

UNIVERSITY OF PUNE

Proposed Revised Syllabus

To be implemented from Academic Year 2014-2015 onwards

COURSE – BACHELOR OF FINE ARTS

(S. Y. B. F. A. – Applied Art)

University of Pune

Structure of Syllabus

To be implemented from the academic year 2014-2015

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 was done and 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 objectives 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 expert's 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 interaction with experts will help to build a bridge between students and their future mentors from industry.

Objective: The second year will prepare the advance in visual arts.

- 1) To understand advertising campaign planning –its structure and other aspects.
- 2) To understand media planning –traditional & new media in context to brand needs.
- 3) To enable students to plan a media mix for specific needs.
- 4) To inculcate the habit of sketching – indoor, outdoor in students.
- 5) To enhance sketching skills & techniques.

- 6) To develop drawing capability from life and human figure.
- 7) To develop various illustration techniques
- 8) To encourage students to experiment with different media & styles for illustration.
- 9) To enable students to develop handwork as well as digital rendering skills.
- 10) To enable students to understand the nuances of typography and various parameters of typography.
- 11) To enable students to understand the nuances of photography with reference to industrial, fashion, table top photography.
- 12) To understand light & exposure parameters in photographic compositions.
- 13) To understand camera controls and implementation of same in practical photography.
- 14) To enable students to undertake research for analyzing the relevant information regarding brand, its target audience etc., to arrive at Identify design solution.
- 15) To enable students to arrive at design solutions for merchandising needs.
- 16) To understand the press & magazine media of advertising and their design concerns as the communication media.
- 17) To understand brochure, folder, leaflet as media of communication and their design concerns.
- 18) To develop understanding of perspective from visual as well as technical aspects.
- 19) To understand various reproduction methods like offset & digital etc. with reference to practical implementation.

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

Annual Pattern

4. Eligibility:

Second Year Bachelor of Fine Arts (Applied Art)

Pass First 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 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

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

C. Question paper

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

Total five question having equal marks (12 marks each question)
(5 Questions 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

Second 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)Theory of Communication Design	50	06	03	30	55
	b)History of Art & Design (Indian & Western)- Concise	10	05		10	Only objective questions of 05 marks
Practical Subjects : Group II						
2	Drawing	100	10	5	40	60
3	Illustration	100	3	10	20	30
4	Typography	100	6	10	40	60
5	Photography	100	3	15	20	30
6	Visualization	100	4	10	40	60
7	User Interface Design	100	3	10	20	30
8	CD I (a) Identity Design	100	4	10	40	60
9	CD I (b) Communication Design - Media	200	6	10	60	90
	Total	960			320 + 480 = 800	

Detailed Syllabus

Theory Subjects : Group I				
Subject Category	Subject Name	Details	Justification	Marks
Theoretical Subjects	a)Theory of Communication Design	-Structure of campaign Planning -History of communication media (including new media) -Media Selection -Mix Media and its implementation	Definition, elaboration, objective or purpose, decisions, principles, influencing factors-prepare and present a case study for launching a new product. Principles of design, visualization concept-media-then and now, print to digital. Study of function and characterization of each. Creativity common research and motivation research	100
	b)History of Art & Design (Indian & Western)- Concise	Concise history of Indian Art (Cave painting, Ajanta, Ellora, Miniatures, Folk & Tribal art) Western Art (Prehistoric, Egyptian, Medieval, Byzantine, Gothic, Renaissance & High Renaissance	Student should acquire the knowledge of history of art & design so as to understanding its origin, development & modern days status	
Practical Subjects : Group II				
Skill Based Courses	Drawing	-Sketching- Time sketching (indoor/outdoor) -Life Drawing -Human figure -Drawing from life-Study of Human proportion. -Study of shade and light. -Study of people in different actions/ posed compositions in various environments/ costumes/character/ profession	Drawing forms the bases for communication expressions. Continues study through practice will not just build skills but create confidence for design articulations.	100
	Illustration	Study of various rendering techniques and styles in Illustrations. (Handling of mediums like charcoal, watercolor, photo inks etc.) - -Beginning from basic realistic illustrations to highly stylized explorations. -Series of illustrations for specific topics & identified target audience can be developed	Handling of various mediums & exploration of illustration techniques will build strong visual language which is needed in every form of communication design.	50
	Typography	-Typographic & calligraphic layouts (words/lines/paragraphs) -Spacing, kerning exercises	-Typography forms the visual articulation of copy content -Its theoretical & technical understanding becomes the base for	100

		<ul style="list-style-type: none"> -Understanding & preparing grids as a structure to establish conventional & dynamic layouts (ideally in Adobe In-design) -Layouts for print media and outdoor communication (understanding text and display fonts) -Info graphics for information based / thematic content -Layouts for v/c and poster/classified ads/certificates (or any other-covering varied types of layouts) 	typographic/calligraphic expression as a significant element of visual communication	
	Photography	<ul style="list-style-type: none"> -Handling of camera through relevant exercises -Studying light & environment (indoor/outdoor lighting-natural & artificial lighting system) -Tabletop photography for branded products/objects -Outdoor photography -Thematic compositions -Photo features on cultural and glamour 	<ul style="list-style-type: none"> -Photography forms yet another element of visual communication -Its theoretical technical & practical understanding & practice helps to build visual language required for visual communication 	50
	Visualisation	<ul style="list-style-type: none"> -To understand meanings of shapes & elements in designs -Expression of thoughts in simplified manner - Converting ideas into visual language -Design thinking based exercises - Building visual language for relevant subjects/issues/ brands for utilization to build communication design 	<ul style="list-style-type: none"> -Visualisation helps in the -Understanding & developing of conceptual thinking -understanding market research and planning accordingly, -Understanding how to create copy platforms -campaign planning for advertising & branding 	100
	User Interface	<ul style="list-style-type: none"> -Introduction to simple digital interfaces such as Phone apps, Kiosks, etc. -UI basics: nature, elements and characteristics and Principles: Consistency, Feedback, Memory load, Efficiency, Recoverability, User guidance; GUI Advantages, Disadvantages; Difference in Analogue vs. Digital 	<ul style="list-style-type: none"> User interface, as an effective way of interactive communication will facilitate- -Understanding of digital environment -Understanding difference between print & digital media -Study of various digital media 	50

		Presentation, Colour e.g. Icons, widgets, menus, Tools, simple website, Flash screens etc -Based on sound user study/content development /wireframes/page layouts with reference to navigation - Redesign a simple digital communication		
	CD I (a) Identity Design	-Analysis of existing Identity & Visual language -Refine an existing identity -Design new (hypothetical/live projects) -Research (The Company/ The target Group) -Nomenclature & Identity design and adaptations of the same over stationary -Single Identity -Series under umbrella brand -Identity usage specifications within user guidelines manual	Identity design generates -Understanding the brand / Company ideology, vision, and mission - Target audience or user study -- -Identifying visual language (typo, image or graphic, colour, elements) -Identify design process and adaptation to collaterals	100
	CD I (b) Communication media Design	-2 Indoor media – (Press/Magazine) -2 Outdoor media – (Poster/Hoarding) -One 3D Media – (Label/Packaging/Carry Bag)	Designing communication media generates -Learning through analysis -Contextual design application as per selected media - Significance of costing, space, location, restriction, flexibility. -Basic of paper size, types of folds and understanding of sequential design, and awareness of Print & Production -Understanding of information structuring using information hierarchy	150

Exam pattern subject wise

Theory Subjects : Group I							
Sr. No	Subject	Pattern of annual Exam	Exam Duration (Hours)	Description	Annual Examination Marks (Out of)	Class work Marks (Out of)	Total Marks
1	a)Theory of Communication Design	Written	03	80 % Subjective & 20% Objective questions	55	40	60
	b)History of Art & Design (Indian &	Written		Only objective questions	05		

	Western)						
Practical Subjects : Group II							
2	Drawing	Practical	5	Drawing from life	10 marks for rough work & 50 marks for final comprehensive	40	60
3	Illustration	Practical	10	Topic based explorations & final comprehensive	05 marks for rough work & 25 marks for final comprehensive	20	30
4	Typography	Practical	10	Topic based explorations & final comprehensive	10 marks for rough work & 50 marks for final comprehensive	40	60
5	Photography	Practical	15	Indoor shoot in lab (Material & lights will be provided) & its digital prints For rough work 05 hours & for lab work half an hour	05 marks for rough work & 25 marks for final comprehensive	20	30
6	Visualization	Practical	10	Topic based explorations & final comprehensive	10 marks for rough work & 50 marks for final comprehensive	40	60
7	User Interface Design	Practical	10	Interface plan sketches (5Hour) & digital outputs (3hours)	05 marks for rough work & 25 marks for final comprehensive	20	30
8	CD I (a) Identity Design	Practical	10	Topic based explorations & final comprehensive	10 marks for rough work & 50 marks for final comprehensive	40	60
9	CD I (b) Communication Media Design	Practical	10	Topic based explorations & final comprehensive	10 marks for rough work & 50 marks for final comprehensive	60	90
	Total					320	480

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

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 Wilmshuxt, 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.