

UNIVERSITY OF PUNE

Proposal for Revision of Syllabus

THIRD YEAR BACHELOR OF FINE ARTS - APPLIED ART

to be implemented from June- 2010 onwards

Third Year B.F.A. Applied Art

In the third year of Four year course students are expected to learn and

- : 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

Third 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	Digital Publishing	20	02	-	-	-
2	Reproduction Methods	20	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	150	10	10	40	60
2	Press / Magazine	80	04	15	40	60
3	Poster / Hoarding	80	04	15	40	60
4	Direct Mail / P.O.S. / P.O.P	80	04	15	40	60
5	Book Design	80	04	15	40	60
6	Elective *	300	08	15	40	60
Not for Examination						
1	Story Board	30	02	-	-	-

* Electives – 1. Digital Publishing 2. Illustration 3. Photography
4. Visualization 5. Exhibition Design and Display

- 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) subjects 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 Newspaper:

- Brief History
- Types of Newspapers
- Newspaper as an advertising media.
- Use of Newspaper as a means of Visual Communication

2 Magazine:

- Brief History
- 19th and 20th century magazines.
- Magazine as an advertising media.
- Use of Magazine as a means of Visual Communication

3 Print Media:

- Types of Publication Designs
- Merchandising Media and Point of Sale Material
- Direct Mail and its use to reach each prospect as the advertiser intends.
- Use of Innovative Medias with new technology.

4 Books:

- Brief History of books
- 16th Century and Early Modern Book.
- The art of the Book.
- Types of the Books
- Use of Books as a means of Visual Communication

5 Films and Television:

- Brief History of Films and Television
- Elements for Films
- Film Production
- Animated Cartoons and its Production Methods.
- Television as an Advertising Media.
- Television as a means of Visual Communication

6 Other Media and the Future:

- The Dynamism of Media
- Personal Conversation, Discussion Groups and meetings.
- The Future of Advertising and Advertising Medias.

7 Visits:

- Visit to Publication Design Studio
- Visit to at least two exhibitions.

Advertising Art and Ideas:

6 Tutorials (10 hours each)

1 Campaign Planning:

- Campaign Planning
- Basic Principles of Campaign Planning
- Financial Aspect of Campaign Planning
- Purpose of Campaign Planning
- The Market and Selling Methods

2 Creative Advertising:

- Creative Advertising
- Planning and Execution
- Product Analyses
- Human Motives – Desire and Hope
- Copy Platform
- Visualization – Invention of Advertising Ideas
- Principles of Design and Layout
- Picture vs. Words Communication
- Pictures in Advertising
- The Hard-Sell - The Soft-sell.
- Types of Advertising

INTERNAL (COLLEGE EXAMINATION)

Theory Subjects

Digital Publishing

2 Tutorials (10 hours each)

Knowledge of three big Industries majorly involved

3 Lecture 3 hrs

- News Paper**
Calculation of sq. cms, Page layout
- Magazine**
Grid system, Pagination
- Book Design/making**
Graphic Design, Pagination

Assignment details:

Tutorial 1: Explain the History of Printing to the current methods in use

Tutorial 2: Write the details of 'Digital Publishing' and how it is an integral part of Advertising?

Reproduction Methods

2 Tutorials (10 hours each)

Objectives:

It is necessary for every student to learn about the theoretical aspects and to be familiar with the general knowledge of the following printing processes.

Students would be able to make comparison of the different processes from the economic and suitability point of view.

Subject Details:

History of Printing

3 Lectures 3 hrs

1) Letterpress printing (relief)

- a) Mechanics of typography
- b) Photo – engraving.
- c) Use of machines.
- d) Finishing.

2) Litho-Offset Printing (Plano graphic) Plate Making

3) Silk Screen Printing

4) Photo-Gravures (Intaglio)

Current Print Technology:

3 Lectures 3 hrs

Entire process of 'layout to artwork to CTP' (Computer to Plate) **Outdoor 1 day 5 hrs**

Stage 1) Adaptation of layout into a final artwork

Stage 2) Image transfer from RGB to CMYK

Stage 3) Processing on computer. Four colour separation

Stage 4) CTP

Stage 5) Final printing process with the knowledge of various papers according to its media.

Press/Magazine**2 Lecture****2 hrs**

Space division (sq.cms. calculation)- Knowledge of 'Media Buying'.- What is Media Agencies are all about ?- What is Uploading system is all about?

Brochures/ Posters/ Leaflets/ Direct Mailer etc.**2 Lecture****2 hrs**

Knowledge of Processors & Printers available in the market

Virtual Media**2 Lecture****1 hrs**

Construction and Development of a website

- a) Softwares and its implementation.
- b) Web Banner.
- c) 2-D animation.
- d) 3-D animation

Backlit, Signage and LED Technology

Hoarding and similar kind of media, which should be seen in the night.

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

Drawing

10 Assignments (Total 150 Hrs.)

Objectives –

The importance of figure drawing in the subject of illustration is very well known. Even in different medias of advertising like press, poster, hoarding, public welfare, hand drawing has its over importance and hence it very important for a detailed anatomical study on human figure. Illustration is being largely used in different Medias of advertising.

In the first and second year, students undergo basic study on human figures and in third year illustration as an elective subject is studied in details is more effectively used in all Medias of advertising.

Assign. No.	Description	Size
01	Full Figure 'Time Sketch' (Male) Study of Proportions of human body. (Only pencil drawing and shading)	Sketch size: A4 size, and one final drawing on the ¼ th imp.
02	Full Figure 'Time Sketch' (Female) Study of Proportions of human body. (Only pencil shading)	Sketch size: A4 size and one final drawing on the ¼ th imp.
03	Head study (Male) Using Pencil or colour pencil to understand proportions of Human Head, understanding Muscles study, and Anatomical shade & light effects.	Size: ¼ th imp.
04	Head study (Female) Using Water or Poster colour to understand proportions of Human Head, understanding Muscles study, and Anatomical shade & light effects.	Size: ¼ th imp.
05	Hand Drawing Making 20 sketches of hand in different angles with understanding of anatomical study. Media : Pencil or colour pencils, water colour or poster colour (any one)	A4 size paper Final drawing on ¼ th imp. Paper.

06	Foot drawing Making 20 sketches of foot in different angles with understanding of anatomical study. Media : Pencil or colour pencils, water colour or poster colour (any one)	A4 size paper Final drawing on ¼ th imp. Paper.
07	Full Figure (Male) Media : Water colour or Poster colour Study of Proportions of human body. Drawing, Shade & lights, study of drapery (Only pencil drawing and shading)	Final sketch size :½ imp
08	Full Figure (Female) Media : Water colour or Poster colour Study of Proportions of human body. Drawing, Shade & lights, study of drapery (Only pencil drawing and shading)	Final sketch size :½ imp
09	¾ th Figure (Male) Use Water, Poster or Acrylic colours. With proper study of Drawing, Shade & lights etc.	Final sketch size :½ imp
10	¾ th Figure (Female) Use Water, Poster or Acrylic colours. With proper study of Drawing, Shade & lights etc.	Final sketch size :½ imp

Press / Magazine

04 Assignments (Total 80 Hrs.)

Objectives –

- Students should understand proper execution, layout sense, Typographical sense.
- Should understand how to carry concept in series.
- Should study various advertisement appeals.
- Carry out Market research and plan out the advertisement accordingly.
- Should be able to develop the copy platform & should be able to execute it effectively.
- Understanding direct & indirect approach in advertising.

1 Typography based assignment (Copy based assignment)

- It is expected that in this assignment students should create their own copy platform according to the given subject.
- Font sense, expressive typography should be taken in consideration
- And student should study overall finishing and execution, layout sense.

2 Social Welfare

- In this assignment topics like Public awareness and Public welfare Should be covered

- Ex. Consumer Forum, Domestic Violence, Health related Issues
- 3 Magazine Advertisement for Consumer Durable
- It is expected that proper Market research to be done before handling any any subject.
 - Study of Use of various appeals in advertising is expected.
Ex. Emotional appeal like Humor, Sadistic, Fear etc.
- 4 Series of Press Advertisement or Magazine Advertisement
- In this assignment it is expected students should do 3 assignments which will carry the concept or will continue the concept
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Poster/ Hoarding

4 Assignments (Total 80 Hrs.)

Objectives –

- Students should understand proper execution, layout sense, Typographical sense.
- Should understand how to carry concept in series.
- Identify the elements that should be incorporated in various types of poster / hoarding.
- Understanding direct & indirect approach in message.
- Should be able to understand various types of Posters and Hoarding designs for specific purpose like Announcement, Introductory, Reminder, Occasional, To create Brand Awareness etc.
- Carry out Market research and plan out the advertisement accordingly

1 FMCG Product based Hoarding

- It is expected that in this assignment students should understand aspects of outdoor advertisements

2 Event based Advertisement (Illustration based)

- In this assignment students should be able to explore their creativity
With the help of Illustrative Visuals
- Topics should be covered like Events
Ex. Fashion Show, New Year Bash, Rock Show, Film Festival etc.

3 Series of Hoarding (Service based advertisement)

- Ex. Airline services, Mobile service providers, Café or Food chains
Hotels etc.

4 Social Welfares

- Topics of public welfares like Education Awareness, Environmental Issues etc. should be covered under this assignment.

Direct Mail / POP/ POS

4 Assignments (Total 80 Hrs.)

Objectives:

Students should be encouraged to learn this highly effective media, where client can reach the buyer intelligently. Targeting-Historically, the most important aspect of DM. Personalization, Optimization and Accumulation can be the three strong qualities of DM. Few good qualities mentioned below.

- Efficient use of advertising
- Highly selective, personalized and precisely targeted.
- Flexible
- High quality reproduction
- Response easily measured

Assignment details:

- | | |
|---|---------------|
| 1) Product Based | 20 hrs |
| 2) Public Welfare | 20 hrs |
| 3) Service | 20 hrs |
| 4) Pos/Pop - Dangers, Window Display (Consumer Durable) | 20 hrs |

Book Design

4 Assignments (Total 80 Hrs.)

Book design is the art of incorporating the content, style, format, design, and sequence of the various components of a book into a coherent whole.

Objectives:

To understand

- Book Structure (Content, Size, Subject etc.)
- Front cover, spine, and back cover of the dust-jacket
- Binding
- Page spread
- Print Space
- To provide a focused opportunity to examine different forms of book.
- To enable students to understand the Book Jacket in detail.
- Detailed information of Book Design
- Illustration on the based of the given story or copy matter or any subjective articles.
- To enable the students to create an appropriate page layout with illustration and copy.

- To enable students to tackle with different Medias as well as appropriate suitable techniques for the illustration.

Assignment details:

1. Design for Children Book - Cover page, and back
 2. Design for Story Illustration - Inner page with illustration
 3. Design for Book Jacket – Educational or Historical or Public welfare, recipe book or Fashion book
 4. Design for Book – Title Page + Summary + Content + Introduction (4 pages)
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Elective

8 Assignments (Total 300 Hrs.)

- **Digital Publishing**

1. To provides a focused opportunity to examine different forms of print and web publishing.
2. To provides an opportunity for the practical investigation of the strategies to publish print and digital media using industry adopted technologies.
3. To enable students to understand in detail the emphasis placed on audience, the realities of the market, and the practicalities of production.
4. Our main focus is on the WEB as a publishing medium and web design.
5. To enable students to understand the visual nature of computer screens that implies a convergence towards television and a move away from books. Because the medium is an interactive one, to use navigational metaphors that refer to other media such as cinema and books. To regard 'interactivity' as of prime importance and to enable the students to design pieces that give users some control of access through interactivity.

Topic to cover:

1. Design and Production for Publishing: To explore the role of the design and production department in the publishing process.
2. Editorial Management: To explore the strategic role of the editor within the publishing process and the knowledge and skills required for the development of new projects, whether in print or digital form.
3. E-Publishing: To enable students to engage with the dynamic nature of a rapidly evolving part of the publishing industry.
4. Digital Media Publishing: To develop the theoretical and practical issues of publishing content digitally. To provide an opportunity for study of the Internet as a main publishing platform, and practical exploration of the different processes involved in its creation and delivery.

Assignments:

1. Design for newspaper - supplement or special issues
2. Design for Magazine - Cover page, and back
3. Design for Magazine - Cover page, back, Inside master layout page

4. Design for Book – Educational content, like moral story book, Puzzle games and teaching books.
5. Design for Book – Leisure topic content like, film, entertainment, edutainment eetc.
6. Design for Book – Corporate presentation like annual reports, projects, proposals etc.
7. Design for Book – e-magazine (using many formats like Adobe PDF, Microsoft Reader, e-Reader, Mob pocket Reader, OPS and Open Reader)
8. Design for Book – e-book

- **Visualization**

Objective –

- These assignments will help students to develop their conceptual thinking according to the subject.
- Which will further help them in campaign planning and advertising & branding.
- Also this type of assignments will help them to express their thoughts in simplified manner.
- To understand meanings of shapes & elements in designs.
- Students will understand market research and planning accordingly to execute the related subject.
- Student will understand how to create copy platform.

Assignments:

- 1 Create appropriate visuals for a single word, emotions or moods.
Select any one from that and adopt it in press layout for suitable Product or service.
 - This assignment will develop student's visual vocabulary
 - Students will develop habit to think according to the subject
 - In further study this is going to help them in conceptual thinking while doing subjects Like Campaign Design, Project work etc.

- 2 Create an Abstract symbology, it means way of describing things by suggesting something which has properties of something else.
And then adopt one of the created visual in Poster design.
 - This will develop their visualization and channelize their abstract thinking in proper format to give proper message to the viewer.
 - This will give proper direction to their thoughts.

- 3 Take a very basic design element like circle or spot, line and taking only one at times express meaningful words ex. Depth, speed, movement etc. or also it is possible to express various emotions like Pleasure, solitude etc.
 - This will help them to execute their thoughts on paper in simple symbolic forms.
 - This will help them to materialize their thinking.

- 5 Take Basic shapes of Geometrical drawing Circle, Square and Triangle of different colour paper or may be same colour paper according to the subject and make compositions in such a way that it should convey any message or Will give an idea of living or non living things (or object).
 - This assignment will help them to represent their thoughts in simplified manner.
- 6 Search forms in nature which we can relate with our life, and make good compose of it related with any topic and adopt it in any media like Brochure or Poster, Magazine ad.
 - To develop their Visualization towards advertising ideas.
- 7 Executing any situation on in forms of scribbles and choosing one of them create story in 5 slides.
 - Which will help them to develop story boards for TV commercials, Animation stories etc.
- 8 Direct Mailer in innovative manner
 - Here students will understand to make copy platform
 - Innovative way of executing ideas.

- **Photography**

Objectives of the practical:

1. Understand the Process which is involved in Photography.
2. Understand the Lighting methods and Techniques.
3. Understand the use of computer in digital photography.
4. To study lighting methods, Special effects and props used in table top photography.
5. Understand the relation in advertising and photography.
6. Experiment with various setting used for ambience lighting and a specific subject.
7. To understand the use of lighting and set designing in photography.
8. Experiment with various accessories used in micro photography.
9. Use of photography in advertising communication.

Assignments:

1. Basics of Photography. Film and Digital Photography.
2. Theory of Process involved in Photography (Film Processing): Exposing, Developing, Fixing and Presentation of Photographs.
3. Study of various lighting methods and techniques: products like Earthen Pots, Glass wares, Antiques etc.- Digital Process
4. Use of computer in digital photography. Photo finishing, Special Effects etc.

5. Copy the references as it is with props, Lighting and material used for it. - Digital Process. Minimum 05 photographs (size 8 x 12 inch)
6. Advertising photography (Product) – USP of a product should reflect in the composition, arrangement of product and props or sets used for table top. Minimum 05 photographs (size 8 x 12 inch)
7. Photo feature with minimum 10 photographs (size 8 x 12 inch): Subjects like market, Garage, Festival, Season or a specific business etc.
8. Photo feature with minimum 10 photographs (size 8 x 12 inch): Subjects like Historical Monument, Fort, Museum, Picnic Spot, Temple and its surroundings etc.
9. Model portfolio with minimum 10 photographs (size 8 x 12 inch): Full length to close up style. Indoor and Outdoor
10. Micro Photography - Its use in advertising – Subjects like Jewellery, Stationery, and Micro Objects etc.
11. Mini Campaign based on Advertising Photography. Subjects like Travel, Stationery, Food Products, Jewellery etc. Minimum three media.(Indoor or/and Outdoor)

- **Exhibition Display and Design**

- 1 Freehand Drawing for Stall Design.
Do a freehand Drawing by understanding, Perspective, Plan Elevation and Side View.
- 2 Use of different types of material.
Eg. Mount board, Thermocol, Biopac, Card Board, Vinyl, Different Types of cloths, Plaster of Paris etc. To make variety of Different models, like Walls, Tiles, Tables, Furniture etc.
- 3 Make Drawing for Window Display with scale and proportion to understand 'Plan, Elevations, Side View, and front view.
- 4 Making a model for Window Display with the study of Plan, Elevation, Side View, Front view and use suitable different types +of Medias for making the model.
- 5 Make drawing with scale and proportions for Window Display / Stall Design with study of all aspects which we have covered in above assignments.
- 6 Making Model for Exhibition Display / Stall Design with proper understanding of Perspective, Plan Elevation and Side View etc.
- 7 Design a POP for Counter Display like for Cold drinks container / Bottles / Cosmetic materials, Stands, Shoe Rack.
- 8 Make a drawing for Mobile Van Display (Service or product)
eg. Nokia, Airtel, ICICI Bank, Fruity etc.

- 9 Making model for the above assignment with study of all aspects of Exhibition Display.
- 10 Create Backdrop of any program for Stage Display. Make proportionate Drawing or Model.

- **Illustration**

- 1 Advertising Illustration Indoor Media
Create theme based illustration; create illustration on the basis of different appeal, Work on subjective / rendering skills.
 - 2 Advertising Illustration Outdoor Media
 - 3 Publication Illustration
Design a Magazine Page
Study of page design; create illustration as per the printing methods.
 - 4 Publication Illustration
Design a newspaper layout
Collect Information about Design and Printing production, how to make artwork According to single colour, two colour, four colours.
 - 5 Character Design- Study of lines, Line strength its reflection.
 - 6 Backgrounds
Study the skill of rendering, Colour sense, Situation wise, Create atmosphere, use of symbolic elements.
 - 7 Fashion Illustration
Sense of costumes, Colour sense, Study of drapery, Proportions, aesthetic, Presentation.
 - 8 Capture editing with Final touch and design a calendar, Study presentation skills, layout sense, visual effects etc.
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INTERNAL EXAMINATION (COLLEGE EXAMINATION)

Practical Subjects

Story Board

2 Assignments (15 hours each)

Objectives of the practical:

- In the world of communication, student have to be aware about story boarding, hence subject has to be studied in detail
- To be a master in Animated, Sequential illustrations.
- To understand Story with creative content

Assignments:

1. Story Board of Television Advertisement (TVC) for FMCG (Fast Moving Consumer Goods). Like Toothpaste, Bath Soap, Washing Powder etc.
2. Story Board of Television Advertisement (TVC) for Service, like Transport Service, Post Office or Courier, Bank etc.