, importance Role of typography in advertising. Advertising business functions of advertising business, methods of advertising research and analysis. Advertising Effect of consumer behavior.

UNIT-IV- History of Indian painting & western painting, use of what kinds of use in research Methodology.

UNIT-V. Indian and western & Sculpture in Recent Work, Artist.

Reference Books:

1. Advertising and Sales Manegment- C.N. SonTakki-kalyani Publishers.
2. Advertising Practice- K.C. chunawala.
3. Vigyapan takniki evam sidhant – Dr. Narendra singh Yadav. Rajasthan Publication.
4. Art in Focus by Gene A. Mittler, Understanding of Art.
5. Scientific Advertising- colude Hopkins.
6. Advertising -David Ogilvy.
7. Marketing management – Philip kotalar.

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Department of Fine Arts & Performing Arts
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Ph.D. Course Work Syllabus (2021-22)

Scheme of Syllabus In detail

(Pre PhD Course Work Fine Arts)

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(A Central University)
Ph.D. Course Work Syllabus (2021-22)

Scheme of Syllabus In detail

(Pre PhD Course Work Fine Arts)

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FPF-CC-142	Advanced Visual Arts & Design. (Applied Arts, Painting, Sculpture, History of Arts)	Theory	04

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Department of Fine Arts & Performing Arts
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
(A Central University)
Ph.D. Course Work Syllabus (2021-22)

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Scheme of Syllabus In detail

(Pre PhD Course Work Fine Arts)

Paper code	Paper Name	Paper Type	Credit
FPF-CC-143	Presentation viva voice & Dissertation. Review of Published Research Work	Theory & Practical	04

UNIT-I- Case Study Methods in Advertising & Marketing. How to use References-book/ journals. Creative Writing, Chapter Making .and Visit of Museums and Arts Galleries and use in Research. Equipments/ Tools of Research. Interviews, of Art directors, Visualizer , Marketing & advertising experts & consumers.

UNIT- II- Interpretation and Report Writing .The computer and computer Technology use in research.

UNIT- III Dissertation : the Ph.D. Student are required to select a suitable topics for their dissertation In consultation with the Ph.D. Supervisor And work on evaluate will it under his guidance or under the supervisor approved by teacher Through the head of the department .

UNIT- IV Student will submit Dissertation before the commitments of Viva- Voce Presentation and examination. And Viva- Voce examination will be conducted by a panel nominated by the chairman comprising the head of the department and appropriate external experts . With the joint DRC members.

UNIT- V The students will arrange a PPT Presentation of their dissertation work in seminar Hall for give PPT. Exam. The examiner will evaluate their Performance on the basis of these in Oder to arrive at a final evaluation of the performance of each Student.

Reference Books:

1. Research Methodology- Lakshmi narayan koli- Y.K. Publisher- Agra.
2. MLA Hand book for Writers of Research Paper. Seventh edition –New AGE.
3. Vigyapan takniki evam sidhant – Dr. Narendra singh Yadav. Rajasthan Publication.
4. Art in Focus by Gene A. Mittler, Understanding of Art.
5. Scientific Advertising- colude Hopkins.
6. The Ethics of Teaching and Scientific Research By Miro Todorovich; Paul Kurtz; Sidney Hook.
7. Research Ethics: A Psychological Approach By Barbara H. Stanley; Joan E. Sieber; Gary B. Melton
8. Research Methods in Applied Settings: An Integrated Approach to Design and Analysis By Jeffrey A. Gliner; George A. Morgan Lawrence Erlbaum Associates, 2000
9. Ethics and Values in Industrial-Organizational Psychology By Joel Lefkowitz Lawrence, Erlbaum Associates, 2003

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Department of Fine Arts & Performing Arts
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Ph.D. Course Work Syllabus (2021-22)

Scheme of Syllabus In detail

(Pre PhD Course Work Fine Arts)

Paper code	Paper Name	Paper Type	Credit
FPF-CC-143	Presentation viva voice & Dissertation. Review of Published Research Work	Theory & Practical	04

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7. Research Ethics: A Psychological Approach By Barbara H. Stanley; Joan E. Sieber; Gary B. Melton
8. Research Methods in Applied Settings: An Integrated Approach to Design and Analysis By Jeffrey A. Gliner; George A. Morgan Lawrence Erlbaum Associates, 2000
9. Ethics and Values in Industrial-Organizational Psychology By Joel Lefkowitz Lawrence, Erlbaum Associates, 2003

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Department of Fine Arts & Performing Arts
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
(A Central University)
Ph.D. Course Work Syllabus (2021-22)

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Scheme of Syllabus In detail

(Pre PhD Course Work Fine Arts)

Paper code	Paper Name	Paper Type	Credit
FPF-CC-143	Presentation viva voice & Dissertation. Review of Published Research Work	Theory & Practical	04

UNIT-I- Case Study Methods in Advertising & Marketing. How to use References-book/ journals. Creative Writing, Chapter Making .and Visit of Museums and Arts Galleries and use in Research. Equipments/ Tools of Research. Interviews, of Art directors, Visualizer , Marketing & advertising experts & consumers.

UNIT- II- Interpretation and Report Writing .The computer and computer Technology use in research.

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2. MLA Hand book for Writers of Research Paper. Seventh edition –New AGE.
3. Vigyapan takniki evam sidhant – Dr. Narendra singh Yadav. Rajasthan Publication.
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7. Research Ethics: A Psychological Approach By Barbara H. Stanley; Joan E. Sieber; Gary B. Melton
8. Research Methods in Applied Settings: An Integrated Approach to Design and Analysis By Jeffrey A. Gliner; George A. Morgan Lawrence Erlbaum Associates, 2000
9. Ethics and Values in Industrial-Organizational Psychology By Joel Lefkowitz Lawrence, Erlbaum Associates, 2003

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Ph.D. Course Work Syllabus (2021-22)

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Scheme of Syllabus in detail

(Pre PhD Course Work Fine Arts)

Paper code	Paper Name	Paper Type	Credit
FPF-EC-144	Computer & Photography Reproduction design.	TH & PR	04

UNIT-I- Basic of Computer Application, Input data, Edit Picture/Photoshop/Picasa, Power point presentation, excel And Page Number/Fonts/Page Setup.

UNIT-II- Corel Draw etc, Types of Printers & CD, Pen Driver/Flash Driver, Hard Disk and their Use.

UNIT-III- Introduction of Hardware Parts of Computer.& Operating& Software's.

UNIT-IV- History of Photography, Types of camera, use of camera, functions of camera, Making of creative Composition in Photography. Maintenance of camera.

UNIT-V- Special effects of Picture. AR & VR Photos use in advertisement.

Reference Books:

- 1 Advertising Practice- K.C. chunawala.
- 2 Vigyapan takniki evam sidhant – Dr. Narendra singh Yadav. Rajasthani Publication.
- 3 Art in Focus by Gene A. Mittler, Understanding of Art.
- 4 Photography- A.H. Hashmi.
- 5 Graphic Design –Narendra singh Yadav.-Rajasthani Publication.

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Department of Fine Arts & Performing Arts
Doctor Harisingh Gour Vishwavidyalaya, Sagar (MP)
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Ph.D. Course Work Syllabus (2021-22)

Scheme of Syllabus in detail

(Pre PhD Course Work Fine Arts)

Paper code	Paper Name	Paper Type	Credit
FPF-EC-145	Advertising & Promotion	Theory	04

Unit –I Advertising Importance & ethics .advertising Merit &demerit& what effect of society. what is marketing and definition marketing Introduction of marketing 4Ps .what is role of Promotion in Marketing.

Unit-II- Introduction of advertising role in marketing, Types and classification of advertising.

Unit-III- Element of Sales Promotion, Kinds of sales Promotion.

Unit-IV- Role of Retail advertising Promotion. effect of marketing in creative display.

Unit- V-Personal Selling, Public Relation ,publicity and sales force .

Reference Books:

- 1 Advertising Practice- K.C. chunawala.
- 2 Vigyapan takniki evam sidhant – Dr. Narendra singh Yadav. Rajasthani Publication.
- 3 Art in Focus by Gene A. Mittler, Understanding of Art.
- 4 Marketing Management - Phillip Kotler
- 5 Graphic Design –Narendra singh Yadav.-Rajasthani Publication.
- 6 Marketing Management –S.P. Bansal -Kalyani Publishers.

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Department of Fine Arts & Performing Arts
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Scheme of Syllabus in detail

(Pre PhD Course Work Fine Arts)

Paper code	Paper Name	Paper Type	Credit
RPE-EC-146	Research and Publication Ethics	Theory	02

UNIT-I PHILOSOPHY AND ETHICS

- Introduction to philosophy: definition, nature and scope, concept, branches
- Ethics: definition, moral philosophy, nature of moral judgments and reactions.

UNIT-II SCIENTIFIC CONDUCT

- Ethics with respect to science and research
- Intellectual honesty and research integrity
- Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
- Redundant publications: duplicate and overlapping publications, salami slicing
- Selective reporting and misrepresentation of data

UNIT-III PUBLICATION ETHICS

- Publication ethics: definition, introduction and importance
- Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
- Conflicts of interest
- Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
- Violation of publication ethics, authorship and contributor ship
- Identification of publication misconduct, complaints and appeals
- Predatory publishers and journals PRACTICE

UNIT-IV OPEN ACCESS PUBLISHING

- Open access publications and initiatives
- SHERPA/ROMEO online resource to check publisher copyright & self archiving policies
- Software tool to identify predatory publications developed by SPPU
- Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

UNIT-V PUBLICATION MISCONDUCT

A. Group Discussions

- Subject specific ethical issues, FFP, authorship
- Conflicts of interest
- Complaints and appeals: examples and fraud from India and abroad.

- B. Software tools Use of plagiarism software like Turnitin, Urkund and other open source Software tools**



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UNIT-VI DATABASES AND RESEARCH METRICS

A. Databases

- Indexing databases
- Citation databases: Web of Science, Scopus, etc.

B. Research Metrics

- Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score.
- Metrics: h-index, g index, i10 index, altmetrics.

Suggested Readings

- The Ethics of Teaching and Scientific Research By Miro Todorovich; Paul Kurtz; Sidney Hook.
- Research Ethics: A Psychological Approach By Barbara H. Stanley; Joan E. Sieber; Gary B. Melton
- Research Methods in Applied Settings: An Integrated Approach to Design and Analysis By Jeffrey A. Gliner; George A. Morgan Lawrence Erlbaum Associates, 2000
- Ethics and Values in Industrial-Organizational Psychology By Joel Lefkowitz Lawrence, Erlbaum Associates, 2003
- Beall, J. (2012). *Predatory publishers are corrupting open access*. Nature, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
- Bird, A. (2006). *Philosophy of Science*. Routledge.
- Chaddah, P. (2018). *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*. ISBN: 978-938748086
- MacIntyre, Alasdair (1967). *A Short History of Ethics*. London.
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.

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Department Fine Arts & Performing Arts

Dr. Hari Singh Gour Vishwavidyalaya, 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.**
- **Interpretation and Report Writing .**
- **The computer and computer Technology use in research.**

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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 tear; 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

- **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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