University of Rajasthan
Jaipur

SYLLABUS

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

B.V.A. Part-II Exam. 2017
B.V.A. Part-III Exam. 2018
B.V.A. Part-IV Exam. 2019

[Signature]
Assist. Registrar (Acad.-I)
University of Jaipur
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 (10 periods) (20 marks)

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 (10 periods) (20 marks)

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 (30 marks)
(25 periods)

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 from the given passage (at least 10 words): 5 Marks
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:

4. Judith Leigh. CVs and Job Applications. OUP. 2004
COMPULSORY PAPER OF ENVIRONMENTAL STUDIES

Compulsory in 1 Year for all streams at undergraduate level

Scheme of examination

<table>
<thead>
<tr>
<th>Time</th>
<th>Min Marks</th>
<th>Max. Marks</th>
</tr>
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<tbody>
<tr>
<td>3 hrs</td>
<td>36</td>
<td>100</td>
</tr>
</tbody>
</table>

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
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
Suggested Readings:

4. ELEMENTARY COMPUTER APPLICATIONS

Theory : Max. Marks 60
Practical : Max. Marks 40
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 1 mark each. The question paper will be of the duration of 2 hours. The examinees 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-I : Introduction to Computers and Related Terminology
(Basic information only).

(a) Hardware : CPU (Motherboard, 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.)
Unit-2 : Operating System
(Working knowledge at Common Users Level Only)

Unit-3 : Application Software
(Working knowledge at Common Users Level only)

(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)
1. 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.
necting to a PC to the Internet (Setting Dial up and Internet connection Wizard), Overviews of Internet Explorer 5 and features therein, use of search engines, surfing, creating and Use of E-mail, Awareness about e-commerce and its advantages.

**Practical**

Max. Marks 40.

Workload: Four Periods/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:

1. Course content in Unit 2 of Theory  Max. Marks 10
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

Candidates are registered to attempt any three exercises of above maintain four exercises.

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Asstt. Registrar (Acad-I)
University of Rajasthan

AIPUR
SCHEME OF EXAMINATION AND COURSE OF STUDY

BACHELOR'S DEGREE IN VISUAL ARTS (BVA) - 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 Foundation 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, Study Tours, 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 heard 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% IInd 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 Elementary Computer application papers of the
3. Creative process/Composition, Rhythm, Design, Style, Originality and the role of Tradition.

Section-II Fundamentals of Visual Arts
1. Visual Arts, Nature and Scope
2. 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.
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.
1. 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.
Foundation Course shall be promoted to next class and the Elementary Computer 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 twothird 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)**

<table>
<thead>
<tr>
<th>Subject-Theory</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam.</th>
<th>Teaching Hours</th>
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<tbody>
<tr>
<td>English</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>Hindi</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>Environmental study</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>Computer Application</td>
<td>(60+40)=100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>Fundamentals of Visual Arts</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<table>
<thead>
<tr>
<th>Subject-Practical</th>
<th>Internal</th>
<th>External</th>
<th>Internal</th>
<th>External</th>
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<tbody>
<tr>
<td></td>
<td>Max.M.</td>
<td>Min.M.</td>
<td>Max.M.</td>
<td>Min.M.</td>
</tr>
<tr>
<td>Study</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Composition</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Design in Applied</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Art</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>3 D. Design</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Print Making</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
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</tbody>
</table>

**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.
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 arial 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.


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

Examination: Examination will be in tempera media on paper size.

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
(natural and man made) with a view to transform them into flat pictorial images. Developing and awareness of interacting relationships of different shapes and sizes relative values. Activation of space through form and color. Optical illusions. Handling of various types of material for pictorial organization and rendering, such as: Pencil, Pen Brushes, Watercolor, Poster colour Pastel, Crayons, Inks, Celluloid, Newspaper and other collage materials, gums and adhesives, Wax crayons etc. A coordinated series of basic design problems with aesthetic 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-cote, plaster of pair, wood blocks and its combinations, so as to make the student familiar 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.

**Print Making**

Basic techniques in relief printing
Submission: 2(two) - Line Cuts (Black and White) (size 8"x10" to 12"x18")
16 (16) - Line Cuts (Colour) (size 8"x10" to 11"x14")
Examination: Examination will be conducted in linecuts (Black & White)

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

<table>
<thead>
<tr>
<th>Subject-Theory</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam.</th>
<th>Teaching Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>History of Indian Art</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>History of Western Art</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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</table>

<table>
<thead>
<tr>
<th>Subject-Practical</th>
<th>Internal</th>
<th>External</th>
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<th>External</th>
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<tbody>
<tr>
<td>Portrait Study</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Composition</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Life</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Making</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
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University of Rajasthan
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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
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 imperial)

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

<table>
<thead>
<tr>
<th>Subject-Theory</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam</th>
<th>Teaching Hours</th>
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<tbody>
<tr>
<td>Indian And Western Aesthetics</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>History of Western and Aesthetics</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<thead>
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<th>Internal</th>
<th>External</th>
<th>Sub-</th>
<th>15 Hrs.</th>
<th>300</th>
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<td>Drawing</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
<td>Sub-</td>
<td>150</td>
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<tr>
<td>Composition</td>
<td>30</td>
<td>120</td>
<td>12</td>
<td>48</td>
<td>Sub-</td>
<td>150</td>
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<tr>
<td>Life-Study</td>
<td>20</td>
<td>80</td>
<td>15 Hrs.</td>
<td>150</td>
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<tr>
<td>Computer Graphic</td>
<td>10</td>
<td>40</td>
<td>4</td>
<td>16</td>
<td>Sub-</td>
<td>150</td>
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</tbody>
</table>

Note: Submission assessment 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-1 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.

Section II: Western Aesthetics


2. 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 section. 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.
6. The Renaissance in the North: Germany, Netherlands and France.
7. The Baroque in Italy, Germany, Holland, Spain, France and England.

Section III: The Far Eastern

(a) China: Sung dynasty. (Landscape Painting)
(b) A Short note on Buddhist iconography of early history in China & Japan (choi to five dynasty and Kamppura)

Journey 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

Drawing

Analytical and creative drawing
Creative drawing from life, nature and objects with reference to
1. Rendering it as complete work of art.
2. Leading to individuality and technical competence.
Rendering techniques of dry and wet mediums.

Submission: Minimum five works dry and wet size imperial 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.

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

<table>
<thead>
<tr>
<th>Subject-Theory</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam.</th>
<th>Teaching Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian Modern and Art</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>Contemporary Art</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Western Modern Art</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<table>
<thead>
<tr>
<th>Subject-Practical</th>
<th>Internal</th>
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<th>External</th>
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<tbody>
<tr>
<td>Drawing</td>
<td>10</td>
<td>4</td>
<td>16</td>
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<tr>
<td>Composition</td>
<td>30</td>
<td>120</td>
<td>12</td>
<td>48</td>
</tr>
<tr>
<td>Life-Study</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Print Making</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
</tbody>
</table>

Note: (i) Submission work assessed by Jury of Examinors.
(ii) Submissions must be displayed at the time of valuation.
Indian Modern and Contemporary Art

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

Section-I
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.

Section III
Independent developments in contemporary Indian Painting and Sculpture.

Western Modern Art
1. Neoclassicism and Romanticism : Painting and Sculpture
2. Realism : Gustave Courbet, Millet....
3. Impressionism : Manet, Monet, Degas, Renoir.....
6. Expressionism :
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‘The Bridge School’ - Kirchner, Heckel, Schimdt - Rottluff, Nolde, Pechstein and Otto Muller.
‘Blauer Reiter’ - Kandinsky, Jawlensky, 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
10. Dada and Surrealism: Duchamp, Picabia, Ball, De Chirico, Breton, Max Ernst, Arp, Miro, Tanguy, Masson, Dalí.
11. Superrealism: Malevich
12. De Stijl: Piet Mondrian and Theo Van Doesburg
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, Brancucci, Giacometti, Marino Marin, Henry Moore etc.

Books Recommended
1. Concepts of Modern Art - By Nikos Stangos
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.
Syllabus: B.V.A. • 23

Submission: Minimum five works in Oil/Acrillic on Canvas
Examination: Examination will be conducted in Oil/Acrillic on canvas. Size-Imperial

Life Painting
Anatomical and surface study of models of different age group and sex.
Submission: Minimum five works in Oil/Acrillic on Canvas
Examination: Examination will be conducted in Oil/Acrillic 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 be not any examination.

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

<table>
<thead>
<tr>
<th>Subject-Theoretical</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam.</th>
<th>Teaching Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>History of Indian Art</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>History of Western Art</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject-Practical</th>
<th>Internal</th>
<th>External</th>
<th>Internal</th>
<th>External</th>
<th>Duration of Exam.</th>
<th>Teaching Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drawing</td>
<td>10</td>
<td>40</td>
<td>4</td>
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<tr>
<td>Study in Clay</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
<td>15 Hrs.</td>
<td>150</td>
</tr>
<tr>
<td>Composition</td>
<td>30</td>
<td>120</td>
<td>12</td>
<td>48</td>
<td>15 Hrs.</td>
<td>300</td>
</tr>
<tr>
<td>Terracotta and (With moulding and casting)</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
<td>Asseme</td>
<td>150</td>
</tr>
<tr>
<td>Ceramics</td>
<td></td>
<td></td>
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<td>lment</td>
<td></td>
</tr>
</tbody>
</table>

Note: Submission assessment by July of Examinars.

History of Indian Art.
1. Harappan culture: beginning on Indus
2. Historical and religious origins.
3. The Mauryan period: The First Imperial Art
4. The Shunga Dynasty: Claryas, Viharas and stupas
5. The Andhra Period
6. The Kushan period: of Gandhara and Mathura
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

Asstt. Registrar (Acad-I)
University of Rajasthan
JAIPUR
Books Recommended
1. History of Indian and Indonesian Art - by A.K. Coomaraswamy
2. A Concise History of Indian Art - by Roy. C. Graven
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. 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 (six) compositions in plaster/cement (size approx. 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
making terracotta, different kinds of glaze techniques of ceramies and different Klime 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

<table>
<thead>
<tr>
<th>Subject-Theory</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam.</th>
<th>Teaching Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian And Western Aesthetics</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>History of Western And Far Eastern Art</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Subject-Practical</th>
<th>Internal</th>
<th>External</th>
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<tr>
<td>Study in clay II (A&amp;B)</td>
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<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Composition (With molding and casting)</td>
<td>30</td>
<td>120</td>
<td>12</td>
<td>48</td>
</tr>
<tr>
<td>II (A&amp;B)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wood and Stone</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Carving (B)</td>
<td></td>
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</tr>
<tr>
<td>Ceramic Mural (B)</td>
<td>10</td>
<td>40</td>
<td>4</td>
<td>16</td>
</tr>
</tbody>
</table>

Note: Submission assessed 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.

Section-II Western Aesthetics
The aesthetic theories of great western philosophers: Plato and Aristotle, Kant, Hegal, Nietzsche, Froid, Croce, Sartre etc.
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 section. 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.
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

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 antiqué 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.
Syllabus: B.V.A. • 27

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 different 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

<table>
<thead>
<tr>
<th>Subject/Practical</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam.</th>
<th>Teaching Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian Modern and Contemporary Art</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>Western Modern Art</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<tr>
<td>Subject-Practical</td>
<td>Internal</td>
<td>External</td>
<td>Internal</td>
<td>External</td>
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<tr>
<td>Life Study</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Composition (With molding and casting)</td>
<td>30</td>
<td>120</td>
<td>12</td>
<td>48</td>
</tr>
<tr>
<td>Metal casting</td>
<td>20</td>
<td>80</td>
<td>8</td>
<td>32</td>
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<tr>
<td>Computer Graphic</td>
<td>10</td>
<td>40</td>
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<td>16</td>
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</tbody>
</table>

Note: Submission assessed 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)
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2. Kalighat Pat Painting
3. Raja Ravi Varma
4. Bengal School (Abanindra Nath Tagore, Nandalal 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.

Section-III

Independent developments in contemporary Indian Painting and Sculpture.
K.G. Subramanyan, N.S. Bendre Palsikar Gaitonde Akbar Padamsee
Krish Khanna Swaminatha G.R. Santosh Ramgopal Vijay Vaigia
Kripal Singh Shekhawat, Bhupen Khakhar, Satish Gujral
Karmake, Moitra, Deviprasad Roy Chowdhary, Ranikinder Valiz
Pradosh Das Gupta, Dhanraj Bhagat, Sarko 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, Andre Derain, Mucrice Valmink
   ‘Blane Reiter’ - Kandinsky, Jawelsky, Franz Marc, August Macke, Paul Klee. Individual Artists - Oskar Kokoschka,
   Rouault, Chagall, Soutine, Sutherland.
7. Cubism: Picasso, Braque, Juan Gris.
8. Purism and Orphism
10. Dada and Surrealism: Duchamp, Picabia, Ball, De Chirico, Breton, Max Ernst, Arp, Miro, Tanguy, Masson, Dali.
11. Suprematism: Malevich
12. De Stijl: Piet Mondrian and Theo Van Doesburg
13. Constructivism: Tatlin, Rodchenko, El Lissitzky
15. Kinetic Art: Gabo, Pevsner, Moholy-nagy, Alexander Calder
17. Op Art:
18. Conceptual Art
19. Post Modernism
20. Important Individual Sculptors: Rodin, Brancucci, Giacometti, Marino Marini, Henry Moore etc.

Books Recommended
1. Concepts of Modern Art - By Nikos Stangos
3. History of Modern Art - By H.H. Arnason
4. Mainstream 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
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 (Creperdue)
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 methods (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

<table>
<thead>
<tr>
<th>Subject-Theory</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam.</th>
<th>Teaching Hours</th>
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<tbody>
<tr>
<td>Advertising Art And</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<tr>
<td>Ideas.1</td>
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<tr>
<td>History of Art and</td>
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<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<tr>
<td>Design (Aesthetics)</td>
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<tr>
<td><strong>Subject-Practical</strong></td>
<td><strong>Internal</strong></td>
<td><strong>External</strong></td>
<td><strong>Internal</strong></td>
<td><strong>External</strong></td>
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<td>50</td>
<td>200</td>
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<tr>
<td>Drawing</td>
<td>10</td>
<td>40</td>
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<td>16</td>
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<td>Photography and</td>
<td>10</td>
<td>40</td>
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<td>16</td>
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<td>technique 1</td>
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<tr>
<td>Com. Graphic</td>
<td>10</td>
<td>40</td>
<td>4</td>
<td>16</td>
</tr>
</tbody>
</table>

Note: Submission assessed by Jury of Examiners.

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
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.


History of Art and Design (Aesthetics)

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

Books recommended:

1. The Advertising Hand book - By Dell demenson
2. Advertising- By Roderick White
3. Advertising Art and Ideas- By G.M. Rege
4. Visual imagination- By Bruce D. Kurtz
6. Advanced Illustration and Design- By simon Jennings
7. Introduction to Typography- By Terry Jeavons and Michael Beaufort.
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 logos, signs, monograms, symbols, i.e., 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: enlarging, Beside printing
   (d) Photo grams, Toning.
2. Reproduction Techniques:
Silk screen Printing- Study of equipments and materials for screen printing. Study of different printing methods- Stencils, Bolting of cloth. Types of inks 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 Draw) 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. Aligning distributed 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

<table>
<thead>
<tr>
<th>Subject-Theory</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam.</th>
<th>Teaching Hours</th>
</tr>
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<tbody>
<tr>
<td>Advertising Art and Ideas II</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>History of Art and Design (Photography and reproduction techniques)</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<tr>
<th>Subject-Practical</th>
<th>Internal</th>
<th>External</th>
<th>Internal</th>
<th>External</th>
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<tbody>
<tr>
<td>Graphic Design II</td>
<td>50</td>
<td>200</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>Drawing II</td>
<td>10</td>
<td>40</td>
<td>4</td>
<td>16</td>
</tr>
</tbody>
</table>
Photography and Reproduction technique II
Com. Graphic

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.


5. script evaluation, Calligraphy

6. Outdoor poster.

Research and Planning

7. Marketing and market research:

8. Campaign planning:
What is campaign? What is campaign 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-
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
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, develop-
ment of lithographic machinery and feeders.
e. Offset principles. Use of rubber blanket, use of photography,
offset machinery, multi color offset machines, web-offset, mod-
ern trends in offset printing, defect, corrections.
f. Plate making; Positive and negative: Plate making, making in
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
collodion. tintype. Ambrototype. 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 Bhan. O.P. Sharma,
Raghu Roy. Mira Bedi etc.)

Books recommended:

Same books recommended in IIInd year.
Graphic Design (Paper-II)

1. **Advertising**: Newspapers, Magazine, Show cards, Cinema Slides, Booklets, Folders, Posters, Hording, Packaging, 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 section 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 etc.

   **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.

Typography- General out line of sections, Typesetting layout equipments and precautions, Simple composition with rules and borders, Typographical setting with lay out, Run make ready of printing machine and printing in monochroma, Printing.
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 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

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<tbody>
<tr>
<td>Advertising Art And Ideas III</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<tr>
<td>History of Art and Design (Postmodern Advertising)</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<tbody>
<tr>
<td>Graphic Design III</td>
<td>50</td>
<td>200</td>
<td>20</td>
<td>80</td>
<td>10 Hrs.</td>
<td>300</td>
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<tr>
<td>Drawing III</td>
<td>10</td>
<td>40</td>
<td>4</td>
<td>16</td>
<td>10 Hrs.</td>
<td>150</td>
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<td>Photography and Reproduction technique III</td>
<td>10</td>
<td>40</td>
<td>4</td>
<td>16</td>
<td>Submission</td>
<td>150</td>
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<td>Computer Graphic III</td>
<td>10</td>
<td>40</td>
<td>4</td>
<td>16</td>
<td>Submission</td>
<td>100</td>
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</table>
Advertising Art And Ideas (Paper-III)

1. Creative advertising: Advertising planning and execution. Ideas, soul of Advertising-unique selling - prints of products-how products analysis are made. Application of USPS- basic human motives that make people act- desire and hope-basic human desires that relate to advertised products-human sympathy empathy- anxiety- fear executing- the theme creativity. What is copy platform? Copy writing- function of advertising copy- basic ingredients of copy- approach of writing- the head line- text copy. Visualization- invention of advertising ideas advertising must be such that it is capable of easy perception- advertising ideas advertising must be such that it is capable of easy perception- advertising must be interesting advertising must use the best presentation techniques. Principles of design- the law of balance- the law of rhythm- the law of emphasis - the law of unity, the law of simplicity - the law of proportion. Eye direction - white space unity - simplicity - proportion layouts - Picture Vs Words Communication, Non-verbal-symbolism- the importance of picture in advertising-Functions of Pictures, Analyzing picture subjects-Picture are most interesting to children, boys, girls, youth and elderly people-most interesting to man, most interesting to women-interesting to both sexes- interest factors governing pictures-content form- types of advertisements- the hard-sale the soft-sale the reminder the prestige the numerous-consumer advertising- Distributor advertising- Retail advertising- Industrial advertising- Direct mail advertising- Financial advertising- Travel and entertainment advertising - co-operative advertising Advertising by Govt. and public sector advertising and public relation.

2. Advertising operation: The advertisement department- the market- the marketing policy- public relation department- Advertising agency and operation- How the agency works- the account executive- securing the client- selling agency service collection of relevant data- the marketing and advertising plan- marketing and market research media planning- advertising plan- the creative department- Creative advertising- the studio the production department- media and scheduling- Why advertising, agency service?

3. Advertising as a Vocation: List of positions in advertising- ad-

**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 IIInd 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 graphics.

**Submission:** Minimum one complete project. (campaign)

**Examination:** Examination will be conducted Graphic Design.

**Drawing (Paper III)**
1. Drawing from life: Rendering of figure Drawing in color, figure in action, group of two or more.
3. Outdoor Study: Free hand sketches of architecture, City Seapes, human figures, animals etc.

Submission: Minimum illustrations five drawing and fifty sketches.
Examination: Examination will be conducted in full Life study (Size-Imperial)

Photography and Reproduction technique (Paper-III)
Creative Photography (Black & white, Monochrome, Color and Digital etc.)
Offset: Understanding of technique and equipments, Processing.
Plate making, Scanning, Color separation, Printing and Binding etc.

Submission: Minimum ten Photographs (Size-8"x10") Computer Print in color Separation (Multi color printing and single color printing).
Examination: There will not be any examination.

Computer Graphics (Paper-III)
Morphing and warping (3D animation), Internet and Web-Designing. Basic Internet technologies, Flow charting, HTML Programs tools, Website management, Web advertising, Hosting and uploading and emerging technologies and trends.

Submission: Minimum one Project done in 3D animation and one Project in Web-Designing.
Examination: There will not be any examination.