



# Kavikulaguru Kalidas Sanskrit University, Ramtek

(University established by State Government of Maharashtra and UGC Recognized u/s 2f and 12B)

Accredited by NAAC with B++ Grade)

**Ramtek Office :** Administrative Building, Mauda Road, Ramtek - 441106, Dist.Nagpur  
**Nagpur Office:** 05<sup>th</sup>Floor, NIT Commercial Complex, Near Morebhavan, Sitabuldi, Nagpur 440012

## MASTER OF FINE ARTS

(Painting, Graphic Arts (Print Making), Sculpture and Applied Arts)

### Course Curriculum (Syllabus)

Approved by the Academic Council Meeting, Dt. 27-08-2005, Item No. 12.

(Onwards 2011-2012)

<b>Name of the Program</b>	<b>MASTER OF FINE ARTS (Painting, Graphic Arts (Print Making), Sculpture and Applied Arts. )</b>
<b>Name of the Faculty</b>	Faculty for Indian Religion Philosophy & Culture
<b>Name of the Department</b>	--
<b>Examination Type</b>	Semesters
<b>Program Duration</b>	02 years (04 Semesters)
<b>Total Credits</b>	--
<b>Eligibility</b>	A candidate seeking admission to the Master of Fine Arts course (Creative Painting, Portrait Painting, Graphic Art – Print Making, Creative Sculpture and Sculpture Portrait Study) Applied art shall produce a certificate obtaining the Bachelor of Fine Arts degree with Painting or Graphic Art (Print Making), or sculpture or Applied Art with History of Art / Aesthetics /Advertising Art and Ideas in respective subjects or obtaining G.D. Art (Govt. Diploma) course of 4 Years (equivalent to B.F.A.) in Painting, Sculpture & Applied Art with History of Art / Aesthetics / Advertising Art & Ideas in respective subjects by a recognized University or Institution & candidate shall have to appear at an interview conducted by the respective college authority.
<b>Medium</b>	The medium of Instruction will be English / Marathi / Hindi or Sanskrit. The question papers will be set in English & Marathi. The Candidates may answer in any one of the above four languages.

**Kavikulguru Kalidas Sanskrit University,  
Ramtek.**

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**SYLLABUS FOR  
MASTER OF FINE ARTS  
SEMESTER PATTERN**

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**Master of Fine Arts course in  
Painting, Graphic Arts (Print Making),  
Sculpture and Applied Arts.**

## **Master of Fine Arts course in Painting, Graphic Arts (Print Making), Sculpture and Applied Arts.**

### **OBJECTIVES:**

Master of Fine Arts course has its objective, the preparation of artists with individuality, originality and resourcefulness in the field of their choice. It will be presumed that the fine arts graduates who are accepted for Master of Fine Arts course have had developed a personal approach to the problems of art in their fields and the actual teaching programme may be drawn up by the teacher(s) concerned within the suggested course-structure, aiming at a high degree of professional competence and creative excellence. Exploration of the maximum possibilities of material(s) of local environment, of sources of external interest, of social and contemporary relevance in terms of techniques and ideas with an aesthetic insight will be the main directions of thrust.

## **ORDINANCE:**

(Effective from the 2011-2012 academic sessions)

1. The Master of Fine Arts course shall be of two years duration with four semesters in any one of the following streams in fine art discipline of Painting, Graphics (Print Making), Sculpture, and Applied Arts.

### **Painting**

- a. Creative Painting
- b. Portrait Painting

### **Graphics (Print Making)**

- a. Graphic Art (Print Making)

### **Sculpture**

- a. Creative Sculpture
- b. Sculpture Portrait Study

### **Applied Arts.**

- a. Visualisation.
- b. Illustration.
- c. Typography and Calligraphy.
- d. Photography.

2. A candidate seeking admission to the Master of Fine Arts course (Creative Painting, Portrait Painting, Graphic Art – Print Making, Creative Sculpture and Sculpture Portrait Study) Applied art shall produce a certificate obtaining the Bachelor of Fine Arts degree with Painting or Graphic Art (Print Making), or sculpture or Applied Art with History of Art / Aesthetics /Advertising Art and Ideas in respective subjects or obtaining G.D. Art (Govt. Diploma) course of 4 Years (equivalent to B.F.A.) in Painting, Sculpture & Applied Art with History of Art / Aesthetics / Advertising Art & Ideas in respective subjects by a recognized University or Institution & candidate shall have to appear at an interview conducted by the respective college authority.

3. The medium of Instruction will be English / Marathi / Hindi or Sanskrit. The question papers will be set in English & Marathi or Hindi. The Candidates may answer in any one of the above four languages.
4. The course is designed for practicing artists and hence greater weightage would be given to practical courses. The Theory courses are considered as subsidiary courses. Practical papers will have 300 Marks each and the theory papers will have 100 Marks each.
5. It is obligatory for Student to pass in all the subjects in both the heads

Practical:      Term Work 40%  
                          Examination 60%

Theory:          Tutorials 40%  
                          Examination 60%

To be promoted to the higher class. However the Student can get the ATKT consideration as per the University rules. The minimum passing percentages will 40% in both the heads. 45% of marks will be considered as 2nd Class. 60% as 1st class & 75% as distinction. It is not necessary to score the percentage in both the heads. The class will be decided on basis of aggregate marks.

6. Assessment of the practical works shall be in the following order.

**M. F. A. First & Second Semester:**

(Creative Painting, Portrait Painting, Graphic Arts (Print Making) Creative Sculpture and Sculpture Portrait Study. Visualisation, Photography, Illustration, Typography and Calligraphy)

Total Marks – (Portrait Painting, Graphic Arts (Print Making) Creative Sculpture and Sculpture Portrait Study)

Internal Assessment of sectional works	–	300 marks in total.
Practical Examination	–	300 marks.
Viva for Practical	–	100
Dissertation (Project Display)	–	100 marks (60 marks on project + 40 marks in viva).
History of Art	–	100 marks.
Aesthetics	–	100 marks.
Sanskrit	-	100 marks.

Total Marks – Visualisation, Photography, Illustration, Typography and Calligraphy

Internal Assessment of sectional works	–	300 marks in total.
Practical Examination	–	300 marks.
Viva for Practical	–	100
Dissertation (Project Display)	–	100 marks (60 marks on project + 40 marks in viva).
Advertising Art and Ideas	–	100 marks
Sanskrit	-	100 marks.

**M. F. A. Third & Fourth Semester:**

(Portrait Painting, Graphic Arts (Print Making) Creative Sculpture and Sculpture Portrait Study, Visualisation, Photography, Illustration, Typography and Calligraphy)

Total Marks – (Portrait Painting, Graphic Arts (Print Making) Creative Sculpture and Sculpture Portrait Study)

Internal Assessment of sectional works	–	300 marks in total.
Practical Examination	–	300 marks.
Viva for Practical	–	100
Dissertation (Project Display)	–	100 marks (60 marks on project + 40 marks in viva).
History of Art	–	100 marks.
Aesthetics	–	100 marks.
Sanskrit	-	100 marks.

Total Marks – Visualisation, Photography, Illustration, Typography and Calligraphy

Internal Assessment of sectional works	–	300 marks in total.
Practical Examination	–	300 marks.
Viva for Practical	–	100
Dissertation (Project Display)	–	100 marks (60 marks on project + 40 marks in viva).
Advertising Art and Ideas	–	100 marks
Sanskrit	-	100 marks.

7. Dissertation on the material technique and aesthetic of candidate will be on his / her own expression or any other subject approved by guide or H.O.D. Audio Visual Pattern or concise hand copy will also be accepted.
8. Internal submissions will be twice in a semester.
9. Subject to fulfilment of the condition for promotion from 1<sup>st</sup> semester to 2<sup>nd</sup>, 2<sup>nd</sup> to 3<sup>rd</sup>, 3<sup>rd</sup> to 4<sup>th</sup> semester of Master of Fine Arts course in practical streams shall be strictly guided by the following factors:
  - a) Minimum 75% of attendance separately in theoretical and practical classes.
  - b) Fulfilment of assignments and active involvement.
10. Evaluation of the practical works shall be under taken by a panel of artists and artist historians to be recommended by the respective Board of Studies where one or more external examiners of repute shall be included. The panel examiners shall consist of equal number of Internal and External members.
11. A student who either fails in the examination or fails to sit for his/her final Master of Fine Art examination after attending full course and qualifying in the internal assessment may be provided studio facility for another session only to enable him/her to appear in the final examination of the next as a regular students on payment of the usual charges.
12. Provided again that if he/she either fails in the examination or fails to appear in the examination for the second consecutive chance he/she may avail of the chances provided in the relevant ordinance as are ex-student candidate only, without provision for Studio facilities.
13. Examination will be conducted towards the end of the semester by the University. The Board will consist of a two members Jury of Internal Examiners for assessment of the term work & the same will be supplemented with an external examiner at the time of annual examination.
14. The Question papers in theory examination will offer option in every section.
15. It is Compulsory to attend Long Study Tour by every student in 2<sup>nd</sup> and 4<sup>th</sup> semester & it is compulsory to submit tour report by the students.
16. There will be preparation and submission of dissertation in 3<sup>rd</sup> and 4<sup>th</sup> semester by the MFA final year students of Creative Painting, Portrait Painting Graphic Art (Print Making) Creative sculpture and Sculpture Portrait Study. Visualisation, Photography, Illustration, Typography and Calligraphy.

# Master of Fine Arts

## Creative Painting

### STUDIO PRACTICAL:

- a) Ability to evolve a personal expression based on thorough knowledge of traditional and contemporary formal principles.
- b) Experiments in various techniques, colours schemes and texture application.
- c) At every stage the approved project will be discussed and necessary assignments will be given.
- d) Students are encouraged to develop an individual approach in their studies for the subject of creative painting with a freedom to chose their sphere of interest and pursue the same by experiments in compositional exercises to clarify method of visualization.
- e) Project report in consultation with the concerned Teacher.

### STUDY PRACTICAL AND ASSIGNMENT:

#### First Semester

- a) Design-oriented original  
Composition based on environmental : 06 Paintings study  
and otherwise in any medium. : 50 Related Studies.
- b) Copy Works:
  - 1) Any one from Traditional art (Indian)
  - 2) Any one from Modern Art (Indian)

#### Second Semester

- a) Original composition should be  
on experimental basis in mixed : 06 Paintings media  
and explore the possibilities. : 50 Related Studies.  
of non conventional media.
- b) Copy Works.
  - 1) Any one from contemporary Art (Indian)



## **THEORY:**

### **Paper – I (History of Art)**

#### **Compulsory for First Semester – Creative Painting**

**(With emphasis on the Painting & Sculpture Area).**

#### **First Semester: Indian Art.**

Mile stones of Indian art from ancient period to the end of medieval period with religious, mythological, political, geographical, social & cultural aspects.

Indus valley Civilization, Maurya, Sunga, Andhra, Kushan, Gandhar, Mathura, Gupta, post Gupta (Chalukya, Chola, Pallava, Rashtrakuta, Konark, Khajuraho & South Indian temples).

#### **Compulsory for Second Semester – Creative Painting Second**

#### **Semester: Western Art.**

Mile stones of Western art from prehistoric period to the end of medieval period with religious, mythological, political, geographical, social & cultural aspects.

Pre-historic, Egyptian, Mesopotamian, Greek, Roman, Early Christian, Byzantine, Gothic & Renaissance.

## **Paper – II (Aesthetics)**

### **Compulsory for First Semester:**

#### **Eastern Aesthetics (Indian):**

- 1 Vishnudharmottar Puran : Shadang – Six limbs of Indian Painting.
- 2 Guna – Dosha & Chitra Sutra.
- 3 Bharata's Rasa Siddhant.
- 4 Abhinava Gupta: Theory of meaning.
- 5 Transformation of Nature into art.
- 6 Nature, Kind & meaning of Dhvani.
- 7 Aesthetic activity, the diversity of its forms. The aesthetics & the artistic design.

### **Compulsory for Second Semester:**

#### **Western Aesthetics:**

- 1 Socrates: Aesthetics, the theory of criticism.
- 2 Intellectual aesthetics of Descartes.
- 3 Art as Empathy a social Phenomenon, Value & Design.
- 4 Nude in art : Kenneth Clark.
- 5 Psychology & Modern art: Sigmund Freud & Carl Jung.
- 6 The work of art: Its inner structure, Style in art.
- 7 Aesthetic Experience as pleasant deception: John Locke.

## Paper – III (Sanskrit)

### Compulsory for First Semester:

- 1) Indian Art, Culture & Philosophy : भारतीय कला, संस्कृती और तत्वज्ञान.  
Arts & Fine Arts कला और ललित कल
- 2) Indian Religion & Sanskrit Literature : भारतीय धर्म तथा संस्कृत साहित्य
- 3) Functional Sanskrit : कार्यात्मक संस्कृत
- 4) Chitrasutra - Merits & Demerits (चित्रसुत्र—गुणदोष)

### Compulsory for Second Semester:

- 1) Resonance & Diagram - (तांत्रिक कला : मंत्र आणि यंत्र)
- 2) Characters of Architect - स्थापत्यकार की विशेषता
- 3) Four Goals of the Life - जीवन के चार लक्ष्य
- 4) Functional Sanskrit : कार्यात्मक संस्कृत

**CREATIVE PAINTING  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. First Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	CREATIVE PAINTING	<b>Total – 300</b> Key Sketch – 50 Composition – 225 Written Expression on Composition – 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.....
2	2	150		

## CREATIVE PAINTING EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Second Semester (Total Marks - 1100)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	CREATIVE PAINTING	<b>Total – 300</b> Key Sketch – 50 Composition – 225 Written Expression on Composition – 25	<b>120</b>	35 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	,-----
2	2	150		

# Master of Fine Arts Creative Painting

## STUDIO PRACTICAL:

- a) Ability to evolve a personal expression based on thorough knowledge of traditional and contemporary formal principles.
- b) Experiments in various techniques, colours schemes and texture application.
- c) At every stage the approved project will be discussed and necessary assignments will be given.
- d) Students are encouraged to develop an individual approach in their studies for the subject of creative painting with a freedom to chose their sphere of interest and pursue the same by experiments in compositional exercises to clarify method of visualization.
- e) Project report in consultation with the concerned Teacher.

## STUDY PRACTICAL AND ASSIGNMENT:

### Third Semester

- a) Design-oriented original  
Composition based on environmental : 06 Paintings study and  
otherwise in any medium. : 50 Related Studies.
- b) Synopsis: Preparation and Presentation for Dissertation.
- c) Copy Works
  - 1. Any one from Traditional art (Western)
  - 2. Any one from Modern Art (Western)

### Fourth Semester

- a) Original composition should be  
on experimental basis in mixed : 06 Paintings media  
and explore the possibilities. : 50 Related Studies.  
of non conventional media.
- b) Submission of Dissertation.
- c) Copy Works.
  - 1. Any one from contemporary Art (Western)

## **THEORY:**

### **Paper – I (History of Art)**

#### **Compulsory for Third Semester – Creative Painting**

**(With emphasis on the Painting & Sculpture Area).**

#### **Third Semester: Indian Art.**

Mile stones of Indian art from Post medieval period to Contemporary art with religious, mythological, political, geographical, social & cultural aspects.

Pal Miniature Paintings, Jain Miniature Paintings, Mughal Miniature Paintings, Rajput Miniature Paintings.

Modern Indian Art: Impact of Western Art movements on Indian Contemporary Art, (Raja Ravi Verma, Amrita Shergil).

Rise of schools of Art in India, a) Bengal School, b) Bombay School - Progressive Group, c) Calcutta Group, d) Madras Group, e) Delhi School, f) Baroda School.

Contemporary Art movement in India with Individual Art expressions.

(N.S. Bendre, K.G. Subramaniam, Ram Kumar, S.B. Palsikar, Gaitonde, Balbirsingh Katt, Satish Gujral, Laxman Pai, Biren Dey, Swaminathan, Latika Katt).

Tantra Art & its Influence on Modern Indian Art.

#### **Compulsory for Fourth Semester – Creative Painting**

**(With emphasis on the Painting & Sculpture Area).**

#### **Fourth Semester: Western Art.**

Mile stones of Western art from Mannerism to Modern period with religious, mythological, political, geographical, social & cultural aspects.

Mannerism Period, Baroque Art, Neo – Classicism, Romanticism, Realism, Impressionism, Neo Impressionism, Post Impressionism, Cubism, Fauvism, Expressionism, Abstract expressionism (Blue Rider), Dadaism, Surrealism, Opp, Pop, Kinetic, Minimal & other modern movements.

## **Paper – II (Aesthetics)**

### **Compulsory for Third Semester:**

#### **Eastern Aesthetics:**

- 1 Gesture & Posture's in context with Indian paintings & sculptures.
- 2 Renaissance of taste in India : Havell, Rabindranath Tagore,  
Abanindranath Tagore, A.K. Coomarswamy.
- 3 The Indian principles of artistic production.
- 4 Taoist concept in China – Order & Harmony.
- 5 Six Cannons of Chinese paintings.
- 6 Zen Aesthetics – four Basic norms, Confusion theory.
- 7 The psychology of artistic creation & perception.

### **Compulsory for Fourth Semester:**

#### **Western Aesthetics:**

- 1 Shaftesbury and his rationalistic tendency.
- 2 Addison : His discovery, aesthetics theory, Imagination & Pleasure and aesthetic sense.
- 3 Hegel & his absolute aesthetics.
- 4 Schopenhauer and his Valuntaristic aesthetics.
- 5 Ruskin & Tolstoy on Rejection of art.
- 6 The diversity of aesthetic character. Ugly, Base, Horrible, Integrity, Fragmentation, etc.
- 7 Hobbes on Imagination, Genius and Identification.



## Paper – III (Sanskrit)

### Compulsory for Third Semester:

- 1) Indian Philosophy & Artistic Creation - भारतीय तत्त्वज्ञान तथा कलात्मक निर्मिती
2. Malvikagnimitram (मालविकाग्निमित्रम्)
3. Art Expression (कला अभिव्यक्ति)
- 4) Theory of Dhvani . ध्वनी सिद्धांत

### Compulsory for Fourth Semester:

1. Theory of Meaning : Abhinav Gupta (अभिनव गुप्ता आणि सौंदर्य सिद्धांत)
2. Theory of Appropriateness : Skshemendra (औचित्य सिद्धांत : क्षेमेंद्र)
3. Cosmic Form : Nandikeshwar-Natraj (वैश्विक रूप : नंदिकेश्वर . नटराज)

# CREATIVE PAINTING

## EXAMINATION PATTERN

Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Third Semester (Total Marks - 1100)

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	CREATIVE PAINTING	<b>Total – 300</b> Key Sketch – 50 Composition – 225 Written Expression on Composition – 25	<b>120</b>	35 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## CREATIVE PAINTING EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Fourth Semester (Total Marks - 1100)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Dissertation	100	40	.----
2	Display & Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	CREATIVE PAINTING	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

# Master of Fine Arts First Semester - Portrait Painting

## STUDIO PRACTICAL:

1. Study of drapery, objects, Head study, full figures and half length draped and Nude figures.
2. Exploring different approaches and stressing individual interpretation.
3. Analysis of light and colour in relation to form.
4. Painting portrait and figures in full colour stressing volume space relationships character delineation and correct drawing.
5. Individual criticism and guidance.

## STUDY PRACTICAL AND ASSIGNMENT:

### Assignments:

- |                           |   |    |
|---------------------------|---|----|
| a. Studies of drapery     | - | 05 |
| b. Studies of objects     | - | 05 |
| c. Studies of extremities | - | 10 |
| d. Full figure studies    | - | 10 |
| e. Head studies           | - | 10 |
| f. Half length studies    | - | 05 |

100 out door and indoor sketches.

Study of Indian traditional portraiture.

Project report in consultation with the concerned Teacher.

## **THEORY:**

### **Paper – I (History of Art)**

#### **Compulsory for First Semester – Portrait Painting**

**(With emphasis on the Painting & Sculpture Area).**

#### **First Semester: Indian Art.**

Mile stones of Indian art from ancient period to the end of medieval period with religious, mythological, political, geographical, social & cultural aspects.

Indus valley Civilization, Maurya, Sunga, Andhra, Kushan, Gandhar, Mathura, Gupta, post Gupta (Chalukya, Chola, Pallava, Rashtrakuta, Konark, Khajuraho & South Indian temples).

#### **Compulsory for Second Semester – Portrait Painting Second**

#### **Semester: Western Art.**

Mile stones of Western art from prehistoric period to the end of medieval period with religious, mythological, political, geographical, social & cultural aspects.

Pre-historic, Egyptian, Mesopotamian, Greek, Roman, Early Christian, Byzantine, Gothic & Renaissance.

## **Paper – II (Aesthetics)**

### **Compulsory for First Semester:**

#### **Eastern Aesthetics (Indian):**

- 1 Vishnudharmottar Puran : Shadang – Six limbs of Indian Painting.
- 2 Guna – Dosha & Chitra Sutra.
- 3 Bharata's Rasa Siddhant.
- 4 Abhinava Gupta: Theory of meaning.
- 5 Transformation of Nature into art.
- 6 Nature, Kind & meaning of Dhvani.
- 7 Aesthetic activity, the diversity of its forms. The aesthetics & the artistic design.

### **Compulsory for Second Semester:**

#### **Western Aesthetics:**

- 1 Socrates: Aesthetics, the theory of criticism.
- 2 Intellectual aesthetics of Descartes.
- 3 Art as Empathy a social Phenomenon, Value & Design.
- 4 Nude in art : Kenneth Clark.
- 5 Psychology & Modern art: Sigmund Freud & Carl Jung.
- 6 The work of art: Its inner structure, Style in art.
- 7 Aesthetic Experience as pleasant deception: John Locke.

## Paper – III (Sanskrit)

### Compulsory for First Semester:

- 1) Indian Art, Culture & Philosophy : भारतीय कला, संस्कृती और तत्वज्ञान  
Arts & Fine Arts कला और ललित कला
- 2) Indian Religion & Sanskrit Literature : भारतीय धर्म तथा संस्कृत साहित्य
- 3) Functional Sanskrit : कार्यात्मक संस्कृत
- 4) Chitrasutra : Merit & Demerits (चित्रसुत्र-गुणदोष)

### Compulsory for Second Semester:

- 1) Resonance & Diagram - (तांत्रिक कला : मंत्र आणि यंत्र)
- 2) Characters of Architect - स्थापत्यकार की विशेषता
- 3) Four Goals of the Life - जीवन के चार लक्ष्य
- 4) Functional Sanskrit : कार्यात्मक संस्कृत

## PORTRAIT PAINTING EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. First Semester (Total Marks - 1100)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	PORTRAIT PAINTING	<b>Total – 300</b> Key Sketch – 50 Composition – 225 Written Expression on Composition – 25	<b>120</b>	35 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.....
2	2	150		



# Master of Fine Arts Second Semester - Portrait Painting

## STUDIO PRACTICAL:

1. Study of drapery, objects, Head study, full figures and half length draped and Nude figures.
2. Exploring different approaches and stressing individual interpretation.
3. Analysis of light and colour in relation to form.
4. Painting portrait and figures in full colour stressing volume space relationships character delineation and correct drawing.
5. Individual criticism and guidance.

## STUDY PRACTICAL AND ASSIGNMENT:

### Assignments:

- |                           |   |    |
|---------------------------|---|----|
| a. Studies of drapery     | - | 05 |
| b. Studies of objects     | - | 05 |
| c. Studies of extremities | - | 10 |
| d. Full figure studies    | - | 10 |
| e. Head studies           | - | 10 |
| f. Half length studies    | - | 05 |

100 out door and indoor sketches.

Study of Indian traditional portraiture.

Project report in consultation with the concerned Teacher.

**PORTRAIT PAINTING  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Second Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	PORTRAIT PAINTING	<b>Total – 300</b> Key Sketch – 50 Composition – 225 Written Expression on Composition – 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

# Master of Fine Arts Third Semester - Portrait Painting

## STUDIO PRACTICAL:

1. Study of drapery, objects, Head study, full figures and half-length draped and Nude figures.
2. Exploring different approaches and stressing individual interpretation.
3. Analysis of light and colour in relation to form.
4. Painting portrait and figures in full colour stressing volume space relationships character delineation and correct drawing.
5. Studies from life, full and half length studies of figure; male and female in different age groups.
6. Individual criticism and guidance.

## STUDY PRACTICAL AND ASSIGNMENT :

Assignments:

a. Studies of drapery	-	07
b. Studies of objects	-	07
c. Studies of extremities	-	07
d. Full figure studies	-	10
e. Head studies	-	05
f. Half length studies	-	05
50 outdoor and indoor sketches.		
Study of Western traditional portraiture.		

Project report in consultation with the concerned Teacher.

**Synopsis: Preparation and Presentation for Dissertation.**

## **THEORY:**

### **Paper – I (History of Art)**

#### **Compulsory for Third Semester – Portrait Painting**

**(With emphasis on the Painting & Sculpture Area).**

##### **Third Semester: Indian Art.**

Mile stones of Indian art from Post medieval period to Contemporary art with religious, mythological, political, geographical, social & cultural aspects.

Pal Miniature Paintings, Jain Miniature Paintings, Mughal Miniature Paintings, Rajput Miniature Paintings.

Modern Indian Art: Impact of Western Art movements on Indian Contemporary Art, (Raja Ravi Verma, Amrita Shergil).

Rise of schools of Art in India, a) Bengal School, b) Bombay School - Progressive Group, c) Calcutta Group, d) Madras Group, e) Delhi School, f) Baroda School.

Contemporary Art movement in India with Individual Art expressions.

(N.S. Bendre, K.G. Subramaniam, Ram Kumar, S.B. Palsikar, Gaitonde, Balbirsingh Katt, Satish Gujral, Laxman Pai, Biren Dey, Swaminathan, Latika Katt).

Tantra Art & its Influence on Modern Indian Art.

#### **Compulsory for Fourth Semester – Portrait Painting**

**(With emphasis on the Painting & Sculpture Area).**

##### **Fourth Semester: Western Art.**

Mile stones of Western art from Mannerism to Modern period with religious, mythological, political, geographical, social & cultural aspects.

Mannerism Period, Baroque Art, Neo – Classicism, Romanticism, Realism, Impressionism, Neo Impressionism, Post Impressionism, Cubism, Fauvism, Expressionism, Abstract expressionism (Blue Rider), Dadaism, Surrealism, Opp, Pop, Kinetic, Minimal & other modern movements.

## **Paper – II (Aesthetics)**

### **Compulsory for Third Semester:**

#### **Eastern Aesthetics:**

- 1 Gesture & Posture's in context with Indian paintings & sculptures.
- 2 Renaissance of taste in India : Havell, Rabindranath Tagore,  
Abanindranath Tagore, A.K. Coomarswamy.
- 3 The Indian principles of artistic production.
- 4 Taoist concept in China – Order & Harmony.
- 5 Six Cannons of Chinese paintings.
- 6 Zen Aesthetics – four Basic norms, Confusion theory.
- 7 The psychology of artistic creation & perception.

### **Compulsory for Fourth Semester:**

#### **Western Aesthetics:**

- 1 Shaftesbury and his rationalistic tendency.
- 2 Addison : His discovery, aesthetics theory, Imagination & Pleasure and aesthetic sense.
- 3 Hegel & his absolute aesthetics.
- 4 Schopenhauer and his Valuntaristic aesthetics.
- 5 Ruskin & Tolstoy on Rejection of art.
- 6 The diversity of aesthetic character. Ugly, Base, Horrible, Integrity, Fragmentation, etc.
- 7 Hobbes on Imagination, Genius and Identification.

## Paper – III (Sanskrit)

### Compulsory for Third Semester:

- 1) Indian Philosophy & Artistic Creation - भारतीय तत्त्वज्ञान तथा कलात्मक निर्मिती
4. Malvikagnimitram (मालविकाग्निमित्रम्)
5. Art Expression (कला अभिव्यक्ति)
- 4) Theory of Dhvani . ध्वनी सिद्धांत

### Compulsory for Fourth Semester:

1. Theory of Meaning : Abhinav Gupta (अभिनव गुप्ता आणि सौंदर्य सिद्धांत)
2. Theory of Appropriateness : Skshemendra (औचित्य सिद्धांत : क्षेमेंद्र)
3. Cosmic Form : Nandikeshwar-Natraj (वैश्विक रूप : नंदिकेश्वर . नटराज)

**PORTRAIT PAINTING  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Third Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	PORTRAIT PAINTING	<b>Total – 300</b> Key Sketch – 50 Composition – 225 Written Expression on Composition – 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.....
2	2	150		

# Master of Fine Arts Fourth Semester - Portrait Painting

## STUDIO PRACTICAL:

1. Study of drapery, objects, Head study, full figures and half length draped and Nude figures.
2. Exploring different approaches and stressing individual interpretation.
3. Analysis of light and colour in relation to form.
4. Painting portrait and figures in full colour stressing volume space relationships character delineation and correct drawing.
5. Studies from life, full and half length studies of figure; male and female in different age groups.
6. Individual criticism and guidance.

## STUDY PRACTICAL AND ASSIGNMENT :

Assignments:

a. Studies of drapery	-	07
b. Studies of objects	-	07
c. Studies of extremities	-	07
d. Full figure studies	-	10
e. Head studies	-	05
f. Half length studies	-	05

50 outdoor and indoor sketches.

Study of Western traditional portraiture.

Project report in consultation with the concerned Teacher.

**Submission of Dissertation.**



**PORTRAIT PAINTING  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Fourth Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Dissertation	100	40	.----
2	Display & Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	PORTRAIT PAINTING	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

# **Master of Fine Arts First Semester - Graphic Art (Print Making)**

## **STUDIO PRACTICAL:**

### **Objectives:**

1. Observation of nature and the human life around, exercises in form, colour & composition / arrangements.
2. Exploration and Experimentation with various methods and materials.

### **Illustrated Lectures:**

1. Introduction to major methods of Printmaking.
2. Introduction to History of Printmaking.

### **Practical: Methods & Materials**

1. Introduction to Planography / Lithography.
2. Introduction to Platography.
3. Preparation of Plate (black & white or monochromatic composition).
4. Colour Platography.
  - a. Composition based on superimposing colours & viscosity of colours on granular & smooth surface. Use of various textures from natural and manmade objects.
  - b. Composition based on transfer process: Use of transfer paper, offsetting images from other sources and photomechanical transfer/photo expose on plate.

## **THEORY:**

### **Paper – I (History of Art)**

#### **Compulsory for First Semester – Graphic Art (Print Making)**

**(With emphasis on the Painting & Sculpture Area).**

##### **First Semester: Indian Art.**

Mile stones of Indian art from ancient period to the end of medieval period with religious, mythological, political, geographical, social & cultural aspects.

Indus valley Civilization, Maurya, Sunga, Andhra, Kushan, Gandhar, Mathura, Gupta, post Gupta (Chalukya, Chola, Pallava, Rashtrakuta, Konark, Khajuraho & South Indian temples).

#### **Compulsory for Second Semester – Graphic Art (Print Making) Second**

##### **Semester: Western Art.**

Mile stones of Western art from prehistoric period to the end of medieval period with religious, mythological, political, geographical, social & cultural aspects.

Pre-historic, Egyptian, Mesopotamian, Greek, Roman, Early Christian, Byzantine, Gothic & Renaissance.

## **Paper – II (Aesthetics)**

### **Compulsory for First Semester:**

#### **Eastern Aesthetics (Indian):**

- 1 Vishnudharmottar Puran : Shadang – Six limbs of Indian Painting.
- 2 Guna – Dosha & Chitra Sutra.
- 3 Bharata's Rasa Siddhant.
- 4 Abhinava Gupta: Theory of meaning.
- 5 Transformation of Nature into art.
- 6 Nature, Kind & meaning of Dhvani.
- 7 Aesthetic activity, the diversity of its forms. The aesthetics & the artistic design.

### **Compulsory for Second Semester:**

#### **Western Aesthetics:**

- 1 Socrates: Aesthetics, the theory of criticism.
- 2 Intellectual aesthetics of Descartes.
- 3 Art as Empathy a social Phenomenon, Value & Design.
- 4 Nude in art : Kenneth Clark.
- 5 Psychology & Modern art: Sigmund Freud & Carl Jung.
- 6 The work of art: Its inner structure, Style in art.
- 7 Aesthetic Experience as pleasant deception: John Locke.

## Paper – III (Sanskrit)

### Compulsory for First Semester:

- 1) Indian Art, Culture & Philosophy : भारतीय कला, संस्कृती और तत्वज्ञान  
Arts & Fine Arts कला और ललित कला
- 2) Indian Religion & Sanskrit Literature : भारतीय धर्म तथा संस्कृत साहित्य
- 3) Functional Sanskrit : कार्यात्मक संस्कृत
- 4) Chitrasutra : Merit & Demerits (चित्रसुत्र—गुणदोष)

### Compulsory for Second Semester:

- 1) Resonance & Diagram - (तांत्रिक कला : मंत्र आणि यंत्र)
- 2) Characters of Architect - स्थापत्यकार की विशेषता
- 3) Four Goals of the Life - जीवन के चार लक्ष्य
- 4) Functional Sanskrit : कार्यात्मक संस्कृत

# GRAPHIC ART (PRINT MAKING)

## EXAMINATION PATTERN

Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. First Semester (Total Marks - 1100)

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	GRAPHIC ART (PRINT MAKING)	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

# **Master of Fine Arts Second Semester - Graphic Art (Print Making)**

## **STUDIO PRACTICAL:**

### **Objectives:**

1. Exploration and Experimentation with various methods and materials.
2. Group discussions, Critical Assessment, Reference Finding.

### **Illustrated Lectures:**

1. Introduction to Intaglio Process. Visual references on the chronological development of Intaglio Printing.
2. Introduction to advance relief process, Visual references on the chronological developments of relief prints. Use of tonal and textural qualities in Black & White compositions in Linocut, Wood Cut, Wood Engraving.  
Printing in Multicolour Process – Use of multiple blocks as well as single block (Reduction Process).

### **Practical: Methods & Materials**

1. Introduction to Intaglio.
2. Preparation of Plate (black & white or monochromatic composition).
3. Concentration on Intaglio.
  - a. Black & White composition on dry process: Dry point, Engraving and Mezzotint, Colograph.
  - b. Black & White composition on wet process Etched lines and Aquatint, Preparation of grounds & other coating agents: liquid, hard, soft or lift. Different stop out solutions.

## GRAPHIC ART (PRINT MAKING)

### EXAMINATION PATTERN

Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Second Semester (Total Marks - 1100)

#### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

#### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

#### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	GRAPHIC ART (PRINT MAKING)	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

#### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		



# **Master of Fine Arts Third Semester - Graphic Art (Print Making)**

## **STUDIO PRACTICAL:**

### **Objectives:**

1. Observation of nature and the human life around, exercises in form, colour & composition / arrangements.

### **Illustrated Lectures:**

1. Monochrome & multicolour prints.

### **Practical: Methods & Materials (on advance level)**

1. Introduction to Planography / Lithography.
2. Introduction to Platography.
3. Colour Platography.
  - a. Composition based on superimposing colours & viscosity of colours on granular & smooth surface. Use of various textures from natural and manmade objects.
  - b. Composition based on transfer process: Use of transfer paper, offsetting images from other sources and photomechanical transfer/photo expose on plate.

### **Synopsis: Preparation and Presentation for Dissertation.**

## **THEORY:**

### **Paper – I (History of Art)**

#### **Compulsory for Third Semester – Graphic Art (Print Making)**

**(With emphasis on the Painting & Sculpture Area).**

#### **Third Semester: Indian Art.**

Mile stones of Indian art from Post medieval period to Contemporary art with religious, mythological, political, geographical, social & cultural aspects.

Pal Miniature Paintings, Jain Miniature Paintings, Mughal Miniature Paintings, Rajput Miniature Paintings.

Modern Indian Art: Impact of Western Art movements on Indian Contemporary Art, (Raja Ravi Verma, Amrita Shergil).

Rise of schools of Art in India, a) Bengal School, b) Bombay School - Progressive Group, c) Calcutta Group, d) Madras Group, e) Delhi School, f) Baroda School.

Contemporary Art movement in India with Individual Art expressions.

(N.S. Bendre, K.G. Subramaniam, Ram Kumar, S.B. Palsikar, Gaitonde, Balbirsingh Katt, Satish Gujral, Laxman Pai, Biren Dey, Swaminathan, Latika Katt).

Tantra Art & its Influence on Modern Indian Art.

#### **Compulsory for Fourth Semester – Graphic Art (Print Making)**

**(With emphasis on the Painting & Sculpture Area).**

#### **Fourth Semester: Western Art.**

Mile stones of Western art from Mannerism to Modern period with religious, mythological, political, geographical, social & cultural aspects.

Mannerism Period, Baroque Art, Neo – Classicism, Romanticism, Realism, Impressionism, Neo Impressionism, Post Impressionism, Cubism, Fauvism, Expressionism, Abstract expressionism (Blue Rider), Dadaism, Surrealism, Opp, Pop, Kinetic, Minimal & other modern movements.

## **Paper – II (Aesthetics)**

### **Compulsory for Third Semester:**

#### **Eastern Aesthetics:**

- 1 Gesture & Posture's in context with Indian paintings & sculptures.
- 2 Renaissance of taste in India : Havell, Rabindranath Tagore,  
AbanindranathTagore, A.K. Coomarswamy.
- 3 The Indian principles of artistic production.
- 4 Taoist concept in China – Order & Harmony.
- 5 Six Cannons of Chinese paintings.
- 6 Zen Aesthetics – four Basic norms, Confusion theory.
- 7 The psychology of artistic creation & perception.

### **Compulsory for Fourth Semester:**

#### **Western Aesthetics:**

- 1 Shaftesbury and his rationalistic tendency.
- 2 Addison: His discovery, aesthetics theory, Imagination & Pleasure and aesthetic sense.
- 3 Hegel & his absolute aesthetics.
- 4 Schopenhauer and his Valuntaristic aesthetics.
- 5 Ruskin & Tolstoy on Rejection of art.
- 6 The diversity of aesthetic character. Ugly, Base, Horrible, Integrity, Fragmentation, etc.
- 7 Hobbes on Imagination, Genius and Identification.

## Paper – III (Sanskrit)

### Compulsory for Third Semester:

1. Indian Philosophy & Artistic Creation - भारतीय तत्त्वज्ञान तथा कलात्मक निर्मिती
2. Malvikagnimitram (मालविकाग्निमित्रम्)
3. Art Expression (कला अभिव्यक्ति)
4. Theory of Dhvani . ध्वनी सिद्धांत

### Compulsory for Fourth Semester:

1. Theory of Meaning : Abhinav Gupta (अभिनव गुप्ता आणि सौंदर्य सिद्धांत)
2. Theory of Appropriateness : Skshemendra (औचित्य सिद्धांत : क्षेमेंद्र)
3. Cosmic Form : Nandikeshwar-Natraj (वैश्विक रूप : नंदिकेश्वर . नटराज)

# GRAPHIC ART (PRINT MAKING)

## EXAMINATION PATTERN

Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Third Semester (Total Marks - 1100)

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part - B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	GRAPHIC ART (PRINT MAKING)	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

# Master of Fine Arts Fourth Semester - Graphic Art (Print Making)

## STUDIO PRACTICAL:

### Objectives:

1. Exploration and Experimentation with various methods and materials.
2. Group discussions, Critical Assessment, Reference Finding.

### Illustrated Lectures:

2. Introduction to Serigraphy, Visual references on the development of Serigraphy.
3. Multicolour prints.

### Practical: Methods & Materials (on advance level)

1. Preparation of Plate (black & white or monochromatic composition).
2. Concentration on Intaglio.
  - a. Black & White composition on dry process: Dry point, Engraving and Mezzotint, Colograph.
  - b. Black & White composition on wet process Etched lines and Aquatint, Preparation of grounds & other coating agents: liquid, hard, soft or lift. Different stop out solutions.
3. Serigraphy.
  - a. Monochromatic or Multicolour.
  - b. Drawing or Image on screen by hand.
  - c. Use of stencil process.
  - d. Use of stop out process.
  - e. Photomechanical process.

### Submission of Dissertation.

**GRAPHIC ART (PRINT MAKING)  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Fourth Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Dissertation	100	40	.....
2	Display & Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	GRAPHIC ART (PRINT MAKING)	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.....
2	2	150		

# Master of Fine Arts

## Creative Sculpture

### STUDIO PRACTICAL:

Student ought to choose any two media from the following media in First & Second Semester of M.F.A. and will continue the same media in Third & Fourth Semester of M.F.A.

- 1) Terracotta 2) Wood carving 3) Stone carving 4) Metal casting 5) Mix media for following objectives.
  - a) Ability to evolve a personal expression based on thorough knowledge of traditional and contemporary formal principles with special exercise based on creativity and originality.
  - b) Preparatory studies and exercises clarifying the developing methods and modes of expressions.
  - c) At every stage the approved project will be discussed and necessary assignments will be given.
  - d) Students are encouraged to develop an individual approach in their studies for the subject of creative sculpture with a freedom to choose their sphere of interest and pursue the same by experiments in compositional exercises to clarify method of visualization.
  - e) Project report in consultation with the concerned Teacher.

### STUDY PRACTICAL AND ASSIGNMENT:

#### First Semester

- a) Creativity-oriented original  
Composition based on environmental : 06 Sculptures.  
Study in chosen media. : 05 Related Studies.

#### Second Semester

- a) Original composition should be  
on experimental basis in chosen : 06 Paintings  
media and explore the possibilities. With : 05 Related Studies.  
creative abilities.



## **THEORY:**

### **Paper – I (History of Art)**

#### **Compulsory for First Semester – Creative Sculpture**

**(With emphasis on the Painting & Sculpture Area).**

#### **First Semester: Indian Art.**

Mile stones of Indian art from ancient period to the end of medieval period with religious, mythological, political, geographical, social & cultural aspects.

Indus valley Civilization, Maurya, Sunga, Andhra, Kushan, Gandhar, Mathura, Gupta, post Gupta (Chalukya, Chola, Pallava, Rashtrakuta, Konark, Khajuraho & South Indian temples).

#### **Compulsory for Second Semester – Creative Sculpture Second**

#### **Semester: Western Art.**

Mile stones of Western art from prehistoric period to the end of medieval period with religious, mythological, political, geographical, social & cultural aspects.

Pre-historic, Egyptian, Mesopotamian, Greek, Roman, Early Christian, Byzantine, Gothic & Renaissance.

## **Paper – II (Aesthetics)**

### **Compulsory for First Semester:**

#### **Eastern Aesthetics (Indian):**

- 1 Vishnudharmottar Puran : Shadang – Six limbs of Indian Painting.
- 2 Guna – Dosha & Chitra Sutra.
- 3 Bharata's Rasa Siddhant.
- 4 Abhinava Gupta: Theory of meaning.
- 5 Transformation of Nature into art.
- 6 Nature, Kind & meaning of Dhvani.
- 7 Aesthetic activity, the diversity of its forms. The aesthetics & the artistic design.

### **Compulsory for Second Semester:**

#### **Western Aesthetics:**

- 1 Socrates: Aesthetics, the theory of criticism.
- 2 Intellectual aesthetics of Descartes.
- 3 Art as Empathy a social Phenomenon, Value & Design.
- 4 Nude in art : Kenneth Clark.
- 5 Psychology & Modern art: Sigmund Freud & Carl Jung.
- 6 The work of art: Its inner structure, Style in art.
- 7 Aesthetic Experience as pleasant deception: John Locke.

## Paper – III (Sanskrit)

### Compulsory for First Semester:

- 1) Indian Art, Culture & Philosophy : भारतीय कला, संस्कृती और तत्वज्ञान  
Arts & Fine Arts कला और ललित कला
- 2) Indian Religion & Sanskrit Literature : भारतीय धर्म तथा संस्कृत साहित्य
- 3) Functional Sanskrit : कार्यात्मक संस्कृत
- 4) Chitrasutra : Merit & Demerits (चित्रसुत्र-गुणदोष)

### Compulsory for Second Semester:

- 1) Resonance & Diagram - (तांत्रिक कला : मंत्र आणि यंत्र)
- 2) Characters of Architect - स्थापत्यकार की विशेषता
- 3) Four Goals of the Life - जीवन के चार लक्ष्य
- 4) Functional Sanskrit : कार्यात्मक संस्कृत

## CREATIVE SCULPTURE EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. First Semester (Total Marks - 1100)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	CREATIVE SCULPTURE	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

**CREATIVE SCULPTURE  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Second Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	CREATIVE SCULPTURE	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

# Master of Fine Arts Creative

## Sculpture

### STUDIO PRACTICAL:

Student ought to choose any two media from the following media in First & Second Semester of M.F.A. and will continue the same media in Third & Fourth Semester of M.F.A.

- 1) Terracotta 2) Wood carving 3) Stone carving 4) Metal casting 5) Mix media for following objectives.
  - a) Ability to evolve a personal expression based on thorough knowledge of traditional and contemporary formal principles with special exercise based on creativity and originality.
  - b) Preparatory studies and exercises clarifying the developing methods and modes of expressions.
  - c) At every stage the approved project will be discussed and necessary assignments will be given.
  - d) Students are encouraged to develop an individual approach in their studies for the subject of creative sculpture with a freedom to chose their sphere of interest and pursue the same by experiments in compositional exercises to clarify method of visualization.
  - e) Project report in consultation with the concerned Teacher.

### STUDY PRACTICAL AND ASSIGNMENT:

#### Third Semester

#### : Preparation of Synopsis

- a) Creativity-oriented original  
Composition based on environmental  
study in chosen media. : 06 Sculptures.  
: 05 Related Studies.

#### Fourth Semester

#### : Submission of Dissertation

- a) Original composition should be  
on experimental basis in chosen  
media and explore the possibilities. With : 06 Paintings  
creative abilities. : 05 Related Studies.

## **THEORY:**

### **Paper – I (History of Art)**

#### **Compulsory for Third Semester – Creative Sculpture**

**(With emphasis on the Painting & Sculpture Area).**

#### **Third Semester: Indian Art.**

Mile stones of Indian art from Post medieval period to Contemporary art with religious, mythological, political, geographical, social & cultural aspects.

Pal Miniature Paintings, Jain Miniature Paintings, Mughal Miniature Paintings, Rajput Miniature Paintings.

Modern Indian Art: Impact of Western Art movements on Indian Contemporary Art, (Raja Ravi Verma, Amrita Shergil).

Rise of schools of Art in India, a) Bengal School, b) Bombay School - Progressive Group, c) Calcutta Group, d) Madras Group, e) Delhi School, f) Baroda School.

Contemporary Art movement in India with Individual Art expressions.

(N.S. Bendre, K.G. Subramaniam, Ram Kumar, S.B. Palsikar, Gaitonde, Balbirsingh Katt, Satish Gujral, Laxman Pai, Biren Dey, Swaminathan, Latika Katt).

Tantra Art & its Influence on Modern Indian Art.

#### **Compulsory for Fourth Semester – Creative Sculpture**

**(With emphasis on the Painting & Sculpture Area).**

#### **Fourth Semester: Western Art.**

Mile stones of Western art from Mannerism to Modern period with religious, mythological, political, geographical, social & cultural aspects.

Mannerism Period, Baroque Art, Neo – Classicism, Romanticism, Realism, Impressionism, Neo Impressionism, Post Impressionism, Cubism, Fauvism, Expressionism,

Abstract expressionism (Blue Rider), Dadaism, Surrealism, Opp, Pop, Kinetic, Minimal & other modern movements.

## **Paper – II (Aesthetics)**

### **Compulsory for Third Semester:**

#### **Eastern Aesthetics:**

- 1 Gesture & Posture's in context with Indian paintings & sculptures.
- 2 Renaissance of taste in India : Havell, Rabindranath Tagore,  
Abanindranath Tagore, A.K. Coomarswamy.
- 3 The Indian principles of artistic production.
- 4 Taoist concept in China – Order & Harmony.
- 5 Six Cannons of Chinese paintings.
- 6 Zen Aesthetics – four Basic norms, Confusion theory.
- 7 The psychology of artistic creation & perception.

### **Compulsory for Fourth Semester:**

#### **Western Aesthetics:**

- 1 Shaftesbury and his rationalistic tendency.
- 2 Addison : His discovery, aesthetics theory, Imagination & Pleasure and aesthetic sense.
- 3 Hegel & his absolute aesthetics.
- 4 Schopenhauer and his Valuntaristic aesthetics.
- 5 Ruskin & Tolstoy on Rejection of art.
- 6 The diversity of aesthetic character. Ugly, Base, Horrible, Integrity, Fragmentation, etc.
- 7 Hobbes on Imagination, Genius and Identification.



## Paper – III (Sanskrit)

### Compulsory for Third Semester:

1. Indian Philosophy & Artistic Creation - भारतीय तत्त्वज्ञान तथा कलात्मक निर्मिती
2. Malvikagnimitram (मालविकाग्निमित्रम्)
3. Art Expression (कला अभिव्यक्ति)
4. Theory of Dhvani . ध्वनी सिद्धांत

### Compulsory for Fourth Semester:

1. Theory of Meaning : Abhinav Gupta (अभिनव गुप्ता आणि सौंदर्य सिद्धांत)
2. Theory of Appropriateness : Skshemendra (औचित्य सिद्धांत : क्षेमेंद्र)
3. Cosmic Form : Nandikeshwar-Natraj (वैश्विक रूप : नंदिकेश्वर . नटराज)

## CREATIVE SCULPTURE EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Third Semester (Total Marks - 1100)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	CREATIVE SCULPTURE	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

**CREATIVE SCULPTURE  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Fourth Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Dissertation	100	40	.-----
2	Display & Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	CREATIVE SCULPTURE	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

# Master of Fine Arts Sculpture Portrait Study

## STUDIO PRACTICAL:

Student ought to choose any two media from the following media in First & Second Semester of M.F.A. and will continue the same media in Third & Fourth Semester of M.F.A.

1. Head study of different age group showing characteristics of planes, soft, hard and rounded form.
2. Exploring different approaches to relief and round sculptures stressing individual interpretation.
3. Exploration of possibilities of chosen media.
4. Study of portrait stressing volume space relationships character delineation.
5. Individual criticism and guidance.

## STUDY PRACTICAL AND ASSIGNMENTS:

### First Semester:

- |                 |   |    |
|-----------------|---|----|
| a. Limb study   | - | 05 |
| b. Head studies | - | 03 |

50 out-door and indoor sketches. Study of Indian traditional portraiture.

Project report in consultation with the concerned Teacher.

### Second Semester:

- |                 |   |    |
|-----------------|---|----|
| a. Head studies | - | 06 |
|-----------------|---|----|

50 out-door and indoor sketches. Study of Non-Indian & Indian portraiture.

Project report in consultation with the concerned Teacher.

## **THEORY:**

### **Paper – I (History of Art)**

#### **Compulsory for First Semester – Sculpture Portrait Study (With emphasis on the Painting & Sculpture Area).**

##### **First Semester: Indian Art.**

Mile stones of Indian art from ancient period to the end of medieval period with religious, mythological, political, geographical, social & cultural aspects.

Indus valley Civilization, Maurya, Sunga, Andhra, Kushan, Gandhar, Mathura, Gupta, post Gupta (Chalukya, Chola, Pallava, Rashtrakuta, Konark, Khajuraho & South Indian temples).

##### **Compulsory for Second Semester – Sculpture Portrait Study Second Semester: Western Art.**

Mile stones of Western art from prehistoric period to the end of medieval period with religious, mythological, political, geographical, social & cultural aspects.

Pre-historic, Egyptian, Mesopotamian, Greek, Roman, Early Christian, Byzantine, Gothic & Renaissance.

## **Paper – II (Aesthetics)**

### **Compulsory for First Semester:**

#### **Eastern Aesthetics (Indian):**

- 1 Vishnudharmottar Puran : Shadang – Six limbs of Indian Painting.
- 2 Guna – Dosha & Chitra Sutra.
- 3 Bharata's Rasa Siddhant.
- 4 Abhinava Gupta: Theory of meaning.
- 5 Transformation of Nature into art.
- 6 Nature, Kind & meaning of Dhvani.
- 7 Aesthetic activity, the diversity of its forms. The aesthetics & the artistic design.

### **Compulsory for Second Semester:**

#### **Western Aesthetics:**

- 1 Socrates: Aesthetics, the theory of criticism.
- 2 Intellectual aesthetics of Descartes.
- 3 Art as Empathy a social Phenomenon, Value & Design.
- 4 Nude in art: Kenneth Clark.
- 5 Psychology & Modern art: Sigmund Freud & Carl Jung.
- 6 The work of art: Its inner structure, Style in art.
- 7 Aesthetic Experience as pleasant deception: John Locke.

## Paper – III (Sanskrit)

### Compulsory for First Semester:

- 1) Indian Art, Culture & Philosophy : भारतीय कला, संस्कृती और तत्वज्ञान  
Arts & Fine Arts कला और ललित कला
- 2) Indian Religion & Sanskrit Literature : भारतीय धर्म तथा संस्कृत साहित्य
- 3) Functional Sanskrit : कार्यात्मक संस्कृत
- 4) Chitrasutra : Merit & Demerits (चित्रसुत्र—गुणदोष)

### Compulsory for Second Semester:

- 1) Resonance & Diagram - (तांत्रिक कला : मंत्र आणि यंत्र)
- 2) Characters of Architect - स्थापत्यकार की विशेषता
- 3) Four Goals of the Life - जीवन के चार लक्ष्य
- 4) Functional Sanskrit : कार्यात्मक संस्कृत

**SCULPTURE PORTRAIT STUDY  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. First Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	SCULPTURE PORTRAIT STUDY	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.....
2	2	150		



**SCULPTURE PORTRAIT STUDY  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Second Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	SCULPTURE PORTRAIT STUDY	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.....
2	2	150		

# Master of Fine Arts Sculpture Portrait Study

## STUDIO PRACTICAL:

Student ought to choose any two media from the following media in First & Second Semester of M.F.A. and will continue the same media in Third & Fourth Semester of M.F.A.

1. Head study of different age group showing characteristics of planes, soft, hard and rounded form.
2. Exploring different approaches to relief and round sculptures stressing individual interpretation.
3. Exploration of possibilities of chosen media.
4. Study of portrait stressing volume space relationships character delineation.
5. Individual criticism and guidance.

## STUDY PRACTICAL AND ASSIGNMENTS:

### Third Semester:

a. Limb study	-	05
b. Portrait Studies	-	05
c. Study of Indian portraiture in Pencil	-	10
d. Preparation of Synopsis for Dissertation		

### Fourth Semester:

a. Bust Portraiture	-	05
b. Submission of Dissertation.		

## THEORY:

## **Paper – I (History of Art)**

### **Compulsory for Third Semester – Sculpture Portrait Study (With emphasis on the Painting & Sculpture Area).**

#### **Third Semester: Indian Art.**

Mile stones of Indian art from Post medieval period to Contemporary art with religious, mythological, political, geographical, social & cultural aspects.

Pal Miniature Paintings, Jain Miniature Paintings, Mughal Miniature Paintings, Rajput Miniature Paintings.

Modern Indian Art: Impact of Western Art movements on Indian Contemporary Art, (Raja Ravi Verma, Amrita Shergil).

Rise of schools of Art in India, a) Bengal School, b) Bombay School - Progressive Group, c) Calcutta Group, d) Madras Group, e) Delhi School, f) Baroda School.

Contemporary Art movement in India with Individual Art expressions.

(N.S. Bendre, K.G. Subramaniam, Ram Kumar, S.B. Palsikar, Gaitonde, Balbirsingh Katt, Satish Gujral, Laxman Pai, Biren Dey, Swaminathan, Latika Katt).

Tantra Art & its Influence on Modern Indian Art.

### **Compulsory for Fourth Semester – Sculpture Portrait Study (With emphasis on the Painting & Sculpture Area).**

#### **Fourth Semester: Western Art.**

Mile stones of Western art from Mannerism to Modern period with religious, mythological, political, geographical, social & cultural aspects.

Mannerism Period, Baroque Art, Neo – Classicism, Romanticism, Realism, Impressionism, Neo Impressionism, Post Impressionism, Cubism, Fauvism, Expressionism, Abstract expressionism (Blue Rider), Dadaism, Surrealism, Opp, Pop, Kinetic, Minimal & other modern movements.

## **Paper – II (Aesthetics)**

### **Compulsory for Third Semester:**

#### **Eastern Aesthetics:**

- 1 Gesture & Posture's in context with Indian paintings & sculptures.
- 2 Renaissance of taste in India : Havell, Rabindranath Tagore,  
Abanindranath Tagore, A.K. Coomarswamy.
- 3 The Indian principles of artistic production.
- 4 Taoist concept in China – Order & Harmony.
- 5 Six Cannons of Chinese paintings.
- 6 Zen Aesthetics – four Basic norms, Confusion theory.
- 7 The psychology of artistic creation & perception.

### **Compulsory for Fourth Semester:**

#### **Western Aesthetics:**

- 1 Shaftesbury and his rationalistic tendency.
- 2 Addison : His discovery, aesthetics theory, Imagination & Pleasure and aesthetic sense.
- 3 Hegel & his absolute aesthetics.
- 4 Schopenhauer and his Valuntaristic aesthetics.
- 5 Ruskin & Tolstoy on Rejection of art.
- 6 The diversity of aesthetic character. Ugly, Base, Horrible, Integrity, Fragmentation, etc.
- 7 Hobbes on Imagination, Genius and Identification.

## Paper – III (Sanskrit)

### Compulsory for Third Semester:

1. Indian Philosophy & Artistic Creation - भारतीय तत्त्वज्ञान तथा कलात्मक निर्मिती
2. Malvikagnimitram (मालविकाग्निमित्रम्)
3. Art Expression (कला अभिव्यक्ति)
4. Theory of Dhvani . ध्वनी सिद्धांत

### Compulsory for Fourth Semester:

1. Theory of Meaning : Abhinav Gupta (अभिनव गुप्ता आणि सौंदर्य सिद्धांत)
2. Theory of Appropriateness : Skshemendra (औचित्य सिद्धांत : क्षेमेंद्र)
3. Cosmic Form : Nandikeshwar-Natraj (वैश्विक रूप : नंदिकेश्वर . नटराज)

**SCULPTURE PORTRAIT STUDY  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Third Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	SCULPTURE PORTRAIT STUDY	<b>Total - 300</b> Key Sketch - 50 Composition - 225 Written Expression on Composition - 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.....
2	2	150		

**SCULPTURE PORTRAIT STUDY  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Fourth Semester (Total Marks - 1100)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	History of Art	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Aesthetics	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		40 Tutorials	16	
3	Sanskrit	<b>100</b>	<b>40</b>	3 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Dissertation	100	40	.----
2	Display & Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	SCULPTURE PORTRAIT STUDY	<b>Total - 300</b> Key Sketch - 50 Composition - 225  Written Expression on Composition - 25	<b>120</b>	35 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## **Syllabus for the M.F.A. Degree Course in the Branch of Applied Arts.**

### **M.F.A. (APPLIED ARTS)**

The nature of the Project work/Practical and the thesis/dissertation to be submitted by the candidate for the Master of Fine Arts degree in the branch of Applied Arts shall be as under:-

The selected Research Topic/Area should fall under any one of the following areas:-

1. Visualisation.
2. Illustration.
3. Typography and/or Calligraphy.
4. Photography.

#### **Quantum of the work to be submitted in two years: (4 Semesters)**

- A. Minimum 12 assignments – Practical Works/ Project Work elaborating upon the selected work area.
- B. Thesis/Dissertation: Comprehensively illustrated with a minimum 15000 words. **The following will be the branches and Specialization Area for the M.F.A. (Applied Arts) degree course.**

#### **Applied Arts.**

Areas of Specialization:

1. Visualisation
2. Typography & Calligraphy
3. Illustration
4. Photography



Eligibility of a candidate for any specific subject-area for admission to the Master of Fine Arts degree course (by Papers) in Applied Arts is described below:

Sr. No.	Subjects as elective, taken at B.F.A. degree examination of any recognized University as equivalent there to	Will be permitted to continue studies in the subject at M.F.A. Degree course-
1.	Typography, Illustration, Photography,	Visualisation
2.	Typography & Calligraphy	Typography & Calligraphy
3.	Illustration	Illustration
4.	Photography	Photography

**Subject/area-wise quantum of the Term work to be submitted in I & II Semesters.**

Sr. No.	Subject	M.F.A, (Applied Art) Semester I	M.F.A, (Applied Art) Semester II
<b>Theory Subjects</b>			
1	Advertising Art And Ideas	2 Tutorials	2 Tutorials
2	Sanskrit	2 Tutorials	2 Tutorials
<b>Practical Subjects</b>			
1	Visualisation	5 Assignments + 1 Essays	5 Assignments + 1 Essays
2	Illustration	5 Assignments + 1 Essays	5 Assignments + 1 Essays
3	Typography & Calligraphy	5 Assignments + 1 Essays	5 Assignments + 1 Essays
4	Photography	5 Assignments + 1 Essays	5 Assignments + 1 Essays

**Subject/area-wise quantum of the Term work to be submitted in III & IV Semesters.**

Sr. No.	Subject	M.F.A, (Applied Art) Semester III	M.F.A, (Applied Art) Semester IV
<b>Theory Subjects</b>			
1	Advertising Art And Ideas	2 Tutorials	2 Tutorials
2	Sanskrit	2 Tutorials	2 Tutorials
<b>Practical Subjects</b>			
1	Visualisation	5 Assignments + 1 Essays	5 Assignments + 1 Essays
2	Illustration	5 Assignments + 1 Essays	5 Assignments + 1 Essays
3	Typography & Calligraphy	5 Assignments + 1 Essays	5 Assignments + 1 Essays
4	Photography	5 Assignments + 1 Essays	5 Assignments + 1 Essays

Detailed description of assignments is given with the syllabus of individual subjects.

**Practical work for M.F.A. (Applied Arts)**

*Note: The syllabus outlined below is separated for M.F.A. Semester I, I, III & IV; it is recommended that to complete the entire syllabus the total duration of the course can be considered as four continuous semesters.*

**1. M.F.A. (Applied Arts) in (Visualisation)**

**Detailed Syllabus for Visualisation.**

Focus: Working closely with communication design industry, where any communication is based on the strategic use of both creative and business skills; the course is designed to equip the candidate with relevant skills to succeed in this highly competitive environment. The course offers the opportunity to develop creative potential as a graphic artist and designer through embracing significant and contemporary forms of graphic arts and design practices. As per the need the course focuses on creative-image making, typography, design for electronic/new media, interactive media, audio-visual design, exhibition-display design, branding and packaging design; by examining the social, cultural, economic, and professional contexts within which visual

communication practices operate and consider the aesthetic, critical as well as analytical debates that surround them.

## **M.F.A. (VISUALISATION)**

### **First Semester:**

- Problem solving, evolving ideas from researched source material, knowledge and understanding various manual and mechanical skills – Knowledge of reproduction – Sharpening critical faculties – Offering visual response to design proposal – Special emphasis on developing visual vocabulary resulting into visual literacy and breaking down existing preconceptions.
- To understand and be able to create a systematic, step-by-step approach towards effective ideation, which will help a student solve a problem with a practical, functional and aesthetically appealing solution.
- To understand the chain-process of: a. Problem solving b. Analyzing data material c. Evolving ideas from researched source material d. ideation and final output with help of proper art direction.

## **THEORY**

### **Paper – I (Advertising Art & Ideas)**

#### **First Semester:**

1. The working of Ad Agencies:
  - Development of new agency system.
  - Accreditation of Ad Agencies.
  - Methods of Compensation.
  
2. Selection of Ad Agencies:
  - Agency – Client and Agency – Media relationship.
  
3. Campaign Planning:
  - Different types of Campaigns with case study.
  - Campaign objectives & basis of campaign.
  - The appropriation.
  
4. Market Survey:
  - Meaning – area & scope of marketing research.
  - Need of marketing research.
  
5. Marketing research process: - Sources of information.
  - Principles of investigation.
  - Competitive Survey.
  - Competition factors.
  
6. Distribution Channel:
  - Factors determine the character of an Advertising Campaign
  
7. Advertising and the Selling plans.

## Paper – II (Sanskrit)

### Compulsory for First Semester:

#### Compulsory for First Semester:

- 1) Indian Art, Culture & Philosophy : भारतीय कला, संस्कृती और तत्वज्ञान  
Arts & Fine Arts कला और ललित कला
- 2) Indian Religion & Sanskrit Literature : भारतीय धर्म तथा संस्कृत साहित्य
- 3) Functional Sanskrit : कार्यात्मक संस्कृत
- 4) Chitrasutra : Merit & Demerits (चित्रसुत्र–गुणदोष)

#### Compulsory for Second Semester:

- 1) Resonance & Diagram - (तांत्रिक कला : मंत्र आणि यंत्र)
- 2) Characters of Architect - स्थापत्यकार की विशेषता
- 3) Four Goals of the Life - जीवन के चार लक्ष्य
- 4) 4) Functional Sanskrit : कार्यात्मक संस्कृत

**Applied Art Visualisation  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. First Semester (Total Marks - 1000)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	100	40	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	100	40	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	VISUALISATION	300	120	12 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## M.F.A. (VISUALISATION)

### **Second Semester:**

(The assignments should be designed to encourage conceptual thinking and problem solving in context to design development.)

- **Typography:** Calligraphy-Typography and Communication – Typography and Calligraphy and the designs for Various Media – Type faces that create mood and atmosphere Use of Computer technology for generating letterform/s.
- **Illustration:** Advanced Study in Drawing and Illustration – Image manipulation, Digital Graphics – media – Production Resources.

Graphic Illustration for various media – Story boards (Graphics Novel) – Story Illustration – Book Illustration – Creativity in Illustration – Behavioral Science of specific audience.

- **Graphic Design:** Creation of visual material by combining text and image with primary focus on creative and effective design for communication – Understanding, analyzing and evaluating – information and generating communicative symbology for idea-based design solution. (Visual solution for any communication problem through graphics

The nature and scope for Graphic Design in the communication design/information design/publishing design areas for specific masses today – Signs for communication with the masses and classes – Generating set of symbols for various purposes. Union of text and image. Use of colour: Colour coding – Symbolic, Visibility aspect of colour – To create mood. Corporate identity – Environmental graphics. Application possibilities in 2D and 3D through graphics

- **Package Design:** Understanding the importance of packaging as one of the media of communication design, developing a user-friendly shape and designing surface of a product in an artistic manner.

Fundamentals of package design – Designing principles of package design – Aspects that influences package design – Elements of package design – Types of packages – Information material given along with the package – Packaging as medium of communication and sales promotion – Emotional impact of packaging on a consumer.

# **THEORY**

## **Paper – I (Advertising Art & Ideas)**

### **Second Semester:**

1. Modern Marketing Concept: – Marketing Policy.
  - The Market.
  - Competition factors & Distribution channels.
2. Concept of Sales & Sales management.
3. The Market segmentation, targeting & theme identification.
4. Creative Strategy in Marketing.
5. Selection of Mediums:
  - Media planning – Its need & importance.
6. Media Research:
  - Media & Vehicles.
  - Functions.
  - Concept of TRP (Television Rating Points), NRS (National Readership Survey) & ABC (Audit Bureau of Circulation).
7. Presentation of Specific Campaign.

**Assignments for 1<sup>st</sup> & 2<sup>nd</sup> Semester:** 10 (An assignment must accompany detailed description about thinking process, special study/research conducted, thinking line, special effects/ material used/ any special treatment given to subject matter with application possibilities etc.).

\* Out of these 10 Assignments 02 assignments should be submitted as projects of minimum 06 sheets each, where research based topic should be taken.



**Applied Art Visualisation  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Second Semester (Total Marks - 1000)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	VISUALISATION	<b>300</b>	<b>120</b>	12 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## M.F.A. (VISUALISATION)

### **Third Semester:**

- The factors which influence Visualization: Education, Economy, Political Scenario – Current Affairs. Culture – Visual Art: Classical Art – Folk Art – Kitsch Art. Language and Dialects – Literature – New Wave Literature – Folk-tales, Myths, Legends – Philosophy, Performing Arts. Trends, Society and Social trends, Religious Beliefs.
- Process of visualization – Thinking, Ideation and Creativity – Simple exercises to improve thinking and ideation – Exploring various ideation techniques through exercises – Creative Visual Thinking – Ideas for various Design areas.
- Idea Concept – Mass Appeal – Class Appeal – Creative Copy – Creative Headline based on main theme. (English subject Poetry and literature.)
- Copy Writing: Creating the Appeal – persuasive writing – Preparing advertising briefMarket Survey – Target Media – Structure of body copy – Use of Product Service – Information – Its Marketing Report – Writing copy (Text) on given brief – Writing headline – Special Target Audience for making Copy effective. Discussion on case studies.

The stress of practical assignments: A visual response to design proposal, with special emphasis on generating visual vocabulary resulting into visual literacy and breaking down existing preconceptions.

**Synopsis: Preparation and Presentation for Dissertation.**

# **THEORY**

## **Paper – I (Advertising Art & Ideas)**

### **Third Semester:**

1. Consumer Profile:
  - Target Audience.
  - Market segmentation & targeting.
  - Market segmentation techniques & methods.
  
2. Concept of F.L.C. (Family Life Cycle):
  - Psychographic segmentation.
  - Identifying the target audience.
  
3. Advertising theme Identification.
  
4. Psychology in Advertising:
  - Consumer behavior.
  
5. The concept of consumer motivation & advertising appeal:
  - Buying motivation & advertising.
  
6. Media presentation.
  
7. Modern Advertising Media.

## Paper – II (Sanskrit)

### Compulsory for Third Semester:

1. Indian Philosophy & Artistic Creation - भारतीय तत्त्वज्ञान तथा कलात्मक निर्मिती
2. Malvikagnimitram (मालविकाग्निमित्रम्)
3. Art Expression (कला अभिव्यक्ति)
4. Theory of Dhvani . ध्वनी सिद्धांत

### Compulsory for Fourth Semester:

1. Theory of Meaning : Abhinav Gupta (अभिनव गुप्ता आणि सौंदर्य सिद्धांत)
2. Theory of Appropriateness : Skshemendra (औचित्य सिद्धांत : क्षेमेंद्र)
3. Cosmic Form : Nandikeshwar-Natraj (वैश्विक रूप : नंदिकेश्वर . नटराज)

## Applied Art Visualisation EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Third Semester (Total Marks - 1000)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	VISUALISATION	<b>300</b>	<b>120</b>	12 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## M.F.A. (VISUALISATION)

### **Fourth Semester:**

- Information design: Information Design in the era of new technology – Systematic approach to design information – Information channels and their role in Communication – Media related/specific Design principles employed in information design.
- Publishing Design: Composing Text and adding Images in order to create a good looking page – Balance of Image and Text on a page – Designing: Book – Periodicals – Masthead for Newspaper/Magazine – Slugs – Column heads.
- Communication Design: Principles of persuasive communication – How Communication media are also Advertising Media – Characteristics of various media – Print Media – AV Media – Innovative Media – Promotional Media – Exposure of various media to consumer – Market research – Media and their development – Media contents – Classification – Readership / Viewership – Society – Audience Survey – Comparison – Importance of Story Board – Television – Understanding of Electronic media – Campaign Planning – Advertising Management. Communication through Performing Arts.
- New Media Design – Electronic Media:
- Execution: Production – Production Resources – Execution Technique – Print – Advanced study in Printing Process – Advanced study in Reproduction Methods – Creativity in Reproduction Media Mix.
- **A comparative study should be conducted on ‘Visualisation’ in areas like Illustration, Typography & Calligraphy, Photography, to broaden the view point of the students.**

### **Submission of Dissertation.**

# **THEORY**

## **Paper – I (Advertising Art & Ideas)**

### **Fourth Semester:**

1. Reproduction Methods of Advertisements:
  - Selection & Objectives.
2. Modern Printing methodology.
3. Creative execution.
4. Brand equity, Brand loyalty.
5. Pre-testing / Post-testing of Advertising examples with case histories.
6. Modern electronic medias – Their plus & minus effects.
7. Advertising on Internet:
  - Introduction to Web designing.
  - JAVA & HTML Script.

### **Term Work:**

Term Work per academic year shall consist of at least 10 assignments covering the given syllabus – as per the details given above and 02 critically written essays (of 500 words each) covering topics related to the syllabus, duly performed, completed and graded. Student must gain at least 50% of the total marks allotted for the Term Work of the academic year, in order to make him / her eligible to appear for the examination.

\* Suggested topics for Essays/Practical Projects: Contemporary trends in Thinking and ideation, emotional appeals, philosophical inquiries made to probe into the psyche of an onlooker, History of visual schools and isms which have influenced the subject / Comparative studies / Emotional impact / tool for visual communication / education / entertainment for masses, effects of emerging new medium of communication on the audience, impacts of atmosphere around, probe into emerging new imagery. Comparative study of contemporary art/literature, Images for rural audiences, Impact of the changes in society on the process of Visualisation – emerging new imagery and school of thoughts, etc.

**Assignments for 3<sup>rd</sup> & 4<sup>th</sup> Semesters:** 10 (An assignment must accompany detailed description about thinking process, special study/research conducted, thinking line, special effects/ material used/ any special treatment given to subject matter etc.).

\* Out of these 10 Assignments 01 assignments should be submitted as project dedicated to any one of the areas of application of any areas of Graphic Design/Design for Visual Communication.



## Applied Art Visualisation EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Fourth Semester (Total Marks - 1000)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Dissertation	100	40	.----
2	Display & Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	VISUALISATION	<b>300</b>	<b>120</b>	12 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## **2. M.F.A. (Applied Arts) in (Illustration)**

### **Detailed Syllabus for Illustration.**

#### **M.F.A. (ILLUSTRATION)**

##### **First Semester:**

- Detailed study of Human Anatomy: in full and in part – Facial Expressions – Hand Gestures – with added props. Drawing from life, Rendering of human figure – in action – in situation – in various location – in colour. Creating atmosphere – Application of Illustration for different types of Communication media. Exploration of various techniques. Study of Drapery. Outdoor & indoor studies including Human Figures – Public Places – Architecture – Study of perspective.  
Relation and Importance of perspective in illustration – creating illusion of space in an illustration with addition of light. Architectural drawings – Application in perspective view renderings – Exploded View – Birds Eye-view. Animals, Birds their anatomy, Actions and walk cycle.
- Exploring specific rendering techniques (like collage, print making, stencil prints, woodcuts etc.) for pictorial organization.
- Additional study about images: Awareness and sensitivity about the trends, cultures and styles – traditional – folk – contemporary – realistic – symbolic – abstract – geometrical etc.  
Colour: Perception of Colour. Colour psychology – colour: a mood creating tool.  
Awareness of pictorial space – division of space, form and its relation with space.  
Composition: Grid system. Eye movement.  
Elements of pictorial expression related to concepts of space and form.  
Union of text and image. (Composing elements.)

# **THEORY**

## **Paper – I (Advertising Art & Ideas)**

### **First Semester:**

1. The working of Ad Agencies:
  - Development of new agency system.
  - Accreditation of Ad Agencies.
  - Methods of Compensation.
  
2. Selection of Ad Agencies:
  - Agency – Client and Agency – Media relationship.
  
3. Campaign Planning:
  - Different types of Campaigns with case study.
  - Campaign objectives & basis of campaign.
  - The appropriation.
  
4. Market Survey:
  - Meaning – area & scope of marketing research.
  - Need of marketing research.
  
5. Marketing research process: - Sources of information.
  - Principles of investigation.
  - Competitive Survey.
  - Competition factors.
  
6. Distribution Channel:
  - Factors determine the character of an Advertising Campaign
  
7. Advertising and the Selling plans.

## Paper – II (Sanskrit)

### Compulsory for First Semester:

- 5) Indian Art, Culture & Philosophy : भारतीय कला, संस्कृती और तत्वज्ञान  
Arts & Fine Arts कला और ललित कला
- 6) Indian Religion & Sanskrit Literature : भारतीय धर्म तथा संस्कृत साहित्य
- 7) Functional Sanskrit : कार्यात्मक संस्कृत
- 8) Chitrasutra : Merit & Demerits (चित्रसुत्र-गुणदोष)

### Compulsory for Second Semester:

- 5) Resonance & Diagram - (तांत्रिक कला : मंत्र आणि यंत्र)
- 6) Characters of Architect - स्थापत्यकार की विशेषता
- 7) Four Goals of the Life - जीवन के चार लक्ष्य
- 8) 4) Functional Sanskrit : कार्यात्मक संस्कृत

**Applied Art Illustration  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. First Semester (Total Marks - 1000)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	100	40	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	100	40	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	ILLUSTRATION	300	120	12 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## **M.F.A. (ILLUSTRATION)**

### **Second Semester:**

- The importance of illustration for communication from pre-historic period to the modern age of electronic communication.  
The different areas of Communication/Information/Publishing Design, Education, where illustration is applicable.  
The role of illustration in communication.  
Professional Scope.  
Types of Illustration – Stylization – elements of stylization – Exploring of medium for stylization – Exploration of reproduction techniques – materials – tools.

## **THEORY**

### **Paper – I (Advertising Art & Ideas)**

#### **Second Semester:**

1. Modern Marketing Concept: – Marketing Policy.
  - The Market.
  - Competition factors & Distribution channels.
2. Concept of Sales & Sales management.
3. The Market segmentation, targeting & theme identification.
4. Creative Strategy in Marketing.
5. Selection of Mediums:
  - Media planning – Its need & importance.
6. Media Research:
  - Media & Vehicles.
  - Functions.
  - Concept of TRP (Television Rating Points), NRS (National Readership Survey) & ABC (Audit Bureau of Circulation).
7. Presentation of Specific Campaign.

**Assignments for 1<sup>st</sup> & 2<sup>nd</sup> Semester:** 10 (An assignment must accompany detailed description about thinking process, special study/research conducted, thinking line, special effects/ material used/ any special treatment given to subject matter etc.).

- Out of these 10 Assignments 02 assignments should be submitted as projects of minimum 06 sheets each. One of them should be dedicated to any one of the various fields of experimentation in illustration such as Styles and techniques, Experiments in treatment, Study of lighting, or various eye-views, Atmosphere creation, use of softwares to enhance and convert photographic images into illustration etc., while the other one should be dedicated to the exploration of any one of the fields of Illustration such as fashion, sports, Architectural studies, medical, fantasy etc.,

# Applied Art Illustration

## EXAMINATION PATTERN

Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Second Semester (Total Marks - 1000)

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	100	40	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	100	40	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	ILLUSTRATION	300	120	12 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.....
2	2	150		



## **M.F.A. (ILLUSTRATION)**

### **Third Semester:**

#### **Area of Application:**

##### **Still Images.**

1. Advertising: Product/Service/Public Welfare.
2. Publishing: Editorial/Books/Newspaper – Supplement/Comics/Calendars.
3. Education, Visual Aids.
4. Caricatures.

##### **Moving Images.**

1. Animation
2. Infographics for News.

Use of new technology as tool to generate images.

Computer-generated Illustration: Types, Scope, Softwares (Corel, Photoshop, Illustrator, Flash, 3D Max etc.) used etc.

**Synopsis:       Preparation and Presentation for Dissertation.**

# **THEORY**

## **Paper – I (Advertising Art & Ideas)**

### **Third Semester:**

1. Consumer Profile:
  - Target Audience.
  - Market segmentation & targeting.
  - Market segmentation techniques & methods.
  
2. Concept of F.L.C. (Family Life Cycle):
  - Psychographic segmentation.
  - Identifying the target audience.
  
3. Advertising theme Identification.
  
4. Psychology in Advertising:
  - Consumer behavior.
  
5. The concept of consumer motivation & advertising appeal:
  - Buying motivation & advertising.
  
6. Media presentation.
  
7. Modern Advertising Media.

## Paper – II (Sanskrit)

### Compulsory for Third Semester:

1. Indian Philosophy & Artistic Creation - भारतीय तत्वज्ञान तथा कलात्मक निर्मिती
2. Malvikagnimitram (मालविकाग्निमित्रम्)
3. Art Expression (कला अभिव्यक्ति)
4. Theory of Dhvani . ध्वनी सिद्धांत

### Compulsory for Fourth Semester:

- 1) कृदंत प्रत्यय - त्वान्त, लेबन्त, तुमन्त.
1. Theory of Meaning : Abhinav Gupta (अभिनव गुप्ता आणि सौंदर्य सिद्धांत)
2. Theory of Appropriateness : Skshemendra (औचित्य सिद्धांत : क्षेमेंद्र)
3. Cosmic Form : Nandikeshwar-Natraj (वैश्विक रूप : नंदिकेश्वर . नटराज)

**Applied Art Illustration  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Third Semester (Total Marks - 1000)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	ILLUSTRATION	<b>300</b>	<b>120</b>	12 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## **M.F.A. (ILLUSTRATION)**

### **Fourth Semester:**

Story-boarding for various purposes.

New Technology and Illustration.

Animation: Types of Animation – Cell Animation 2D/3D/Clay/Character Designs/Backgrounds/Layouts/Story-Boards.

New Technology as a tool for Animation.

Visits to Animation studios.

- **A comparative study should be conducted on ‘Illustration’ and its relation to Visualisation, Typography & Calligraphy, Photography, and its application in other areas to broaden the view point of the students.**

**Submission of Dissertation.**

## **THEORY**

### **Paper – I (Advertising Art & Ideas)**

#### **Fourth Semester:**

1. Reproduction Methods of Advertisements:
  - Selection & Objectives.
2. Modern Printing methodology.
3. Creative execution.
4. Brand equity, Brand loyalty.
5. Pre-testing / Post-testing of Advertising examples with case histories.
6. Modern electronic medias – Their plus & minus effects.
7. Advertising on Internet:
  - Introduction to Web designing.
  - JAVA & HTML Script.

### **Term Work:**

- Term Work per academic year shall consist of at least 10 assignments covering the given syllabus – as per the details given above and 02 critically written essays (of 500 words each) covering topics related to the syllabus, duly performed, completed and graded. Student must gain at least 50% of the total marks allotted for the Term Work of the academic year, in order to make him / her eligible to appear for the examination.
- Suggested topics for Essays: Contemporary trends/ Artists and Illustrators work/ History of schools and isms which have influenced the subject/ Comparative studies/ Emotional impact/ tool for educating masses/ About any noted illustrator etc.

**Assignments for 3<sup>rd</sup> & 4<sup>th</sup> Semesters:** 10 (An assignment must accompany detailed description about thinking process, special study/research conducted, thinking line, special effects/ material used/ any special treatment given to subject matter etc.).

- Out of these 10 Assignments 01 assignments should be submitted as project dedicated to any one of the areas of application of Illustration, such as Advertising/ Publishing/ Editorial/ Books/ Newspaper/ Comics/ Calendars/ Education – Visual Aids/ Caricatures of minimum 06 sheets, while the other should be related to any one of the topic mentioned herein – New Technology for Illustration in New media/electronic media/ Animation: Cell Animation/ 2D/ 3D/ Clay/ Digital – Computer Animation with Character Designs/ Backgrounds/ Layouts/ Story-Boards.

**Applied Art Illustration  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Fourth Semester (Total Marks - 1000)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Dissertation	100	40	.----
2	Display & Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	ILLUSTRATION	<b>300</b>	<b>120</b>	12 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

### **3. M.F.A. (Applied Arts) in (Typography & Calligraphy)**

#### **Detailed Syllabus for Typography & Calligraphy**

Focus: To understand letterform as a sign for its spontaneity, grace, design and impact and to train an eye for traditional as well as contemporary typographic aesthetics.

The calligraphic skill is valuable in quite a few areas of design. A student should be able to understand and appreciate a calligraphic form as a sign for its spontaneous energy, grace and vitality. The study of traditional, contemporary and experimental calligraphy will help to train an eye for aesthetics.

### **M.F.A. (TYPOGRAPHY & CALLIGRAPHY)**

#### **First Semester:**

1. History of writing – Various writing cultures – perception about letterforms – letterforms traditionally used for various purposes – Importance of written words in the world of communication.
2. To understand typographic/calligraphic form as a sign for its spontaneity, grace, design and impact and to train an eye for traditional as well as contemporary typographic/calligraphic aesthetics.

Letterform as a picture – as a design element – as a primitive for design. Designing and constructing a letterform as a sign – Letterform; positive and negative space, in and around it.

Fonts – text fonts – display fonts – decorative fonts – found letters – experimental writing.

Features of good typography.

Type as a Design element/s. Type as an image.



# **THEORY**

## **Paper – I (Advertising Art & Ideas)**

### **First Semester:**

1. The working of Ad Agencies:
  - Development of new agency system.
  - Accreditation of Ad Agencies.
  - Methods of Compensation.
  
2. Selection of Ad Agencies:
  - Agency – Client and Agency – Media relationship.
  
3. Campaign Planning:
  - Different types of Campaigns with case study.
  - Campaign objectives & basis of campaign.
  - The appropriation.
  
4. Market Survey:
  - Meaning – area & scope of marketing research.
  - Need of marketing research.
  
5. Marketing research process: - Sources of information.
  - Principles of investigation.
  - Competitive Survey.
  - Competition factors.
  
6. Distribution Channel:
  - Factors determine the character of an Advertising Campaign
  
7. Advertising and the Selling plans.

## Paper – II (Sanskrit)

### Compulsory for First Semester:

- 1) Indian Art, Culture & Philosophy : भारतीय कला, संस्कृती और तत्वज्ञान  
Arts & Fine Arts कला और ललित कला
- 2) Indian Religion & Sanskrit Literature : भारतीय धर्म तथा संस्कृत साहित्य
- 3) Functional Sanskrit : कार्यात्मक संस्कृत
- 4) Chitrasutra : Merit & Demerits (चित्रसुत्र-गुणदोष)

### Compulsory for Second Semester:

- 1) Resonance & Diagram - (तांत्रिक कला : मंत्र आणि यंत्र)
- 2) Characters of Architect - स्थापत्यकार की विशेषता
- 3) Four Goals of the Life - जीवन के चार लक्ष्य
- 4) Functional Sanskrit : कार्यात्मक संस्कृत

**Applied Art Typography & Calligraphy  
EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. First Semester (Total Marks - 1000)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	100	40	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	100	40	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	TYPOGRAPHY & CALLIGRAPHY	300	120	12 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## M.F.A. (TYPOGRAPHY & CALLIGRAPHY)

### **Second Semester:**

1. History of Calligraphy – Calligraphic cultures of the world – Traditional tools and materials used on various surfaces – Calligraphic experiments with the help of tools – Calligrams – Decorative aspect/s of Calligraphy.
2. Relation between typography and Calligraphy – Appreciating Classic Roman Calligraphic styles/schools such as Humanistic, Roundhand, Gothic Miniscule / Magiscule etc. – Indic Scripts including Devanagari Calligraphic style – Fusion of Roman and Devanagari Calligraphic forms – mix and match, other Indian language scripts in calligraphy.

Printing: The subject is directly related to the reproduction of the creation of visual material involving a union of text and image with primary focus on creative and effective design for mass communication.

- History of Printing: Major printing methods/ processes and their Study – Study of typesetting – Type Calculation – Line and Half-tone jobs, their reproduction, processing on Camera and scanners – Half-tone, Screen and their relation with job, paper, ink and printing process – Various kinds of images for reproduction by printing processes – Study of paper, its kinds and sizes – printing inks – various printing processes and their suitability for jobs – pre-printing specific art-work requirements and make-ready – phases of printing process – post-production. Printing and new technology.

# **THEORY**

## **Paper – I (Advertising Art & Ideas)**

### **Second Semester:**

1. Modern Marketing Concept: – Marketing Policy.
  - The Market.
  - Competition factors & Distribution channels.
2. Concept of Sales & Sales management.
3. The Market segmentation, targeting & theme identification.
4. Creative Strategy in Marketing.
5. Selection of Mediums:
  - Media planning – Its need & importance.
6. Media Research:
  - Media & Vehicles.
  - Functions.
  - Concept of TRP (Television Rating Points), NRS (National Readership Survey) & ABC (Audit Bureau of Circulation).
7. Presentation of Specific Campaign.

**Assignments for 1<sup>st</sup> & 2<sup>nd</sup> Semester:** 10 (An assignment must accompany detailed description of the nature of assignment, objectives, thinking line, material used, any specific treatment given to subject matter etc.).

Out of these 10 Assignments 02 assignments should be submitted as projects. One of them should be focused on any one of the various fields mentioned above in the syllabus of typography, and the other one should be in calligraphy.

**Applied Art Typography & Calligraphy**  
**EXAMINATION PATTERN**

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts**  
**M.F.A. Second Semester (Total Marks - 1000)**

**Part - A Theory Subjects**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	100	40	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	100	40	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

**Part – B**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

**Part - C Practical**

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	TYPOGRAPHY & CALLIGRAPHY	300	120	12 Hrs.

**Part - D Internal Assessment**

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## M.F.A. (TYPOGRAPHY & CALLIGRAPHY)

### **Third Semester:**

- Understanding construction of a Letterform with the help of Roman Alphabets – Physical characteristics of a Letterform – Type family: Type and its characters – Type Character and its importance in expression any specific feeling and emotion Type faces. Type Study. Typographic Compositions in 2D – 3D and their applications.  
Type Construction.  
Type design. History of Type design – in Roman – in Devanagari.  
Use of computer software/s as a – tool for type design.  
Typographic Expression in a form of setting up a line and meaning expressed through its selection of type/s and arrangement/s.
- Application of ‘Typographic Design’ and ‘Type as Design element’ for Magazine, packaging, calendar, book jackets, brochures etc. Use of Grid system in Typographic layouts for books and newspapers.
- Typographic application in Communication/ Information / Publishing media.  
Use of computer as a – tool for typography. Desktop publishing – introduction to DTP software.
- Type designing for specific purpose such as Communication, Information and Publishing Design:
- Union of text and image – Layout: Skills applied in arranging elements in the given space, to create specific effect and atmosphere, for a preconceived purpose of communication media, especially print. Use of colour – Visibility aspect of colour.
- Application of Typography and Calligraphy in Communication Design: Media and their specific needs in terms of text. Influence of media characteristics on typographic inputs.
- Atmosphere creation through letterforms.
- Application of Typography and Calligraphy in Information Design; Educational Kits, Timetables, Menu Cards, Manuals, Activity books. Invitation Cards, Informative charts/booklets and directional maps.
- Application of Typography and Calligraphy in Publishing Design: children’s books/Comics. Calendar Design. Utility Stations Design. Book Design.  
Newspaper/Specific Interest Magazine Design. Designing – Page – Book jackets – Book – Bookmarks – Designing – Masthead for Newspaper/Magazine – Slugs – Column heads. Types of Books – Education – Leisure Reading – Utility stationary (Diary, Schedules etc.) – Corporate Media Publications (Annual Report, House Magazines, In-flight Magazines etc.).

**Synopsis: Preparation and Presentation for Dissertation.**

## **THEORY**

### **Paper – I (Advertising Art & Ideas)**

#### **Third Semester:**

1. Consumer Profile:
  - Target Audience.
  - Market segmentation & targeting.
  - Market segmentation techniques & methods.
  
2. Concept of F.L.C. (Family Life Cycle):
  - Psychographic segmentation.
  - Identifying the target audience.
  
3. Advertising theme Identification.
  
4. Psychology in Advertising:
  - Consumer behavior.
  
5. The concept of consumer motivation & advertising appeal:
  - Buying motivation & advertising.
  
6. Media presentation.
  
7. Modern Advertising Media.



## Paper – II (Sanskrit)

### Compulsory for Third Semester:

1. Indian Philosophy & Artistic Creation - भारतीय तत्त्वज्ञान तथा कलात्मक निर्मिती
2. Malvikagnimitram (मालविकाग्निमित्रम्)
3. Art Expression (कला अभिव्यक्ति)
4. Theory of Dhvani . ध्वनी सिद्धांत

### Compulsory for Fourth Semester:

1. Theory of Meaning : Abhinav Gupta (अभिनव गुप्ता आणि सौंदर्य सिद्धांत)
2. Theory of Appropriateness : Skshemendra (औचित्य सिद्धांत : क्षेमेंद्र)
3. Cosmic Form : Nandikeshwar-Natraj (वैश्विक रूप : नंदिकेश्वर . नटराज)

## Applied Art Typography & Calligraphy

### EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Third Semester (Total Marks - 1000)**

#### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

#### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

#### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	TYPOGRAPHY & CALLIGRAPHY	<b>300</b>	<b>120</b>	12 Hrs.

#### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	75	120 out of 300	.-----
2	2	75		

## **M.F.A. (TYPOGRAPHY & CALLIGRAPHY)**

### **Fourth Semester:**

1. Formal and Experimental calligraphy – Calligraphic styles – Application.

Expression different thoughts and texts in Calligraphy way – Experimenting with calligraphy for applications in communication media, Packaging, Information design, Publishing Design.  
Designing for specific purpose.

2. Calligraphy as a medium of individual – artistic – decorative – creative expression.

Calligraphy appreciation.

Thorough study of a calligraphy/a calligraphic style/a calligraphic culture etc.

New technology and Calligraphy. Application of Calligraphy in New Media.

- **A comparative study should be conducted on ‘Typography & Calligraphy’ and its relation to Visualisation, Illustration, Photography, and its application in other areas to broaden the view point of the students.**

### **Submission of Dissertation.**

# **THEORY**

## **Paper – I (Advertising Art & Ideas)**

### **Fourth Semester:**

1. Reproduction Methods of Advertisements:
  - Selection & Objectives.
2. Modern Printing methodology.
3. Creative execution.
4. Brand equity, Brand loyalty.
5. Pre-testing / Post-testing of Advertising examples with case histories.
6. Modern electronic medias – Their plus & minus effects.
7. Advertising on Internet:
  - Introduction to Web designing.
  - JAVA & HTML Script.

### **Term Work:**

□ Term Work per academic year shall consist of at least 10 assignments covering the given syllabus – as per the details given above and 02 critically written essays (of 500 words each) covering topics related to the syllabus, duly performed, completed and graded. Student must gain at least 50% of the total marks allotted for the Term Work of the academic year, in order to make him / her eligible to appear for the examination.

**Assignments for 3<sup>rd</sup> & 4<sup>th</sup> Semesters:** 10 (An assignment must accompany detailed description of the nature of assignment, objectives, thinking line, Material used, any specific treatment given to subject matter etc.).

Out of these 10 Assignments 02 assignments should be submitted as projects. One of them should be dedicated to type design in any one script, or any one of the topic/area mentioned above in the syllabus of typography, and the other one should be dedicated to calligraphy.

## Applied Art Typography & Calligraphy

### EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts**

**M.F.A. Fourth Semester (Total Marks - 1000)**

#### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

#### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Dissertation	100	40	.-----
2	Display & Viva	100	40	

#### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	TYPOGRAPHY & CALLIGRAPHY	<b>300</b>	<b>120</b>	12 Hrs.

#### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## **4. M.F.A. (Applied Arts) in (Photography)**

### **Detailed Syllabus for Photography**

### **M.F.A. (PHOTOGRAPHY)**

#### **First Semester:**

#### **Fundamentals of Vision and Photography:**

Light and colour – Quantity of Light – photometric units – Limits of luminance in photometric subjects – Photographic pictures – the aesthetic picture: the ideal scientific picture – Perspective – monocular and binocular vision.

Principles of colour photography.

#### **The Optical Image before Photographic Recording:**

The camera obscura and pinhole photography. – General properties of optical systems – aberrations. – Focal length of lenses – image scale – conjugate points. – Diaphragm and relative apertures – effect on perspective and intensity. – Choice of lens – lens types – Lens performance, testing and design. – Lens accessories and attachments.

#### **The Camera and its functions:**

Camera types and systems – Technical, view and press cameras – the modern single-lens reflex. – Shutters. – View finders, Film loading and transport, accessories for hand cameras.

#### **Films, Subjects and Exposures:**

General properties of black and white negative emulsions. – Colour sensitivity of black and white emulsions – Filters. – Supports film, plates and papers – Sensitivity of negative emulsions. Lighting of the subject: Daylight – artificial light. – Camera technique: Focussing. – Camera technique : Exposure.

Colour Films and their characteristics.

# **THEORY**

## **Paper – I (Advertising Art & Ideas)**

### **First Semester:**

1. The working of Ad Agencies:
  - Development of new agency system.
  - Accreditation of Ad Agencies.
  - Methods of Compensation.
  
2. Selection of Ad Agencies:
  - Agency – Client and Agency – Media relationship.
  
3. Campaign Planning:
  - Different types of Campaigns with case study.
  - Campaign objectives & basis of campaign.
  - The appropriation.
  
4. Market Survey:
  - Meaning – area & scope of marketing research.
  - Need of marketing research.
  
5. Marketing research process: - Sources of information.
  - Principles of investigation.
  - Competitive Survey.
  - Competition factors.
  
6. Distribution Channel:
  - Factors determine the character of an Advertising Campaign
  
7. Advertising and the Selling plans.

## Paper – II (Sanskrit)

### Compulsory for First Semester:

- 1) Indian Art, Culture & Philosophy : भारतीय कला, संस्कृती और तत्वज्ञान  
Arts & Fine Arts कला और ललित कला
- 2) Indian Religion & Sanskrit Literature : भारतीय धर्म तथा संस्कृत साहित्य
- 3) Functional Sanskrit : कार्यात्मक संस्कृत
- 4) Chitrasutra : Merit & Demerits (चित्रसुत्र—गुणदोष)

### Compulsory for Second Semester:

- 1) Resonance & Diagram - (तांत्रिक कला : मंत्र आणि यंत्र)
- 2) Characters of Architect - स्थापत्यकार की विशेषता
- 3) Four Goals of the Life - जीवन के चार लक्ष्य
- 4) Functional Sanskrit : कार्यात्मक संस्कृत



## Applied Art Photography EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. First Semester (Total Marks - 1000)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	PHOTOGRAPHY	<b>300</b>	<b>120</b>	12 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	75	120 out of 300	.-----
2	2	75		

## **M.F.A. (PHOTOGRAPHY)**

### **Second Semester:**

#### **Monochrome processing:**

Darkroom Equipment's. – Chemicals: Preparation of solutions, water softening, indicators, PH. Development of the negative image. – Desensitizing and photographic emulsions – Fixation Washing and Drying. – the chief failures in negative making. – Reversal process: methods for obtaining direct positive. – Methods of after-treatment; intensification, reduction, retouching, classification and storage.

#### **Positive Materials:**

Principal methods of printing – Manufacture and made up of photographic print materials. Sensitometry of positive emulsions. – type of positive emulsions. – Processing of positive prints. Tone control and the production of special effect, toning and tinting – finishing and working-up prints: trimming, mounting, retouching and colouring – Enlargements – Document copying. Slide making and projection - Machine processing system.

#### **Colour Processes:**

Summary of principles. – Colour Development. – Present day usage of colour material. – The Sensitometry of colour material. – The assembly and dye transfer processes. – Reversal transparence materials with incorporated colour couplers. – Colour negative processes. Colour Papers. – printing colour negatives. – Processing. – Prints from transparencies. – image properties. – Perception and reproduction of colour. – The measurement of colour.

## **THEORY**

### **Paper – I (Advertising Art & Ideas)**

#### **Second Semester:**

1. Modern Marketing Concept: – Marketing Policy.
  - The Market.
  - Competition factors & Distribution channels.
2. Concept of Sales & Sales management.
3. The Market segmentation, targeting & theme identification.
4. Creative Strategy in Marketing.
5. Selection of Mediums:
  - Media planning – Its need & importance.
6. Media Research:
  - Media & Vehicles.
  - Functions.
  - Concept of TRP (Television Rating Points), NRS (National Readership Survey) & ABC (Audit Bureau of Circulation).
7. Presentation of Specific Campaign.

**Assignments for 1<sup>st</sup> & 2<sup>nd</sup> Semester:** 10 (An assignment must accompany detailed description in diagrams wherever necessary, of Camera angles – Lighting positions and effects - Material used – special effects – any treatment given to subject matter etc.).

Out of these 10 Assignments 02 assignments should be submitted as projects of minimum 24 frames each. One of them should be focused on any one of the various fields of experimentation in photography such as lighting, creative darkroom techniques, using softwares to enhance photographic images etc., while the other one should be dedicated to the exploration of any one of the fields of photography such as journalism, fashion, tabletops, nature etc.

## Applied Art Photography EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Second Semester (Total Marks - 1000)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	PHOTOGRAPHY	<b>300</b>	<b>120</b>	12 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## **M.F.A. (PHOTOGRAPHY)**

### **Third Semester:**

#### **Digital Photography:**

Image editing – image enhancing – digital cameras and their functions – new breakthroughs in the technology of photography. Knowledge of Software like Photoshop.

#### **Photography for Media:**

Use of Photography in various communication media – Advertising – information – education – decoration. Photography in new media – electronic media – for publishing – types of photography – glamour, fashion, food, candid, people, nude, children, wildlife, product shoots, interior, architecture, industry, adventure, journalism etc.

**Synopsis: Preparation and Presentation for Dissertation.**

## **THEORY**

### **Paper – I (Advertising Art & Ideas)**

#### **Third Semester:**

1. Consumer Profile:
  - Target Audience.
  - Market segmentation & targeting.
  - Market segmentation techniques & methods.
2. Concept of F.L.C. (Family Life Cycle): – Psychographic segmentation.
  - Identifying the target audience.
3. Advertising theme Identification.
4. Psychology in Advertising:
  - Consumer behavior.
5. The concept of consumer motivation & advertising appeal:
  - Buying motivation & advertising.
6. Media presentation.
7. Modern Advertising Media.

## Paper – II (Sanskrit)

### Compulsory for Third Semester:

1. Indian Philosophy & Artistic Creation - भारतीय तत्त्वज्ञान तथा कलात्मक निर्मिती
2. Malvikagnimitram (मालविकाग्निमित्रम्)
3. Art Expression (कला अभिव्यक्ति)
4. Theory of Dhvani . ध्वनी सिद्धांत

### Compulsory for Fourth Semester:

1. Theory of Meaning : Abhinav Gupta (अभिनव गुप्ता आणि सौंदर्य सिद्धांत)
2. Theory of Appropriateness : Skshemendra (औचित्य सिद्धांत : क्षेमेंद्र)
3. Cosmic Form : Nandikeshwar-Natraj (वैश्विक रूप : नंदिकेश्वर . नटराज)

## Applied Art Photography EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Third Semester (Total Marks - 1000)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Display	100	40	One Day
2	Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	PHOTOGRAPHY	<b>300</b>	<b>120</b>	12 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.-----
2	2	150		

## **M.F.A. (PHOTOGRAPHY)**

### **Fourth Semester:**

- Photography as an art. – experiments in techniques/ compositions/ subjects/ lights/ angles/ exposures etc. – Aesthetic values of a photograph – Understanding the aesthetic as well as technical merits.
- Schools of photographers. Life and Times of great photographers.
- **A comparative study should be conducted on ‘Photography’ and its relation to Visualisation, Illustration, Typography & Calligraphy, and its application in other areas to broaden the view point of the students.**

### **Submission of Dissertation.**



## **THEORY**

### **Paper – I (Advertising Art & Ideas)**

#### **Fourth Semester:**

1. Reproduction Methods of Advertisements:
  - Selection & Objectives.
2. Modern Printing methodology.
3. Creative execution.
4. Brand equity, Brand loyalty.
5. Pre-testing / Post-testing of Advertising examples with case histories.
6. Modern electronic medias – Their plus & minus effects.
7. Advertising on Internet:
  - Introduction to Web designing.
  - JAVA & HTML Script.

#### **Term Work:**

- Term Work per academic year shall consist of at least 10 assignments covering the given syllabus – as per the details given above and 02 critically written essays (of 500 words each) covering topics related to the syllabus, duly performed, completed and graded. Student must gain at least 50% of the total marks allotted for the Term Work of the academic year, in order to make him / her eligible to appear for the examination.

**Assignments for 3<sup>rd</sup> & 4<sup>th</sup> Semesters:** 10 (An assignment must accompany detailed description in diagrams wherever necessary, of Camera angles – Lighting positions and effects - Material used – special effects – any treatment given to subject matter etc.).

Out of these 10 Assignments 02 assignments should be submitted as photo-essays of minimum 36 frames each.

## Applied Art Photography EXAMINATION PATTERN

**Duration: 4 Semesters Post Graduate Degree Course in the Faculty of Fine Arts  
M.F.A. Fourth Semester (Total Marks - 1000)**

### Part - A Theory Subjects

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Advertising Art And Ideas	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		40 Tutorials	16	
2	Sanskrit	<b>100</b>	<b>40</b>	2.5 Hours
		60 Examination	24	
		20 Tutorials	8	
		20 Oral	8	

### Part – B

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Dissertation	100	40	.....
2	Display & Viva	100	40	

### Part - C Practical

Sr.	Paper	Max. Marks	Passing Marks	Duration of Exam
1	Photography	<b>300</b>	<b>120</b>	12 Hrs.

### Part - D Internal Assessment

Sr.	Submission	Max. Marks	Passing Marks	Duration of Exam
1	1	150	120 out of 300	.....
2	2	150		