

UNIVERSITY OF PUNE

Proposed Revised Syllabus

To be implemented from Academic Year 2015-2016 onwards

COURSE – BACHELOR OF FINE ARTS

(T. Y. B. F. A. – Applied Art)

University of Pune

Structure of Syllabus for Third Year Applied Art

To be implemented from the academic year 2015-2016

1. Title of the course:

Third Year Bachelor of Fine Arts (Applied Art)
T.Y.B.F.A (Applied Art)

Course Duration: 4 years

- **First Year Bachelor of Fine Arts (Applied Art)**
F.Y.B.F.A (Applied Art)
- **Second Year Bachelor of Fine Arts (Applied Art)**
S.Y.B.F.A (Applied Art)
- **Third Year Bachelor of Fine Arts (Applied Art)**
T.Y.B.F.A (Applied Art)
- **Final Year Bachelor of Fine Arts (Applied Art)**
Final B.F.A (Applied Art)

2. Preamble of the syllabus:

The proposed curriculum is with the view to enhance the existing syllabus and make it more contextual, industry affable and suitable to cater the needs of society and nation in present day context. The committee examined the drawbacks of the existing syllabus and after analyzing other curricula of existing universities in respective subjects in terms of content, relevance, quality and pattern of teaching and examination has synthesized the present proposal. After guidance from industry professionals and senior faculty, feedbacks from the core faculty and intensive discussions, the syllabus was suitably finalized.

Globalization demands that professionals be trained to seamlessly fit into a multidisciplinary work environment. Many of our students aspire to jobs in a global environment and look for opportunities not just in design houses but also the IT industry

and multinational corporations. Thus there is an urgent need to elevate the syllabus to global levels, to facilitate easier transitions for Job prospects, overseas.

The syllabus needs revision in terms of preparing the student for the professional scenario with relevance to specializations. The number of assignments also requires re-consideration with reference to learning objectives for every subject and the time available. As the students specialize they have to work in multidisciplinary subjects so as to prepare to multidisciplinary work environment.

Technical advancement is the key to a substantial teaching system in today's world and thus a great responsibility lies on the art curriculum to prepare students to rise to meet global standards and align seamlessly to changing trends.

The modern world seems to be growing exponentially in the digital domain. Digital domain becomes a base for design development hence skills in relevant software should be acquired by the students and yet print is also evolving like never before. Thus the syllabus needs to be structured with balance in learning skills in both the domains of design. The syllabus needs to be made to promote flexibility and freedom of approach in teaching, within the structure of learning objectives.

A holistic approach includes providing industry training via internships, handling live projects, visits to advertising and design houses and also print and production units. Regular interaction with experts will help to build a bridge between students and their future mentors from industry.

Objective: In the third year of Four year course students are expected to

1. To understand and to know the role of human body and its application through various forms of communication design like dance, drama, music, actions, words, sounds, face expressions, body language, masks, costumes and colors and its relation to the advertising illustration in picture or photographs.
2. To understand about various advertising media and their selection with reference to marketing and market research and function of advertising agency.

3. To understand the objective of copy writing its elements and various functions.
4. To understand and develop the knowledge of basic human anatomy, and develop the understanding of proportion, shade and light, sketching techniques and rendering style.
5. To acquaint the learners with the concept of Corporate and Brand identity and develop the understanding of application of symbol - logo for communication design.
6. To understand the principles of structural and functional packaging design and develop the knowledge of various materials their suitability and costing & estimation of package.
7. To understand the concept of book design as part of publication design, its importance in communication design and various functional and structural designing aspects.
8. To impart to learners the knowledge of various principals of design for press and magazine advertisement and study of different appeals for Product, Service, Public Welfare.
9. To impart to learners the knowledge of various kinds of posters and their utilization for advertising as well as public welfare subjects.
10. To acquaint the student with application of calligraphic styles and typography for advanced communication designs.
11. To acquaint the student with various technical perspective drawing methods.
12. To introduce the basic knowledge of elective subjects and their importance in communication designs.

3. Pattern: Annual/Semester/Credit System etc. :

Annual Pattern

4. Eligibility:

Admission to Third Year Bachelor of Fine Arts (Applied Art):

Pass Second year B.F.A Applied Art or equivalent

5. Examination

A. Pattern of Examination

60 - 40

60% of total marks are reserved for University examination and 40% marks reserved for internal assessment.

B. Standard of Passing:

To pass the examination a candidate must obtain:

To pass the candidate must obtain at least 40% in individual subjects, in internal assessment and University examination each in all theory and practical subjects.

C. ATKT Rules: Allow to Keep Term (ATKT) available for Group-I (Theory) subjects for only one consecutive attempt.

D. Award of Class:

- a. Those of the successful candidates who obtained 40 % and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in the Pass Class.
- b. Those of the successful candidates who obtained 50 % and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in Second Class.
- c. Those of the successful candidates who obtained 55 % and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in Higher Second Class.
- d. Those of the successful candidates who obtained 60 % and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in First Class.
- e. Those of the successful candidates who obtained 70 % and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in First Class with Distinction.

E. External Students:

Not applicable as this is a Practical oriented course.

F. Setting of Question Paper/ Pattern of Question Paper

Question papers will be set by the panel of paper setters appointed by University of Pune.

G. Verification / Revaluation

- Verification will be done by panel appointed by University of Pune.
- Revaluation will be done only for theory subjects by panel appointed by University of Pune, not for practical subjects.

6. Structure of Course

A. Compulsory Paper

All papers are compulsory.

B. Optional papers

T.Y.B.F.A and FINAL YEAR B.F.A have a choice / option in elective subjects.

C. Question paper & papers etc.

Theory subject: 20% Objective and 80% subjective questions.

Total five question having equal marks (12 marks each question)
(5 Question x 12 = 60)

Practical: As per requirement of the subject.

D. Medium of Instruction

Medium of Instruction for the course will be English

7. Equivalency of previous syllabus along with propose syllabus

The revised syllabus has some changes in the subjects offered as compared to the old syllabus. Some components are added to make the syllabus more comprehensive and modified to suitably align with the industry

8. University Terms

Academic calendar of University of Pune will be followed.

9. Subject wise detail Syllabus

OUTLINE OF THE SYLLABUS

Third Year B. F. A. Applied Art

Theory Subjects : Group I						
Sr. No	Subject	No. of Hrs (Annual)	No. of Assignments	Examination Duration (Hours)	Class work Marks (Out of)	Annual Examination Marks (Out of)
1	a) Research	110	06	03	30	60
	b) Theory of Communication Design					
	c) History of Art & Design (Indian & Western)-Concise	10	02	-	10	Only objective questions to be included
Practical Subjects : Group II						
2	*CD I-(b) Communication Campaign for Advertising	100	02	15	40	60
3	CD-II Designing Brand Experiences	120	03	15	60	90
4	CD-II Graphics for Retail, Exhibition and Events	150	04	15	40	60
5	CD-II Publication Design	150	04	15	40	60
6	CD-II Story Telling and Visual Scripting	120	03	15	60	90
7	Elective (Illustration/Typography/Photography/Visualisation/User Interface)	200	04	15	40	60
	Total	960			320 + 480 = 800	

Detailed Syllabus

Theory Subjects : Group I				
Subject Category	Subject Name	Details	Justification	Marks
Theoretical Subjects	Research	-Research Methodology -Analysing current design house set ups/advertising agency -Research Paper - Colloquial Presentation-analysing current medias in ref to layout, print and production	Research study will facilitate -Understanding research methods and tools - Learning methods to analyse -Learning to use research for design solutions	100
	Theory of Communication Design	-Copy Writing -New Age Media - Digital and Non-digital -Understanding brands and branding -Marketing and Market Research -Product research and Competitive research -Consumer and User research- Behavioral and Motivational Research -Visualisation - a) Understanding the process b) Types of visualisation - appeals c) Analysing creativity in visualisation	Theoretical inputs form the base for developing practical outputs as in-depth study and findings on relevant topics will become the base reference for communication design	
	c)History of Art & Design (Indian & Western)- Concise	-Concise history of Indian Art (Company School, Bengal School, Bombay School, Madras School, Delhi Shilpi Chakra & Contemporary Art- Analysis of five artist) Western Art (cover all isms from Baroque to Op Art & Contemporary Art - five artist) -Advertising design development-trends over the years -Advertising print & production development (from print to digital) five prominent graphic designers of the 20 th century	-Student should acquire awareness of history of art & design so as to understanding its origin, development & modern days status, so as to appreciate its influence in art & design today.	

Practical Subjects: Group II

Skill Based Courses	*CD I-(b) Communication Campaign for Advertising	Product or service promotion through 4/5 suitable media	This will generate understanding of creative 360 degree communication articulation through relevant media	100
	*CD-II	- Proposing business proposal	The project requires developing of	150

	Designing Brand Experiences	and its design touches points for range of Product/Service/Event -Establish offerings & attributes -Establish USP/PPD through competitive study of target audience & markets -Creating mind maps -Portray visual mood boards for look & feel, tone of voice - Establish keywords -Nomenclature – Identity & visual language - Adapt this across collaterals synergetic ally -Artworks is a must	Business proposal which will be backed by research of Targeted audience and Market study. -Understanding of scope for design intervention -Selection of appropriate collaterals as per topic area selected	
	*CD-II Graphics for Retail, Exhibition and Events	-Way finding system -Label design /Packaging Design -Merchandising collaterals	Spaces require functional facilitation through design intervention & it entails -Building signs & signage & space graphics -Understanding selected brand and scope for packaging - single or series - Communication of retail space entails - Understanding of visual impact PPDS and cutting clutter	100
	*CD-II Publication Design	Print and Web - 1) Book Design - Education Design / 1 General 2) Magazine Design - Cover+Editorial+1 Article 3) Newspaper – Supplement	Publication design requires -Understanding the specific character of individual publications with reference to significance of its info, layout, grid, readership	100
	*CD-II Story Telling and Visual Scripting	1) Bring a story – simple Illustration - Convert into a small story board 6/8 frames 2) Select a brand - 30sec film for product or service - strategies and make a small story board – (Camera /Angles/Lights)	Most communications tells a story to connect with audiences -Students will understand the difference between still and moving images, techniques -Use of sequential design as a communication format	150
	Elective	1) Exploration experimentation 2) Application orientation (Either one mini campaign or suitable non advertising project)	Relevant visualization & application will provide scope for development.	100
		1. Illustration -Advertising Illustration Indoor / Outdoor Media -Publication Illustration -Story Characters -Backgrounds -Fashion Illustration -Digital Illustration	1. Illustration - To enhance Drawing, Contextual experimentation illustration with relevant use of software's like Photoshop, Illustrator	
		2. Typography - Develop a font by some inspirations - Font stylisation	2. Typography - To review variety of type styles, forms and characteristics, explore new type -To become aware Typography as	

		- Digital treatment to type	significant communication tool. -Experimental typography -Digital Typography: emerging directions and new possibilities.	
		3. Photography -Table top, Model, Product etc. -Photography as a communication tool -Thematic photography and photographic portfolio	3. Photography -Utilisation of photography within communication	
		4. Visualisation -Converting ideas into visual articulations through direct & indirect context -Building a series of synergetic visuals (pictorial/typographic for a product or service	4. Visualisation -To develop student's conceptual thinking and building a strong visual language/articulation	
		5. User Interface Introduction to complex digital interfaces such as Website -Based on sound user study/contextual development /wireframes/page layouts with reference to navigation -Understanding Goal and User. UI Process: Analysis, Paper Based Design Prototype, Design evaluation, Static Prototype, Dynamic Design Prototype, User Testing, Final Interface, Usability Testing, UI Evaluation techniques, User Guidance: Usability Attributes etc. - Designing a Website/Complex Interactive App screens	5. User Interface - To develop understanding of interface design which is a contemporary media and a substantial tool of interactive communication	

Learning from Industry	Internship/ Apprenticeship /Freelance	-6 weeks during summer vacation after 3rd year (an introduction should be given regarding format to be followed) -Minimum 3 to 4 deliverables from group or solo projects expected - To be presented at the beginning of fourth year. A critique should be provided	Learning beyond academics will help to build a broader perspective of the market/design industry in which the student will seek a profession. Mentoring will be done by both industry & faculty guide.	50
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*(CDI – Advertising related *CDII – Non Advertising related)

Note: Extra hours are allotted for exercises and practice session in each subject.

Exam pattern subject wise

Theory Subjects : Group I							
Sr. No	Subject	Pattern of annual Exam	Examination Duration (Hours)	Description	Annual Examination Marks (Out of)	Class work Marks (Out of)	Total Marks
1	a) Research	Written	03	Only objective questions	05	40	60
	b) Theory of Communication Design	Written		80 % Subjective & 20% Objective questions	50		
	c) History of Art & Design (Indian & Western)	Written		Only objective questions	05		
Practical Subjects : Group II							
2	CD I-(b) Communication Campaign for Advertising	Practical	15	Topic based explorations & final comprehensive	10 marks for rough work & 50 marks for final comprehensive	40	60
3	CD-II Designing Brand Experiences	Practical	15	Topic based explorations & final comprehensive	10 marks for rough work & 80 marks for final comprehensive	60	90
4	CD-II Graphics for Retail, Exhibition and Events	Practical	15	Topic based explorations & final comprehensive	10 marks for rough work & 50 marks for final comprehensive	40	60
5	CD-II Publication Design	Practical	15	Topic based explorations & final comprehensive	10 marks for rough work & 50 marks for final comprehensive	40	60

6	CD-II Story Telling and Visual Scripting	Practical	15	Topic based explorations & final comprehensive	10 marks for rough work & 80 marks for final comprehensive	60	90
7	Elective						
	Illustration	Practical	15	Topic based explorations & final comprehensive	10 marks for rough work & 50 marks for final comprehensive	40	60
	Typography	Practical	15	Topic based explorations & final comprehensive	10 marks for rough work & 50 marks for final comprehensive		
	Photography	Practical	15	Indoor shoot in lab & its digital prints For rough work 10 hours & for lab work 05 hour	10 marks for rough work & 50 marks for final comprehensive		
	Visualisation	Practical	15	Topic based explorations & final comprehensive	10 marks for rough work & 50 marks for final comprehensive		
User Interface	Practical	15	Interface plan sketches (10 Hour) & digital outputs (5hours)	10 marks for rough work & 50 marks for final comprehensive			
	Total					320	480

10. Recommended Books

- Advertising Art and Ideas, Rege G.M., Himalaya Art Book
- The World of Visual Communication, Rege G.M., Himalaya Art Book
- Kleppners Advertising Procedure, J.T. Russel, W.R. Lane, Prentice Hall Inter
- Fundamentals of Advertising, John Wilmschuxt, Adrin Mackay, ISBA
- Advertising Principles and Practice, Prentice Hall Inter

- Encyclopedia of Calligraphy Techniques, D.H. Wilson, Headline Book
- Aksharanubhav, Achyut Palav, Callographic Expressions
- Colour- A Workshop for artists and designers, David Harnung, Laurence King Publishing
- Druk Kala, Shantinath Arwade
- Perspective Drawing, Milind Mulik, Jyotsna Prakashan
- Designers Poster, Rockport
- Calligraphy Today, Ajit Mukherjee, Over Publication
- Anatomy and Drawing, Victor Perard, Grace Prakashan
- Designer's Guide to Colour, James Stockton, Chronicle Books
- Type and Colour, Richard Emery, Batsford, London
- Communication Arts, International Periodical
- Archive, Walter Lurzer, Germany, International Periodical
- Introduction of the History of Fine Art in India and the West by Edith Tomory

11. Qualification of Teachers: Qualification of teachers as per AICTE and Qualification of teachers as per AICTE and University of Pune Norms.