

UNIVERSITY OF PUNE

Proposal for Revision of Syllabus

SECOND YEAR BACHELOR OF FINE ARTS - APPLIED ART

to be implemented from June- 2009 onwards

Second Year B.F.A. Applied Art

- 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.
- To understand about various advertising media and their selection with reference to marketing and market research and function of advertising agency.
- To understand the objective of copy writing its elements and various functions.
- To understand and develop the knowledge of basic human anatomy, and develop the understanding of proportion, shade and light, sketching techniques and rendering style.
- To acquaint the learners with the concept of Corporate and Brand identity and develop the understanding of application of symbol – logo for communication design.
- To understand the principles of structural and functional packaging design and develop the knowledge of various materials their suitability and costing & estimation of package.
- To understand the concept of book design as part of publication design, its importance in communication design and various functional and structural designing aspects.
- 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.
- To impart to learners the knowledge of various kinds of posters and their utilization for advertising as well as public welfare subjects.

- To acquaint the student with application of calligraphic styles and typography for advanced communication designs.
- To acquaint the student with various technical perspective drawing methods.
- To introduce the basic knowledge of elective subjects and their importance in communication designs.

Electives – Digital Publishing / Illustration / Photography / Visualization
/ Exhibition design and display

OUTLINE OF THE SYLLABUS

• Second Year: B.F.A. Applied Art

Theory Subjects:

Sr. No	Subject	No. of hrs. (Annual)	No. of Assignments	Examination Duration (Hours)	Class work (Out of)	Annual Examination (Out of)
For Examination						
1	History of Visual Communication	60	06	03	40	60
2	Advertising Art and Ideas	60	06	03	40	60
Not for Examination						
1	Copy Writing	30	02	-	-	-

Practical Subjects:

Sr. No	Subject	No. of hrs. (annual)	No. of Assignments	Examination Duration (Hours)	Class work (Out of)	Annual Examination (Out of)
For Examination						
1	Drawing from Life / Illustration	150	10	05	40	60
2	Corporate Identity / Branding	120	12	10	40	60
3	Packaging	90	06	10	40	60
4	Publication Design	60	04	10	40	60
5	Press Layout	120	08	10	40	60
6	Poster / Hoarding	120	08	10	40	60
Not for Examination						
1	Lettering Calligraphy & Typography	40	06	-	-	-
2	Perspective	80	08	-	-	-
3	Project based on illustration	Out door study	01	-	-	-
3	Elective *	30	02	-	-	-

* Electives –

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|---|---|-----------------------|
| 1. Digital Publishing
4. Visualization | 2. Illustration
5. Exhibition Design and Display | 3. Photography |
|---|---|-----------------------|

- For B.F.A. the evaluation pattern shall be as follows
 - A There shall be a practical component of 40 marks and the annual examination will carry 60 marks
 - B 50 % of the practical components shall be completed in the first term and the marks shall be submitted to the University of Pune on or before 15th December each year.
 - C Subject given for the terminal examination should be treated as one of the subject of internal assignments of the first term and mentioned accordingly in records.
 - D The remaining 50 % of the practical components shall be completed in the second term and the marks shall be submitted to the University of Pune before the commencement of the annual examination.

- **Standard for Passing the Examination**

To pass the examination a candidate must obtain:

- a. At least 40% of full marks in internal assignment for practical subjects & for tutorials (Group-I - Theory Subjects) – To be assessed separately.
 - b. At least 40% of full marks in practical Examination to be conducted by concerned University – individual subject examination. And aggregate 45% of minimum marks for passing the University examination.
- **Allow to Keep Term (ATKT) available for Group-I (Theory) subject for only one consequate attempt.**
 - Those of the successful candidates who obtained 50 % of the total aggregate marks, (in Group-I & Group-II and Internal Marks) taken together at one and same sitting, shall be placed in the Second Class.
 - Those of the successful candidates who obtained 55 % of the total aggregate marks, (in Group-I & Group-II and Internal Marks) taken together at one and same sitting, shall be placed in the Higher Second Class.
 - Those of the successful candidates who obtained 60 % of the total aggregate marks, (in Group-I & Group-II and Internal Marks) taken together at one and Same sitting, shall be placed in the First Class

**PUBLIC (UNIVERSITY) EXAMINATION:
THEORY SUBJECTS.**

History of Visual Communication:

6 Tutorials (10 hours each)

1 Script:

- Brief History
- Types of Script
- Use of Script in various advertising media

2 Poster:

- Brief History
- Elements of Poster
- Kinds of Poster
- Scope & Limitations as a means of Visual Communication

3 Exhibitions:

- Brief History
- Infrastructure of Exhibition
- Types of Exhibitions
- Scope & Limitations

4 Theatre:

- Brief History
- Types of Drama- used for Social purpose, advertising
- Scope & Limitations

5 Visits:

- Visit to Printing Press
- Visit to at least two exhibitions

Advertising, Art and Ideas:

6 Tutorials (10 hours each)

1. Marketing and Market Research

- Nature and Scope of Marketing
- Preproduction, Planning and Prototype
- Consumer Reaction (satisfaction)
- Market Research and Channels of Distribution
- Motivation Research and Brand Image

2. Selection of Advertising Media

- Selection of Appropriate Media for Advertising
- Evaluation of the Media
- Major Media Analysis

3. Methods of Production

- Printing Processes- Letterpress, Gravure, Lithography and Offset
- Typography- Readability and Selection of Type

4. Advertising in Operation

- The Advertising Agency
- The Market
- Advertising and Marketing Plan
- Work of the Advertising Agency

5. Visits

- Visit to an Advertising Agency
- Visit to at least two exhibitions

INTERNAL (COLLEGE EXAMINATION)

Theory Subjects

Copy Writing

2 Assignments (15 hrs. Each)

1. Study of basic elements of copy (like headline, subhead line, baseline, slogan, captions, body copy etc.) and function of copy.
Collection of 20 advertisements with (labelling) identification of each elements of copy in its function.
2. Creation of copy matter (headline, subhead line, baseline, slogan, captions, body copy etc.) for a given product or service brand based on the given set of USPs and copy platform.

Objective

- To enable students to identify different elements of copy used in advertisements and understand their role in the same.
- To enable students to create their own basic copy elements for a given product/service/public welfare, subject based on the given theme and USPs.

**PUBLIC (UNIVERSITY) EXAMINATION:
PRACTICAL SUBJECTS.**

Drawing from Life / Illustration -

10 Assignments (Total 150 Hrs.)

- Objective –**
- 1) To understand anatomy structure and proportion of human body.
 - 2) To make the student able to draw proportionate human figure.
 - 3) To develop the observation and rendering skills of the student.
 - 4) To make the student, understand the difference between Memory Drawings, Painting and Illustration.
 - 5) To make the use of human figures with various actions in illustration according to the need of the subject
 - 6) To study how to use different media with various techniques and styles.

	Subject	Medium	Time	Assi
A)	ANATOMY			
1)	Skull (Front, Side, Back)	Pencil	10 hrs	1
2)	Torso (Front & Back)	Pencil	10 hrs	
3)	Full Skeleton (Front & back)	Pencil	10 hrs	1
B)	ANTIQU			
1)	Planes Head	Pencil	05 hrs	1
2)	Head	Pencil	05 hrs	
3)	Torso	Pencil	05 hrs	1
4)	Full Figure (Male)	Pencil	05 hrs	
5)	Full Figure (Female)	Glass marking	05 hrs	1
C)	DRAWING FROM LIFE			
1)	Head (Male)	Pencil & Color	10 hrs	1
2)	Head (Female)	Pencil & Color	10 hrs	
3)	¾ Life Drawing	Lead Pencil & Glass marking	10 hrs 10 hrs	1
4)	Full Figure (Male)	Opaque & Transparent		1
5)	Full Figure (Female)	Watercolor	10 hrs	
D)	ILLUSTRATION			
	On the basis of given auricles on subjects like Market place, Garage, Hotel etc. Students should arrange poses in the studio using models or do outdoor sketching under the guidance of teacher. With the help of sketches done of these poses, students should compose illustrations suitable for the given auricle or story line. Depending on the nature of given subject, student should experiment with the different techniques and use the one, that's most suitable for the subject.	Any suitable colors or Mix- media	45 hrs	2

2) Corporate Identity / Branding

12 Assignments (10 hours each)

Objectives of the practical:

- To understand the importance of simplification in forms lines, colour, weight and mass
- To understand the importance of appropriate typography, relation of type, colour, tonal values and their effect on the logo type design
- To clearly understand the various terms like monogram, trademark, logotype, symbol and logo symbol
- To understand the terms brand identity and corporate identity.
- To enable student to design logo symbol and apply them further in stationary design.
- To enable the students to present their work in front of the class.

Assignments:

1. Understanding of different concepts like monogram, logo type, symbol. Their origin evolution and its role in corporate and branding. Collection of minimum 10 examples each and copying the same using gateway papers.
(This assignment is to study the existing examples in detail with focus on simplicity, colour, tonal values, forms and typography.)
2. Creation of a pure logo type for a given product, service brand or a (Govt. or NGO), public welfare initiative.
3. Creation for a pure symbol for a given product, service brand or a public welfare initiative.
4. Creation of logo symbol – culmination of logo type and symbol into one integrated design for a given product / service brand or public welfare initiative.
5. Case study of any one brand identity program and one corporate identity program. And Presentation of both in print format and analytical comments from the student regarding the design elements like forms, colour, type etc. its derived meanings and association with respect to the brand or corporation. (Presentation in the class can be followed by discussions.)
6. Creation of brand identity program for a given product / service brand. Logo design and its application to related stationery e.g. food chain like Pizza hut or McDonalds' can have logo design followed by its application in Letterhead, Visiting Card, envelope, cutlery, delivery vans, signage's for the outlets, staff uniforms etc.
7. Creation of corporate identity program for a corporation
Logo design and its application to related stationary e.g. Godrej company logo and its application into Letterhead, Visiting Card, envelope, corporate signage's for department uniform for staff etc.

8. Creation of brand identity program for given product brand. Logo design and its application to related stationary e.g. woodland shoes, hidedesign leather products, Mentos, Kurkure etc.
9. Creation of a brand / corporate identity program for a given public welfare identity. E.g. Sarva Shiksha Abhiyan, Jago grahak Jago etc.
10. Understanding and creating standardisation program for a brand identity of any reputed and standard organization.
11. Designing a simple manual for standardisation program of brand identity.
12. Adaptation of the standardization program in stationary / literature design with actual demonstration in proposed designs.

(Note: assignment should be done with various printing and budget options for production)

3) Packaging:

6 Assignments (15 hours each)

Objectives of the practical:

1. Identify the various elements which are included in label design.
2. Understand the terminology used in packaging design.
3. Understand the processes involved in packaging.
4. Explore materials used in packaging design.
5. Understand the economical and physical limitations of a package.
6. Experiment with box construction.
7. Understand suitability of the package design for the target audience.

Assignments:

1. Basics of Label Design with products like pickles, fruit jam, mineral water etc.
 2. Processes involved in Packaging: Printing, Die-cutting and finishing with products like soap, CFL bulbs, crockery etc.
 3. Exploring and comparing materials for packaging design with products like chocolates, gifts, stationery etc.
 4. Practicality in Packaging with products like crockery, electronic goods, etc.
 5. Unusual approaches to carton and box construction (folds, cuts, perforation, gluing and laminating) for products like baby care products, cosmetics, special edition products etc.
 6. Packaging for Luxury Products for products like jewellery, wine, etc.
 7. Packaging for the Mass for products like matchboxes, consumer durable products etc.
 8. Packaging for food products like burgers, sandwiches, popcorn, rolls etc.
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4) Publication Design (Books & Magazines)

6 Assignments (15 hours each)

Assignments:

- 1) Information about book (It's construction, different parts, technical terms)
 - Information about grid structure and its use (Format & Page Design)
 - Colour book – (with the help of last year's 2-D & colour) or
 - Typo log or calligraphy book – (with the help of last year's Typo & calligraphy assignment)
 - 2) Introduction of different types of books
 - Recipe book or Food related book. Or
 - Health related book (Diet, Yoga etc)
 - 3) Regular Book covers Design
 - Wild life book or
 - Sports related book or
 - Company profile or book (Cosmetics, Art material etc)
 - 4) Story Book Cover Design
 - Prepare Book Cover Design based on a stories, articles, information ect.
Or
 - Novel – Prepare a descriptive cover Design based on a Film or a Novel.
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5) Press Layout

8 Assignments (15 hrs. each)

Objectives of the practical:

- Understand types of news papers and types of newspaper advertisements.
- Understand elements and principles of design and its application to advertising design.
- Understand layout and types of layout.
- Understand the terminology used in press layout.
- Understand the processes involved from art work to actual printing.
- Understand the economical aspects of press release.

Assignments:

1. Newspaper advertisement for non commercial services like educational institutes, hospitals, consumer court etc. Copy based (Emphasis to be give to copy) = 75% Typography + 25% pictorial Blake and white/ Size: 300sq. cms.(15cms x 20cms) Vertical or horizontal
2. Magazine advertisement for consumer goods like personal hygiene or beauty products. Pictorial based advertisement = 75% pictorial + 25% Typography. Four Colour/ Size: Single page (Vertical) Femina

3. Magazine advertisement for commercial services like hotels, travel agency, hospitality etc. Four Color/ Size: Four Color/ Size: Single page (Vertical) standard size
 4. Newspaper advertisement for consumer goods like food products or health care products. . Four Color/ Size: 300sq. cms.(15cms x 20cms) Vertical or horizontal
 5. Newspaper advertisement for public welfare like pollution (air/water/sound), save forest, energy conservation and any other issues related to environmental, traffic rules etc. Four Color/ Size: 300sq. cms.(15cms x 20cms) Vertical or horizontal
 6. Magazine advertisement for consumer durables any home appliances like refrigerator, washing machine, microwave, mixer/grinders, air conditioners etc. Four Color/ Size: double spread (horizontal) India Today
 7. Newspaper advertisement for consumer durables like mobiles, watches, automobiles, iphones etc. Four Color/ Size: 600sq. cms.(15cms x 20cms) Vertical or horizontal
 8. Magazine advertisement for public welfare for any relevant current issue. Four Color/ Size: Single page (Vertical) standard size
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6) Poster/Hoarding:

8 Assignments (15 hours each)

Objectives

1. Understand the type of poster required for a specific purpose.
2. Understand the difference between Poster and Hoarding design
3. Identify the elements that should be incorporated in various types of posters and hoardings.
4. Explore various new methods of designing hoardings.

Assignments:

1. Poster for a FMCG (Fast Movable Consumer Goods) product like hair oil, toothpaste, cosmetics etc.
 2. Poster for Durable Products like furniture, kitchenware, electronics etc.
 3. Poster for announcing an event like theatrical play, music festival, film festival etc.
 4. Show card for public welfare like eating healthy food, garbage segregation etc.
 5. Hoarding for a Service like banking, postal services internet etc.
 6. Hoarding for a Perishable Product like milk.
 7. Hoarding addressing environmental issues.
 8. Hoarding design using creative techniques like 3D protrusion, cut-out etc.
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INTERNAL (COLLEGE EXAMINATION)

Practical Subjects

1) Lettering Calligraphy and Typography

8 Assignments (15 hours each)

Assignments:

- 1) Expressive Power of typography. Create a typography title for book or novel or a film.
- 2) Exploring more into expressive aspects of typography, looking at the different Ways in which letterform, layout and color choices which can create an almost abstract musical impact on the reader. Poster or show card for a musical shop.
- 3) Copy oriented magazine advertisement. Understanding of calculating letters, words, mechanical and optical spacing, Grid system, gutter space with the help of pica scale.
- 4) Explore the embedded meaning in the logos we see everyday, analyze how and Why they communicate so powerfully.
- 5) Typographical posters. Giving more emphasis on the headline.
80% = Typography, 20% = Illustration
- 6) Four dimensions mastered 2-D Typography
Explore techniques for lifting type of the page. 3-D effect such as shadow & perspective lead into a sculptural type and signage in visual environment.

2) Perspective

8 Assignments (10 hours each)

Understanding optical rendering of perspective to create a drawing near to realistic views.

	Subject	Time	Assignment
1)	Perspective drawing of the objects from different eye levels.	10 hrs	2
2)	Furniture drawing	10 hrs	2
3)	Street Scene (Market Place. Walking plaza etc.,)	10 hrs	2
4)	Building perspective	10 hrs	2
5)	Perspective drawing (Living room, Kitchen, Bedroom, Showroom, Shopping Mall, etc.)	10hrs	2

3) Project based on Illustration

1 Assignment (Outdoor Study)

- Objective:**
- 1) To select a single subject and make a compilation of various illustration methods for it.
 - 2) To enhance the rendering techniques and understand the methods students are expected to make a project and present it in a book format containing minimum 50 pages and in restricted size of A4.

One subjects to be selected from following list:

1. Market and museum.
 2. Vendors and their vending methods
 3. Life style of any leaving element.
 4. Detailed study of historical place/ city / personality
 5. Any other subject with the permission of HOD.
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4) Elective

2 Assignments (15 hours each)

Objective:

1. To promote the observation and understanding regarding the 5 elective subjects – their use in various design, styles, techniques etc.
2. To promote presentation skills of students and discussion.
3. To study one elective in depth and use it practically for design solutions.

Assignments:

1. Collection of work (e.g. advertisements, packaging etc.) related to all 5 elective subjects (min. 10 for each elective).
Their segregation and documentation followed by presentation and discussion in the classroom.
 2. Creation of design (Design can be an advertisement, packaging etc. any media) using any one elective subject on the basic of given product, service or public welfare subject.
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