

UNIVERSITY OF PUNE

Proposed Revised Syllabus

To be implemented from AY 2013-2014 onwards

COURSE – BACHELOR OF FINE ARTS

(F.Y.B. F. A. – Applied Art)

University of Pune

Structure of Syllabus

To be implemented from the academic year 2013 -2014

1. Title of the course: :

Bachelor of Fine Arts (Applied Art)

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 has reduced distances. Many of our students aspire to seek admissions and jobs overseas, or even in India in multinational corporations. Thus there is an urgent need to elevate the syllabus to International levels, to facilitate easier transitions for Post Graduate Courses and Job prospects, overseas.

The syllabus needs revision in terms of preparing the student for the professional scenario with relevance to practical needs and requirements. The number of assignments also requires re-consideration with reference to learning objects for every subject and the time available. 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 expertise interaction will help to build a bridge between students and industry.

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, and yet the 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 expertise interaction will help to build a bridge between students and their future mentors from industry.

Objective: The first year will prepare the foundation in visual arts.

- To introduce the learners to history of visual communication and its basic concepts.
- To introduce the students to history, social and economic aspects of advertising
- To develop the skill and understanding of sketching and drawing from natural and manmade objects and structures in various medium like pencil, pen, ink, crayon, chalk, colour etc.
- To develop the sense of structure, and understand how forms achieve their structural unity through adherence to principals of physical nature of the material being observed and studied (e.g. Plants, insects, minerals etc).
- To develop the sense of observation and capacity to retain and recall images and their co-ordination.
- To understand and develop the skill of sketching and drawing from cast in various medium like pencil, pen, ink, crayon, chalk, colour etc.

- To introduce the basic visual elements of 2 D design with emphasis on basic fundamentals of 2 dimensional designs.
- Study of 2 dimensional spaces and its organization.
- To introduce the basic visual elements of 3 D design with emphasis on basic fundamentals of 3 dimensional designs.
- To develop the sense of structure, gravitational and mechanical principals.
- To introduce the student the history of writing, development of alphabets, various calligraphic schools and scripts.
- To develop beautiful handwriting, sense of letter form-simultaneous judgment of the composition of the letters spacing organization etc.
- To develop the capacity to use the traditional as well as modern tools.
- To impart to learners the knowledge of various typefaces and their utilization in various designs.
- To introduce the learners the meaning of graphic design, basics and its need in communication design.
- To acquaint the learners with various perspective drawing methods.
- To acquaint the learners with colour theory and its use in practical.
- To develop the skill and understanding for designing for a primary press layout.
- To develop the skill and understanding for designing for a primary poster design.

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

Annual Pattern

4. **Eligibility:**

First Year Bachelor of Fine Arts (Applied Art)

F.Y.B.F.A (Applied Art): Pass H.S.C. Examination Or Equivalent Examination from any stream (Arts/ Science/ Commerce) with minimum 45% aggregate marks(40% for reserved category) and clear **MH-AAC-CET** Entrance Exam conducted State of Maharashtra. The admissions shall be carried out by merit list prepared on the basis of marks obtained in the Common Entrance Test by Maharashtra Government.

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 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 papers 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

No subjects are optional. However T.Y.B.F.A and FINAL B.F.A have a choice/ option in elective subjects.

C. Question paper & papers etc.

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

Total of 5 question bearing 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

First 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* (Out of) | Annual Examination (Out of) |
|------------------------|--|----------------------|--------------------|------------------------------|----------------------|-----------------------------|
| For Examination | | | | | | |
| 1 | a.Theory of Communication Design b. Colour Theory | 60 30 | 06 05 | 03 | 40 | 60 |
| 2 | Theory of Media Studies | 60 | 06 | 03 | 40 | 60 |

• **Practical Subjects: Group II**

| 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 | 160 | 20 | 05 | 40 | 60 |
| 2 | Fundamentals of Design 2D Design | 120 | 15 | 10 | 40 | 60 |
| 3 | Fundamentals of Design 3D Design | 90 | 5 | 10 | 40 | 60 |
| 4 | Basic Calligraphy Lettering Typography | 120 | 12 | 05 | 40 | 60 |
| 5 | Signs and Symbols | 160 | 10 | 10 | 40 | 60 |
| 6 | Poster | 120 | 6 | 10 | 40 | 60 |
| Not for Examination | | | | | | |
| 7 | Photography | 40 | 06 | - | - | - |

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|-------|-----|----|--|--|---------------|
| | | | | | |
| Total | 960 | 92 | | | 320 + 480=800 |

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

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|----------------------------|--|--|--|
| | | <p>Aesthetics</p> <p>Colour Theory, Colour Systems (RGB, CMYK, Pantone) Elements and attributes colour</p> | <p>3. Development of advertising media (early and new age)</p> <p>4. Advertising in the digital era</p> <p><u>Aesthetics</u></p> <p>1. Rasashstra</p> <p>2. Elements and Principles of design</p> <p><u>Colour Theory</u></p> <p>1. Study of light and understanding of Prism</p> <p>2. Colour terminologies</p> <p>3. light colour theory</p> <p>4. Colour Wheel with reference with pigment colour theory</p> <p>5. Printing colour theory</p> <p>6. Pantone Colour System</p> <p>7. Colour perceptions in the cultural context</p> <p>8. Colour symbology in the global context</p> |
| | <u>Theory of Media Studies</u> | A history of communication media and its Development through the ages | <p>1. What is communication</p> <p>2. Gestures, images, objects, symbols</p> <p>3. Language and scripts</p> <p>4. Print media: Posters, newspapers, magazines, books</p> <p>5. Audio Visual Media : Radio, films, television</p> <p>6. Exhibitions, Retail space</p> <p>7. Direct marketing</p> <p>8. New age media: Interactive media, digital media</p> |
| PRACTICAL | | | |
| Skill Based Courses | <u>Drawing</u> | From your environment. | <u>Sketching- contour drawing, shading, rendering :</u> |
| | <u>Fundamentals of Design (2D Design & 3D Design)</u> | Elements of design: Form, shape, colour in composition and space | <p>1. Exercises in the same as 2D and half tone using basic shapes, contextual forms, abstract forms, pictorial and typographical elements (utilising principles of design)</p> <p>2. Material handling -From paper, card board to sticks, clay, wood etc all possible materials and crafting/constructing structures from the same with communication approach</p> |

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|-------------------------------------|--|--|---|
| | | | |
| | <u>Basic Calligraphy and Typography</u> | Construction of letter forms | <ol style="list-style-type: none"> 1. Basics of Calligraphy and typography Understanding the structure and proportion of type (Roman serif and sans-serif) 2. Typefaces and type variations Readability, Legibility 3. Writing tools 4. Exercise with words (communication value of typeface and words) |
| | <u>Perspective and geometry</u> | | <ol style="list-style-type: none"> 1. One point, two point and three point etc (Technical understanding) 2. Perspective studies from our environment in indoor and outdoor (objects and spaces) 3. Basic solid geometry |
| Communication Design Project | <u>Signs and symbols</u> | Semiotics and Visual Language Universal, cultural, contextual, Arbitrary Symbols, symbology Designing for contextual purpose | <ol style="list-style-type: none"> 1. Development of visual language for communication (simplification of forms) 2. Identifying and aligning with target audience 3. Designing an arbitrary symbol 4. Designing a set of contextual symbols |
| | <u>Poster Design</u> | Types of posters, indoor, outdoor Designing of Instructional, Social, Persuasive (Advertising related) | <ol style="list-style-type: none"> 1. Establishing content (Imagery and typography for poster design) 2. Identifying and aligning with target audience 3. Designing posters for informational/ promotional purpose 4. Cognisance with reference to material, print and production |
| | <u>Photography</u> | Basic Photography | <ol style="list-style-type: none"> 1. Understanding and handling of camera (Functions of a camera) 2. Camera controls : Aperture, shutter speed, focus 3. Basic lighting 4. Indoor and Outdoor |

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 University of Pune Norms.