

# University of Rajasthan Jaipur

#### SYLLABUS

## BACHELOR'S DEGREE IN VISUAL ARTS (B.V.A.)

B.V.A. (Foundation) Part-I Exam.	2016
B.V.A. Part-II Exam.	2017
B.V.A. Part-III Exam.	2018
B.V.A. Part-IV Exam.	2019

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#### किंडी फ्रामाप्त राजस्थान विश्वविद्यालय,जयपुर

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- गिष्टि के राज्य । भिष्ठ श्रीमानका मार्गुताप का अनुताप
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- किएला: भारती जय विजय करे
- 2. बादल राग -1
- 3. दिलेत जन पर कर्ग करुणा
- 4. फिर नम घन घहराये।
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Appendix I

### GENERAL ENGLISH

2014-15

Duration: 3 hrs.

Max. Marks: 100

Minimum Pass Marks: 36

#### The syllabus aims at achieving the following objectives:

- 1. Introducing students to phonetics and enabling them to consult dictionaries for correct pronunciation (sounds and word stress)
- 2. Reinforcing selected components of grammar and usage
- 3. Strengthening comprehension of poetry, prose and short-stories
- 4. Strengthening compositional skills in English for paragraph writing. CVs and job applications.

The Pattern of the Question Paper will be as follows:

# Unit A: Phonetics and Translation (20 marks) (10 periods) I Transcription of Phonetic Symbols (05) II Word Stress (05) III Translation of 5 sentences from Hindi to English (05) IV Translation of 10 Words from Hindi to English (05) Unit B: Grammar and Usage (20 marks) (10 periods)

I Transformation of Sentences

(05)

a. Direct and Indirect Narration

b. Active and Passive Voice





#### c. Interchange of Degrees of Comparison

II Modals (05)

III Sequence of Tenses (05)

IV Punctuation of a Short Passage with 10 Punctuation Marks (05)

Unit C: Comprehension (25 periods)

(30 marks)

Following Essays and Stories in *Essential Language Skills* revised edition compiled by Macmillan for University of Rajasthan General English B. A. /B. Com./B. Sc.

William Blake The Little Black Boy

Sujata Bhatt Voice of the Unwanted Girl

Ruskin Bond Night Train for Deoli

M.K. Gandhi The Birth of Khadi

J.L. Nehru A Tryst with Destiny

A.P.J. Abdul Kalam Vision for 2020

Five questions to be answered out of eight questions Two marks each based on 6 units of the prescribed texts

Five questions of 3 marks each to be answered from the given passage:

15 marks

1 Vocabulary question fro the given passage (at least 10 words): 5 Marks

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# Unit D: Compositional Skills (30 marks) (15 periods) I Letters-Formal and Informal (10) II CVs and Job Applications (10) III Paragraph Writing (10)

#### Recommended Reading:

- 1. Sasikumar, V., Dutta and Rajeevan, A Course in Listening and Speaking-I Foundation Books. 2005.
- 2. Sawhney, Panja and Verma eds. English At the Workplace, Macmillan 2003.
- 3. Singh, R.P. Professional Communication. OUP. 2004
- 4. Judith Leigh. CVs and Job Applications. OUP. 2004
- 5. Arthur Waldhorn and Arthur Zeiger, English Made Simple. Upa and Co.
- 6. Gunashekar ed. A Foundation English Course for Undergraduates. Book I, CIEFL, Hyderabad.
- 7. Quirk and Greenbaum: A University Grammar of English Longman, 1973

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#### COMPULSORY PAPER OF ENVIRONMENTAL STUDIES

Compulsory in I Year for all streams at undergraduate level For Exam 2015

Scheme of examination

Time

Min Marks

Max. Marks

3 hrs

36

100

This paper will contain 100 multiple choice questions. Each question will carry 1 mark.

Students should be encouraged to visit places of Environmental Importance including Natural and Manmade Habitat.

#### Note:

- 1. The marks secured in this paper shall not be counted in awarding the division to a candidate.
- 2. The candidates will have to clear this compulsory paper in three chances.
- 3. Non-appearing or absence in the examination of compulsory paper will be counted as a chance.

#### Unit.1: The Multidisciplinary nature of environmental studies

Definition, scope and importance- Relationship between Environmental Studies and other branches of science and social sciences.

Need for Environmental awareness, Environmental education in present day context.

#### Unit.2: Natural Resources and Challenges

- a. Natural resources and associated problems, Classification of resources: renewable resources, non renewable resources, classes of earth resources, resources regions: Definition and criteria, resource conservation.
- b. Forest resources: Use and over- exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- c. Water resources: Use and over-utilization of surface and groundwater, floods, drought conflicts over water, dams-benefits and problems.
- d. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticides problems, water logging, salinity, case studies.
- f. Energy resources: Growing energy need, renewable and nonrenewable energy sources, use of alternate energy sources. Case studies.
- g. Land resources: Land as a resource, Land degradation man induced Landslides, soil erosion and desertification.
  - Role of an individual in conservation of natural resources.
  - Equitable use of resources for sustainable lifestyles.

#### Unit 3: Ecosystems, Concepts, Structure, Functions and Types

- Concept of an ecosystem
- Structure and function of an ecosystem
- · Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types characteristics features, structure and function of the following ecosystem:
- a. Forest ecosystem, Tropical Temperate and Alpine Ecosystem
- b. Grassland ecosystem and Their Types
- c. Desert ecosystem with emphasis on Thar Desert
- d. Aquatic ecosystems(ponds, streams, lakes, rivers, oceans, estuaries) and Wet Lands

#### Unit 4: Biodiversity and its conservation

- Introduction Definition, genetic, species and ecosystem diversity
- Biogeographically classification of India
- Value of biodiversity :consumptive use, productive use, social ethical., aesthetic and option values
- Biodiversity at global, National and local level
- India as a mega-diversity nation
- Hot-sport of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered, Threatened and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity
- Red Data Book

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#### Unit 5: Environmental Pollution and Control Measures Definition

- Causes, effects and control measures of:
- a) Air Pollution
- b) Water Pollution
- c) Soil Pollution
- d) Marine Pollution
- e) Noise Pollution
- f) Thermal Pollution
- g) Nuclear Hazards
- Solid waste management" Causes, effects and control measures of urban and industrial wastes
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods earthquake, cyclone and landslides

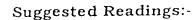
#### Unit 6: Social issues, Environment, Laws and Sustainability

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environmental ethics: Issues and possible solution.
- Climate change, global warming, acid rain ozone layer depletion, nuclear accidents and holocaust. Case studies
- Wasteland reclamation.
- Consumerism and waste product.
- Environmental Protection Act.
- Air (Prevention and Control of Pollution)Act
- Wild life protection Act
- Forest Conservation Act
- Biological Diversity Act
- Issues involved in enforcement of environmental legislation
- Public Awareness.

#### Unit 7: Human Population and the Environment

- Population growth, variation among nations
- Population explosion-Family Welfare Programme
- Environment and Human health
- Human Rights
- Value Education
- HIV/AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case Studies

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- 1. Chauhan, Surendra Singh. 2001. Biodiversity, Biopiracy and Biopolitics: The Global Perspectives, Kalinga Publications, New Delhi.
- 2. Chauhan, Surendra Singh. 2004. Environmental Protection and Management: From Stockholm to Rio and After, Kalinga Publications, New Delhi.
- 3. Diwan A.P. and Arora D.K.1995. **Hu**man Ecology Anmol Publication Pvt.Ltd., New Dclhi.
- 4. Dubey, R.M.1992. Human Ecology and Environmental Education, Chaugh Publications, Allahabad.
- 5. Goudie, Andrew. The Human Impact.
- 6. Husain Maxia. 1994 Human Geography, Rawat Publication, Jaipur.
- 7. Johnston, R.J.Ed. 1986 Dictionary of Human geography, National Publication, New Delhi.
- 8. Malik, S.L. and Bhattacharya D.K. 1986. Aspects of Human Ecology, Northern Book Center, New Delhi.
- 9. Mishra, R.P and Bhooshan, B.S. 1979. Human Settlements in Asia. Public, Polices and programmes Haritage publisher, New Delhi.
- 10.Nathawat, G.S.1985. Human Ecology, An Indian perspective, Indian Human Ecology Council, Jaipur.
- 11 Russel, Bartrand, 1976.Impact of Science of society Unwin, Publisher, Indian. (paper back).
- 12. Sinha Rajiv, 1996. Gloobal Biodiversity Ina., Shri publication, Jaipur.
- 13. Sinha Rajiv K., 1994. Development without Desertrction
- 14 Environmentalist, Jaipur. Sinha Rajiv K., 1996. Environmental Crises and Human at Risk, In A Shri Publication, Jaipur.
- 15. Smith, Dlanne, 1984. Urban Ecology, George Allen, London.
- 16. Swarnkar, R.C. 1985. Indian Tribes. Printwell publisher, Jaipur.
- 17. Tivy, Joy and O'Hugegreg, 1985. Human Impact on the Ecosystem Edinburgh George Allen Boyd.
- 18. United Nations Development Report, 1996. Human Development Report, 1996. Oxford University Press, Delhi.
- 19. Vannathony & Rogers Paul, 1974. Human Ecology and World Development, Flehum Press, New York.

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#### 4. ELEMENTARY COMPUTER APPLICATIONS

Theory: Max. Marks 60
Practical: Max. Marks 40

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Workload: Four Periods/Three hours per week

Question paper for Elementary Computer Applications, Compulsory Paper (common for B.A./B.Sc./B.Com. Part I) be so set that it has 120 multiple choice questions (bilingual) of  $\frac{1}{2}$  mark each. The question paper will be of the duration of 2 hours. The examinees will have to give their answers on OMR Sheet only to be provided by the University whose evaluation will be done based on OMR Scanning Technology. Further the practical examination for this paper will be of 40 marks and its duration will be of two hours.

The workload for this paper will now be as follows:
Theory Paper: Four Periods/Three Hours per week.

Practical: Three Periods/Two Hours per week.

Unit-1: Introduction to Computers and Related Terminology (Basic information only).

Hardware: CPU (Matherboard, Microprocessor, The Intel Pentium III, AMD and Cyrix), MMX Technology, System Clock Address Bus, Data Bus (PCI and EISA) Cache Memory, Processing Speed, Expansion Slots (Video Controller, Sound Cards, SCSI, Network Card), Memory-(Unit, RAM, ROM, EDO RAM, SD RAM), Input and Output Devices (Keyboard, The Standard keyboard Layout), Mouse, Printers (Dot matrix, Ink-Jet, Laser-Jet), Microphone, Speakers, Modem, Scanner, Density, Formatting, Boot Record, FAT, Folder Directory), Hard Disk Drive. CD ROM Drive (CD ROM Speeds), CD-R Drive, DVD Rom Drive, Tape Drive).

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Software: Introduction to Programming, Languages, System! Software (Operating systems and Utilities), Application Software (Word Processors, DBMS, Presentation Graphics, Browsers, Personal Information Managers) Introduction to Multilingual Wordprocessors.

Communications and Connectivity: Data Communication systems, Data Transmission (Serial, Parallel, bandwidth, Protocols), E- mail, FAX, Voice and Video massaging, Video Conferencing. Online Services, user connection (types), Networking of Computers (Node, Client, Serve, LAN, WAN), Using the network, The internet and the Web.

Unit-2: Operating System

(Working knowledge at Common Users Level Only) Overview of important DOS commands. Windows 98: Installation, Scandisk, Control Panel, Taskbar, Toolbars, Display, Settings (Background, Wallpaper, Screensaver, Desktop Themes). Files and Folder management, Window Explorer, Finding Files and Folders, Formatting Disks and Copying files, Printer Settings, Modem Installation, Mouse Installation, Adding and Removing Programs, Active Desktop Concepts, Winzip and its applications. Norton Antivirus and its use, Use of Calculator, Paintbrush, sinamp, MPEG Player and Windows Help.

Unit-3: Application Software

(Working knowledge at Common Users Level only) (a) Word Processing, Software MS Word, Entering, Editing and Formatting Text, Document Formats, (Page Size and Orientation, Headers and Footers, Columns and Sections, Page layout), Spelling and Grammar Checkers, Thesaurus, Find the Replace, Cut and Paste, Tables and Formatting tables, Mail Merge, Styles and Templates.

(b) Spreadsheet Program-MS Excel Entering data, Labels, Values, Dates, Formulas, Cell references, Formats, Functions, Templates, Charts and Maps, Analyzing data in a spreadsheet.

(c) DBMS-Microsoft Access Database, Entering data into the database. Creating Database tables, editing data. Viewing Records, Sorting records. Querying a database, generating reports.

Unit-4: The Internet and Online Resources (Working knowledge at Common Users Level Only) How the Internet work, Introduction to TCP/IP, IP and DNS address. Features of the Internet (E-mail, News, Telent, FTP, Chart, Channel, WWW, Online Services Bulletin Board Serv-

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necting to a PC to the Internet (Setting Dial up and Internet connection Wizard), Overviews o Internet Explorer 5 and features therein, use of search engines, surfing, creating and Use of Email, Awareness about e-commerce and its advantages.

Practical Max. Marks 40.

Workload: Four Period// Three hours per week. Course: Practical Training of Course content of Unit 2,3 and 4 of Theory syllabus.

The Practical examination will be of two hour duration. It will

consist of four small exercises testing the working knowledge of followings each carrying a weight as given below: Max. Marks 10

(1) Course content in Unit 2 of Theory

(2) Course content in Unit 3 (a) of Theory Max. Marks 10

(3) Course content in Unit 3 (b) of Theory Max. Marks 10

(4) Course content in Unit 3 (c) of Theory Max. Marks 10 ·

(5) Viva-Voce Examination Max. Marks 10 Condidectes are registerd to attempt any three exercises on of above maintend four exercises.

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 गद्य-संग्रह-राष्ट्रीय गौरव के चिन्ह- डॉ. हरिकृष्ण देवसरे प्रकाशक-नेशनल पिट्लिशंग हाउस, नई दिल्ली व्याकरण एवं रचना
 आधुनिक हिन्दी व्याकरण तथा रचना - लेखक कृष्ण विकल प्रकाशक-नेशनल पिट्लिशंग हाउस, नई दिल्ली
 सुबोध व्याकरण एवं रचना-सम्पादक-व्यथित हृदय-संशोकनकर्ती-प्रकाशक - श्रीराम मेहरा एण्ड कम्पनी, आगरा पाठ्य पुस्तक अंकों का विभाजन पूर्णाक : 100 व्याकरण : शब्द विचार, वाक्य विन्यास, वाक्य खण्ड, पद क्रम का ज्ञान तथा इनमें होने वाली सामान्य उटियों का ज्ञान।
(क) मुहावरों एवं लोकोवितयों का प्रयोग, वाक्यों में रिक्त स्थानों की पूर्ति, समान दिखने वाले शब्दों का अर्थ भेद अथवा वाक्यों में प्रयोग
(ख) पत्र लेखन अथवा निबंध गद्य संग्रह पुस्तकों पर आधारित प्रश्न व्याकरण से संबंधित प्रश्न (ख) पत्र लेखन अथवा निबंध रचना से संबंधित प्रश्न (क) लोकोवितयाँ मुहावरे बी.ए. प्रथम वर्ष लेखक कृषा विकल 7 ः प्रारम्भिक हिन्दी नकर्ता -डॉ.अम्बा प्रसाद सुमन Asso. Control Control 26 अंक 50 अंक 24 अंक अवधि : ३ घण्टे

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#### SCHEME OF EXAMINATION AND COURSE OF STUDY

#### BACHELOR'S DEGREE IN VISUAL ARTS (BWA):-PROFESSIONAL STREAM

- There will be three disciplines and the students can specialize in one of these disciplines.
  - 1. PAINTING
  - 2. SCULPTURE
  - 3. APPLIED ARTS
- The Specialization courses in the above said areas will be of three years duration. Total duration of the Under-Graduate course will be of four years, which includes one year of Foundation course.
- The entrance qualification for the Foundation Course will be the passing of the +2 or equivalent examination with minimum 48% marks.
- ❖ There will be an Entrance Aptitude Test at entry level for Poundation Course, which will examine the aptitude of the student for Visual Arts, and the admission will be strictly on merit of the aptitude test.
- Candidates have to choose their specialization subject while applying for the foundation course.
- Group discussions, Seminars, Workshops, Exhibitions, Study tour, Visit to Museums, Galleries, Other Visual art institutes, Studis, Professional set up are compulsory. Study tour is compulsory for all the students and they have to deposit Rs. 500/with the fees. Additional charges according to the actual expenses must be beard by the students.
- ❖ As BVA Course is a professional course, professionally qualified teachers will be assigned for practical and theory subjects.
- Scheme of Examination: The minimum marks required to pass the examination are 36% for theory and 40% for practical. Candidates securing 75% and above marks will be placed in Distinction. 60% to 74% 1st Division, 50% lind and 40% to 49 pass. The division will be calculated at the final year examination of the specialization course aggregating the marks of all the four years examinations.
- If the candidate fails to pass the English Hindi, Environmental studies and Elementery Computer application papers of the

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- 2. Inter-relationship of Fine Arts. Common elements and issues related to study of Fine Arts.
- 3. Creative process/Composition, Rhythm, Design, Style, Originality and the role of Tradition.
- 4. Fine Arts and Society, Fine Arts and Religion and Fine Arts and Nature.

#### Section-II Fundamentals of Visual Arts

- 1. Visual Arts, Nature and Scope
- Elements of Painting, Sculpture, Applied Arts and Print making. 'Shadang' the six anons of painting, form and space organization; form and content; two and three dimensional Arts; Pictorial Composition.
- 3. Style and Techniques in Visual Arts Tribal and Folk Arts, Classical and modern.
- 4. Analysis of a work of art and appreciation of art based on principals of criticism and philosophy.

#### Study

#### Nature Drawing:

- (a) To develop the sense of structure study, from any kind of forms in nature pots, plants, flowers, insects, shells etc. To understand how these forms achieve their structural unity through adherence to principles with physical nature of the material being observed and studied through various rendering media and techniques in various light conditions. Experience the method of using transparent colors (Watercolor, Waterproof Ink etc.) by studying nature and still life.
- (b) Drawing from human figure-mainly based on general form and gesture.
  - Drawing from object- Drawing from geometric forms, casts, drapery, still life groups etc. observed and studied in various rendering media and techniques in various light conditions. Introduction to Elements of perspective.
  - 2. Drawing from memory To develop the sense of observation and the capacity to retain and recall images and their co-ordination.
  - 3. Out door sketching-rapid sketching from any object from places like street's, markets, stations etc. and also from museum and zoo. Students should be exposed to such drawing made by master artists of different time.

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Foundation Course, shall be promoted to next class and the Elementary Computers application but paper must be cleared for a pass in B.V.A. Final Examination.

- ❖ No student will be allowed to proceed to the next higher class unless he/she passes the practical examination prescribed for the year.
- A candidate must clear the final year examination within a period of seven years from the date of admission to the first year of the course.
- Each student shall be required to attend not less than two third of the lectures delivered and not less than three fourth of the practicals held during each year of the course of study.
- Seat reservations are as per university rules.
- Maximum age limit for getting admission in B.V.A. Foundation course is 20 years.
- Students have to purchase their own Drawing board, Art materials and Tools.

#### B.V.A. Part-I (Foundation)

Subject-Theory	Мах.	Marks	1		Duration of Exam.	Teaching Hours
English	1	00	3	-36		100
Hindi	]	00	3	6	3 Hrs.	100
Environnmetal study	, 1	00	3	6	3 Hrs.	100
Computer Application	(60+4	0)=100	3	6	3 Hrs.	100
Fundamentals	100		36		3 Hrs.	100
of Visual Arts						
Subject-Practical	Internal Max.M.	1	Internal Min.P.M.			
Study	20	80	8	32	5 Hrs.	100
Composition	20	80	- 8	32	5 Hrs.	100
Design in Applied						
Art	20	80	8	32	5 Hrs.	100
3 D. Design	20	80	8	32	10 Hrs.	100
Print Making	20	80	8	32	10 Hrs.	100

#### Fundamentals of Visual Arts

This theory paper shall be divided into two sections I and II, and the students shall be required to attempt at least two question compulsorily from each sections. All question shall carry equal marks. Section-I General Study of Fine Arts

1. **Definition** Classification of arts, nature and scope of Fine Arts - Painting, Sculpture, Music Dance and Literature.



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Submission: Minimum two works in each category and daily minimum ten sketches.

Examination: Still Life arrangements of plants, flowers, geometric forms, dra peries etc. to be done in black and white on half in perial size paper.

#### Composition

Development of pictorial design into content oriented painting with representational aspect. Compositional exercises based on various types of objects (natural and man made) with a view to transform them into flat pictorial images. Developing and awareness of pictorial space, division of space & form. Developing an awareness of inter relationships of different shapes and forms-relative values. Activation of space through form and color.

Students should be made aware of color harmony by exposing them to the actual works of arts done in various periods and styles.

Experience of color as: Visual effects— What is light? What is color? Function of eye. Physical properties Hue: Value, Croma, Tint, Shade and Tone, Gray scale, Chromatic value. Scale and Color value scale. Color experience in: Primary (Pigment and light theory), Secondary tertiary quaternary, acrobatic, monochromatic, Poychromatic, High, Average and low, High average and low contrast. Experience in color harmonies; complimentary split. Double split complimentary. Analogous. Warm and cool naturalization of color. Optical illusion, Advancing and receding colors simultaneous and successive contract. Visual mixing. Experience in rendering methods.

Submission: Minimum Two Paintings on paper in Tempera media (Size)

Examination: Examination will be in tempera media on papersize.

#### Design in Applied Arts

Calligraphy: Basic discipline of beautiful hand writing, sense of letter form - Simultaneous judgement of the composition of letters spacing, organization- intuitive and logical planning of writing development of style.

A coordinated series of assignments of script writing with different types of tradition and modern tools. Students should be exposed to calligraphic examples of various traditional scripts, Basic type character (Roman, Gothic). Study of Two dimensional space and its organizational possibilities Elements of pictorials expression related to concepts of space and forms. Developing and awareness of pictorial elements such as points, line, shape, volume texture, light and color. Basic design problems. Study of various types of object

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(natural and man made) with a view to transform them into flat pictorial images. Developing and awareness of inter relationsinps of different shapes and forms relative values. Activation of space through form and color. Optical illusions. Handiling of various types of material for pictorial organization and rendering, such as: Pencil, Pen Brushes, Watercolors, Poster colour Pastel, Crayons, Inks. Cellophanes. Newsprints and other collage materials, gums and adhesives, Wax crayous etc. A coordinated serious of basic design problems with aesthetics and analytical approach.

Submission: Five works in calligraphy, and five works in Design (Size half imperial)

Examination: Examination will be conducted in design part only.

Design 3D

Introduction to three dimensional forms, observation of natural and man made objects. To develop sense of structure, Principles of composition and the study of the principles that holds the structure. Various manipulative methods of collecting forms and studying normal organizations. Compositional exercises with various materials like clay, paper, cardboard, thermo-cole, plaster of pairs, wood blocks and its combinations, so as to make the student familiary with structures, masses and valuation of the objects.

Submission: Two words in clay and three works in other materials. (size not less than 12)

Examination: Examination will be conducted only in clay.

B.V.A. Part-II Specialization Course in Painting

#### Print Making

Basic techniques in relief printing

Submission: 2(two) - Lino Cuts (Black and White) (size 8"×10" to 12"×18")

2(two) - Lino Cuts (Colour) (size 8"×10" to 1." ×18") 16 (Ten) Black and white lay outs in ink or conage.

Examination: Examination will be conducted in Unocut (Black & White)

Subject-Theory	Max.Marks Min. Pass Marks			Duration of Exam.		
History of Indian History of Wester		00 00	1	6	3 Hrs.	100
Subject-Practical		External		<u> </u>	į.	100
Portait Study	20	80	8	32	Submission	150
Composition	20	80	8	32	10 Hrs.	150
S'''l-life	20	80	8	32	10 Hrs.	150
' Making	20	80	8	32	Submission	150

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8") ge. ck Note: Submission work assessed by July of Examiners.

#### History of Indian Art

- 1 Harappan Culture: beginning on the Indus
- 2. Historical and religious origins
- 3. The Mauryan period: The first Imperial Art
- 4. The Shunga Dynasty : Chaityas, Viharas and Stupas
- 5. The Andhra period
- 6. The Kushan period: Gandhara and Mathura
- 7. The Gupta and Post: Gupta periods
- 8. South India: Pallavas, Cholas and Hoysalas
- 9. Medieval Period in North India
- 10. Islamic India: Architecture and Painting
- 11. Jain, Rajasthani and Pahari Painting

#### **Books Recommended**

- 1. History of Indian and Indonesian Art -By A.K. Coomaraswamy
- 2. A Concise History of Indian Art By Roy. C. Craven
- 3. A History of India -By R. Thapar
- 4. The Art of India By S. Kramrisch
- 5. The art of Indian Asia -By H. Zimmer

#### History of Western Art

- 1. The Ancient World (Magic and ritual The art of prehistoric man)
- 2. Egyptian Art (Old, Middle and New Kingdoms)
- 3. Greek Art (Archaic Vase Painting, Archaic sculpture, Architecture, Classical sculpture, Classical painting, Sculpture of the fourth century, Hellenistic Art etc.)
- 4. Roman Art (Architecture, Sculpture and Painting)
- 5. Early Art (Architecture, Sculpture and Painting)

#### **Books Recommended**

- 1. History of Art By H.W. Janson
- 2. Story of Art By Ernst. H. Gombrich

#### Portrait Study

Sustained study of Portrait from life, delineation of structural character of head, study of features and the study of light and shade. Use of different medias like pencil, pen, charcoal, crayons and ink.

Submission: Five works (size half imperial) Examination: There will not be any examination

#### Composition

Development of pictorial design into content oriented painting with representational aspect. Structure of composition, different ways of seeing and understanding things for the creation of a

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composition. Students should be exposed to various Schools of Modern Paintings.

Submission: Two works in Tempera media on paper (Size

Temperial)

Examination: A composition in tempera process (Size

Temperial)

#### Still-Life

Study of Still-Life in monochrome and color. Analysis of objects as line, form plane and light. Transformation of the objects into variety of simple and complex planes, tones and organization.

Submission: Minimum three Still-life studies. (Size-half impe-

rial)

Examination: Examination will be conducted in oil or water color.

Print Making

Composition based on visual world to be done in Graphic teach. Submission: 2 (Two) Wood Cut in color or black and white,

2 (Two) Etching black and white *Examination*: There will not be any examination.

B.V.A. Part-III Specialization Course in Painting

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S-bject-Theory	Max	Marks	<u></u>	. Pass arks	Duration of Exam.	,
andian And Wester Aesthetics	n 1	00	3	36	3 Hrs.	100
History of Western	f Western and 100			36	3 Hrs.	100
Fareastero	t .				1	
Subject-Practical		External	Internal	External		
Drawing	20	80	8	32	Sub-	150
Composition	30	120	12	48	15 Hrs.	300
Life-Study	20		80	15	hrs Its.	(150)
Computer Graphic	10	40	4	16	Sub-	JUO-

Note: Submission assesment by Jury of Examiners.

#### Indian And Western Aesthetics.

This theory paper shall be divided into two sections (I and II) and the students shall be required to attempt at least two question compulsorily from each sections. All questions shall carry equal marks.

#### Section-I Indian Aesthetics

1. An introduction to Indian Aesthetics and its brief historical background.



2. Concept of beauty based on ancient scriptures and their relevance to Art.

3. Bharata's Rasa theory and it's interpretations by major aestheticians of India like Loelata, Bhatt Nayak, Anandavardhana, Abhinavagupta.

Aesthetic theories of Anand K. Coomaraswami and Rabindranath Tagore.

#### Section-II Western Aesthetics

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Size

ize

The aesthetic theories of great western philosophers: Plato and Aristotle Kant. Hegal. Nietzche, Freud, Croce, Sartre etc.

2. History of Western and Fareastern art This theory paper shall be divided into three sections I, II and III, and the students shall be required to attempt at least One question compulsorily from each sections. All Question shall carry equal marks.

#### Section-I: The Middle Ages

- 1. Romanesque Art: Sculpture and Painting
- 2. Gothic Art: Sculpture and Painting

#### Section II: The Renaissance

- The Early Renaissance in Italy: Florence, Central and Northern Italy
- The High Renaissance in Italy: Sculpture and Painting
- 5. Mannerism and other Trends: Sculpture and Painting
- 6. The Renaissance in the North: Germany, Netherlands and France
- The Baroque in Italy, Germany, Holland, Spain, France and England Section-III The Fareastern

- (a) China: Sung dynasty. (Land scape Painting)
- (b) A Short note on Buddhist Icenography of early history in china & Japan (chou to five dynasty and Kampura)

#### Japan, Ukiyo-e School. Japan, Ukiyo-e School. H.W. Janson

- Story of Art- By Ernst. H. Gombrich
- 3. Art of China and Japan by G.K. Agrawal
- 4. Art of China and Japan Pelican Publication
- 5. Art of China and Japan Skira Publication
- 6. History of Far East by Sherman Lee.

#### Drawing

Analytical and creative drawing

Creative drawing from life, nature and objects with reference to

- Rendering it as complete work of art.
- Leading to individuality and technical competence

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Rendering techniques of dry and wet mediums.

Submission: Minimum five works dry and wet size imperiod mediums

Examination: There will not be any examination.

#### Composition

Analytical study of objective forms to thematic development in painting. Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood. Exploration of various possibilities of expression like distortion, dramatization, simplification etc. water colour on program.

Submission: Minimum five works in tempera or Acrylic and Oil on canvas

Examination: Examination will be conducted in Oil or Acrylic on canvas size-imperial.

#### Life Study

Study from life model with view to exploring various application methods and rendering techniques. Critical Study of works of great masters. Exercise in organization and rendering techniques.

Submission: Minimum five works in Oil on Canvas

Examination: Examination will be conducted in Oil on Canvas size-imperial.

#### Computer Graphic

Students have to study multi-media and the use of computers. For this, basic course in computer and multimedia has to be followed.

Submission: Minimum one CD of the assigned work.

Examination: There will not be any examination B.V.A. Part-IV Specialization Course in Painting

Subject-Theory	Max.	Marks		. Pass arks	Duration of Exam.	1
Indian Modern and	100		36		3 Hrs.	100
Contemporary Art						
Western Modern Ar	t 10	00	3	66	3 Hrs.	100
Subject-Practical	Internal	External	Internal	External		
Drawing	10	40	4	16	Sub-	100
Composition	30	120	i2	48	15 Hrs.	300
Life-Study	20	80	8	32	15 Hrs.	150
Print Making	20	80	8	32	Sub-	150

Note: (i): Submission work assessed by Jury of Examinors.

(ii): Submissions must be displayed at the time of valuation.

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Indian Modern and Contemporary Art

This theory paper shall be divided into three sections I, II, III and the students shall be required to attempt at least One question compulsorily from each sections. All questions shall carry equal marks.

#### Section-I

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- 1. Company Style (Patna School)
- 2. Kalighat Pat Painting
- 3. Raja Ravi Verma
- 4. Bengal School (-
- 5. Amrita Shergil
- 6. Binod Behari Mukherjee
- 7. Rabindra Nath Tagore
- 8. Jamini Roy

#### Section-II

- 1. Delhi Shilpi Chakra: Bhavash Sanyal, Siloza Mukherjee, Ram Kumar and others.
- 2. Culcutta Group: Nirodh Mazumdar, Rathin Mithra, Gopal Ghosh, Parithosh Sen.
- 3. Bombay Progressive Art Group: Suza, Raza, M.F. Hussain K.H. Ara, K.K. Hebbar
- 4. Madras School: K.C.S.Panikar.

#### Section II 1

Independent developments in contemporary Indian Painting and Sculpture.

K.G. Subramanyan, Bhupen Khakhar, Satish Gujral, N.S. Bendre, Palsikar Gaitonde, Akber Padmsee Krishna Khanna, Swaminathan, G.R. Santosh Rampeople Vijay Vargia, Kripal Singh Shankhawat. She Khauat

Karmarkar, Moitra, Deviprasad Roy Chowdhary, Ramkinker viz, BIJ Pradoshdas Gupta, Dhanjaj Bhagat, Sanko Chowdhary, Mohendra Pandya, P.V. Janaki Ram, Balbir Singh Katt, Pilloo Puchkanwalla, Raghav Kanaria, Smnath Hore. Somman by those

#### Western Modern Art

- 1. Neoclassicism and Romanticism: Painting and Sculpture
- 2. Realism: Gustave Courbet, Millet .....
- 3. Impressionism : Manet, Monet, Degas, Renoir .....
- 4. Post-Impressionism: VanGogh, Gauguin, Cezanne, Georges Seurat.
- 5. Fauvism : Henri Matisse, Andr'e Derain, Murice Vlaminck.
- 6. Expressionsim:

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'The Bridge School' - Kirchner, Heckel, Schimidt - Rottluff, Nolde, Pechstein and Otto Muller.

'Blaue Reiter' - Kandinsky, Javlensky, Franz Marc, August Macke, Paul Klee. Individual Artists - Oskar Kokoschka, Rouault, Chagall, Soutine, Sutherland.

7. Cubism: Picasso, Braque, Juan Gris.

8. Purism and Orphism

- 9. Futurism : Boccioni, Balla, Severini, Russolo, Calo Carra
- Dada and Surrealism: Duchampm, Picabia, Ball, De Chirico, Breton, Max Ernst, Arp, Miro, Tanguy, Masson, Dali.

11, Supermatism: Malevich

12. De Stijl: Pict Mondrian and Theo Van Doesburg

13. Constructivism : Tatlin, Rodchenko, El Lissitzky.

- 14. Abstract Expressionism: Newman, De Kooning, Clayfford Still, Rothko, Robert Mothewell, Arshile Gorky, Hans Hofmann.
- 15. Kinetic Art : Gabo, Pevsner, Moholy-nagy, Alexander Calder.
- 16. Pop Art: Hamilton, Oldenburg, David Hockney, allen Jones, R.B. Kitaj
- 17. Op Art:
- 18. Conceptual Art
- 19. Post Modernism
- 20. Important Individual Sculptors: Rodin, Brancuci, Giacometti, Marino Marini, Henry Moore etc.

#### **Books Recommended**

- 1. Concepts of Modern Art By Nikos Stangos
- 2. ART. A History of Painting. Sculpture. Architecture By Frederick Hartt.
- 3. History of Modern Art By H. H. Arnason
- 4. Mainstreams of Modern Art by John Canaday
- 5. A Concise History of Modern Painting / Sculpture by Herbert Read

#### **Drawing**

Creative drawing and study of various international trends Drawing from life, nature, Icons and other objects. Emphasis will be given to the development of personal style of drawing. Submission Minimum five works in monochrome. Size-Imperial

Examination: There will not be any examination.

#### Composition

Students should be initiated to develop their own individual technique for organizing and rendering the picture. Scope should be given to develop their own individual style and philosophy.

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Submission: Examination:

Minimum five works in Oil/Acrylic on Canvas Examination will be conducted in Oil/Acrylic

on canvas. Size-Imperial

Life Painting

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ust

Anotomical and surface study of models of different age group and sex.

Submission: Examination: Minimum five works in Oil/Acrylic on Canvas Examination will be conducted in Oil/Acrylic

on canvas. Size-Imperial

Print Making

Students should be initiated to develop there own individual technique for organizing and rendering the picture. Scope should be given to develop there own individual style and philosophy. Use of Computer graphic may be adopted and mixed with the traditional techniques of Print making.

Submission:

Minimum Two Lithograph in black and white. Two Etching in color or Two Silk Screen prints

in color.

Examination: There will not be any examination.

B.V.A. Part-II Specialization Course in Sculpture

Subject-Theory	Max.	Marks	1	Pass arks	Duration of Exam.	
History of Indian A	00	3	36		100	
History of Western	Art 1	00	] 3	6	3 Hrs.	100
Subject-Practical	Internal	External	Internal	External		
Drawing	10	40	4	16	<del>`</del>	100
Study in Clay	20	80	8	32	15 Hrs.	150
Composition	30	120	12	48	15 Hrs.	. 300
(With moulding and						
casting)				1		
Terracotta and .	20	80	8	32	Assese	150
Ceramics					ment	

Note: Submission assessment by July of Examinars. History of Indian Art.

1. Harappan culture: beginning on Indus

2. Historical and religious origins.

The Mauryan period: The First Imperial Art

The Shunga Dynasty: Claityas, Viharas and stupas

The Andhra Period

The Kushan period: of Gandhara and Mathura

The Gupta and Post: Gupta Periods.

8. South India; Pallavas. Cholas and Hoysalas

Medieval Period in North India

10. Islamic India; Architeture and Painting

11. Jain, Rajasthani and Pahari painting

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Books Recommended

1. History of Indian and Indonesian Art - by A.K. Coomaraswamy

- 2. A Concise History of Indian Art by Roy. C. Craven
- A History of India By R. Thapar
- 4. The Art of India By S. Kramrisch5. The art of Indian Asia By H. Zimmer

#### History of Western Art

- 1. The ancient World (Magic and ritual The art of prehistoric
- 2. Egyptian Art (Old, Middle and New Kingdoms)
- 3. Greek Art (Archaic Vase Painting, Archaic sculpture, Architecture, Classical sculpture, Classical painting, Sculpture of the fourth century, Hellenistic Art etc.)
- 4. Etruscan Art
- 5. Roman Art (Architecture, Sculpture and Painting)
- 6. Early Christian and Byzantine Art

#### **Books Recommended**

- 1. History of Art By H.W.Janson
- 2. Story of Art By Ernst. H. Gombrich

#### **Drawing**

Black and White study of the structure of the human body and its articulations by using pencil, charcoal, ink etc.

Submission: Minimum 5 (Five) studies.

Examination: There will not be any examination.

#### Study in Clay

Study of human body parts like head, leg, hand, eye, nose etc. and study of birds and Animals in clay. Understanding of Structure and propositions.

Submission: Minimum 6 (six) Studies in Plaster east

Examination: Will be only in clay.

#### Composition

Compositional exercises based on studies of natural and manmade objects, on human and animal forms and on local scenes giving emphasis to space arrangements. Students will be introduced with the moulding and casting tech. So that they can convert their compositions in to permanent materials, like plaster cement etc. Submission: Minimum 6 (81x) compositions in plaster/ce-

ment (size prox. 18")

Examination: Will be only in clay.

#### Terracotta and Ceramics

Students will be introduced with the basic terracotta and ceramic techniques like Coil, Slab and hollowing methods of

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making terracotta, different kinds of glaze techniques of ceramics and different Kline firing techniques.

Submission:

Minimum 5 (five)words done in three different methods of Terracotta and Ceramics (size

approx. 12" to 18")

Examination: There will not be any examination B.V.A. Part-III Specialization Course in Sculpture

Subject-Theory	<b>,</b>		Duration of Exam.			
Indian And Western Aesthetics	100		36		3 Hrs.	100
History of Western	-	00	36		3 Hrs.	100
And Far Eastern Ar		·		,		
Subject-Practical	Internal	External	Internal	External	'	
Study in clay II		]			]	
(A&B)	20	80	8	32	15 Hrs.	150
Composition (With	30	120	12	48	15 Hrs.	300
molding and casting	)				<b>1</b>	
II (A&B)						
Wood and Stone	20	80		32	Submi-	150
Carving (B)					ssion	
Ceramic Mural (B)	10	40	4	16	Submission	100

Note: Submission assesed by Jury of Examinars.

#### Indian And Western Aesthetics

This theory paper shall be divided into two sections I and II and the students shall be required to attempt at least One question compulsorily from each sections. All question shall carry equal marks.

#### Section-I Indian Aesthetics

- 1. An introduction to Indian Aesthetics and its brief historical background.
- 2. Concept of beauty based on ancient scriptures and their relevance to Art.
- 3. Bharata's Rasa theory and it's interpretations by major aestheticians of India like Loelata, Bhatt Nayak, Anandavardhana, Abhinavagupta.
- 4. Aesthetic theories of Anand KacCoomaraswami and Rabindranath Tagore.

#### Section-II Western Aesthetics

The aesthetic theories of great western philosophers: Plato and Aristotle, Kant, Hegal, Nietzche, Froid, Croce, Sartre etc.

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#### History of Western and Far Eastern Art

This theory paper shall be divided into three sections I, II and III and the students shall be required to attempt at least One question compulsorily from each sections. All question shall carry equal marks.

#### Section-I: The Middle Ages

- 1. Romanesque Art : Sculpture and Painting
- 2. Gothic Art : Sculpture and Painting

#### Section-II: The Renaissance

- 3. The Early Renaissance in Italy: Florence, Central and Northern Italy.
- 4. The High Renaissance in Italy: Sculpture and Painting.
- 5. Mannerism and other Trends :Sculpture and Painting.
- 6. The Renaissance in the North: Germany, Netherlands and France
- 7. The Baroque in Italy, Germany, Holland, Spin, France and England

#### Section-III The Far East

- 8. China: Sung Dynasty
- 9. Japan: Edo-ukiyo-e School

#### Books Recommended

- 1. History of Art- by H.W. Janson
- 2. Story of Art- by Ernst. H. Gombrich
- 3. Art of China and Japan by G.K. Agrawal
- 4. Art of China and Japan Pelican Publication
- 5. Art of China and Japan Skira Publication
- 6. History of Far East by S. Herman Lee.

#### Study in Clay (Paper-II)

- 1. Portrait study: Detail study of portrait of models of different age group.
- 2. Antique study: detail study of antiques of different places.
  - Submission: Minimum four life size portrait study and two antique study in any permanent material.
  - Examination: Examination will be conducted only for portrait study in clay.

#### Composition (With molding and casting)

- 1. Composition in round: composition based on studies from the nature and environment. Emphasis must be given to Monumental and environmental sculptural methods.
- 2. Composition in relief: Students will be introduced with the basic relief techniques.
- 3. Technique of flexible mould making and casting
- 4. Process of piece moulding and casting.

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Submission: Minimum three works in round (size 1.5ft to

2.5 ft) and two works in relief (size 1.5ft to 2.5ft) all in permanent material done in differ-

ent methods.

Examination: The examination will be in clay only.

Wood and Stone Carving

Students will be introduced with different carving methods and tools, different kinds of wood and stone and its possibilities in sculpture.

Submission: Minimum One work each in wood and stone,

size minimum 1.5 ft in any one direction.

Examination: There will not be any examination.

Ceramic Mural

Students will be introduced with different kinds of clay preparations, advanced glaze techniques of ceramics and different Kline firing techniques.

Submission:

Minimum three works properly glazed and

framed (size 1.5ft to 2.5ft)

Examination: There will not be any examination. B.V.A. Part-IV Specialization Course in Sculpture

Subject-Theory	Max.	Marks	Min. Pass Marks		Duration of Exam.	
Indian Modern and	}(	100		36		100
Contemporary Art						
Western Modern Art	1.0	00	3	6	3 Hrs.	100
Subject-Practical I	nternal	External	Internal	External		
Life Study	20	80	. 8	32	15 Hrs.	150
Composition (With	30	120	12	48	20 Hrs.	300
molding and casting)						
Metal casting	20	80	- 8	32	Submi	150
Computer Graphic					ssion	
	10	40	4	16	Submission	100

Note: Submission assesed by Jurg of Examination.

Important Note: Submission must be displayed at the time of valuation Indian Modern and Contemporary Art.

This theory paper shall be divided into three sections I, II and III and the students shall be required to attempt at least One question compulsorily from each sections. All question shall carry equal marks.

Section - I

1. Company Style (Patna School)

Ralagijan kand Panari painting

-Server Server Verlands

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- 2. Kalighat Pat Painting
- 3. Raja Ravi Varma
- 4. Bengal School (Abanindra Nath Tagore, Nandalas Bose and others)
- 5. Amrita Shergil
- 6. Binod Behari Mukherjee
- 7. Rabindra Nath Tagore
- 8. Jamini Roy

#### Section-II

- 1. Delhi Shilpi Chakra: Bhavash Sanyal, Siloza Mukherjee, Ram Kumar and others.
- 2. Culcutta Group: Nirodh Mazumdar, Rathin Mitra, Gopal Ghosh, Parithosh Sen.
- 3. Bombay Progressive Art Group: Suza, Raza, M.F. Hussain, K.H. Ara, K.K. Hebbar
- 4. Madras School : K.C.S. Panikar.

#### Section-III

Independent developments in contemporary Indian Painting and Sculpture.

K.G. Subramanyan, N.S. Bendre Palsikar Gaitonee Akbar Padnise Krish Khanna Swaminatha G.R. Santosh Ramgopal Vijay Vaigia Kripal Singh Shekhawat, Bhupen Khakhar, Satish Gujral Karmarker, Moitra, Deviprasad Roy Chowdhary, Ramkinder vaiz, Pradoshdas Gupta, Dhanraj Bhagat, Sanko Chowdhary, Mohendra Pandya, P.V. Janaki Ram, Balbir Singh Katt, Pilloo Puchanwalla, Raghav Kanaria, Somnath Hore.

#### Western Modern Art

- 1. Neoclassicism and Romanticism: Painting and Sculpture
- 2. Realism: Gustave Courbet, Millet .....
- 3. Impressionism: Manet, Monet, Degas, Renoir .....
- 4. Post-Impressionism: VanGogh, Gauguin, Cezanne, Georges Seurat....
- 5. Fauvism: Henri Matisse, Andr'e Derain, Murice Valminck
- 6. Expressionism:
  - 'The Bridge School' Kirchner, Heckel, Schimidt-Rottluff, Nolde, Pechstein and Otto Muller.
  - 'Blaue Reiter' Kandinsky, Javlensky, Franz Marc, August Macke, Paul Klee. Individual Artists Oskar Kokoschka, Rousault, Chagall, Soutine, Sutherland.
- 7. Cubism: Picasso, Braque, Juan Gris.
- 8. Purism and Orphism
- 9. Futurism : Boccioni, Balla, Severini, Russolo, Calo Carra.

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- 10. Dada and Surrealism : Duchamp, Picabia, Ball, De Chirico, Breton, Max Ernst, Arp, Miro, Tanguy, Masson, Dali.
- 11. Supermatism: Malevich
- 12. De Stijl: Piet Mondrian and Theo Van Doesburg
- 13. Constructivism: Tatlin, Rodchenko, El Lissitzky
- 14. Abstract Expressionism: Newman, De Kooning, Clyfford Still, Rothko, Robert Motherwell, Arshile Gorky, Hans Hofmann.
- 15. Kinetic Art; Gabo, Pevsner, Moholy-nagy, Alexander Calder
- 16. Pop Art :Hamilton, Oldenburg, David Hockney, Allen Jones, R.B. Kitaj.
- 17. Op Art:
- 18. Conceptual Art
- 19. Post Modernism
- 20. Important Individual Sculptors: Rodin, Brancuci, Giacometti, Marino Marini, Henry Moore etc.

#### **Books Recommended**

- 1. Concepts of Modern Art By Nikos Stangos
- 2. ART. A History of Painting. Sculpture. Architecture By Frederick Hartt.
- 3. History of Modern Art- By H.H. Arnason
- 4. Mainstreams of Modern Art- By John Canaday
- 5. A Concise History of Modern Painting/Sculpture By Herbert Read.

#### Life Study

Study and creative construction of human body with structural analysis. Different characteristics and proportions of male, female and child models.

Use of materials like plaster or cement direct on armature.

Submission: Minimum Four full life studies in any permanent material. (size-minimum 2.5 ft to 3 ft)

Examination: Examination will be only in clay

#### Composition (With molding and casting)

Developing individual expressionistic qualities. Training in the ability to integrate various visual data and to use various materials with professional competence.

- 1. Composition in clay suited for a particular medium.
- 2. Creative composition in direct method like welded, assembled and arranged sculptures and Sheet metal (Copper, Brass and Iron) works.
- 3. Sculpture in synthetic material such as plastic, fiberglass, epoxy resin etc.

Submission: Minimum five composition done in different

in Philippe Calculate Paintin

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methods and materials.

Examination: Examination work done in clay must be casted

in plaster of paris.

#### Metal casting

1. Modeling in wax for lost wax casting (Cireperdue)

2. Investment in Indian and Italian Methods.

3. Practice of burnout process and casting

4. Post-casting finishing and application of Patina

5. Sand casting process

Submission: Minimum three works done in different meth-

ods (size not less than 9")

Examination: There will not be any examination.

#### **Computer Graphics**

Course in multimedia/computer Graphics

Submission: Minimum one CD of the assigned work Examination: There will not be any examination.

B.V.A. Part-II Specialization Course in Applied Arts

Subject-Theory	Мах.	Marks	1	. Pass arks	Duration of Exam.	Teaching Hours
Advertising Art And	l	100		36 .		100
Ideas.I History of Art and Design (Aesthetics)	1	00	3	36	3 Hrs.	100
Subject-Practical	Internal	External	Internal	External	[	
Graphic Design.I	50	200	20	80	10 Hrs.	300
Drawing	10	40	4.	16	10 Hrs.	150
Photography and	10	40	4	16	Submission	150
Reproduction						
technique I						
Com. Graphic	10	40	4	16	Submission	100

Note: Submission assessed by Jurg of Examinars.

#### Advertising Art And Ideas (Paper-I)

6. Introduction to advertisement: Village economy - Post Industrial revolution Economy, Advertising Mass Production and Transportation-advertising - A part of marketing-direct and indirect Advertising description of advertising- quality of modern advertising man- Advertising and publicity-definition of advertising- advertising as an Art, a science, a business and profession Advertising to sell ideas to a nation, advertising for urban and rural communication, prestige advertising and testimonial

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advertising.

7. History of Advertising: Pre-Printing period-prior to the 15th century, Early printing period from the 15th C to 1840, Period of extension from 1840 to 1900, period of consolidation- from 1900 to 1925, Period of scientific development from 1925 to 1945, Period of business and social integration from 1945 to the present.

The social and economic aspects of advertising: Advertising business offers employment. Advertising promotes freedom of the press. Function of Advertising-Information, assurance, convenience, freedom of choice, Buyers guide. Is the cost of advertising justifies? Advertising creates demand and consequently in crease the sale. Advertising affects buying habits of people and Advertising reduce selling cost Advertising tries to rise the standard of living. Advertising can reduce selling price and improve the quality of products- Advertising creates employment Advertising establishes reputation and prestige. Truth in advertising. Advertising tries to rise the standard of living. Role of advertising in society.

History of Art and Design (Aesthetics)

1. The Nature of Art, What is Art ? is Art necessity? Purpose and function of Art. Essay- The popular-Art/ Fine-Art Dialogue.

2. Art and experience: Perception and awareness, Looking and seeing, Visual thinking, Art and beauty, Aesthetic, Creativity, Children Art, Folk Art and Naive Art, Trained Artists.

3. The language of Visual experience-Visual experience, Visual Communication, Form and content, seeing and responding to form, iconography.

Visual elements: Line, shape, Mass, Space, Time and motion, Light, Color, Texture and pattern.

Principle of Design: Unity and Variety, Balance, Emphasis and subordination, Directional forces, Contrast repletion Rhythm, Scale and Proportion. Design summary.

6. Style. Formal and Expressive styles Cultural styles. Group styles,

#### Books recommended:

The Advertising Hand book - By Dell dennison

2. Advertising- By Roderick White

Advertising Art and Ideas- By G.M. Rege

4. Visual imagination- By Bruce D. Kurtz

5. Design in the Visual Arts- By Ray R. Behrens.

Advanced Illustration and Design- By simon Jennings

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- 7. Introduction to Typography- By Terry Jeavons and Michael Beaumont.
- 8. Modern Lithography- By Ian Faux.
- 9. Graphic Design and Reproduction Technique- By Peter Croy
- 10. Advertising- its role in modern marketing- By S.W. Dunn.

Graphic Design (Paper-I)

- 1. Design: Study of negative & positive space, line and exercise with basic shapes and texture in relation to the space Communication design: Designing of logoes, signs, monograms, symbols, tags, shopping bags, labels, stickers, novelties, gift articles, book jackets, record jackets, public relation promotion materials.
- 2. Lettering: Calligraphy/typography: Detailed study of one of the various calligraphic schools (European, Indian scripts, Gothic, Humanistic, Rounded brush point) Principles of Typography; Design, suitability, legibility and readability of printed matter. Study of typographic measurements and specifications.

Submission: Minimum fifteen works

Examination: Examination will be conducted only in Graphic

Design

#### Drawing (Paper-I)

- (a) Drawing from life: Full figure study, Portrait study, rendering in pencil, monochrome, color and ink. Anatomy Study of muscles, bones of human body.
- (b) Illustration: Product rendering, drawing from nature- observation and rendering in different media. Memory drawing- Rendering from environmental events.
- (c) Outdoor Study: Outdoor sketching with specific purpose. Architectural, Man made and natural objects. Project study in depth of man made and natural objects: Animal, Tree, Flowers, Textiles, Furniture etc. Study of any one specific subject through out the year.

Submission:

Minimum two Life studies, (Size- full imperial), Three portrait study (Size-half imperial).

Minimum five each in Illustration and Outdoor study) Size-half imperial)

Examination: Examination will be conducted only in Portrait

study. (Size-half imperial)

#### Photography and reproduction Techniques (Paper-I)

1. Photography

(a) Portraiture. (b) Product Photography. (c) Dark room practice- inlarging. Brimide printing. (d) Photo grams, Toning.

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Victory of

Reproduction Techniques.

Silk screen Printing- Study of equipments and materials for screen printing, Study of different printing methods- Stencils, Bolting of cloth. Types of lnks and solvents and stretching bolting cloth on frame. Exercise in monochrome and color printing.

Submission:

For Photography Minimum ten works in single color (Size 7"×9"/8×10") And five works in

Silkscreen technique

Examination: There will not be any examination.

Computer Graphic (Paper-I)

Computer Hardware and basics, Computer aided illustration (Corel Draew) Using the Menus, Standard tool bar, Property bar and Dialogue boxes Drawing lines of all shapes and sizes creating and manipulating text selecting objects, filling objects, outline objects, object ordering, layers and the object manager founding breaking apart, grouping un grouping, separating and converting to curves/weld, intersection and trim.

Aligining distributing copying, pasting and cloning.

Envelop and perspective, extending, blending & contouring.

Lens transparency and power clip

Color management scanning and auto tracing importing and opening, files, exporting and saving files.

Page setup: Printing, styles, Templates and scrap books creating custom, Arrowheads patterns, symbols and line styles. Fonts and fonts formats

Corel draw and the internet setting options and customizing the user interface.

Automation of Corel draw.

Using paint and text tools.

Submission: Five Illustrations done in Corel draw (Size A4)

Examination: There will not be any examination.

B.V.A. Part-III Specialization Course in Applied Arts

Subject-Theory	Мах.	Marks	1	. Pass arks	1	ration Exam.	Teaching Hours
Advertising Art and	1	00	3	36	3	Hrs.	100
Ideas.ll History of Art and Design (Photography	of Art and 100				3	Hrs.	100
and reproduction	<b>Y</b>						
techniques							
	Internal	External	Internal	External		1	
Graphic Design II	50	200	20	80	10	Hrs.	300
Drawing II	10	40	4	16	10	Hrs.	150

Still Marian Color Panar panning

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Photography and	10	40	4	16	Submission	150
Reproduction				l.	[	
technique II						
Com. Graphic	10	40	4	16	Submission	100

Note: Submission assessed by July of Examinars.

Advertisement Art and Ideas (Paper-II)

- 1. Introduction: What is communication: Its evolution. Its rightful place in society, verbal and non-verbal communication. Audio and visual communication. The communication "Formula". The purpose of communication. A historical and chronological survey of the evolution of various media of visual communication till present day.
- 2. Pictures Cave Painting
- 3. Objects Arts Facts- Iconography.
- 4. Science and symbols.
- 5. script evaluation, Calligraphy
- 6. Outdoor poster.

#### Research and Planning

7. Marketing and market research:

The nature and scope of marketing. The nature and scope of market research and product. Market research and Production Market research and the market. Market research and marketing policies and methods. Market research and channels of distribution. Market research and selling performance. Market research and advertising. Market research and Product development. Motivation research Brand name and brand image.

8. Compaign planning:

What is campaign? What is compaign planning? Campaign objective. Factors influencing the planning of an advertising campaign. Three main decision in campaign planning. Three basic principles of campaign planning. Importance of unity and continuity. The Advertising appreciation. Matching competitors allocation requirements. Requirement to fulfill the objectives. Launching a new product, testimonial advertising and their importance.

9. Selection of Advertising Media:

Selection of appropriate media plan, How selection of media made? evaluation of media. The character of medium, the atmosphere of the medium. The quantity and cost of the medium. The flexibility of medium. The size and the position in the medium. The dynamism of the media. The major media analysis. News papers, Magazine, Trade Journals, Outdoor advertis-

ing. Poster, Film, Cinema slide, Radio, Television. Exhibitions and Demonstrations, Window display. Merchandising Media and point of sale materials. Direct mail. Print media. Special media. Mix for rural advertising.

#### . History of Art and design

(Photography and reproduction techniques)

Methods of reproduction:

a. Principle and development of relief printing process.

b. The mechanics of Typography. Movable type. Hand composition. Lino type. Mono type. Photo composition.

c. Camera. The Process Camera. Lance and i.. optical properties. Prism. Straight Line. Reversal illumination. Choice of light source. Different type emulsion developers fixtures. Wet plates Dry plates and Films. Requirements of line original and half tone Quarter tone, Line negative, half tone negative making. Line technique exposure.

#### Offset Printing:

d. Development of Plano graphic process, use of stone, transfer techniques, use of chemicals, ink, etching, proofing, development of lithographic machinery and feeders.

e. Offset principles. Use of rubber blanket, use of photography, offset machinery, multi color offset machines, web-offset, modern trends in offset printing, defect, corrections.

f. Plate making; Positive and negative: Plate making, making in Line/ half tone/ color Graining Tech. and Whirlers. Whirlers.

g. Colloids and sensitizes. Albumen Plate making making whirlers. Lamps, Step repeat machine operation, negative and positive working, deep etching, bi-metal and tri-metal plates. Modern trends in Litho plates making proofing pre-press proofs, automatic processors use of contact lance.

#### Photography:

General history of photography (18th" and 19th" C) Development of Pinhole Camera, Heliograph, Daguerreotype, Calotype, collodion, tintype, Ambrotype.

Transcendentalism, Combination printing, Dry glass plate, Dry Gelatin Roll Film.

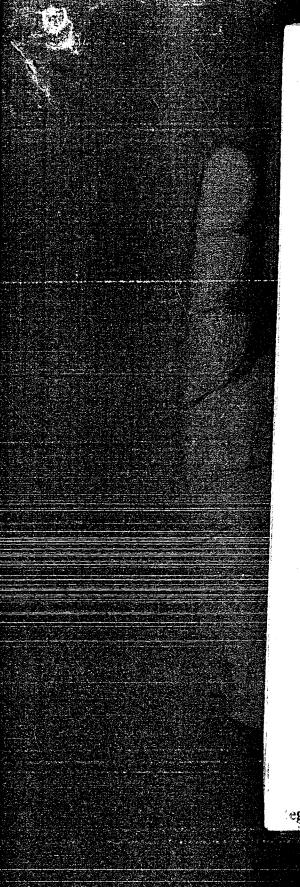
Photography and society, Development of Photography in India. Sawai Ram Singh, (Raja D. Dayal, Jyoti Bhati, O.P. Sharma, Raghu Roy, Mitra Bedi etc.)

#### Books recommended:

Same books recommended in Hnd year.

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Graphic Design (Paper-II)

1. Advertising: Newspapers, Magazine, Show cards, Cinema Slides, Booklets, Folders, Posters, Hording, Packging, Point of sale materials.

2. Public Welfare: Signs- symbols (Airport, Railway, Banks, Hospitals, Offices, Poster services, Hostels etc.

3. Education: Educational kits for secondary schools, Preparation of charts for any one subjects such as Science, Geography, Biology and Informative Charts and Directional Maps etc. Charts for marketing, sales program etc.

Submission: Minimum fifteen works

Examination: Examination will be conducted in any one sec-

tion of the Graphic Design.

#### Drawing (Paper-II)

1. Life study

Drawing from life and its application through memory. Observation of proportions, anatomy, study of muscles and bones of Human body of different age groups and various forms in nature in Pencil, Pen, Ink and color.

2. Illustration

Story, Advertising (Cartoons/Realistic/Abstract/Photography), Fashion, TV Story Board, Computer graphics.

3. Outdoor Study

Outdoor sketching with specific purpose, Architectural, Man made and natural objects. Project study in depth of man made and natural objects; animals, Trees, Flowers, Textiles, Furniture

Submission:

For Illustration minimum one work from each

section.

And five works each for Life and out door study.

(A total of fifteen works)

Examination:

Examination will be conducted in Life

Study(Size full imperial)

Photography and Reproduction technique (Paper-II)

Photography assignments communication will be as applied to graphic design.

The practical assignments as per the visualization of the comprehensive design prepaid under the subject graphic Design,

Typo graphy- General out line of sections. Tube case layout equipments and precautions, Simple compositions with rules and borders, Typographical setting with lay out a manake ready of printing machine and printing in monochrome. Printing,

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Duotone and multicolor, computer type experiments and type graphics.

Submission: Minimum five Black and white/Single color

(Size 7"×9") and five Color (Size 8"×10") in

Photography and five works in Typography.

Examination: There will not be any examination.

Computer Graphics (Paper-II)

Imaging Editing (Photoshop), making section, Working with paint and text tools, Using various apply modes, Importing image and file format, saving and exporting working with paths and masks, layers and channels using adjustments layers, Layer most scanning and image resolution, Color correction technique and color management using Photoshop filters, automating Photoshop with active configurations and optimizing Photoshop using Photoshop for world wide Web printing and creating color separation Introducing third party plugging.

Micro media director (2nd) Animation and multimedia, entering package, create your actors, create sense and added sound specials and transitions.

Elastic reality: A special effect system from the DTP to feature films where you turn your (widest)ideas is to reality.

Adobe Premier (Video and editing) and sound

Submission: Minimum five prints done in Photoshop and one

2 minute 2D animation film

Examination: There will not be any examination.

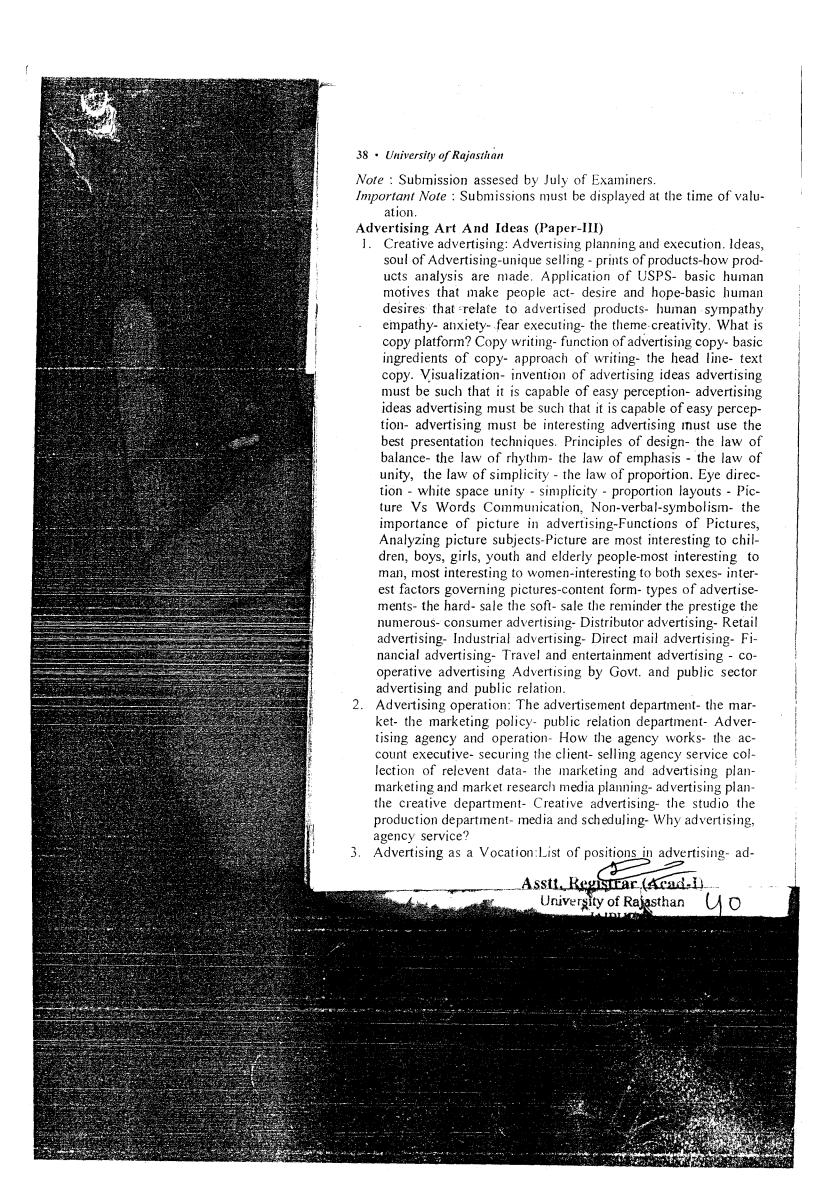
B.V.A. Part-IV Specialization Course in Applied Arts

Subject-Theory	Мах.	Marks	1		Duration of Exam.	!
Advertising Art An	d 1	00		36	3 Hrs.	100
Ideas.III						
History of Art and	. 1	00	] 3	36	3 Hrs.	100
Design (Postmodern	١.,					
Advertising)			1			
Subject-Practical	Internal	External	Internal	External	:	
Graphic Design. III	50	200	20	80	10 Hrs.	300
Drawing III	10	40	4	16	10 Hrs.	150
Photography and	10	40	4	16	Submission	150
Reproduction						
technique III					1	
Computer Graphic	10	40	4	16	Submission	100
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vertising agencies- Manufactures- printing houses- Market research organizations.

4. The legal Aspects of Advertising: Status of advertising agentsoutdoor Advertising- Advertisement in news papers and magazines Cineinatography or screen advertisement- Radio and Television advertising- Advertising contracts- Consequences of
advertising- defamation- Slender of goods- passing of copy rightTrade marks- Miscellaneous- other laws affecting advertisingPuffery and guaranteed advertisement- competition and cross
word- Indecent advertisement.

#### History of Art and Design (Post-Modern Advertising)

1. Design:

Introduction to Design - communication- Methodology- Visual ecology Corporate graphics- The components of corporate identity-Audiences -

Structure and style-Design and illustration, Design process, Design stages.

The manual- The launch. The brand identity.

Packaging- Materials for packing- Form and function-Constructing the package-Packaging graphics.

2. Post-Modern Advertising:

The development of product promotion- Advertising and Industrial revolution- The emergence of responsible advertising-Advertising growth during the post- World war II era- Advertising and global marketing and communication.

Computer imaging- digital photography- Design type films, the moving image, animation television computer generated imagery.

#### Books recommended:

Same books recommended in IInd year.

#### Graphic Design. (Paper-III)

Innovative projects- Complete execution of design projects on a particular theme such consumer advertising.

Non-product advertising- Socio or cultural communication themes in corporation relevant media. Execution of final art work or approved material supported with a brief report with data. Introduction to display design for advertising such as show window, public places, Exhibitions, Indoors and outdoors.

Film and Television Graphic interpretation of ideas through animation and computer graaphics.

Submission: Minimum one complete project. (campaign) Examination: Examination will be conducted Graphic Design.

Drawing (Paper III)

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