Program and Course Structure

School of Architecture and Planning
Bachelors of Visual Art
SDM0203

(Specialization in Applied Art)
Batch 2018-2022

HOD Art & Design   **Dean SAP**

1. Standard Structure of the Program at University Level

1.1 Vision, Mission and Core Values of the University

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

**Transformative educational experience
Enrichment by educational initiatives that encourage global outlook
Develop research, support disruptive innovations and accelerate entrepreneurship
Seeking beyond boundaries**

Creative Campaign can be TEDs: This is a guiding principle for promotion and wide circulation among various stakeholders.
Guidelines: Similar Mnemonics can be designed by schools.

Core Values
**Integrity
Leadership
Diversity
Community**

Note: Detailed Mission Statements of University can be used for developing Mission Statements of Schools/ Departments.

School of Architecture & Planning

1.2 Vision and Mission of the School of Architecture and Planning

Vision of the School

To be amongst the top institutes in India imparting quality education and professional skills to the students to emerge as architects of global caliber and thus the society in large.

Mission of the School

To create and sustain a stimulating and responsive academic inclusive environment.
To regularly enhance the teaching contents & techniques in keeping with current and future trends.
To provide a competitive and career oriented programme.
To encourage students to be socially responsive and responsible architects.

Core Values

Critical Thinking and Observation

Analytical Skills

Creativity

Integrity to uphold authentic building traditions and architecture principles

DEPARTMENT OF DESIGN

1.2.1Vision and Mission of the Department

Vision of the Department

To be a centre of excellence in design education for developing a fresh generation of creative entrepreneurs, who will imbibe a critical thinking and problem solving approach to provide creative solution through collaborative team efforts at different levels of society.

Mission of the Department

To develop in creating a world class centre of independent design thinking in bringing advanced innovation in design industry.

Promoting in depth research on local skills, materials and sustainable methods while also keeping in mind the untapped potential of Indian craftsmanship for strengthening Indian culture and society.

To make indomitable efforts to transcend the image of India as a production resource to a design facilitator on a world map.

Bachelor of Visual Arts (Applied Arts)

Programme code SDM0203

1.3   Programme Educational Objectives (PEO)

PEO1 :   Enable each student to realize his or her creative potential.

PEO2 :   Develop the professional skills,

PEO3 :   Develop technical skill,

PEO4 :   Weave creative energy

Methods of Forming PEO's

STEP 1:   The needs of the Nation and society are identified through scientific publications, industry interaction and media.

STEP 2:   Taking the above into consideration, the PEOs are established by the Coordination Committee of the department.

STEP 3:   The PEOs are communicated to the alumni and their suggestions are obtained.

STEP 4:   The PEOs are communicated to all the faculty members of the department and their feedback is obtained.

STEP 5:   The PEOs are then put to the Board of Studies of the department for final approval.

[Note: Prepare a file for the same, how you arrive for PEO's]

1.3.2 Map PEOs with School Mission Statements:

PEO Statements	School Mission-1	School Mission-2	School Mission-3	School Mission-4
PEO1:	2	2	1	3
PEO2:	2	3	1	2
PEO3:	3	1	2	1
PEO4:	1	2	3	2

Enter correlation levels 1, 2, or 3 as defined below:

1. Slight (Low)   2. Moderate (Medium)   3. Substantial (High)

If there is no correlation, put "-"

1.3.2   Map PEOs with Department Mission Statements:

PEO Statements	Department Mission-1	Department Mission-2	Department Mission-3
PEO1:	3	2	1
PEO2:	2	3	1
PEO3:	2	3	1
PEO4:	3	1	3

Enter correlation levels 1, 2, or 3 as defined below:

1. Light (Low)   2. Moderate (Medium)   3. Substantial (High)

If there is no correlation, put "-"

1.3.3 Program Outcomes (PO's)

PO1:Students will be able to use a variety of brainstorming techniques to generate novel ideas of value to solve problems.

PO2:Students will have sufficient mastery of one or more media to complete the technical and formal challenges pertinent to a body of original work.

PO3:Students will be able to clearly communicate the content and context of their work visually, orally and in writing.

PO4:Students will develop behaviors such as curiosity, initiative, and persistence that will help them engage with the world in productive ways. Students will be able to work independently or collaboratively to achieve stated goals.

PO5: Consider the role of art making in the larger social context.

PO6: Develop an awareness of current professional standards in their chosen media and in the larger field of contemporary art as well as the ability to effectively meet or redefine those standards. Recognizing that one aspect of being a professional artist is autonomy; Fine Arts Students will develop artistic autonomy to identify and focus on their practice, act upon their ideas and continue to learn over the length of their career.

1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4
PO1	1	3	2	1
PO2	-	2	1	2
PO3	3	2	1	-
PO4	1	2	2	1
PO5	1	-	2	3
PO6	-	3	1	3

1. Slight (Low)   *2. Moderate (Medium)*   *3. Substantial (High)*

1.3.5 Program Outcome Vs Courses Mapping Table							
Program Outcome Courses	Course Name	PO1	PO2	PO3	PO4	PO5	PO6
SEM-1							
BVA101	Drawing & Sketching	1	3	3	2	3	2
BVA102	Composition	3	-	3	3	2	3
BVA104	Basic Computer Graphics	3	-	3	-	2	3
BVA105	Clay Modeling	-	3	3	2	3	2
CBCS	CBCS	1	-	3	-	2	3
BVA106	Story of India Art	1	3	3	2	3	2
FEN 101	Functional English Beginners-I	1	3	3	2	3	2
FEN 103	Functional English Intermediate-I	3	2	1		3	3
	OPE						
SEM-2							
BVA111	Drawing & Sketching	1	3	3	2	3	2
BVA112	Composition	1	-	3	-	2	2
BVA114	Computer Graphics	3	2	1	1	3	3
BVA115	Clay Modeling	3	2	2	3	3	2
BVA116	Story of Western Art	3	2	1		3	3
FEN 102	Functional English Beginners-II	3	2	2	3	3	2
FEN 104	Functional English Intermediate-II	3	2	1		3	3
	EVS						
SEM-3							
BVA201	Drawing & Illustration-I	1	-	3	3	2	2

BVA202	Typography-I	3	2	1		3	3
BVA203	CAD - I	1	-	3	3	2	2
BVA204	Photography-I	3	2	1		2	3
BVA208	Printmaking						
BVA209	Stop Motion	3	2	1	2	3	3
BVA206	History of Indian Art	1	-	3	3	2	2
BVA205	Material & Methods-I	3	2	1		3	3
CCU302	Community Connect						
SEM-4							
BVA211	Drawing & Illustration-II	3	2	1	1	2	3
BVA212	Typography-II	1	-	3	3		2
BVA213	CAD - II	3	2	1		2	3
BVA214	Photography-II	1	-	3	3	1	2
BVA218	Printmaking	3	2	1	2	3	3
BVA220	Stop Motion	1	-	3	3	2	2
BVA216	History of Eastern & Western Art	3	2	1	1	3	1
BVA215	Material & Methods-II	1	-	3	3	2	2
	OPE						
SEM-5							
BVA301	Drawing & Illustration-III	1	-	3	3		2
BVA302	Typography-III						
BVA303	Graphic Design-I	3	2	1	2	3	3
BVA304	Photography-III	1	-	3	3	2	2
BVA308	3D Printing	1	-	3	3		2
BVA309	Installation Art	3	2	1	1	2	3
BVA306	History of Asian Art	1	-	3	3		2
BVA305	Advertising-I	3	2	1	3	2	3
CCU	Community Connect						
SEM-6							
BVA311	Drawing & Illustration-IV	1	3	3	3	2	2
BVA312	Typography-IV	3	2	3	3	3	3

BVA313	Graphic Design-II	3	2	3	3	2	3
BVA314	Photography-IV	1	3	1	2	1	2
BVA318	3D Printing	1	-	3	3	2	3
BVA319	Installation Art	1	3	3	2	3	2
BVA316	History of Western Art	1	-	3	-	2	3
BVA315	Advertising-II	-	3	3	2	3	2
	OPE						
SEM-7							
BVA401	Drawing & Illustration-V	3	2	1		3	3
BVA402	Typography-V	1	3	3	2	3	2
BVA403	Advertising Design-I	3	2	1	1	3	3
BVA404	Photography-V	1	3	3	2	3	2
BVA408	Pottery & Ceramics	1	-	3	-	2	2
BVA409	Digital Marketing	3	2	1	3	3	3
BVA406	Contemporary Indian Art	3	2	1	1	3	3
BVA405	Global Trends in Advertising-I	3	2	2	3	3	2
SEM-8							
BVA411	Drawing & Illustration-VI	3	2	2	3	3	2
BVA412	Typography-Vi	3	2	1		3	3
BVA413	Advertising Design-II	3	2	1	3	2	3
BVA414	Photography-VI	3	2	1	2	3	3
BVA418	Pottery & Ceramics	1	-	3	3	2	2
BVA419	Digital Marketing	3	2	1		3	3
BVA416	Contemporary Western Art	1	-	3	3	2	2
BVA415	Global Trends in Advertising-II	3	2	1		2	3

**BACHELOR OF VISUAL ARTS** **Foundation Year (1st & 2nd Semester)** **(Batch 2018-2022)**
**Details of Course Work Foundation Year (1st & 2nd Semester)**
Year	**Semester**	**No.**	**Subject Name**	**Subject Code**	**Learning Strategy**	**L**	**T**	**P**	**Total Credit (L+T+P)**	**Hours Per Week**
			**Theory:**							
		1	**Story of India Art**	**BVA106**		**2**	**1**	**0**	**3**	**3**
		2	**Communicative English - I**	**ARP101**		**1**	**0**	**2**	**2**	**3**
			**Studio:**							
		3	Drawing & Sketching	BVA101		1	0	2	3	**5**
1	**B.V.A. 1st Semester**	4	Composition	BVA102		1	0	2	3	**5**
		5	Basic Computer Graphics	BVA104		1	0	2	3	**5**
		6	Clay Modeling	BVA105		1	0	2	3	**5**
			**Open Elective:**							
		7	**Basic Sketching**	**OPE111**		**0**	**1**	**1**	**2**	**3**
			**Total:**							

						7	2	11	19	29

Year	Semester	No.	Subject Name	Subject Code	Learning Strategy	L	T	P	Total Credit (L+T+P)	Hours Per Week
1	**B.V.A. 2nd Semester**	theory								
		Theory:								
		1	**Story of Western Art**	**BVA116**		**2**	**1**	**0**	**3**	**3**
		2	**Functional English**			**2**	**0**	**1**	**3**	**4**
		Studio:								
		3	Drawing & Sketching	BVA111		1	0	2	3	**5**
		4	Composition	BVA112		1	0	2	3	**5**
		5	Computer Graphics	BVA114		1	0	2	3	**5**
		6	Clay Modeling	BVA115		1	0	2	3	**5**
		Open Elective:								
		7	Theory-Environmental Science						**2**	**2**
		Total:								
						8	1	9	20	29

BACHELOR OF VISUAL ARTS **(From 2018-2022 Batch and Further)**										
Details of Course Work (BVA in Applied Art)										
Ye ar	Semester	No.	Subject Name	Subject Code	Learn ing Strate gy	L	T	P	Total Credit (L+T+P)	Hours Per Week
2	**B.V.A. 3rd Semester**	**Theory:**								
		1	**History of Indian Art**	**BVA206**		**2**	**0**	**0**	**2**	2
		2	Material & Methods-I	BVA205		1	1	0	2	2
		Studio:								
		3	Drawing & Illustration-I	BVA201		1	0	2	3	5
		4	Typography-I	BVA202		1	0	2	3	5
		5	CAD - I	BVA203		1	0	2	3	5
		6	Photography-I	BVA204		1	0	2	3	5

			Program Specific Elective (Any One):							
		7 (A)	Printmaking	BVA208		0	0	2	2	4
		7 (B)	Stop Motion	BVA209						
		Open Elective:								
		8	Community Connect	CCU302		0	0	2	2	4
		Total:								
						7	1	12	20	32

Year	Semester	No.	Subject Name	Subject Code	Learning Strategy	L	T	P	Total Credit (L+T+P)	Hours Per Week
2	**B.V.A. 4th Semester**	Theory:								
		1	**History of Western Art-I**	**BVA216**		**2**	**0**	**0**	**2**	2
		2	Material & Methods-II	BVA215		1	1	0	2	2
		Studio:								
		3	Drawing & Illustration-II	BVA211		1	0	2	3	5
		4	Typography-II	BVA212		1	0	2	3	5
		5	CAD - II	BVA213		1	0	2	3	5
		6	Photography-II	BVA214		1	0	2	3	5
		Program Specific Elective (Any One):								
		7 (A)	Printmaking	BVA218		0	0	2	2	4

		7 (B)	Stop Motion	BVA219						
		Open Elective:								
		8	OPE						2	2
		Total:								
						7	1	10	20	30

				Details of Course Work (BVA in Applied Art)						
Year	Semester	No.	Subject Name	Subject Code	Learning Strategy	L	T	P	Total Credit (L+T+P)	Hours Per Week
3	**B.V.A. 5th Semester**	**Theory:**								
		1	History of Asian Art	BVA306		2	0	0	2	2
		2	Advertising-I	BVA305		2	0	0	2	2
		Studio:								
		4	Drawing & Illustration-III	BVA301		1	0	2	3	5
		5	Typography-III	BVA302		1	0	2	3	5

		No.	Subject Name	Subject Code		L	T	P	Total Credit (L+T+P)	Hours Per Week
		6	Graphic Design-I	BVA303		1	0	2	3	5
		7	Photography-III	BVA304		1	0	2	3	5
		Program Specific Elective (Any One):								
		7 (A)	3D Printing	BVA308		0	0	2	2	4
		7 (B)	Installation Art	BVA309						
		Open Elective:								
		8	**Community Connect**	**CCU302**		**0**	**0**	**2**	**2**	**4**
		Total:								
						8	0	12	20	32

Year	Semester	No.	Subject Name	Subject Code	Learning Strategy	L	T	P	Total Credit (L+T+P)	Hours Per Week
3	**B.V.A. 6th Semester**	**Theory:**								
		1	History of Western Art	BVA316		2	0	0	2	2
		2	Advertising-II	BVA315		2	0	0	2	2
		Studio:								
		4	Drawing & Illustration-IV	BVA311		1	0	2	3	5

No.	Subject Name	Subject Code		L	T	P	Total Credit (L+T+P)	Hours Per Week
5	Typography-IV	BVA312		1	0	2	3	5
6	Graphic Design-II	BVA313		1	0	2	3	5
7	Photography-IV	BVA314		1	0	2	3	5
Program Specific Elective (Any One):								
7 (A)	3D Printing	BVA318		0	0	2	2	4
7 (B)	Installation Art	BVA319						
Open Elective:								
8	OPE						2	2
Total:								
				8	0	10	20	30

				Details of Course Work (BVA in Applied Art)					
Year	Semester	No.	Subject Name	Subject Code	Learning Strategy	L	T	P	Total Credit (L+T+P)	Hours Per Week
	B.V.A.	Theory:								

Year	Semester	No.	Subject Name	Subject Code	Learning Strategy	L	T	P	Total Credit (L+T+P)	Hours Per Week
4	**7th Semester**	1	Contemporary Indian Art	BVA406		2	0	0	2	2
		2	Global Trends in Advertising-I	BVA405		2	0	0	2	2
		Studio:								
		4	Drawing & Illustration-V	BVA401		1	0	2	3	5
		5	Typography-V	BVA402		1	0	2	3	5
		6	Advertising Design-I	BVA403		1	0	2	3	5
		7	Photography-V	BVA404		1	0	2	3	5
		Program Specific Elective (Any One):								
		7 (A)	Pottery & Ceramics	BVA408		0	0	2	2	4
		7 (B)	Digital Marketing	BVA409						
		Total:								
						8	0	10	18	28

Year	Semester	No.	Subject Name	Subject Code	Learning Strategy	L	T	P	Total Credit (L+T+P)	Hours Per Week
4	**B.V.A. 8th Semester**	**Theory:**								
		1	Contemporary Western Art	BVA416		2	0	0	2	2
		2	Global Trends in	BVA415		2	0	0	2	2

		Advertising-II						
Studio:								
	3	Drawing & Illustration-VI	BVA411		1	0	2	3	5
	4	Typography-Vi	BVA412		1	0	2	3	5
	5	Advertising Design-II	BVA413		1	0	2	3	5
	6	Photography-VI	BVA414		1	0	2	3	5
Program Specific Elective (Any One):								
	7 (A)	Pottery & Ceramics	BVA418		0	0	2	2	4
	7 (B)	Digital Marketing	BVA419						
Total:								
				-	8	0	10	18	28
			Grand Total:		61	5	84	155	238

1st Semester

School : SCADMS	Batch : 2018-2022	
Program: Bachelor of Visual Arts	Current Academic Year: 2018-2019	
Branch: Applied Art	Semester: 1	
1	Course Code	BVA101	
2	Course Title	**DRAWING AND SKETCHING-I**	
3	Credits	3	

4	Contact Hours (L-T-P)	1-0-2	
	Course Type	Compulsory	
5	Course Objective	1. The programme focuses on inculcating the significance of developing hand and mind coordination. 2. It concentrates on exploring different forms by examining objects. 3. Making the students recognize the difference between spaces by practicing works in both indoor and outdoor areas. 4. Promoting the significance of regular sketching and its impact on the overall composition and creative skills. 5. Examining various sketching techniques such as rendering, line drawing, shading etc. 6. Recognizing the significance of a line and demonstrating its nuances.	
6	Course Outcomes	**CO 1:-**The students will explore different forms by the mean of drawing. **CO2:-** The students shall be able to visualize objects in both two and three dimensions and replicate them in a composition. **CO3:-** The students will be able to imagine and duplicate presented objects using different techniques. **CO 4:-**The students will be able to understand how different forms reach structural unity by adhering to the nuances of proportion and scale. **CO5:-** They will be able to draw by using various rendering techniques.	
7	Course Description	The course introduces students with the foundation skill which enables them in developing coordination between the visualized and created. It aims at inculcating the significance of continuous practice of manual skills in order to develop their creative skills. Further it focuses on acquiring new techniques in order to enhance a visual vocabulary.	
8		Outline syllabus	CO Achievement
	Unit 1	**Introduction**	CO1
		1A:- Lines	

		1B:- Forms 1C:- Space	
Unit 2		**Shapes**	CO2
		2A:-. Abstract shapes 2B:- Two dimensional shapes rectangle, square, triangle 2C:- Three dimensional shapes cones, cylinder, cubes, cuboid	
Unit 3		**Object study**	CO3. CO1
		3A:- Single object study 3 B:- Multiple object study by taking things from of a single group eg: only three dimensional shapes like cubes, cones etc 3C:- Multiple object study by taking things from different groups eg: drapery, fruits and cones etc	
Unit 4		**Exploration of forms**	CO4
		4A :- Regular forms 4B :- Abstract forms 4C :- Definitive forms	
Unit 5		**Sketching techniques**	CO5
		5C :- Shading 5A :- Rendering 5B :- Hatching	

Mode of examination	**Jury**			
Weightage Distribution	**CA**	**MTE**	**ETE**	
	60%	**0%**	**40%**	
Text book/s*	- How to rule at drawing _ 50 tips and tricks for sketching and doodling (2020) - [Dover Anatomy for Artists] Joseph Sheppard - Drawing the Living Figure (2013, Dover Publications) - [How to draw and paint] Andrew Loomis - Figure Drawing for all its worth' (1971, Viking Adult)			
Other References				

POs	PO1	PO2	PO3	PO4	PO5	PO6

COs						
CO1	3	2	2	1	1	1
CO2	1	1	2	1	2	2
CO3	2	1	2	2	3	3
CO4	3	2	2	1	3	2
CO5	3	2	2	3	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		**Batch : 2018-2022**	
Program: Bachelor of Visual Arts		**Current Academic Year:2018-2019**	
Branch: Applied Art		**Semester: 1**	
1	Course Code	BVA102	
2	Course Title	**COMPOSITION-I**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	

	Course Status	Compulsory	
5	Course Objective	1. The course aims at identifying frames through which one could enumerate a composition. 2. It concentrates on recognizing compositional structures of both two and three dimensional spaces. 3. Understanding the role of line, texture, color and volume. 4. Enumerating organic and geometric forms in two dimensional spaces. 5. Discovering a pictorial space by placing different forms.	
6	Course Outcomes	**CO1:-**The students will learn about visualizing and comprehending different spaces. **CO2:-** The students shall be able to identify different compositional structures. **CO3:-** The students shall understand the significance of elements such as line, texture, color etc in a space. **CO4:-** The students will be acquiring the skill to compose and develop it by incorporating different geometric and organic forms. **CO5:-** The student will be able to create indoor and outdoor based projects.	
7	Course Description	The course aims at introducing the students with the significance of studying a composition. It concentrates on visualizing and practicing different forms of developing a composition.	
8		Outline syllabus	CO Achievement
	Unit 1	**Introduction**	CO1
		1A:- Composition 1B:- Types of Composition 1C:- Two and Three dimensions.	
	Unit 2	**Spatial Study**	CO2. CO1

		2A:- Space 2B:- Types of space 2C:- Organic and Geometric spaces	
Unit 3		**Line and Color**	CO3
		3A:- Line 3 B:- Color 3C:- Relationship between line and color	
Unit 4		**Forms**	CO4
		4A :- Forms 4B :- Organic and Geometric forms 4C :- Spatial explorations	
Unit 5		**Projects**	CO1, CO2, CO3, CO5
		5A :- Landscape study 5B :- Indoor study 5C :- Outdoor study	
Mode of examination		**Jury**	
Weightage Distribution	**CA**	**MTE**	**ETE**	
	60%	**0%**	**40%**	
Text book/s*	- Art Fundamentals: Color, Light, Composition, Anatomy, Perspective and Depth by Andrei Riabovitchev and Roberto F. Castro		
Other References	- Composition: Understanding Line, Notan and Color by Arthur Wesley Dow		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	2	2	1
CO2	3	2	2	1	2	1
CO3	3	3	3	1	2	1
CO4	2	2	3	1	1	2
CO5	3	2	1	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	**Current Academic Year: 2018-2019**	
	Branch: Applied Art	**Semester: 1**	
1	Course Code	BVA104	
2	Course Title	**BASIC COMPUTER GRAPHICS**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	

5	Course Objective	1. The programme is intended to introduce graphic designing through various softwares used in different digital agencies.. 2. It aims at introducing technical skills for various designing softwares such as Photoshop, Illustrator etc. 3. Describe practical, cognitive and technical skills in the application and manipulation of computer software as medium of art and graphics. 4. Enumerating and examining different computer software for specific end uses.	
6	Course Outcomes	**CO 1:-**The students will recognise the various image formats and basic tools of the vector applications and softwares. **CO2:-** The students will be able to understand the basic functioning of tools and technicalities required for prepress. **CO3:-** The students will be able to enhance their color sensibility and designing skills by experimenting with tools, swatches and filters of the software Photoshop. **CO 4:-**The students will be able to create attractive designs for print and digital media. **CO 5:-** The students will develop their creative thinking and technical skills by creating advertising designs.	
7	Course Description	The course enables students to develop an understanding about the vast possibilities in the digital sphere. It caters to focus on their coordination between the visualization and creation by providing them with the necessary tools. Further it aims at harnessing their digital skills and expands the vocabulary of their creativity.	
8		Outline syllabus	CO Achievement
	Unit 1	**Introduction To Vector Applications**	CO1
		1A. Understanding Raster, Vectors and Bitmaps 1B. Experimenting With Shapes and Objects 1C. Working With Color Styles, Textures, Gradients, Transparency	

Unit 2	Exploring Vector Applications	CO2
	2A. Creating Designs using Tables and Cells 2B. Contouring, Blending and Adding Filters To Objects 2C. Creating Print Ready Files and Exporting To Different File Formats	
Unit 3	Basics of Photoshop I	CO3
	3A. Introduction to Adobe Photoshop 3B. Understanding Photoshop Tools and Layers 3C. Experimenting With Filters, Effects, Blend Modes	
Unit 4	Basics of Photoshop II	CO4
	4A. Image Tracing, Text Effects, Brush Presets 4B. Photo Manipulation Exercise Using Different Tools 4C. Creating Backgrounds and Wallpapers	
Unit 5	Introduction To Illustrator	CO5
	5A. Understanding Artboards, Workspaces, Screen Modes 5B. Drawing Characters and Objects Using Basic Tools 5C. Coloring Artworks Using Swatches, Control and Appearance Panel	

Mode of examination	Jury			
Weightage Distribution	**CA**	**MTE**	**ETE**	
	60%	**0%**	**40%**	
Text book/s*	Bob Gordon, Maggie Gordon - The Complete Guide to Digital Graphic Design-Thames & Hudson Ltd (2002)			
Other References	● Learn Adobe CC For Graphic Design and Illustration by Dena Wilson and Peter Lourekas			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	2	3	1	2	1

CO2	2	2	3	1	2	1
CO3	2	2	3	1	2	1
CO4	3	3	3	1	2	1
CO5	2	2	1	2	3	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-22
Program: Bachelor of Visual Arts		Current Academic Year:2018-2019
Branch: Applied Art		Semester: 1
1	Course Code	BVA105
2	Course Title	**CLAY MODELLING-I**
3	Credits	3
4	Contact Hours (L-T-P)	1-0-2
	Course Type	Compulsory

5	Course Objective	1. The programme focuses on visualizing and creating in three dimensional form. 2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques of clay modelling. 3. To develop the hands on skills for creating free standing sculpture by the means of necessary tools and techniques. 4. It focuses on understanding various measuring techniques used in clay modelling. 5. It explores unique features of different three dimensional renderings via the means of various techniques.	
6	Course Outcomes	The student will be able to : **CO1:** Understand and recognize the elements and principles of two & three-dimensional form. **CO2:** Demonstrate surfacing techniques in clay modeling. **CO3:** Capture 2D to 3D relationship in clay modeling. **CO4:** Build and effectively use clay modeling tools. **CO5:** Demonstrate symmetry and capture scale and line quality in clay modeling.	
7	Course Description	Expressing creativity through easily available traditional clay in Relief & 2d form. Students will learn understanding of clay nature, its manipulation and exploiting its behaviour to create a new or existing form.	
8	Outline syllabus		**CO Achievement**
	Unit 1	**Introduction**	CO1, CO5
	A	Materials, Tools, etc	
	B	Geometrical Forms	
	C	Geometrical Composition	
	Unit 2	**Clay Manipulation**	CO4
	A	Pinch & Pull	
	B	Coil, Slip & Score	
	C	Slab, Slip & Score	
	Unit 3	**Modifying Surface**	CO2, CO4
	A	Texturing	
	B	Rendering	
	C	Impression	
	Unit 4	**2D Development & Translation**	CO3, CO4
	A	Relief composition	
	B	Subtractive method	
	C	Additive method	
	Unit 5	**Anatomy studies**	CO3, CO5

A	Eyes, Ear, & Nose		
B	Hand, Leg & Fingers		
C	Head		
Mode of examination	Theory/Jury/Practical/Viva		
Weightage Distribution	CA	MTE	ETE
	60%	0%	40%
Text book/s*	Clay Modelling for Beginners: An Essential Guide to Getting Started in the Art of Sculpting Clay ~ (Clay Modelling - Clay Art) Book by Jeanie Hirsch		
Other References	Modeling the Head in Clay Book by Bruno Lucchesi and Margit Malmstrom		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	1	2	2
CO2	3	2	3	1	2	2
CO3	3	3	3	1	2	1
CO4	2	2	2	2	3	1
CO5	2	3	2	2	1	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS	**Batch : 2018-2022**	
Program: Bachelor of Visual Arts	**Current Academic Year: 2018-2019**	
Branch: Applied Art	**Semester: 1**	
1	Course Code	**BVA106**
2	Course Title	**STORY OF INDIAN ART**
3	Credits	3
4	Contact Hours (L-T-P)	2-1-0
	Course Status	Compulsory

5	Course Objective	1. The programme is intended to enable students to recognise the significance of art history and its association with the creative process. 2. It aims at enumerating the growth of art in the Indian subcontinent by focusing on ancient civilizations such as Indus Valley. 3. It aims at disseminating historical information in a narrative form of a story. 4. It enables students in examining various forms and materials used in creating ancient art works. 5. To understand the impact of political and religious history on the development of various styles in ancient art.	
6	Course Outcomes	**CO1:-**The students will come to know about the various phases of ancient Indian art. **CO2:-** The students shall be able to recognise the different materials used to make art in the ancient times. **CO3:-** The students will be able to articulate in detail about the different ancient Indian styles of art. **CO4:-** They will be able to critically think about form and its association with the prevalent trends in history. **CO5:-** They will be able to visually analyze an artwork by performing a formal and conceptual analysis.	
7	Course Description	The course enables students in developing critical thinking and articulation skills. It further acts as the foundation repository for the students through which they will be able to harness their own creative processes.	
8		Outline syllabus	CO Achievement
	Unit 1	**Prehistoric Indian Art and ancient civilization**	CO1
		1A:- Prehistoric Art 1B:- Cave Paintings of India 1C:- Indus valley Civilization	
	Unit 2	**Study of art from 500 B.C. to 1 A.D.**	CO2, CO5
		2A:- Sculptures during the Mauryan Empire 2B:- Sculptures during the Shunga Empire	

		2C:- Amaravati Sculpture		
	Unit 3	**Kushan, Gupta Period and Eastern Ghats**		CO3, CO5
		3A:- Gandhara School and Mathura School 3B:- Gupta Period 3C :- Khajuraho ,Bhuvaneshwar and Konark		
	Unit 4	**Art in the southern peninsula**		CO4, CO5
		4A :- Pallava dynasty and Pala-Sena Sculpture 4B :- Chalukyan and Rashtrakuta Sculpture 4C :- Chola and Hoysala Sculpture		
	Unit 5	**Classical Painting**		CO4, CO5
		5A:- Ajanta & Ellora 5B :- Bagh and Sittanavasal 5C :- Pala and Western Indian Manuscript Painting		
	Mode of examination	**Theory**		

	Weightage Distribution	**CA**	**MTE**	**ETE**	
		30%	**20%**	**50%**	

	Text book/s*	- **Elements of Indian art** by *Gupta, S.P.* - **Story of Indian art** by *Bhattacharya, S.K.*	
	Other References	- **Art of India: traditions of Indian sculpture painting and architecture** by *Kramrisch, Stella*	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	3	2	2	3	1
CO2	3	3	3	2	2	1
CO3	2	2	3	2	3	1
CO4	2	3	2	1	2	1
CO5	3	2	3	2	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

2nd Semester

School : SCADMS	Batch : 2018-2022	
Program: Bachelor of Visual Arts	Current Academic Year: 2018-2019	
Branch: Applied Arts	Semester: 2	
1	Course Code	BVA111	
2	Course Title	**DRAWING AND SKETCHING-II**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	

5	Course Objective	1. The programme aims at developing and harnessing manual skills, leading to collaboration between visualized and the created. 2. It concentrates on exploring different materials such as charcoal, watercolor, pencil, ink etc. 3. Making the students recognize the difference between spaces by practicing works in both indoor and outdoor areas. 4. Promoting the significance of regular sketching and its impact on the overall composition and creative skills. 5. Describing movement by studying the anatomy of human as well as animal figures. 6. Explaining the significance of line and demonstrating its nuances.	
6	Course Outcomes	**CO 1:-**The students will explore various dry and wet mediums on different types of supports. **CO2:-** The students shall be able to visualize different spaces both indoor and outdoor and transform them in two dimensional visuals. **CO3:-** The students will be able to visualize and reproduce different objects by adhering to the principles of proportion and scale. **CO 4:-**The students will be able to understand movement through anatomical studies of both animal and human beings. **CO5:-** The student will be able to perform an in depth study for both living and non-living beings.	
7	Course Description	The course enables students to develop an understanding between reality and reproduction. It acts as one of the key platforms to enhance the overall creative comprehension skills and inculcate the significance of consistent practice.	
8		Outline syllabus	CO Achievement
	Unit 1	**Introduction**	CO1
		1A:- Study of antique and life 1B:- Study of scale and proximity	

		1C:- Study of shape, perspective and proportion	
	Unit 2	**Sketching techniques**	CO2
		2A:- Introduction to basic sketching technique 2B:- Outdoor sketching 2C:- Indoor Sketching: Still life and Model Study	
	Unit 3	**Elements of Sketching**	CO3
		3A:- Line 3 B:- Shape & Form 3C:-Surface & Texture	
	Unit 4	**Human Anatomy**	CO4, CO3
		4A :- Study of the human skeleton 4B :- Study part by part: Hands and legs 4C :- Torso and trunk	
	Unit 5	**Human Anatomy and Still life**	CO4, CO5
		5C :- Study of portraits 5A :- Study of the entire proportion and scale of the human body 5B :- Study of still life: Plants, draperies and objects	
	Mode of examination	**Jury**	
	Weightage Distribution	**CA** | **MTE** | **ETE** **60%** | **0%** | **40%**	
	Text book/s*	- *Dynamic Wrinkles and Drapery_Solutions for Drawing the Clothed Figure* by Burne Hogarth - How to rule at drawing _ 50 tips and tricks for sketching and doodling (2020) - [Art Studio Classics] Stephanie Haboush Plunkett, Magdalen Livesey - *Drawing Lessons from the Famous Artists School_ Classic Techniques and Expert Tips from the Golden Age of Illustration* (2017, Rockport Publisher)	
	Other References	Ron Tiner - Figure Drawing Without a Model-David & Charles Publishers (1997)	

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	3	3	2	2	1
CO2	2	3	3	1	3	1
CO3	3	3	3	1	2	1
CO4	2	2	3	1	2	1
CO5	2	3	2	1	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		**Current Academic Year:2018-2019**	
Branch: Applied Arts		**Semester: 2**	
1	Course Code	BVA112	
2	Course Title	**COMPOSITION-II**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	

5	Course Objective	1. The course aims at interpreting the significance of a composition which includes an in depth study of its elements and principles. 2. Describe the components of a composition and varying degree of their impact on a layout. 3. Provide an in-depth study of color theory using both demonstration as well as lecture methods. 4. Classify and manoeuvre natural and geometric shapes. 5. Describe the significance of pattern, rhythm, and movement in space and reproduce composition layouts keeping the latter in mind.	
6	Course Outcomes	**CO 1:-**The students will learn about the elements of a composition which includes color, line, shape, texture. **CO2:-** The students shall be able to visualize and reproduce the spaces on the basis of the principles of a composition which includes rhythm, movement, harmony, pattern etc. **CO3:-** The students shall acquire the skill to understand the significance of a well-developed composition by carefully analysing the ones around them and by studying other artist projects. **CO 4:-** The students will be having an overall theoretical as well practical understanding of managing a visual space. **CO5:-** The students will be able to imagine and execute acquired skill into different disciplines like printmaking, graphic design, painting and installation art.	
7	Course Description	The course aids in visualizing and practicing different forms of developing a composition. It enables students in developing an understanding of creating a space in a balanced and harmonious way.	
8		Outline syllabus	CO Achievement
	Unit 1	**Introduction Elements of a Composition**	CO1
		1A:- Color, line 1B:- Point, space 1C:- Form, Unity and Texture	

Unit 2		**Introduction to Principle of a composition**	CO2
		2A:- Balance and Alignment , Emphasis 2B:- Contrast and Proportion 2C:- Movement and White Space	
Unit 3		**Introduction to shapes and space**	CO3
		3A:- Geometric shape 3 B:- Organic Shape 3C:- Negative and Positive Space	
Unit 4		**Dimensional Study**	CO4
		4A :- Two dimensional Compositions 4B :- Three dimensional compositions 4C :- Spatial explorations	
Unit 5		**Study of Artistic Projects in Different Disciplines**	CO5
		5A :- Painting 5B :- Printmaking and Graphic design 5C :- Three- Dimensional compositions (Sculptures and Installation)	
Mode of examination		**Jury**	

	CA	MTE	ETE	
Weightage Distribution	**60%**	**0%**	**40%**	

Text book/s*	Art Fundamentals: Color, Light, Composition, Anatomy, Perspective and Depth by Andrei Riabovitchev and Roberto F. Castro	
Other References	Composition: Understanding Line, Notan and Color by Arthur Wesley Dow	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	1	2	1
CO2	2	2	3	1	2	1
CO3	3	3	3	1	2	1
CO4	2	3	3	3	2	2

CO5	1	2	2	2	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		**Current Academic Year: 2018-2019**	
Branch: Applied Arts		**Semester: 2**	
1	Course Code	BVA114	
2	Course Title	**COMPUTER GRAPHICS**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	

5	Course Objective	1. The programme is intended to introducE graphic designing through basic knowledge of various softwares used in graphic designing. 2. It aims at introducing technical skills for various designing softwares such as Adobe Illustrator and Adobe Indesign. 3. It concentrates on exploring different designing tools and techniques required for gaining expertise in graphic design. 4. Demonstrates the utility of different softwares according to the need of design. 5. Recognise and harness their creativity by developing their digital skills through different activities.	
6	Course Outcomes	**CO 1:-** The students shall be able to quickly identify advanced tools of the software Adobe Illustrator. Especially focusing on experimenting with typography and visuals to create digital creatives. **CO2:-** The students shall be able to understand the importance of corporate identity and will be able to create logos and stationary design using the software. **CO3:-** The students shall be able to amalgamate the knowledge and tools of different softwares to produce good designs for print and digital media. **CO 4:-** The students shall be able to visualize and summarise the studies of various digital tools and techniques required for graphic designing. **CO 5:-** The students will be able to identify and enhance the technical knowledge required for creating digital publishing formats.	
7	Course Description	The course enables students to develop an understanding about the vast possibilities in the digital space. It caters to focus on their coordination between the visualization and creation by providing them with the necessary tools. Further it aims at harnessing their digital skills and expands the vocabulary of their creativity.	
8		Outline syllabus	CO Achievement
	Unit 1	**Text Effects In Illustrator**	CO1

		1A. Text Wrap For Books and Magazines 1B. Warping Text Into Shapes 1C. Exploring Text Effects	
	Unit 2	**Corporate Identity**	CO2
		2A. Using Type and Shapes To Create Logos 2B. Stationary Design Using Software 2C. Corporate Identity Vector Design Package	
	Unit 3	**Designing Graphics Using Softwares**	CO3
		3A. Blending Photoshop Files In Illustrator For Creating Designs 3B. Designing Creative Pamphlet / Leaflets / Hand-Out 3C. Designing Hoarding Using Images and Text	
	Unit 4	**Introduction To Indesign**	CO4
		4A. Basic Tools, Terminologies and Shortcuts of Indesign 4B. Experimenting With Columns 4C. Explorations Based On Grid Layout	
	Unit 5	**Application of Indesign Tools**	CO5
		5A. Applying Master Page in Your Design 5B. Designing Catalogue For Any Brand or Product 5C. Preparing Print Ready File and Formats	
	Mode of examination	**Jury**	
	Weightage Distribution	**CA** **MTE** **ETE** **60%** **0%** **40%**	
	Text book/s*	Bob Gordon, Maggie Gordon - The Complete Guide to Digital Graphic Design-Thames & Hudson Ltd (2002)	

Other References	● Indesign Beginners Hand-out ● Learn Adobe CC For Graphic Design and Illustration by Dena Wilson and Peter Lourekas

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	2	2	2
CO2	2	3	3	2	2	2
CO3	3	2	3	1	3	3
CO4	2	2	3	2	3	3
CO5	2	2	3	1	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-22
Program: Bachelor of Visual Arts		Current Academic Year:2018-2019
Branch: Applied Art		Semester: 2
1	Course Code	BVA115
2	Course Title	**CLAY MODELLING-II**
3	Credits	3
4	Contact Hours (L-T-P)	1-0-2
	Course Type	Compulsory
5	Course Objective	1. The programme focuses on visualizing and creating in three dimensional form.

		2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques of clay modelling. 3. To develop the hands on skills for creating free standing sculpture by the means of necessary tools and techniques. 4. It focuses on understanding various measuring techniques used in clay modelling. 5. It explores unique features of different three dimensional renderings via the means of various techniques.	
6	Course Outcomes	CO1: The students will be able to understand 3D Forms in Clay and its further application in free standing sculpture. CO2: They will understand the significance of negative & positive space in creating a form. CO3: They will be able to demonstrate scale and proportion study through armature sculpting. CO4: They will be able to capture gestures and postures in compositions created with armature. CO5: They will be able to create mixed media 3D sculptures.	
7	Course Description	Expressing creativity through easily available traditional clay in Free Stand 3d form. Students will learn understanding of clay nature, its manipulation and exploiting its behaviour to create a new or existing form.	

8		**Outline Syllabus**	**CO Achievement**
	Unit 1	**3D Clay Modelling**	CO1
	A	3D Forms Studies	
	B	Relation Between Geometrical Form & Organic Forms	
	C	Human Head & Geometrical Forms	
	Unit 2	**Form & Space**	CO2
	A	Negative	
	B	Positive	
	C	Void	
	Unit 3	**Ratio & Proportion & Armature**	CO3
	A	Orthography Study Of The Model/Reference Sculpting	

	B	Measuring Wire Frame/Skelton	
	C	Binding armature forms	
	Unit 4	**Free Stand Clay modelling**	CO4
	A	Anatomy	
	B	Features & Gestures	
	C	Composition	
	Unit 5	**Mixed Media**	CO5
	A	Paper Mache & Moulding	
	B	POP Moulding	
	C	Scrape/assemblage Sculpting.	
	Mode Of Examination	**Jury**	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text Book/S*	Clay Modelling for Beginners: An Essential Guide to Getting Started in the Art of Sculpting Clay ~ (Clay Modelling - Clay Art) Book by Jeanie Hirsch	
	Other References	Modeling the Head in Clay Book by Bruno Lucchesi and Margit Malmstrom	

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	2	2	2
CO2	1	2	3	2	2	1
CO3	2	2	2	1	2	2
CO4	2	2	3	1	1	1
CO5	2	3	3	1	3	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	**Current Academic Year:2018-2019**	
	Branch: Applied Arts	**Semester: 2**	
1	Course Code	BVA116	
2	Course Title	**STORY OF WESTERN ART**	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
	Course Status	Compulsory	
5	Course Objective	1. The programme is intended to enable students to recognise the significance of art history and its association with the creative process.	

		2. It aims at enumerating the growth of art in the western world by focusing on ancient civilizations. 3. It enables students in examining various forms and materials used in creating ancient art works. 4. To understand the impact of political and religious history on the development of various styles in ancient art.	
6	Course Outcomes	**CO 1:-**The students will come to know about the various phases of ancient western art. **CO2:-** The students shall be able to recognise the different materials used to make art in the ancient times. **CO3:-** The students will be able to articulate in detail about the different ancient western styles of art. **CO 4:-** They will be able to critically think about form and its association with the prevalent trends in history. **CO5:-** They will be able to apply the acquired knowledge into analytical and critical thinking.	
7	Course Description	The course enables students in developing critical thinking and articulation skills. It further acts as the foundation repository for the students through which they will be able to harness their own creative processes.	
8	Outline syllabus		CO Achievement
	Unit 1	**Prehistoric Western Art**	CO1
		1A:- Palaeolithic 1B:- Mesolithic 1C:- Neolithic	
	Unit 2	**Ancient Near Eastern Art**	CO2
		2A:- Sumerian 2B:- Akkadian and Assyrian Art 2C:- Art of Babylon	
	Unit 3	**Ancient Egyptian Art**	CO3, CO5
		3A:- Old Kingdom Art 3 B:- Middle Kingdom Art	

		3C:- New Kingdom Art	
Unit 4		**Aegean and Greek Art**	CO4, CO5
		4A :- Aegean Period: Mycenae's, Crete and Cycladic Art	
		4B :- Art of Ancient Greece: Painting, Pottery, Sculpture and Architecture	
		4C :- Hellenistic Period	
Unit 5		**Roman Sculpture and Painting**	CO4, CO5
		5A:- Architectural style	
		5B :- Sculpture style	
		5C :- Painting style	
Mode of examination		**Theory**	

	CA	MTE	ETE	
Weightage Distribution	**30%**	**20%**	**50%**	

Text book/s*	- **Laurie Adams - A History of Western Art**-*McGraw-Hill Humanities_Social Sciences_Languages (2011)* - **Fred S. Kleiner - Gardner's Art Through the Ages_** *A Concise History of Western Art-Cengage Learning (2013)*	
Other References	- **Penelope J.E. Davies, Walter B. Denny -** *Janson's History of Art The Western Tradition, 8th Edition-Pearson (2010)*	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	2	2	1	2	1
CO2	3	3	3	2	2	1
CO3	2	2	3	2	3	1
CO4	2	3	2	1	2	1
CO5	1	2	3	2	1	1

1-Slight (Low)

2-Moderate (Medium)
3-Substantial (High)

3rd Semester

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	Current Academic Year: 2019-2020	
	Branch: Applied Art	Semester: 3	
1	Course Code	BVA201	
2	Course Title	**DRAWING AND ILLUSTRATION-I**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	COMPULSORY	

5	Course Objective	1. The programme focuses on exploring the significance of developing hand and mind coordination. 2. It concentrates on inculcating the advanced skills of observation. 3. Making the students recognize the difference between both indoor and outdoor areas. 4. Improving foundation skills of drawing by incorporating advanced study of landscape.	
6	Course Outcomes	**CO 1:-**The students will modify their skills of observation into reproduction of images. **CO2:-** The students shall be able to visualize objects in both indoor and outdoor areas. **CO3:-** The students will be able to imagine and modify presented objects using different techniques such as pen and ink, poster color, water color and shading using pencils. **CO 4:-**The students will be able experiment with different drawing techniques and create distinctive visual forms. **CO5:-** The student will be able to illustrate their concepts in visual forms.	
7	Course Description	The course improves student's existing skill of observation and reproduction and enables them in developing coordination between the visualized and created. It aims at inculcating the significance of continuous practice of manual skills in order to develop their creative skills.	
8		Outline syllabus	CO Achievement
	Unit 1	**Sketching**	CO1
		1A:- Practicing lines 1B:- Capturing different forms 1C:- Difference between outdoor and indoor spaces	
	Unit 2	**Outdoor Drawing**	CO2
		2A:- Landscape	

		2B:- Architectural Studies 2C:- Flora and fauna Study	
	Unit 3	**Still Life Study**	CO3. CO1
		3A:- Object study of different materials such as glass, aluminium and wood. 3 B:- Study of drapery 3C:- Creating Compositions	
	Unit 4	**Conceptual Study**	CO4
		4A :- Working on Concepts 4B :- Creating Layouts 4C :- Creating Complete Drawings	
	Unit 5	**Illustrations**	CO5
		5C :- Introduction to Illustrations 5A :- Introduction to Illustration Techniques 5B :- Introduction to various forms of illustration	
	Mode of examination	**Jury**	

	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	

	Text book/s*	- *Dynamic Wrinkles and Drapery_Solutions for Drawing the Clothed Figure* by Burne Hogarth - - How to rule at drawing _ 50 tips and tricks for sketching and doodling (2020) - [Art Studio Classics] Stephanie Haboush Plunkett, Magdalen Livesey - *Drawing Lessons from the Famous Artists School_ Classic Techniques and Expert Tips from the Golden Age of Illustration* (2017, Rockport Publisher) - Ron Tiner - Figure Drawing Without a Model-David & Charles Publishers (1997)
	Other References	- Dynamic Wrinkles and Drapery_ Solutions for Drawing the Clothed Figure

POs	PO1	PO2	PO3	PO4	PO5	PO6

COs						
CO1	2	2	3	1	2	2
CO2	2	3	3	2	2	2
CO3	2	2	3	2	2	2
CO4	2	2	3	2	2	2
CO5	1	3	2	3	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		**Current Academic Year: 2019-2020**	
Branch: Applied Art		**Semester: 3**	
1	Course Code	**BVA202**	
2	Course Title	**Typography-I**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	

5	Course Objective	1. The programme is intended to introduce the basics of typography and its association with graphic design. 2. It aims at unravelling the various elements of typographical design. 3. It focuses on enumerating the basic principles of typographical design and its application. 4. It also aims at developing an understanding about the expressive powers of typography and its impact on overall design.	
6	Course Outcomes	**CO 1:-**The students will be able to recognize the basic study of construction of type. **CO2:-** The students shall be able to identify the various typographic terminologies and their association with the overall design formats. **CO3:-** The students will be able examine the different expressions of typography. **CO4:-** They will be introduced to relate principles of design in typography. **CO5:-** They will be able to produce designs with balance and hierarchy in type.	
7	Course Description	The course introduces the significance of typography by exploring its various facets. It focuses on recognizing each of its elements by studying its components in whole and in parts. Further it aims at comprehending the space of typography in graphic design.	
8		Outline syllabus	CO Achievement
	Unit 1	**Introduction To Typography**	CO1
		1A:- Anatomy of Typography and Related Terms 1B:- Construction Of Type Using Grid 1C:- Evolution of Typefaces	
	Unit 2	**Basic Study**	CO2
		2A:- Study of Different Typefaces and Fonts 2B:- Kerning, Tracking, Leading	

		2C:- Proportion and Sizes	
	Unit 3	**Expressive Power of Typography**	CO3
		3A:- Exploring more into expressive aspects of typography, 3B:- Typographic Composition Designs 3C:- Capturing the emotional aspect of the word.	
	Unit 4	**Experimenting With Type**	CO4
		4A :- Studying Texture, Backgrounds With Type 4B :- Application of Principles Of Design 4C :- Looking at the different ways in which layout and color choices can create an impact on the viewers.	
	Unit 5	**Lettering & Typography**	CO5
		5A:- Typographical balance 5B :- Typographic Composition 5C :- Grids and Hierarchy in Type	
	Mode of examination	**Practical**	

		CA	MTE	ETE	
	Weightage Distribution	60%	0%	40%	
	Text book/s*	- Design Thinking, Design Theory Thomas Binder, Giorgio de De Michelis, Pelle Ehn, Giulio Jacucci, Per Linde, Ina Wagner - Design Things (Design Thinking, Design Theory) (2011, The MIT Press) - libgen.lc			
	Other References	- David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)-Dover Publications (2011)			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	2	2	2
CO2	3	3	3	2	2	2

CO3	2	2	3	2	2	3
CO4	2	3	3	2	2	2
CO5	2	1	3	2	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		**Current Academic Year: 2019-2020**	
Branch: Applied Art		**Semester: 3**	
1	Course Code	BVA203	
2	Course Title	**CAD-I**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	

5	Course Objective	1. The programme intends to demonstrate various problem-solving areas of design. 2. It aims at making them aware about the various graphic software such as Photoshop, InDesign and Illustrator in detail. 3. Illustrates different problems – solving methods of design. 4. It prepares them to comprehend the difference between indoor and outdoor advertising (Posters).	
6	Course Outcomes	**CO 1:-**The students will explore different domains and areas associated with design problems. **CO2:-** The students shall be able to extend their knowledge of the designing softwares such as Photoshop, Illustrator and Indesign. **CO3:-** The students shall be able to visualize and conceptualise designs. **CO 4:-**The students shall be able to quickly identify advanced ways to solve design problems. **CO 5:-** Amalgamate different software to create a coherent design.	
7	Course Description	The course enables students in developing an understanding about the various domains of design problems. It caters to focus on their coordination between the visualization and creation by providing them with the necessary tools.	
8		Outline syllabus	CO Achievement
	Unit 1	**Softwares Explorations I (Adobe Indesign)**	CO1
		1A:- Designing for Publication 1B:- Magazine double spread page layout 1C:- Gutter, Drop Cap, Text Pull Out, Image Embedding	
	Unit 2	**Softwares Explorations II (Adobe Indesign)**	CO2
		2A: Designing Newsletter 2B:-Design grid, masthead, color balance, alignment 2C:- Amalgamation of text and images	
	Unit 3	**Vector Illustrations**	CO3

		3A:- Basics of transforming and editing 3B:- Creating repeated shapes, gradient effects and opacity 3C:- Vector maps / wall stickers / character art / mascots	
	Unit 4	**Abstract Vector Art**	CO4
		4A :- Mandala vectors / patterns / comic art 4B :- Abstract comic background 4C :- Exploring burn tool, smart object, adjustment layers, filters, half-tone patterns	
	Unit 5	**Creativity with Photoshop**	CO5
		5A :- Exploring Photoshop Effects 5B :- Twirl / Clouds / Fire / Water Reflection / Lens Flare 5C :- Transparent Text In Image Exercise	
	Mode of examination	**Jury**	

		CA	**MTE**	**ETE**	
	Weightage Distribution	**60%**	**0%**	**40%**	
	Text book/s*	Bob Gordon, Maggie Gordon - The Complete Guide to Digital Graphic Design-Thames & Hudson Ltd (2002)			
	Other References	● Indesign Beginners Hand-out ● Learn Adobe CC For Graphic Design and Illustration by Dena Wilson and Peter Lourekas			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	2	2	2
CO2	2	3	3	2	2	2
CO3	3	2	3	1	3	3

CO 4	2	2	3	2	3	3
CO 5	2	2	3	1	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS	Batch : 2018-2022	
Program: Bachelor of Visual Arts	**Current Academic Year: 2019-2020**	
Branch: Applied Art	**Semester: 3**	
1	Course Code	**BVA204**	
2	Course Title	**Photography-I**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	

	Course Status	Compulsory	
5	Course Objective	1. The programme is intended to introduce the basics of photography. 2. It aims at unravelling the various elements of a camera and its work process. 3. It focuses on capturing the primary understanding of frames, cameras, printing etc. 4. It also aims at developing an understanding of lighting, toning and reduction.	
6	Course Outcomes	**CO 1:-**The students will be able to differentiate between different kinds of cameras and their properties. **CO2:-** The students shall be able to analyse different types of frames . **CO3:-** The students will be able to demonstrate skills to shoot for products. **CO 4:-** They will demonstrate dark room practices and photo development process. **CO5:-** They will be able to capture variations in one shot.	
7	Course Description	The course introduces the significance of photography by exploring its various facets. It focuses on recognizing each of its elements by studying its components and applications.	
8		Outline syllabus	CO Achievement
	Unit 1	**Introduction To Photography**	CO1
		1A:- Introduction to different types of cameras, their mechanism and developments 1B:- Development of Camera (Printing) 1C:- Types of Photography Practices Indoor and outdoor photography and darkroom practice.	
	Unit 2	**Different Types of Frames**	CO2
		2A:- Portrait 2B:- Landscape 2C:- Different lighting effects	
	Unit 3	**Product Photography**	CO3

		3A:- Introduction to Product Photography 3B:- Indoor Shoot of Products 3C:- Outdoor shoots of Products	
Unit 4		**Printing Process**	CO4
		4A :- Dark-room practice 4B :- Enlarging 4C :- Bromide Printing	
Unit 5		**Toning**	CO5
		5A:- Photograph reduce 5B :- Toning 5C :- Variations in one shot	
Mode of examination		**Practical**	
Weightage Distribution	**CA**	**MTE**	**ETE**	

Weightage Distribution	CA	MTE	ETE
	60%	0%	40%

Text book/s*	- Bernhard Suess - Creative Black and White Photography_ Advanced Camera and Darkroom Techniques-Allworth Press (2003) - (Masters Series Buffalo, N.Y.) William S. McIntosh - Classic Portrait Photography_ Techniques and Images from a Master Photographer (Masters Series (Buffalo, N.Y.))- Amherst Media, Inc. (2004)	
Other References		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	2	2	2
CO2	2	3	3	2	2	2
CO3	3	2	3	2	3	2
CO4	2	2	2	2	3	2
CO5	2	3	2	3	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	**Current Academic Year: 2019-2020**	
	Branch: Applied Art	**Semester: 3**	
1	Course Code	**BVA 205**	
2	Course Title	**Material and Method-I**	
3	Credits	2	
4	Contact Hours (L-T-P)	1-1-0	
	Course Status	Compulsory	

5	Course Objective	1. The programme is intended to introduce the basics of design. 2. It aims at understanding the significance of elements of design such as line, shape, texture etc. 3. It focuses on enumerating the basic principles of design and the possible ways of their application. 4. It also deals with comprehending the significance of layouts in a design.	
6	Course Outcomes	**CO 1:-**The students will be able to recognize the significance of Elements of design. **CO2:-** The students shall be able to identify the distribution of principles of design in a composition which will enhance their observation skills. **CO3:-** The students will be able examine the different types of layouts and incorporate their understanding in application. **CO 4:-** They will be introduced with the notion of communication and its association with design. **CO5:-** They will understand the nuances of advertising design as a means of mass communication.	
7	Course Description	The course enables students in developing critical thinking and articulation skills. It further acts as the basic platform for comprehending the basic vocabulary in design and further uses it in their practical skills.	
8		Outline syllabus	CO Achievement
	Unit 1	**Elements of Design**	CO1
		1A:- Line, Texture 1B:- Color 1C:- Size and Shape	
	Unit 2	**Principle of Design**	CO2
		2A:- Unity and Contrast 2B:- Size and Proportion 2C:- Balance and Movement	
	Unit 3	**Introduction to Layout Design**	CO3
		3A:- Visualization 3B:- Background Study 3C :- Factors and Elements	

Unit 4	**Study of Layout Design**		CO4
	4A :- Types of layout 4B :- Part of Composition and Layout Design 4C :- Overall Composition and Layout Design		
Unit 5	**Introduction to Communication**		CO4, CO5
	5A:- Communication 5B :- Design and Communication 5C :- Advertising and Communication		
Mode of examination	**Theory**		
Weightage Distribution	**CA** **30%**	**MTE** **20%**	**ETE** **50%**	
Text book/s*	- *Artist Handbook of Method and Material* : Ray Smith		
Other References	- *The Evolution of Communication:* Marc D. Hause		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	2	2	3	3
CO2	2	3	3	2	3	3
CO3	3	2	3	2	3	3
CO4	3	3	3	2	2	2
CO5	2	3	2	3	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS	Batch : 2018-2022	
Program: Bachelor of Visual Arts	**Current Academic Year: 2019-2020**	
Branch: Applied Art	**Semester: 3**	
1	Course Code	**BVA206**
2	Course Title	**HISTORY OF INDIAN ART**
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0
	Course Status	Compulsory
5	Course Objective	1. The programme is intended to enable students to recognise the significance of Indian art history and its association with the creative process.

		2. It aims at enumerating the growth and comprehension of aesthetics in India by focusing on the notions of beauty and art. 3. It focuses on understanding the different forms and styles of paintings developed in India. 4. To understand the impact of aesthetics study on the development of various visual art forms in India.	
6	Course Outcomes	**CO 1:-**The students will come to know about the various styles of paintings and visual art forms in India. **CO2:-** The students shall be able to interpret the different materials and techniques of painting. **CO3:-** The students will acquire knowledge about the Indian aesthetic theories. **CO 4:-** They will be able to critically think about the relationship between Indian aesthetics on the various styles indian art. **CO5:-** They will be able to differentiate between various types of minituristic trends and their significant stylization.	
7	Course Description	The course enables students in developing critical thinking and articulation skills. It introduces the various facets of Indian Art history and aesthetics that includes the different painting styles and definitions of art and beauty.	
8	Outline syllabus		CO Achievement
	Unit 1	**Part A: Aesthetics – Art**	CO1, CO3
		1A:- Definitions of Art 1B:- Concept of Beauty in Art 1C:- Theories of Art	
	Unit 2	**Rasa theory and Six Limbs of Painting**	CO2, CO3
		2A:- Introduction to Rasa theory 2B:- Explanation of the Rasa Theory 2C:- Six Limbs of Paintings	
	Unit 3	**Part B – History : Mughal and Deccan Paintings**	CO4, CO5

		3A:- Pre-Mughal trends in Indian paintings 3 B:- Mughal Miniature Paintings 3C:- Ahmednagar, Bijapur; Golconda.	
Unit 4		**Rajasthan Paintings**	CO4, CO5
		4A :- Mewar, Bundi, Kota, 4B :- Kishangarh, Jodhpur, Jaipur 4C :- Bikaner, Nathadwara, Malwa	
Unit 5		**Pahari Painting**	CO4, CO5
		5A:- Basoli, Guler 5B :- Kangra 5C :- Garwal	
Mode of examination		**Theory**	

	Weightage Distribution	**CA**	**MTE**	**ETE**	
		30%	20%	50%	
	Text book/s*	- **History of Fine Arts in India and the West:** *Edith Tomory* - **Essence of Indian Art** by *B.N. Goswamy*			
	Other References	- **A Student's Handbook of Indian Aesthetics** : *Neerja A. Gupta*			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	2	2	2	2	2
CO2	2	2	3	2	2	2
CO3	2	2	3	2	2	3
CO4	2	2	2	1	2	1
CO5	2	3	2	3	2	2

1-Slight (Low)
2-Moderate (Medium)

3-Substantial (High)

School : SCADMS	Batch : 2018-21		
Program: BVA	Current Academic Year: 2019-2020		
Branch: Applied Art	Semester:3		
1	Course Code	**BVA208**	
2	Course Title	**Printmaking**	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-2	
	Course Type	ELECTIVE	
5	Course Objective	1. The programme focuses on creating a balance between the visualized and created by the means of printmaking.	

		2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques of multiple reproduction of artistic prints.
		3. To develop the soft skills of drawing by focusing on anatomical study.
		4. It focuses on understanding the different techniques and their uses in print media.
		5. It explores unique features of manual prints
6	Course Outcomes	**CO1:** The student will acquire the understanding of the basic principles of printmaking, and the ability to apply these principles with specific aesthetic intent.
		CO2: The student will gain the knowledge and skills in the use of basic tools and techniques of printmaking.
		CO3: They will be able to demonstrate various planographic printmaking techniques.
		CO4: They will be able to demonstrate intaglio printmaking techniques.
		CO5: They will be able to demonstrate various relief printmaking techniques.
7	Course Description	The course builds on the existing skill of observation and reproduction and enables in developing coordination between the visualized and created by the means of print media. It aims at introducing various techniques and materials of printmaking.

8		Outline syllabus	CO Mapping
	Unit 1	**Demonstration**	CO2
	A	Tools, Machine & Materials	
	B	Composition Lay outing Process	
	C	Engraving & Relief Comparison	
	Unit 2	**Stencil Prints & Block Printing**	CO3, CO5
	A	Stencil printing process	
	B	Block carving	
	C	Block printing	
	Unit 3	**Relief Printing**	CO1, CO5,
	A	Woodcut	
	B	Linoleum	
	C	Collagraph	
	Unit 4	**Serigraph or Screen Printing**	CO2, CO3
	A	Screen preparation & process	

	B	Screen Print on paper	
	C	Mixing various print technique in one composition	
	Unit 5	**Engraving**	CO1, CO4
	A	Dry point	
	B	Intaglio	
	C	Aquatint	
	Mode of examination	**Jury**	

	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	- The Artist's Handbook by Ray Smith			
	Other References	- The Complete Printmaker by John Ross			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	1	2	1
CO2	2	2	3	2	2	3
CO3	-	2	3	-	3	2
CO4	3	2	3	-	2	3
CO5	-	2	3	2	3	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

4th Semester

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		Current Academic Year: 2019-2020	
Branch: Applied Art		Semester: 4	
1	Course Code	**BVA211**	
2	Course Title	**DRAWING AND ILLUSTRATION-II**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	COMPULSORY	

5	Course Objective	1. The programme focuses on creating a balance between the visualized and created. 2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques. 3. To develop the soft skills of drawing by focusing on anatomical study. 4. It focuses on understanding the different forms of illustration. 5. It explores unique features of different illustration style.	
6	Course Outcomes	**CO 1:-** The students will analyse and compare the difference between various types of anatomical studies by realising the unique skill sets required to study each one of them. **CO2:-** The students shall be able to visualize and conceptualize a drawing by exploring different materials and techniques. **CO3:-** The students will begin developing their own style of drawing. **CO 4:-**The students will focus on analysing and modifying drawing skills of the human body. **CO5:-** They will be able to compare different styles and forms of illustration design.	
7	Course Description	The course builds on the existing skill of observation and reproduction and enable in developing coordination between the visualized and created. It aims at introducing various techniques and materials of making illustrations.	
8		Outline syllabus	CO Achievement
	Unit 1	**Anatomical and architectural studies**	CO1
		1A:- Human Head studies 1B:- Animal Studies 1C:- Architectural Studies	
	Unit 2	**Concept based Drawings**	CO2
		2A:- Conceptual Compositions	

		2B:- Explorations with Black and white mediums 2C:- Explorations with color mediums	
	Unit 3	**Detailed Anatomy study I (Portraiture)**	CO3. CO1
		3A:- Nose, Lips 3 B:- Eye, Ear 3C:- Head Study	
	Unit 4	**Detailed Anatomy study II (Body)**	CO4
		4A :- Hand, Arm 4B :- Foot, Leg 4C :- Torso and Trunk	
	Unit 5	**Project based on illustration**	CO5
		5C :- Practice of different techniques in illustrations 5A :- Exploring various forms of illustration 5B :- Exploring different materials	
	Mode of examination	**Jury**	

	Weightage Distribution	CA	MTE	ETE	
		60%	**0%**	**40%**	
	Text book/s*	- *Dynamic Wrinkles and Drapery_Solutions for Drawing the Clothed Figure* by Burne Hogarth - - How to rule at drawing _ 50 tips and tricks for sketching and doodling (2020) - [Art Studio Classics] Stephanie Haboush Plunkett, Magdalen Livesey - *Drawing Lessons from the Famous Artists School_ Classic Techniques and Expert Tips from the Golden Age of Illustration* (2017, Rockport Publisher)			
	Other References	- Ron Tiner - Figure Drawing Without a Model-David & Charles Publishers (1997)			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	1	2	2

CO2	2	3	3	2	2	2
CO3	2	2	3	2	2	2
CO4	2	2	3	2	2	2
CO5	2	2	3	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS	Batch : 2018-2022	
Program: Bachelor of Visual Arts	**Current Academic Year: 2019-2020**	
Branch: Applied Art	**Semester: 4**	
1	Course Code	**BVA212**	
2	Course Title	**Typography-II**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	

5	Course Objective	1. The programme is intended to provide a detailed study of typefaces which includes the evolution of typefaces, construction and deconstruction of typefaces. 2. It aims at differentiating between typographical studies and calligraphy designs. 3. It focuses on introducing the various techniques and material involved in the calligraphy process. 4. It aims at analysing the expressive powers of typographical designs by exploring the emotional aspect of the word. 5. The course also explores the nuances of copy oriented magazine designs by focusing on creating original works.	
6	Course Outcomes	**CO 1:-**The students will be able to differentiate between different typefaces according to the development in time and recognise their significance today. **CO2:-** The students shall be able to compare the difference between calligraphy and other typographical designs. **CO3:-** The students will be able analyse a word according to its emotional aspect and create designs accordingly. **CO 4:-** They will be introduced with the construction and deconstruction of serif and san serif typefaces in calligraphy. **CO5:-** The students will be able to analyse and connect with the creation of copy oriented designs.	
7	Course Description	It takes the student on a journey where they explore the various soft skills of typography in a detail format, by giving them assignments that harness both their critical as well as creative skills. The studio is a practice based module that also focuses on improving the composition skills of the students, it in retu caters to developing their over designing ability. Thus sensitizing the students with the significance of expression and observation.	
8		Outline syllabus	CO Achievement
	Unit 1	**Developing A Typeface**	CO1
		1A:- Evolution of typefaces 1B:- Construction of Font Using Objects 1C:- Creating Numbers and Symbols	

	Unit 2	**Introduction to Calligraphy I**	CO2
		2A:- Exploring Calligraphic Strokes on A Grid 2B:- Designing with Calligraphic Strokes 2C:- Calligraphic Letters Formation	
	Unit 3	**Expressive Power of typography**	CO3
		3A:- Type as Language and Composition 3B:- Typographic Illusions 3C:- 2D/3D Typography Design	
	Unit 4	**Calligraphy II**	CO4
		4A :- Practicing Sans Serif Typefaces 4B :- Practicing Serif Typefaces 4C :- Creating Designs Using Calligraphy	
	Unit 5	**Copy Oriented Design**	CO5
		5A:- Understanding of letters, spacing and alignments 5B :- Word's, mechanical and Optical spacing, Grid system. 5C :- Creating Copy Based Designs.	
	Mode of examination	**Practical**	
	Weightage Distribution	CA / MTE / ETE : 60% / 0% / 40%	
	Text book/s*	***The Art of Calligraphy*** *: David Harris* ***Modern Calligraphy and Hand Lettering :*** *Lisa Engelbrecht*	
	Other References	*- David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)- Dover Publications (2011)*	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6

CO 1	2	2	3	2	2	2
CO 2	3	3	3	2	2	2
CO 3	2	2	3	2	2	3
CO 4	2	3	3	2	2	2
CO 5	2	3	3	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		**Batch : 2018-2022**	
Program: Bachelor of Visual Arts		**Current Academic Year: 2019-2020**	
Branch: Applied Art		**Semester: 4**	
1	Course Code	BVA 213	
2	Course Title	**COMPUTER APPLICATION 2**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	

5	Course Objective	1. The programme is intended to improve visualization and reproduction abilities. 2. It aims at enhancing their graphic skills in software such as Photoshop, InDesign and Illustrator in detail. 3. Analysing the utility of different software's according to the need of design. 4. Introducing advanced software tools in order to widen their digital vocabulary.	
6	Course Outcomes	**CO 1:-**The students will analyse different design tools and platforms by experimenting at various platforms. **CO2:-** The students shall be able to extend their knowledge of the designing softwares such as Photoshop, Illustrator and Indesign. **CO3:-** The students shall be able to compare between different briefs and create designs in accordance to it. **CO 4:-**The students shall be able to distinguish separate different categories of design according to the purpose. **CO 5:-** Amalgamate different software to create a coherent design.	
7	Course Description	The course enables students to enhance the digital skills and enables them to create coherent designs. It caters to comprehending various platforms of graphic designing by focusing on unique briefs and activities.	
8		Outline syllabus	CO Achievement
	Unit 1	**Posters for outdoor advertising**	CO1
		1A :- Indoor vs outdoor posters and sizes 1B :- Conceptualizing a series of posters 1C :- Designing posters and creative hoardings	
	Unit 2	**Digital Painting**	CO2, CO4
		2A:- Creating digital Illustration 2B:- Sketching and Drawing Using Pen Tab 2C:- Creating Landscape / Photo Collage / Matte Painting	
	Unit 3	**Experimentation 1**	CO3
		3A :- Creative wobblers & danglers 3B :- Understanding shapes, image selection and headline	

		3C :- Layout and Design	
Unit 4		**Experimentation 2**	CO4
		4A :- Designing Book Jackets / Folders / Dockets 4B :- Experimenting with graphics, colors, symmetry, type 4C :- Creating Digital Drawings	
Unit 5		**Experimentation 3**	CO5, CO2
		5A:- Designing Emailer / Blogs 5B:- Layout and visual arrangement 5C:- Creating engaging content using text and graphics	
Mode of examination		**Jury**	
Weightage Distribution	**CA**	**MTE**	**ETE**
	60%	0%	40%
Text book/s*	Bob Gordon, Maggie Gordon - The Complete Guide to Digital Graphic Design-Thames & Hudson Ltd (2002)		
Other References	● Learn Adobe CC For Graphic Design and Illustration by Dena Wilson and Peter Lourekas ● CorelDraw X7 User Guide		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	2	2	2
CO2	2	3	3	2	2	2
CO3	3	2	3	1	3	3
CO4	2	2	3	2	3	3

CO 5	2	2	3	1	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS	Batch : 2018-2022	
Program: Bachelor of Visual Arts	**Current Academic Year: 2019-2020**	
Branch: Applied Art	**Semester: 4**	
1	Course Code	**BVA214**	
2	Course Title	**Photography-II**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	

5	Course Objective	1. The programme is intended to comprehend the various techniques and material used in the discipline of photography. 2. It aims at unravelling the various elements of a camera and its work process. 3. It focuses on understanding the historical journey of a camera and its contribution to the world of image making and reproduction. 4. It also aims at developing a comprehension of different types of camera and lenses.	
6	Course Outcomes	**CO 1:-** The students shall be able to analyse different types of camera and their lenses. **CO2:-** The students will be able to recognize the vastness of study and scope in photography design. **CO3:-** The students will be able to classify the various stages of camera development and its relation with image making. **CO 4:-** They will be introduced with the advanced terminology and functions associated with photography. **CO5:-** They will be able to demonstrate skills and knowledge for photographic optics.	
7	Course Description	The course highlights important techniques and materials used in photography along with their application by practice. It focuses on understanding the origin of a camera and the levels it crossed to reach this stage.	
8		Outline syllabus	CO Achievement
	Unit 1	**Photographic Optics and Equipment: Types of camera lenses**	CO1
		1A:- Single (meniscus), achromatic 1B:- Symmetrical and Asymmetrical lenses 1C:- Telephoto, Zoom, Macro, Supplementary, and Fish-Eye lenses.	
	Unit 2	**History of black and white Photography**	CO2
		2A:- Early explorations 2B:- Experiments	

		2C:- Later developments	
Unit 3		**Photographic Optics**	CO5
		3A:- Reflection and refraction of light	
		3B:- Dispersion of light through a glass prism	
		3C:- Lenses	
Unit 4		**Photographic camera types**	CO3, CO4
		4A :- Pin-hole, Box	
		4B :- Folding, large and medium format cameras	
		4C :- single lens reflex (SLR) and twin lens reflex (TLR), miniature,	
Unit 5		**Enlarger and Exposure**	CO3, CO4
		5A:- Enlarger: Different types, construction, working. 5B :- Exposure: Correct exposure and its determination	
		5C :- Exposure meters- Types and function, exposure tables	
Mode of examination		**Practical**	

Weightage Distribution	**CA**	**MTE**	**ETE**
	40%	**0%**	**60%**

Text book/s*	- Bernhard Suess - Creative Black and White Photography_ Advanced Camera and Darkroom Techniques-Allworth Press (2003) - (Masters Series Buffalo, N.Y.) William S. McIntosh - Classic Portrait Photography_ Techniques and Images from a Master Photographer (Masters Series (Buffalo, N.Y.))- Amherst Media, Inc. (2004)	
Other References	- *NA*	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	2	2	2
CO2	2	3	3	2	2	2
CO3	3	2	3	2	3	2
CO4	2	2	2	2	3	2
CO5	2	2	3	3	1	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		**Batch : 2018-2022**	
Program: Bachelor of Visual Arts		**Current Academic Year: 2019-2020**	
Branch: Applied Art		**Semester: 4**	
1	Course Code	**BVA 215**	
2	Course Title	**Material and Method-II**	
3	Credits	2	
4	Contact Hours (L-T-P)	1-1-0	
	Course Status	Compulsory	
5	Course Objective	1. The programme is intended to introduce the materials used in the painting.	

		2. It aims at understanding different techniques in painting and their association with the creative process. 3. It focuses on introducing the various aspects of communication. 4. It also deals with comprehending the relationship between advertising, mass communication and marketing.	
6	Course Outcomes	**CO 1:-**The students will be able to differentiate between the various materials and techniques in painting. **CO2:-** The students shall be able to visualize and reproduce in a more efficient manner by experimenting with different materials and techniques. **CO3:-** The students will be able to explain the different nuances of communication which includes factors, objectives, types and models. **CO 4:-** The students will be able to differentiate between advertising and marketing. **CO5:-** The students will be able to explain the relationship between advertising and mass communication	
7	Course Description	It examines the basic material and techniques used in Visual and their application. Besides the above mentioned it also focus on bringing the students a step closer to advertising and maki them aware about its relationship with the mass communicatio	
8		Outline syllabus	CO Achievement
	Unit 1	**Introduction different material in Painting**:	CO1
		1A:- Support 1B:- Color 1C:- Source	
	Unit 2	**Introduction to Techniques of Painting**	CO2
		2A:- Study of Tempera and Murals 2B:- Detailed study of Fresco, Wood Panel 2C:- Study of Chiaroscuro and Sfumato	
	Unit 3	**Introduction to other painting Techniques**	CO2
		3A:- Oil and Acrylic 3B:- Study of water color 3C :- Pastel colors (soft and its type)	
	Unit 4	**Communication and its elements**	CO3, CO5

		4A :- Study of functions of communication 4B :- Detailed study of model and types 4C :- Introducing advertising as a mode of communication : - Factors, - Objectives in mass communication, - Study of Mass communication process in advertising	
	Unit 5	**Introducing Marketing as a process**	CO4, CO5
		5A:- Study of advertising and marketing communication 5B :- Study of marketing and communication objectives 5C :- Interrelated communication effects.	
	Mode of examination	**Theory**	
	Weightage Distribution	**CA** | **MTE** | **ETE** **30%** | **20%** | **50%**	
	Text book/s*	- *Artist Handbook of Method and Material* : Ray Smith	
	Other References	- *Advertising by Design: Generating and Designing Creative Ideas Across Media*, by Robin Landa; - *Advertising Design and Typography,* by Alex W. White - *Show What You Mean: Visual Literacy for Graphic Design and Mass Communication* by Kim Golombisky and Rebecca Hagen	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	2	2	3	3
CO2	2	3	3	2	3	3
CO3	3	2	3	2	3	3
CO4	3	3	3	2	2	2
CO5	3	2	3	2	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		**Batch : 2018-2022**	
Program: Bachelor of Visual Arts		**Current Academic Year: 2019-2020**	
Branch: Applied Art		**Semester: 4**	
1	Course Code	**BVA216**	
2	Course Title	**HISTORY OF WESTERN ART**	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Compulsory	
5	Course Objective	1. The programme is intended to enable students to analyze the vast area study in western art history and its association with the creative process.	

		2. It aims at enumerating the growth of art in the western world by focusing on ancient civilizations and different styles of works that grew with time. 3. It focuses on comprehending various styles, forms, techniques and materials that have been experimented in the past which further provides a wide expanse of experimentation. 4. To understand the growth of visual art and the related fields of study that aided in its manifestation. 5. To aid in developing an ability that can help in understanding different forms of visual art.	
6	Course Outcomes	**CO 1:-**The students will be able to understand the evolution of an image by differentiating between the various tools used for expression. **CO2:-** The students shall be able to analyse the different visual forms and styles developed in the western civilization. **CO3:-** The students will be able to articulate and explain different forms of images in the present times by connecting it with their reading of images over time. **CO 4:-** They will be able to critically think about form and its association with the prevalent trends in history. **CO5:-** The students will be able to explain the difference between various traditional art forms, styles and techniques such as murals, manuscript illumination, Mosaics etc	
7	Course Description	The course enables in developing critical thinking and articulation skills. Knowledge of various forms, styles and techniques of art widens the students plethora of comprehending images in the present times as well. It aids in traversing through the different notions of art which have been experimented with over time and creates a platform through which one can interpret images in their own ways.	
8		Outline syllabus	CO Achievement
	Unit 1	**Overview of Ancient Classical Art**	CO1
		1A:- Prehistoric Art , Egyptian Art 1B:- Greek Art 1C:- Roman Art	

Unit 2	**Early Christian Art and Architecture**		CO2
	2A:- Sarcophagi 2B:- The Catacombs 2C:- Centrally Planned Churches		
Unit 3	**Byzantine Art**		CO3
	3A:- Early Byzantine art 3B:- Mosaics 3C:- Architecture: Hagia Sophia		
Unit 4	**Romanesque Art**		CO4
	4A:- Murals 4B:- Illustrated Manuscripts 4C:- Tapestry		
Unit 5	**Gothic Art**		CO5
	5A:- Origins of Gothic Style 5B:- Early Gothic architecture 5C:- Age of Cathedrals		
Mode of examination	**Theory**		
Weightage Distribution	**CA** **30%**	**MTE** **020%**	**ETE** **50%**
Text book/s*	- **Laurie Adams - A History of Western Art**-*McGraw-Hill Humanities_Social Sciences_Languages (2011)* - **Fred S. Kleiner - Gardner's Art Through the Ages_** *A Concise History of Western Art-Cengage Learning (2013)*		
Other References	- **Penelope J.E. Davies, Walter B. Denny -** *Janson's History of Art The Western Tradition, 8th Edition-Pearson (2010)*		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	2	2	2	2	2
CO2	2	2	3	2	2	2
CO3	2	2	3	2	2	3
CO4	2	2	2	1	2	1
CO5	2	2	2	1	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	**Current Academic Year: 2019-2020**	
	Branch: Applied Art	**Semester: 4**	
1	Course Code	**BVA220**	
2	Course Title	**STOP MOTION**	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-2	
	Course Status	COMPULSORY	

5	Course Objective	This course will offer understanding of Animation film making related to Stop Motion animation. Emphasis will be on conceptualization, creativity, and visual aesthetics. This course takes the students through various aspects of Stop Motion animation using a variety of materials and techniques. Developing concepts, storyboarding and production of several stop motion animations.	
6	Course Outcomes	**CO 1:-** Describe characteristics of well-designed and executed animation (Production stages of animation film making) **CO2:-** Relate some knowledge of the history of animation **CO3:-** Assess and critique past and current animation trends **CO 4:-** Demonstrate progress in basic sculpting, puppet making and animation skills. **CO5:-** The students will be able utilize the acquired skills for creating animated films.	
7	Course Description	Stop Motion Animation is a basic course for Cuo-Out, Clay and Puppet Animation. This course provides students the fundamental skills to produce traditional style animation as well as puppet animation and the knowledge of the principles of animation to be built upon in subsequent courses leading up to the Portfolio course.	
8		Outline syllabus	CO Achievement
	Unit 1	**Understanding Production stages of Animation film making**	CO1
		1A: Pre-Production 1B: Character design and development 1C: Principles of animation	
	Unit 2	**Paper cut Animation**	CO2
		2A: Storyboarding 2B: Character design and development 2C: Paper cut technique Animate	
	Unit 3	**Flatbed Clay Animation**	CO3. CO1

		3A: Create characters out of clay 3B: Paint a background 3C: Model landscapes	
	Unit 4	**Clay Animation with Armature**	CO4
		4A: Understanding of Human Armature 4B: Making of armature 4C: Puppet making and animate	
	Unit 5	**Experimental Animation with Various Mediums**	CO4, CO5
		5A: Understanding Various mediums for Stop Motion 5B: Development of film 5C: Final Short Animation film	
	Mode of examination	**Jury**	

	Weightage Distribution	**CA**	**MTE**	**ETE**	
		60%	**0%**	**40%**	

	Text book/s*	● Stop-motion Animation: Frame by Frame Film-making with Puppets and Models: Book by Barry Purves ● Stop Motion: Craft Skills for Model Animation: Book by Susannah Shaw ● Frame-by-frame Stop Motion: The Guide to Non-traditional Animation Techniques: Book by Tom Gasek ● The Art of Stop-motion Animation: Book by Ken A. Priebe	
	Other References	Youtube	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	2	2	2	2	2
CO2	2	2	3	2	2	2
CO3	2	2	3	2	2	3
CO4	2	2	2	1	2	1
CO5	2	2	2	1	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

5th Semester

School : SCADMS		**Batch : 2018-2022**	
Program: Bachelor of Visual Arts		**Current Academic Year: 2020-2021**	
Branch: Applied Art		**Semester: 5**	
1	Course Code	**BVA301**	
2	Course Title	**DRAWING AND ILLUSTRATION-III**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	COMPULSORY	

5	Course Objective	1. The programme focuses on creating a balance between the visualized and created. 2. It concentrates on inculcating skills of experimentation by inculcating knowledge of different media and techniques. . 3. To enhance the anatomical and drawing skills by emphasising on various elements of design. . 4. It focuses on understanding the different formats required for sketching illustration. 5. It explores unique features of different illustration styles.	
6	Course Outcomes	**CO 1:-** The students will assess various forms of studies in drawing like landscape and architectural studies. **CO2:-** The students shall be able to visualize and conceptualize a drawing by exploring different materials and techniques. **CO3:-** The students will harness their drawing skills by focusing on anatomical studies. **CO 4:-** The students will focus on analysing and assessing various forms of illustrations. **CO5:-** They will be able to connect and create their own style of illustration by focusing on conceptual illustration exercises.	
7	Course Description	The course builds on the existing skill of observation and reproduction and enable in developing coordination between the visualized and created. It aims at introducing various techniques and materials of making illustrations. It further introduces different areas and mediums of creating illustrations.	
8		Outline syllabus	CO Achievement
	Unit 1	**Drawing I**	CO1
		1A:- From full figure 1B:- Study of various parts of body, 1C:- Outdoor and indoor sketches	

	Unit 2	Drawing II	CO2
		2A:- Landscape 2B:- Object Study 2C:- Architecture Study	
	Unit 3	**Detailed Anatomy study I (Portraiture)**	CO3. CO1
		3A:- Figure drawing and construction, 3 B:- Stressing line and form. 3C:- Study of anatomy as the basis for understanding the human figure.	
	Unit 4	**Illustration I**	CO4
		4A :- Advertising Illustration Outdoor Media, 4B :- Publication Illustration. 4C :- Developing one's own style.	
	Unit 5	**Illustration II**	CO5, CO2
		5C :- Conceptual illustrative exercises. 5A :- Black & white Media. 5B :- Exploring different materials	
	Mode of examination	**Jury**	

	Weightage Distribution	**CA**	**MTE**	**ETE**	
		60%	**0%**	**40%**	

	Text book/s*	- *Dynamic Wrinkles and Drapery_Solutions for Drawing the Clothed Figure* by Burne Hogarth - - How to rule at drawing _ 50 tips and tricks for sketching and doodling (2020) - [Art Studio Classics] Stephanie Haboush Plunkett, Magdalen Livesey - *Drawing Lessons from the Famous Artists School_ Classic Techniques and Expert Tips from the Golden Age of Illustration* (2017, Rockport Publisher) - Ron Tiner - Figure Drawing Without a Model-David & Charles Publishers (1997)	
	Other References		

POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6

COs						
CO 1	2	2	3	1	2	2
CO 2	2	3	3	2	2	2
CO 3	2	2	3	2	2	2
CO 4	2	2	3	2	2	2
CO 5	2	2	3	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		**Current Academic Year: 2020-2021**	
Branch: Applied Art		**Semester: 5**	
1	Course Code	**BVA302**	
2	Course Title	**Typography-III**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	

	Course Status	Compulsory	
5	Course Objective	1. The programme is intended to provide an widens the understanding of typography by exploring its presence in environmental setup. 2. It aims at identifying and solving design problems by using typographical tools and elements. 3. It focuses on introducing the impact and use of printing technology on typography. 4. It aims at promoting exploration and experimenting abilities. 5. The course aids in introducing the students to create their own typefaces.	
6	Course Outcomes	**CO 1:-**The students will be able to comprehend the significance of type measurement. **CO2:-** The students shall be able to analyse the various ways to create typographic designs. **CO3:-** The students will be able access various printing technologies and their impact on typography. **CO 4:-** They will analyse distinctive arrangements of type and image. **CO5:-** The students will be able to create typographic compositions..	
7	Course Description	It takes the student on a journey where they explore the various soft skills of typography in a detail format, by giving them assignments that harness both their critical as well as creative skills. The studio provides a space through which the students will widen their understanding of typographical designs b exploring different media and areas such as environmental spaces, printing technology and creating their own interpretation of typefaces.	
8		Outline syllabus	CO Achievement
	Unit 1	**Type Measurements I**	CO1
		1A:- Introduction of type measurements. 1B:- Point Systems, Pica, En, and Ems. 1C:- Ddot, Cicero and Metric System.	

Unit 2	**Type Measurements II**		CO2
	2A:- Copy fitting, counting of character. 2B:- Setting of copy in type. 2C:- Area calculation of typewritten copy.		
Unit 3	**Typographical Layout**		CO3
	3A:- Single Page Layout 3B:- Double Spread Lay-out 3C:-Typographical Measurement Making For Publication		
Unit 4	**Type and Image**		CO4
	4A:- Relationship between text and image 4B:- Emphasizing on the emotional aspect of both 4C:- Creating designs by amalgamating the two.		
Unit 5	**Typography and Composition**		CO5
	5A:- Simple composition with use of different sizes of types. 5B :-Justification, arrangement and makeup of the composed matter. 5C :- Typographic composition for four color printing.		
Mode of examination	**Practical**		
Weightage Distribution	**CA**	**MTE**	**ETE**
	60%	**0%**	**40%**
Text book/s*	- David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)-Dover Publications (2011)		
Other References	- *Writing Machines - Hayles.pdf*		

POs CONs	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	2	3	2	2	2
CO 2	3	3	3	2	2	2
CO 3	2	2	3	2	2	3
CO 4	2	3	3	2	2	2
CO 5	2	2	2	3	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	**Current Academic Year: 2020-2021**	
	Branch: Applied Art	**Semester: 5**	
1	Course Code	BVA303	
2	Course Title	**Graphic Design-I**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	

		Course Status	Compulsory	
5	Course Objective		1. The programme is intended to improve visualization and reproduction abilities by experimenting with various digital platforms. 2. It aims at enhancing their graphic skills in software such as Photoshop, InDesign and Illustrator by focusing on advanced tools. 3. Improving the skill of conceptualization by introducing the significance of research in design. 4. Introducing the various aspects of creating a campaign emphasising on the idea of continuity. 5. To introduce the different nuances of print advertisement and promotional materials.	
6	Course Outcomes		**CO 1:-**The students will assess different design tools for creating infographics by experimenting with different digital platforms. **CO2:-** The students shall be able to extend their knowledge of designing various types of posters. **CO3:-** The students shall be able to analyse the various elements of press and magazine advertisements. **CO 4:-**The students shall be able acquire skills of research and analyse its significance in conceptualizing advertisements. **CO 5:-** The students will be able to create various promotional materials for the brand's promotion.	
7	Course Description		The course enables students to enhance their digital skills and enables in creating coherent design. It caters to widening their existing skills by exploring various conceptual exercises like designing advertisements and promotional objects.	
8			Outline syllabus	CO Achievement
	Unit 1		**Infographic Design**	CO1
			1A:- Aim and Need of Design Methodologies 1B:- Raising Awareness About An Issue or Cause 1C:- Creating narrative flow using minimal graphics	
	Unit 2		**Poster**	CO2
			2A:- Study of elements of poster design	

		2B:- Understanding the different types of posters 2C:- Conceptualizing the Posters according to the platforms	
Unit 3		**Press Advertisement -I**	CO3, CO4
		3A :- Redesigning contemporary newspaper advertisements. 3B :- Emphasis is given to the relationship of typography, photography, and illustration. 3C :- Advertisement for any leading newspaper on consumer goods including all essential elements of a print advert.	
Unit 4		**Press Advertisement -II**	CO3, CO4
		4A :- Terminologies related to magazine advertisements 4B :- Magazine advertisement for commercial services like hotels, travel agencies, e-commerce etc 4C :- Conceptualisation and execution	
Unit 5		**Advertising and Promotion**	CO5
		5A:- Principles and methods of advertising and promotion, 5B:- Conceptualizing promotional materials 5C:- Designing brochures/ coasters / postcards/ bookmarks / diaries/ calendars/ fridge magnets/ corporate gifts etc.	
Mode of examination	**Jury**		
Weightage Distribution	**CA** **60%**	**MTE** **0%**	**ETE** **40%**
Text book/s*	- Layout Index by Jim Krause - The Big Book of Design and Ideas By David Carter		
Other References	- How to Understand and Use Design and Layout by David Dabner		

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	3	3	2	2	2
CO2	2	3	3	2	2	2
CO3	3	2	3	1	3	3
CO4	2	2	3	2	3	3
CO5	2	2	3	1	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	**Current Academic Year: 2020-2021**	
	Branch: Applied Art	**Semester: 5**	
1	Course Code	**BVA304**	
2	Course Title	**Photography-III**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	

5	Course Objective	1. The programme is intended to comprehend the various techniques and material used in the discipline of photography. 2. It aims at analysing different techniques of portraiture photography. 3. It focuses on enabling the skill of exploration by navigating through outdoor photography. 4. It also aims at developing a comprehension of different materials and their treatment.	
6	Course Outcomes	**CO 1:-**The students will be able to assess different techniques of portraiture photography. **CO2:-** The students shall be able to analyse distinctive techniques of outdoor photography. **CO3:-** The students will be able to explore photographic techniques. **CO 4:-** They will be able to access the materials and their treatment associated with photography. **CO5:-** They will be able to capture and process black & white images in dark room.	
7	Course Description	The course highlights important techniques and materials used in photography along with their application by practice. It focuses on creating a link between the basic conventional techniques and contemporary practices.	
8		Outline syllabus	CO Achievement
	Unit 1	**Portraiture**	CO1
		1A:- Type of facers 1B:- Lighting Effects 1C:- High key and Low key	
	Unit 2	**Outdoor photography**	CO2
		2A:- Industrial Photography 2B:- Machine parts, tools, workshop view 2C:- Architectural, photography, buildings and perspective.	
	Unit 3	**Photographic techniques I**	CO3
		3A:- Bas-relief,	

		3B:- Tone separation, 3C:- Super imposition.	
	Unit 4	**Explorations with Materials**	CO4
		4A :- Product photography 4B :- Glass wares 4C :- Wooden and metal surface	
	Unit 5	**Photographic techniques II**	CO5
		5A:- Techniques of black and white photography. 5B :- Fundamental understanding of camera, 5C :- Basic lighting, electronic flash, darkroom techniques and location photography.	
	Mode of examination	**Practical**	

	Weightage Distribution	**CA**	**MTE**	**ETE**	
		60%	**0%**	**40%**	

Text book/s*	- Bernhard Suess - Creative Black and White Photography_ Advanced Camera and Darkroom Techniques-Allworth Press (2003) - (Masters Series Buffalo, N.Y.) William S. McIntosh - Classic Portrait Photography_ Techniques and Images from a Master Photographer (Masters Series (Buffalo, N.Y.))- Amherst Media, Inc. (2004)	
Other References		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	2	2	2
CO2	2	3	3	2	2	2
CO3	3	2	3	2	3	2
CO4	2	2	2	2	3	2
CO5	3	3	2	3	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		Current Academic Year: 2020-2021	
Branch: Applied Art		Semester: 5	
1	Course Code	**BVA305**	
2	Course Title	**Advertising-I**	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Compulsory	

5	Course Objective	1. The programme is to intended to provide a brief history of advertising 2. It aims elaborately discussing the various types of advertising practice and understands their application. 3. It focuses on introducing the various print media practices practiced today. 4. It further deals with comprehending the various media and sales promotion techniques.	
6	Course Outcomes	**CO 1:-**The students will be able to analyse and compare the various stages of advertising history. **CO2:-** The students shall be able to distinguish between different types of advertising mediums. **CO3:-** The students will be able to explain the various kinds of print media. **CO 4:-** The students will be able to differentiate between various media and sales promotion techniques. **CO5:-** The students will be able to understand significance and usage of various media and promotional techniques.	
7	Course Description	It examines the historical context of advertising by focusing the various stages and their development with time. Besid the above mentioned it also focuses on exploring the differe media sales and promotion techniques.	
8		Outline syllabus	CO Achievement
	Unit 1	**Brief history of advertising**	CO1
		1A:- Till 20th Century 1B:- Impact of Radio, newspaper and commercial television 1C:- Internet	
	Unit 2	**Types of Advertising**	CO2
		2A:- Outdoor and Indoor Advertising 2B:- Transit Advertising 2C:- Specialties Advertising	
	Unit 3	**Print Media**	CO2
		3A:- Newspaper	

		3B:- Magazine	
		3C :- Direct mail	
	Unit 4	**Media and Sales Promotion I**	CO3, CO5
		4A :- Packages and package inserts.	
		4B :- Tread Shows and Exhibits.	
		4C :- Sampling	
	Unit 5	**Media and Sales Promotion II**	CO4, CO5
		5A:- Premiums and coupons	
		5B :- Novelties, point of sales and celebrity endorsement	
		5C :- Slideshow and Labels	

Mode of examination	**Theory**			
Weightage Distribution	**CA**	**MTE**	**ETE**	
	30%	**20%**	**50%**	
Text book/s*	- *Advertising by Design: Generating and Designing Creative Ideas Across Media*, by Robin Landa;			
Other References	- *Advertising Design and Typography*, by Alex W. White			
	- *Show What You Mean: Visual Literacy for Graphic Design and Mass Communication* by Kim Golombisky and Rebecca Hagen			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	2	1	1	1
CO2	3	2	3	3	2	2
CO3	2	2	3	2	1	2
CO4	2	2	3	1	1	2
CO5	3	2	2	2	2	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		Current Academic Year: 2020-2021	
Branch: Applied Art		Semester: 5	
1	Course Code	**BVA306**	
2	Course Title	**HISTORY OF ASIAN ART**	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Compulsory	

5	Course Objective	1. The programme is intended to introduce the various forms of Asian art. 2. It aims at enumerating the growth of art in the Asian continent by exploring the various countries and their styles. 3. It focuses on comprehending various forms, techniques and materials that have been experimented in the past which further provides a wide expanse of experimentation. 4. To understand the growth of visual art and the related fields of study that aided in its manifestation. 5. To aid in developing an ability that can help in understanding different forms of Asian visual art.	
6	Course Outcomes	**CO1:-**The students will be able to understand the principles of Chinese and Japanese painting. **CO2:-** The students shall be able to analyse the different visual forms and styles developed in the Asian civilization. **CO3:-** The students will be able to summarise the Company School of painting. **CO4:-** They will be able to critically think about form and its association with the prevalent trends in history. **CO5:-** The students will be able to distinguish between various types of architecture in India.	
7	Course Description	The course enables in developing critical thinking and articulation skills. Knowledge of various forms, styles and techniques of Asian art widens the students' plethora of comprehending images in the present times as well. It aids in traversing through the different notions of art which have been experimented with over time and creates a platform through which one can interpret images in their own ways.	
8	Outline syllabus		CO Achievement
	Unit 1	**Principles of Asian Art .**	CO1
		1A:- Principles of Chinese Painting 1B:- Principles of Japanese painting 1C:- Art in South Asian countries	
	Unit 2	**An Introduction to the Art of Japan**	CO2, CO4
		2A:- Sculpture, Ceramics	

		2B:- Paintings 2C:- Textiles	
Unit 3		**Art in SouthEast Asia**	CO2, CO4
		3A:- Combodian Art 3B:- Indonesian Art 3C:- Buddhist Art	
Unit 4		**Company School of Indian Painting**	CO3
		4A:- British East India Company 4B:- Major Artist 4C:- Major styles developed	
Unit 5		**Indian Architecture**	CO5
		5A:- North Indian Architecture 5B:- South Indian Architecture 5C:- Central Indian Architecture	
Mode of examination		**Theory**	
Weightage Distribution	**CA**	**MTE**	**ETE**	
	30%	**020%**	**50%**	
Text book/s*	- *Comparison to Asian Art and Architecture: Rebecca M Brown And Deborah S. Hutton* - *Aisan Art : Dorinda Neave, Lara C.W. Blanchard and Marika Sardar*		
Other References			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	1	2	2
CO2	2	3	2	1	3	2
CO3	2	2	1	1	2	1
CO4	2	3	2	1	3	1
CO5	2	2	1	1	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-2021
Program: BVA		**Current Academic Year: 2020-21**
Branch: Applied Art		**Semester: 5**
1	Course Code	BVA309
2	Course Title	Installation art
3	Credits	2
4	Contact Hours (L-T-P)	0-0-2
	Course Type	Elective
5	Course Objective	In this course a learner develop the following program capabilities:

		1. find creative solutions to constraints and challenges in a visual art context 2. develop individual and collaborative modes of working and apply skills in teamwork, leadership and self-management 3. develop a critically reflective arts practice, in order to continually develop, change , and plan for a future that is both informed and improved by arts practice 4. engage in autonomous and continued learning, apply new theories of practice and embrace new	
6	Course Outcomes	The student will be able to : CO1: Explore, experiment and develop a range of works that investigate installation from a sculptural perspective CO2: respond to the conditions of site in the conception and development of artwork CO3: develop and implement complex creative strategies including interventionist and other non studio based-modes of working CO4: consider the role of material and social space CO5: explore the function of recording and documentation and issues of temporality	
7	Course Description	In this course a learner explores installation as spatial practice. They will examine installation as a hybrid form that negotiates boundaries of traditional art practices like painting, sculpture, video and film. This course focuses on the history and critical reception of installation as a practice. They will investigate how conceptual, spatial and material needs define the language and application of installation art.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction**	CO1, CO2
	A	Materials & Tools	
	B	Conceptualization	
	C	Analytical, Technical and Interpretative processes	
	Unit 2	**History**	CO1, CO2, CO3
	A	Everyday materials	
	B	New Media	

	C	Site Specific-Land Art	
	Unit 3	**Art and Objecthood**	CO1, CO2, CO4
	A	Installation & Theatre- Performance	
	B	Sensory / Narrative Experience	
	C	Non-retinal Art	
	Unit 4	**Interactive Installation**	CO3, CO4
	A	Participation	
	B	Concept Discussion	
	C	Outcomes Reality	
	Unit 5	**Immersive Virtual Reality**	CO1, CO2, CO5
	A	Digital- Based Installation	
	B	Electronic - Based Installation	
	C	Mobile - Based Installation	
	Mode of examination	Jury	

	Weightage Distribution	CA	MTE	ETE
		60%	0%	40%

	Text book/s*	Installation Art, By- *Claire Bishop*
	Other References	- Unexpected Art, Introduction by *Christian L.Frock*, Edited by *Jenny Moussa Spring*, Preface by *Florentijin Hofman* - Urban Interventions : Personal Projects in Public Places, Edited by *Robert Klanten,* Edited by *S.Ehmann*, Edited by *M. Hübner* - Site-Specific Art : Performance, Place and Documentation, By (author) *Nick Kaye*

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	3	3	3
CO2	2	2	3	3	3	3

CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
CO5	2	2	3	3	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

6th Semester

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		**Current Academic Year: 2020-2021**	
Branch: Applied Art		**Semester: 6**	
1	Course Code	**BVA311**	
2	Course Title	**DRAWING AND ILLUSTRATION-IV**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	COMPULSORY	

5	Course Objective	1. The programme focuses on creating a balance between conceptualized and created. 2. It concentrates on inculcating skills of experimentation by inculcating knowledge of different media and techniques. . 3. To enhance the anatomical and drawing skills by emphasising on various parts of the human body. 4. It focuses on exploring different styles of illustration. 5. It aims at understanding the skills required for character Development.	
6	Course Outcomes	**CO 1:-** The students will assess various aspects of human anatomy by practicing it in detail. **CO2:-** The students shall be able to visualize and conceptualize a drawing by exploring different materials and techniques. **CO3:-** The students will conceptualise character designs and explore their own layouts. **CO 4:-** The students will access different styles of illustration design which includes manga and Anime. **CO5:-** They will be able to connect and create different types of illustration exercises in advertising.	
7	Course Description	The course builds on to create advance skill of observation and reproduction and enable in developing coordination between the visualized and created. It aims at introducing various techniques and materials of making illustrations like character development, Anime, Manga etc. It further introduces different areas and mediums of creating illustrations.	
8		Outline syllabus	CO Achievement
	Unit 1	**Drawing I**	CO1
		1A:- Figure drawing and construction, 1B:- Stressing line and form. 1C:- Study of anatomy as the basis for understanding the human figure.	
	Unit 2	**Character Development**	CO3

		2A:- Sketching different parts of a character 2B:- Character development for illustration. 2C:- Characters for story books, animation film etc.	
	Unit 3	**Different Illustration Styles**	CO4
		3A:- Studying illustration styles of Manga 3 B:- Studying illustration style of Anime 3C:- Exploring Illustration in Comics	
	Unit 4	**Illustration Technique**	CO2
		4A :- Explorations with Mediums 4B :- Explorations with Technique 4C :- Explorations with different elements of design in Illustration.	
	Unit 5	**Illustration Exercises**	CO5, CO2
		5C :- Advertising Illustration Outdoor Media, 5A :- Publication Illustration. 5B :- Conceptual illustrative exercises.	
	Mode of examination	**Jury**	
	Weightage Distribution	CA MTE ETE 60% 0% 40%	
	Text book/s*	- The Complete Guide to Drawing & Illustration: A Practical and Inspirational Course for Artists of All Abilities Book by Gray Peter - Creative illustration Book by Andrew Loomis	
	Other References		

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	2	2	3	1	2	2
CO2	2	3	3	2	2	2
CO3	2	2	3	2	2	2
CO4	2	2	3	2	2	2
CO5	2	2	3	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	**Current Academic Year: 2020-2021**	
	Branch: Applied Art	**Semester: 6**	
1	Course Code	**BVA312**	
2	Course Title	**Typography-IV**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	
5	Course Objective	1. The programme is intended to provide and widens the understanding of typography by exploring its various elements.	

		2. It aims at providing advanced studies in type measurement. 3. It focuses on exploring the relationship between type and image. . 4. It aims at providing knowledge about various layout formats. 5. The course aids in improving the typography composition skills of the students.	
6	Course Outcomes	**CO1**:-The students will be able to access design problems and provide solutions based on typographical designs. **CO2**:- The students shall be able to analyse the various ways to create environmental designs. **CO3**:- The students will be able connect with different styles of printing technology. **CO4**:- They will analyse distinctive nuances of typography by exploring various materials. **CO5**:- The students will be able to create their own interpretations of typography.	
7	Course Description	The studio provides a space through which the students will widen their understanding of typographical designs by exploring minute details of type measurement, printing process, typographical layout and composition.	
8		Outline syllabus	CO Achievement
	Unit 1	**Designing With Type**	CO1
		1A:- Identifying design Problems 1B:- Concentrates on solving design problems through the use of type and letter forms 1C:- Emphasizes use of type in a variety of media	
	Unit 2	**Environmental Graphics**	CO2
		2A:- Introduction to Environmental Graphics 2B:- Examines the creative development and use of environmental graphics as a public informational tool and projections of identity	

		2C:- Exploring color, scale, sizes to prepare environmental designs.	
	Unit 3	**Typography and Printing**	CO3
		3A:- Type styles in design for kinds of printing processes 3B:- Necessity of reproduction. 3C:- Kinds of papers generally used in printing and their sizes..	
	Unit 4	**Explorations**	CO4
		4A :- Simple composition with use of different sizes of types. 4B :- Justification and makeup of the composed matter, and locking up into a machine chase. 4C:- Experimenting with paper textures.	
	Unit 5	**Typography For Digital Design**	CO5
		5A:- Type Scales For Web. 5B :- Designing For Readability - Text Sizes, Fonts and Color. 5C :- Composing Designs For Web	
	Mode of examination	**Practical**	

		CA	MTE	ETE	
	Weightage Distribution	**60%**	**0%**	**40%**	
	Text book/s*	- David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)-Dover Publications (2011)			
	Other References	*- Writing Machines - Hayles.pdf*			

PO s CO s	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	2	3	2	2	2

CO 2	3	3	3	2	2	2
CO 3	2	2	3	2	2	3
CO 4	2	3	3	2	2	2
CO 5	2	3	2	3	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		**Batch : 2018-2022**	
Program: Bachelor of Visual Arts		**Current Academic Year: 2020-2021**	
Branch: Applied Art		**Semester: 6**	
1	Course Code	**BVA313**	
2	Course Title	**Graphic Design-II**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	
5	Course Objective	1. The programme is intended to improve visualization and reproduction abilities by exploring various advertising services.	

		2. It aims at enhancing their graphic skills in software such as Photoshop, InDesign and Illustrator by focusing on advanced tools. 3. Improving the skill of conceptualization in 3-dimensional format by exploring construction of packaging design. 4. Introducing the various aspects and features of packaging design.	
6	Course Outcomes	**CO 1:-**The students will assess different design tools by adhering to different design briefs. **CO2:-** The students shall be able to extend their knowledge of the designing softwares for packaging design. **CO3:-** The students shall be able to analyse the various aspects of advertising services. **CO 4:-**The students shall be able to analyse various characteristic features of packaging and conceptualise advertising campaigns. **CO 5:-** The students will be able to conceptualize and adhere to the place of graphic design in creating advertising campaigns.	
7	Course Description	The course enables students to enhance their digital skills and enables them to create coherent designs. It caters to widening their existing skills by exploring various advertising services and focusing majorly on packaging design.	
8	Outline syllabus		CO Achievement
	Unit 1	**Label Design**	CO1, CO2, CO3
		1A:- Introducing label design focussing on typography, materials, sizes and colour 1B :- Harmonious composition of logo, obligatory information (expiration, barcode, production address) and additional brand information 1C :- Explorations for different product categories	

	Unit 2	Explorations in Packaging Design	CO1, CO2, CO3
		2A :- Understanding the terminology used in packaging design 2B :- Processes involved in packaging and exploring materials used in packaging design 2C :- Economical and physical limitations of a package, Experiment with box construction and suitability of the package design for the target audience.	
	Unit 3	Packaging and Display Design	CO4, CO5
		3A:- Application of graphic design to package design problems 3B:- Various types of packaging, printing 3C:- Fabrication methods, regulatory guidelines, and the use of computers are included	
	Unit 4	Mini Campaign	CO4, CO5
		4A:- Research and Exploration of Products / Services 4B:- Ideation and Brainstorming 4C:- Layout Development Process	
	Unit 5	Mini Campaign - Execution	CO5, CO2, CO4
		5A:- Planning and Practice 5B:- Execution of Artworks 5C:- Final Presentation	
	Mode of examination	Jury	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	- Layout Index by Jim Krause - The Big Book of Design and Ideas By David Carter	
	Other References	- How to Understand and Use Design and Layout by David Dabner	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	2	2	2
CO2	2	3	3	2	2	2
CO3	3	2	3	1	3	3
CO4	2	2	3	2	3	3
CO5	2	2	3	1	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	**Current Academic Year: 2020-2021**	
	Branch: Applied Art	**Semester: 6**	
1	Course Code	**BVA314**	
2	Course Title	**Photography-IV**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Compulsory	
5	Course Objective	1. The programme is intended to comprehend the various techniques and material used in the discipline of photography. 2. It aims at analysing different sources of light.	

		3. It focuses on enabling the skill of exploration by navigating through different methods of photography. 4. It also aims at developing a comprehension of cinematography and video photography..	
6	Course Outcomes	**CO 1:-**The students will be able to assess different methods of photography. **CO2:-** The students shall be able to analyse various aspects of cinematography. **CO3:-** The students will be able to explore video photography. **CO 4:-** They will be able to access various sources of light. **CO5:-** The students will be exploring various photographic techniques.	
7	Course Description	The course highlights important techniques and materials used in photography along with their application by practice. It focuses on exploring video photography and cinematography.	
8		Outline syllabus	CO Achievement
	Unit 1	**Photographic Methods**	CO1
		1A:- Film (B/W) and Paper Processing 1B:- Trick Photography 1C:- Photography in available light	
	Unit 2	**Cinematography**	CO2
		2A:- History, basic principle, and technique 2B:- Constructional details of a movie camera, 2C:- Time-lapse photography, processing techniques and equipment, editing, tilting, and presentation.	
	Unit 3	**Video Photography**	CO3
		3A:- Basic principle of a video camera 3B:- Various line camera 3C:- Differences, and similarities.	
	Unit 4	**Photographic Light Sources**	CO4

		4A :- Natural source and Artificial light sources		
		4B :- Photoflood lamp, Spotlight,		
		4C :- Halogen lamp and Flash unit		
	Unit 5	**Photographic Techniques I**		CO3
		5A:- Study of apertures and shutter 5B :- Study of electronic flash, filters, enlarger		
		5C :- Techniques of enlargement		
	Mode of examination	**Practical**		
	Weightage Distribution	**CA**	**MTE**	**ETE**	
		60%	**0%**	**40%**	
	Text book/s*	- Bernhard Suess - Creative Black and White Photography_ Advanced Camera and Darkroom Techniques-Allworth Press (2003) - (Masters Series Buffalo, N.Y.) William S. McIntosh - Classic Portrait Photography_ Techniques and Images from a Master Photographer (Masters Series (Buffalo, N.Y.))- Amherst Media, Inc. (2004)		
	Other References	https://www.museocamera.org/photography-museum https://aaa.org.hk/en http://ssaf.in/		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	2	2	2
CO2	2	3	3	2	2	2
CO3	3	2	3	2	3	2
CO4	2	2	2	2	3	2
CO5	2	2	2	2	3	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: B.V.A	Current Academic Year: 2020-2021	
	Branch: 3rd year	Semester: 6	
1	Course Code	**BVA315**	
2	Course Title	**Advertising-II**	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Compulsory	
5	Course Objective	1. The programme is intended to provide a brief history of advertising in the electronic age. 2. It aims elaborately discussing the various theories of advertising. 3. It focuses on providing knowledge about methods of reproduction.	

		4. It further deals with comprehending the various media aspects of campaign planning and understanding needs of customers.	
6	Course Outcomes	**CO 1:-**The students will be able to analyse and compare the various stages of advertising history in the electronic age. **CO2:-** The students shall be able to distinguish between different theories of advertisements. **CO3:-** The students will be able to explain the various aspects of media reproduction. **CO 4:-** The students will be able to analyse campaign planning and needs of customers. **CO5:-** They will be able to understand the psychology of the consumer and design various USP & OSP's.	
7	Course Description	It examines the historical context of advertising by focusing the various stages of computer graphics and their developme with time. Besides the above mentioned it also focuses exploring the different types of advertising, methods reproduction and campaign planning.	
8		Outline syllabus	CO Achievement
	Unit 1	**History of Design and Art of Electronic Age**	CO1
		1A:- Computer Graphics 1B:- Bauhaus School and Books 1C:- Films and Television	
	Unit 2	**Theory of Advertising**	CO2
		2A:- Creative Advertising 2B:- Marketing and Market Research 2C:- Selection of Advertising Media	
	Unit 3	**Methods of reproduction**	CO2
		3A:- Principles and development of relief 3B:- Offset, screen 3C :- Photogravure printing processes	
	Unit 4	**Campaign Planning**	CO4
		4A :- Introduction of Campaign Planning	

	4B :- Objectives of Campaign Planning 4C :- Principle of Campaign Planning		
Unit 5	**Needs and Wants of the Consumer**		CO4, CO5
	5A:- Advertising Appeal, primary selling points		
	5B :- Outstanding selling points		
	5C :- Unique selling points, Psychology of Consumers		
Mode of examination	**Theory**		

Weightage Distribution	**CA**	**MTE**	**ETE**
	30%	**20%**	**50%**

Text book/s*	- *Advertising by Design: Generating and Designing Creative Ideas Across Media*, by Robin Landa;
Other References	- *Advertising Design and Typography*, by Alex W. White - *Show What You Mean: Visual Literacy for Graphic Design and Mass Communication* by Kim Golombisky and Rebecca Hagen

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	2	1	1	1
CO2	3	2	3	3	2	2
CO3	2	2	3	2	1	2
CO4	2	2	3	1	1	2
CO5	3	3	2	2	2	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: BVA	Current Academic Year: 2020-2021	
	Branch: 3rd Year	Semester: 6	
1	Course Code	**BVA316**	
2	Course Title	**HISTORY OF WESTERN ART**	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Compulsory	
5	Course Objective	1. The programme is intended to introduce various art movements in the west. 2. It aims at enumerating the evolution of various visual art forms like architecture, sculpture and painting. 3. It focuses on comprehending various forms, techniques and materials that have been experimented in the past	

		which further provides a wide expanse of experimentation. 4. To understand the growth of visual art the ideologies behind each art movement. 5. To aid in developing an ability to read different art works. .	
6	Course Outcomes	**CO 1:-**The students will be able to understand the characteristic features of renaissance and its development from early to high Renaissance. **CO2:-** The students shall be able to access the evolution of mannerism. **CO3:-** The students will be able to articulate and acess the difference between development of the Baroque and Rococo period. **CO 4:-** They will be able to critically think about form and its association with the prevalent trends in history by exploring the ideological and essence of NeoClassicism and its relationship with Visual art. **CO5:-** The students will be able to distinguish between the style of painting in romanticism and realism art movements.	
7	Course Description	The course enables in developing critical thinking and articulation skills. Knowledge of various forms, styles and techniques of western art widens the students' plethora of comprehending images in the present times as well. It aids in traversing through the different notions of art by exploring important art movements like renaissance, Mannerism, Baroque and rococo etc.	
8		Outline syllabus	CO Achievement
	Unit 1	**Renaissance**	CO1
		1A:- Early Renaissance 1B:- High Renaissance 1C:- Characteristics of Renaissance	
	Unit 2	**Mannerism**	CO2
		2A:- Origin of Mannerism 2B:- Early Mannerism 2C:- High Mannerism	
	Unit 3	**Baroque and Rococo**	CO3
		3A:- Baroque architecture 3B:- Baroque painting and sculpture	

	3C:- Rococo architecture, painting and sculpture		
Unit 4	**Neoclassicism**		CO4
	4A:- Painting 4B:- Architecture 4C:- Sculpture		
Unit 5	**Romanticism and Realism**		CO5
	5A:- Romanticism characteristics and architecture 5B:- Romanticism paintings and sculptures 5C:- Realism and Visual arts		
Mode of examination	**Theory**		
Weightage Distribution	**CA**	**MTE**	**ETE**	
	30%	**20%**	**50%**	
Text book/s*	- **Laurie Adams - A History of Western Art**-*McGraw-Hill Humanities_Social Sciences_Languages (2011)* - - **Fred S. Kleiner - Gardner's Art Through the Ages**_ *A Concise History of Western Art-Cengage Learning (2013)*		
Other References	- **Penelope J.E. Davies, Walter B. Denny -** *Janson's History of Art The Western Tradition, 8th Edition-Pearson (2010)*		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	1	2	2
CO2	2	3	2	1	3	2
CO3	2	3	2	2	3	2
CO4	2	3	2	1	3	1
CO5	2	2	1	1	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SCADMS		Batch : 2018-2022
Program: BVA		Current Academic Year: 2020-21
Branch: Applied Art		Semester: 6
1	Course Code	BVA318
2	Course Title	3D Printing
3	Credits	2
4	Contact Hours (L-T-P)	0-0-2
	Course Type	Elective
5	Course Objective	In this course a learner develop the following program capabilities: 1. Knowledge and understanding of basic 3D Modelling, texturing and rendering. 2. To understand and should have the ability to create 3D design using digital 3D tools. 3. Knowledge and Understanding of functional and aesthetic requirements of architecture and the application of those in virtual environments.

		4. Skills in experimentation, critical analysis and the discriminatory selection of computer software for specific end uses. 5. Quality of the work produced; with the balance of the student's artistic expression & sensitivity as well as technical understanding, with integration of techniques and subject.	
6	Course Outcomes	The student will be able to : **CO1.** Students shall be able to understand and demonstrate and present their work using Digital 3D tools. **CO2.** Students shall be able to realistically reconstruct a still life object in the form of 3D Model. **CO3**. Students shall be able to demonstrate 3D Visualization and Animation. **CO4**: Develop 3D modeling techniques they learned **CO5**: Evaluates Image renders and 3D Views techniques for quicker methods.	
7	Course Description	In this module the students will learn to visualize and use 3D software to create digital 3D models. This course is designed for students to learn both practical and theoretical knowledge in constructing and managing 3-dimensional modeling and texturing. It is a highly interdisciplinary and complex subject of artistic expression and technological understanding.	
8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to 3D Modeling (Interface/Tools/Working**	CO1, CO2
	A	Introduction to Advance 3D Modeling	
	B	User Interface and basic working	
	C	Modeling 3D Objects using modifiers	
	Unit 2	**Working with conceptual 3D Model with texture**	CO1, CO2, CO3
	A	Modifiers & Splines	
	B	2D Spline & 3D Modeling	
	C	Mesh Editing	
	Unit 3	**Lightning and basic rendering**	CO1, CO2, CO4
	A	Working with Lights	
	B	Camera & Animation Basics	

	C	Texture and Materials	
	Unit 4	**Render output in Still Image**	CO3, CO4
	A	Introduction to Rendering	
	B	Rendering and output settings	
	C	Render Styles	
	Unit 5	**Render output in Animation**	CO1, CO2, CO5
	A	VR output	
	B	3D Project	
	C	Final project	
	Mode of examination	Jury	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	- A Beginner's Guide to 3D Modeling: Book by Cameron Coward 3D Modeling for Beginners: Learn Everything You Need to Know about 3D Modeling!	
	Other References		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	2	2	2
CO2	3	2	2	1	3	3
CO3	3	2	3	2	2	2
CO4	2	3	2	1	3	3
CO5	1	3	2	2	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

7th Semester

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	Current Academic Year: 2021-2022	
	Branch: Applied Art	Semester: 7	
1	Course Code	BVA401	
2	Course Title	**DRAWING AND ILLUSTRATION-V**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	COMPULSORY	
5	Course Objective	1. The programme focuses on creating a balance between the visualized and created. 2. It concentrates on inculcating skills of experimentation by inculcating knowledge of different media and techniques. . 3. To enhance the anatomical and drawing skills by emphasising on various elements of design both manually and digitally. 4. It focuses on understanding the different formats required for digital illustration. 5. It explores unique features of different illustration styles and their colouring process in both manual and digital formats. .	
6	Course Outcomes	**CO 1:-** The students will assess various forms of studies in drawing like life studies, actions and expressions manually and digitally. **CO2:-** The students will learn painting techniques for illustration in both Manual and Digital processes. **CO3:-** The students shall be able to visualize and conceptualize a drawing by exploring different materials and techniques.	

			CO Achievement
		CO4:-The students will focus on analysing and assessing various common medium techniques in illustration. **CO5:-** They will be able to connect and create their own style of illustration by focusing on advertising illustration.	
7	Course Description	The course builds on the existing skill of observation and reproduction and enable in developing coordination between the visualized and created. It aims at introducing various techniques and materials of making illustrations. It further introduces different common medium techniques for digital illustrations and Advertising Illustrations.	
8	Outline syllabus		CO Achievement
	Unit 1	**Drawing**	
		1A- Life Studies of Human & Animal 1B- Action Poses & Expression 1C- Outdoor Sketching	CO1
	Unit 2	**Digital Drawing**	
		2A- Life Studies of Human & Animal 2B- Action Poses & Expression 2C- Outdoor Sketching	CO2
	Unit 3	**Painting I**	
		3A- Line wash 3B- Outdoor and Indoor Sketching 3C- Digital Coloring	CO3
	Unit 4	**Painting II**	
		4A- Use of all common medium techniques in Illustration in Multi-Colour4B- Introduction To Zines 4C- Zine -Making	CO5 CO4
	Unit 5	**Advertising Illustration**	
		5A- Introduction 5B- Indoor Media 5C- Outdoor Media.	CO4 CO5
	Mode of examination	**Jury**	

Weightage Distribution	CA	MTE	ETE
	60%	0%	40%

Text book/s*	- The Complete Guide to Drawing & Illustration: A Practical and Inspirational Course for Artists of All Abilities Book by Gray Peter - Creative illustration Book by Andrew Loomis	
Other References		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	2	3	1	3	3
CO 2	2	3	3	2	3	3
CO 3	2	2	3	2	3	3
CO 4	2	2	3	2	3	3
CO 5	2	2	3	2	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS	Batch : 2018-2022	
Program: Bachelor of Visual Arts	Current Academic Year: 2021-2022	
Branch: Applied Art	Semester: 7	
1	Course Code	BVA402	
2	Course Title	**Typography-V**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	COMPULSORY	
5	Course Objective	1. The programme is intended to provide a widened understanding of typography by exploring its presence in environmental setup. 2. It aims at identifying and solving design problems by using typographical tools and elements. 3. It focuses on introducing the impact and use of printing technology on typography. 4. It aims at promoting exploration and experimenting abilities and various principles of Typesetting. 5. The course aids in introducing the students to create their own typography books and press advertising layouts.	
6	Course Outcomes	**CO 1:-**The students will be able to access design problems and provide solutions based on typographical designs. **CO2:-** The students will study typographic applications and its principles. **CO3:-** The students will be able to connect with different styles of printing technology and ink mixing. **CO 4:-** The students will learn,importance, rules, levels and application of typographic hierarchy.	

		CO5:- The students will be able to create their own interpretations of typography through books and press advertising.	
7	Course Description	It takes the student on a journey where they explore the various soft skills of typography in a detail format, by giving them assignments that harness both their critical as well as creative skills. The studio provides a space through which the students will widen their understanding of typographical design by exploring different media and areas such as environment spaces, printing technology and creating their own interpretation of typefaces. They will also learn Typographic Hierarchy.	
8		Outline syllabus	CO Achievement
	Unit 1	**Advance Typography I**	
		1A- Typographic as a means of communication 1B- Choosing a right font for infographic 1C- Solution to advanced typographical problems	CO1
	Unit 2	**Advance Typography II**	
		2A- Comprehensive study of 3D font anatomy 2B- 3D type design explorations 2C- Typographic application based design	CO2
	Unit 3	**Type Composing & Printing**	
		3A- Use of line and halftone blocks 3B- Designing with vintage or retro fonts 3C- Printing of two or more colours and ink mixing	CO3
	Unit 4	**Typographic Hierarchy**	
		4A- Understanding typographic hierarchy 4B- Levels & rules of typographic hierarchy 4C- Typographic hierarchy composition	
	Unit 5	**Designing with Type**	
		5A- Typography for catalogue/ magazine/ book 5B- Composing layout and templates 5C- Final compilation of the design	CO5
	Mode of examination	**Jury**	
		CA	**MTE**	**ETE**	

Weightage Distribution	**60%**	**0%**	**40%**		
Text book/s*	- Thinking with Type by Ellen Lupton				
Other References	- The 3D Type Book by Tomi Vollauschek, Agathe Jacquillat				

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	2	3	3
CO2	3	3	3	2	3	3
CO3	2	2	3	2	3	3
CO4	2	3	3	2	3	3
CO5	2	3	3	2	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS	Batch : 2018-2022	
Program: Bachelor of Visual Arts	**Current Academic Year: 2021-2022**	
Branch: Applied Art	**Semester: 7**	
1	Course Code	BVA403	
2	Course Title	**Advertising Design-I**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	COMPULSORY	
5	Course Objective	1. The programme is intended to provide a widened understanding of Advertising Design-I followed with digital explorations. 2. It intends to introduce the research methodology for Campaign Design and Senior Design Project Research 3. It emphasises on the process of developing a corporate identity in varied formats. 4. The programme aids with understanding the point of sale marketing.	
6	Course Outcomes	**CO1-** The students will be able to plan strategies and consistent design formats for developing digital marketing campaigns. **CO2-** They will learn the methodology related to video creation. **CO3-** The students will be able to pursue their own research and develop video content for the promotion of different brands and products.	

		CO4- The students will be able to conduct necessary research, designing and execution for creating social awareness campaigns. **CO5-** The students will be able to work with the concept of Point of Sale.	
7	Course Description	The course is intended to provide the essential professional knowledge for necessary research and creative tools of designing in conducting a campaign design leading to varied concepts; Developing Corporate Identity, Senior Design Projects, Web Interface Design and Point of Sale.	
8		Outline syllabus	CO Achievement
	Unit 1	**Digital Marketing**	
		1A:- Introduction to strategies for developing digital marketing campaigns 1B:- Consistency in types of formats and sizes - lead ads / carousel ads / cover photos / social media pages 1C:- Application to display ads / gif posts / email marketing	CO1
	Unit 2	**Video Commercials I**	
		2A:- Types of Video ads - instream ads / bumper ads / display ads / trueview ads / overlay ads 2B:- Ideation of content for the video and targeting the ad 2C:- Harnessing the power and making impact	CO2
	Unit 3	**Video Commercials II**	CO3
		3A:- Developing Concept / Script 3B:- Creating Storyboard 3C:- Video Compilation for advertising	
	Unit 4	**Social Awareness Campaign**	CO4
		4A- Social media awareness campaign on any current issue / social concern / environmental problem	

		4B- Research report focussing on target audience responses towards the existing problem and finding solutions to it 4C- Branding of organization / NGO (logo and stationery design)	
	Unit 5	**Campaign Execution**	CO5
		5A- Developing and visualising concepts to produce an effective digital media campaign 5B- Social media campaign for selected problem 5C- Execution and display	
	Mode of examination	**Jury**	
	Weightage Distribution	**CA** | **MTE** | **ETE** **60%** | **0%** | **40%**	
	Text book/s*	- Big-Book-of-Digital-Marketing.pdf by digital firefly marketing - A Beginner's Guide to Facebook Ads: A Simple Step-by-Step Tutorial - https://www.youtube.com/watch?v=gi4yDTUar_8	
	Other References	- https://www.marketing-schools.org/types-of-marketing/point-of-sale-marketing.html#link2	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	2	3	3
CO2	2	3	3	2	3	3
CO3	3	2	3	1	3	3
CO4	2	2	3	2	3	3
CO5	2	2	3	2	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	**Current Academic Year: 2021-2022**	
	Branch: Applied Art	**Semester: 7**	
1	Course Code	BVA404	
2	Course Title	**Photography-V**	
3	Credits	3	
4	Contact Hours	1-0-2	

	(L-T-P)		
	Course Status	COMPULSORY	
5	Course Objective	1. The programme is intended to comprehend the various techniques and material used in the discipline of photography. 2. It aims at analysing different techniques of portraiture photography. 3. It focuses on enabling the skill of exploration by navigating through outdoor photography. 4. It also aims at developing a comprehension of different materials and their treatment.	
6	Course Outcomes	**CO1:-**The students will be able to explore photographic techniques with reactive use of lighting. **CO2:-** The students shall be able to analyse distinctive techniques of indoor & outdoor photography. **CO3:-** The students will be able to assess different techniques of product & portraiture photography. **CO 4:-** They will be able to demonstrate advanced darkroom techniques. **CO5:-** They will acquire knowledge of contemporary photographic practices, studios and will be able to create their own archive.	
7	Course Description	The course highlights important techniques and materials used in photography along with their application by practice. It focuses on creating a link between the basic conventional techniques and contemporary practices.	
8		Outline syllabus	CO Achievement
	Unit 1	**Black & White**	CO1
		1A- Techniques of b & w photography. 1B- Fundamental understanding of camera, basic lighting, electronic flash 1C- Creative Use of Light & Contrast	
	Unit 2	**Indoor & Outdoor**	CO2
		2A- Introduction to digital & colour photography, developing techniques, intensification and toning process.	

		2B- Multiple Panel Photography (Panoramic) 2C- Copying through Enlarger	
	Unit 3	**Product & Portraiture Shoot**	CO3
		3A- Portraiture : Use of different texture screens and solarization line effect of Photography 3B- Influence of Rembrandt in Portrait photography 3C- Product Photography	
	Unit 4	**Printing Practices**	CO4
		4A- Advanced Techniques in Dark-room practice, Dodging & Burning. 4B- Colour photography printing technique. 4C- Creative Use of Print contrast	
	Unit 5	**Photographic Archive**	CO5
		5A- Introduction to the idea of Archive 5B- Photography Archives of India (Shergil Sundaram Foundation, SAHMAT, Chennai Photo Biennale, Museo Camera Centre for the Photographic Arts) 5c- Making Photo Book as a Archive project	

Mode of examination	**Jury**		
Weightage Distribution	**CA** 60%	**MTE** 0%	**ETE** 40%
Text book/s*	● Bernhard Suess - Creative Black and White Photography_ Advanced Camera and Darkroom Techniques-Allworth Press (2003) ● (Masters Series Buffalo, N.Y.) William S. McIntosh - Classic Portrait Photography_ Techniques and Images from a Master Photographer (Masters Series (Buffalo, N.Y.))- Amherst Media, Inc. (2004)		
Other References	https://www.museocamera.org/photography-museum https://aaa.org.hk/en http://ssaf.in		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	2	3	3
CO2	2	3	3	2	3	3
CO3	3	2	3	2	3	3

CO4	2	2	3	2	3	3
CO5	3	3	2	3	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		**Current Academic Year: 2021-2022**	
Branch: Applied Art		**Semester: 7**	
1	Course Code	BVA405	
2	Course Title	**Global Trends in Advertising-I**	
3	Credits	2	
4	Contact Hours	2-0-0	

	(L-T-P)		
	Course Status	COMPULSORY	
5	Course Objective	1. The programme is intended to provide a brief history of Design and role of Bauhaus. 2. It aims at elaborately discussing the various types of advertising practice and understanding their application. 3. It focuses on introducing the various trends in advertising today. 4. It further deals with comprehending the various media such as Books, Films, and Television in Advertising.	
6	Course Outcomes	**CO 1:-**The students will be able to understand Digital advertising and its various modes. **CO2:-** The students shall be able to distinguish between different types of advertising mediums. **CO3:-** The students will understand the significance of Bauhaus in Designing **CO4:-** The students will understand Book as a global trend in advertising. **CO5:-** The students will understand films and television as a global trend in advertising.	
7	**Course Description**	It examines the historical context of Designing and Visual Communication by focusing on the various stages and their development with time. Besides the above mentioned it also focuses on exploring the different media such as Books, films and television in global trends in advertising	
8		Outline syllabus	CO Achievement
	Unit 1	**History of Design and Art of Electronic Age**	
		1A- Computer Imaging, Digital Photography, Design, Type, 1B- Film, the moving image, Animation, Television 1C- Computer generated imagery Design and Illustration Graphic Design	CO1 CO2
	Unit 2	**Bauhaus School**	
		2A- Introduction to Bauhaus (Moholy Nagi, Weimer,	CO3

		2B- Bauhaus and Modern Design 2C- Digital Bauhaus	
	Unit 3	**Books as Global Trend in Advertising**	
		3A- Brief history of books in materiality 3B- Brief history of books in context of writing tools & techniques 3C- Use of Books as a means of Visual Communication	CO4
	Unit 4	**Films as Global Trend in Advertising**	
		4A- Brief History of Films and Television 4B- Elements for Films (Music, Screenplay, Dialogue, Narration etc.) 4C- Examples from Contemporary Trends.	CO5
	Unit 5	**Television as Global Trend in Advertising**	
		5A- Television as an Advertising Media. 5B- Television as a means of Visual Communication 5C- Animated Cartoons and its Production Methods.	CO5
	Mode of examination	**Theory**	

	Weightage Distribution	**CA**	**MTE**	**ETE**	
		30%	**20%**	**50%**	

	Text book/s*	- *Advertising by Design: Generating and Designing Creative Ideas Across Media*, by Robin Landa; - David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)-Dover Publications (2011)	
	Other References	- *Show What You Mean: Visual Literacy for Graphic Design and Mass Communication* by Kim Golombisky and Rebecca Hagen - https://www.adsoftheworld.com/	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	2	1	3	2
CO2	3	2	3	3	3	2
CO3	2	2	3	2	3	2

CO4	2	2	3	1	3	2
CO5	3	2	3	3	3	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		Batch : 2018-2022	
Program: Bachelor of Visual Arts		**Current Academic Year: 2021-2022**	
Branch: Applied Art		**Semester: 7**	
1	Course Code	BVA406	
2	Course Title	**Contemporary Indian Art**	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	

	Course Status	COMPULSORY	
5	Course Objective	1. The programme is intended to introduce the various forms of Indian art. 2. It aims at enumerating the growth of art in India from Modern, Post- Modern to Contemporary 3. It focuses on comprehending various forms, techniques and materials that have been experimented by Indian Artists in varied fields like, Painting, Sculpture and Ceramics which further provides a wide expanse of experimentation. 4. To aid in developing an ability that can help in understanding different forms of Indian visual art. 5. To aid in developing an ability to look at an artwork in relation its concept and process of making.	
6	Course Outcomes	**CO 1:-**The students will be able to understand the Revivalist Trends in Indian Painting. **CO2:-** The students shall be able to analyse the different visual forms and styles developed in Contemporary Indian Art. **CO3:-** They will be able to critically think about form, material and concept of an artwork. **CO 4:-** The students will be able to understand the Revivalist Trends in Indian Sculpture **CO5:-** The students will get to know techniques of Ceramics and its Modern and Contemporary practitioners from India	
7	Course Description	The course enables in developing critical thinking and articulation skills. Knowledge of various forms, styles and techniques of Indian art widens the students' plethora of comprehending images in the present times as well. It aids in traversing through the different notions of art which have been experimented with from Modern to Contemporary time and creates a platform through which one can interpret images in their own ways.	
8		Outline syllabus	CO Achievement
	Unit 1	**Indian Painting: Revivalist trends in Indian Art**	CO1
		1A- Bengal Renaissance: its trends & contribution	

		1B- Artist's Collectives : PAG, BAG, Calcutta Group 1943, Cholamandal Artists Village 1C: Baroda Group of Artist and Fine Arts Faculty in Baroda	
	Unit 2	**Contemporary trends in Indian Painting**	CO2
		2A- The New Pictorialism-Post-Modern Period 2B- Emerging Alternative Art Spaces & Contemporary Art Collectives. 2C- New Media Practices (, Jayashree Chakraboraty, Atul Dodiya)	
	Unit 3	**Indian Sculpture: Academic & Revivalist Trends**	
		3A- Sculptors of Bengal Renaissance 3B- Baroda Group of Artist and Fine Arts Faculty in Baroda (Meera Mujhrjee, 3C: Sculptors of Cholamandal Village	CO2 CO3 CO4
	Unit 4	**Contemporary Trends in Indian Sculpture**	
		4A- Contemporary Iconism (Works by Ravinder Reddy, N.N. Rimzon) 4B- Installation Trends (Shilpa Gupta, Sheela Gowda, Nalini Malani, Vivan Sundaram) 4C- Works by Subodh Gupta, Anita Dube, Alwar Balasubramaniam, LN Tallur	CO2 CO3
	Unit 5	**Ceramic Art: Studio Potters and their Contribution**	
		5A: Techniques and Materials used in Ceramics 5B: Eminent Indian Ceramicists: Jyotsna Bhatt, 5C: Cutting Edge Ceramics: Adil Writer, Madhvi Subramanian, Anjani Khanna, Rakhee Kane.	CO3 CO5
	Mode of examination	**Theory**	
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*	*Contemporary Indian Art : Other Realities* by Yashodhara Dalmia *New Narratives: Contemporary Art India* by Betty Seid Oxford History of Art : *Indian Art* by Partha Mitter	
	Other References	https://www.indianceramicstriennale.com/ https://www.adilwriter.com/ https://aavartan.wordpress.com/	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6

CO1	2	3	2	1	2	2
CO2	2	3	2	1	3	2
CO3	2	3	2	1	3	3
CO4	2	3	2	2	3	2
CO5	2	3	2	2	3	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		**Batch : 2018-2022**	
Program: Bachelor of Visual Arts		**Current Academic Year: 2021-2022**	
Branch: Applied Art		**Semester: 7**	
1	Course Code	BVA409	
2	Course Title	**Digital Marketing**	
3	Credits	2	
4	Contact Hours	0-0-2	

	(L-T-P)		
	Course Status	COMPULSORY	
5	Course Objective	1. The programme is intended to provide a widened understanding of Digital Marketing by exploring in detail the significance and usage of Internet / online platforms. 2. It focuses on introducing the tactics of PR in the age of New Media. 3. It emphasizes the benefits and necessity of marketing research in brand building and sale. 4. The course aids in introducing the students with the process of Marketing, Branding, Researching, Building relationships for inter activity.	
6		**CO1**- The students will be able to understand PR tactics and its tools in context of New Media. **CO2**- The students will be able to understand various online PR strategies. **CO3**- The students will inculcate the skills for Branding and its necessary process of research. **CO4-** The students will inculcate the skill for effective Marketing Mix. **CO5**- The students will be able to critically look at Brands working in the field and their strategies through Case studies.	
7	Course Description	It takes the student on a journey where they explore the various soft skills of Digital Marketing in a detailed format, by giving them assignments that harness both their critical as well as creative skills. The studio provides a space through which the students will widen their understanding of Marketing Mix exploring different media and areas.	
8		Outline syllabus	CO Achievement
	Unit 1	**PR in the age of New Media**	
		1A- Scope, Challenges and Opportunities 1B- Changing Trends and Leveraging the Potential of New Media 1C- PR Tools of the Internet – Uses and their Online Application (Online Media Relations, OnlineMedia Releases)	CO1

	Unit 2	**Online PR Strategies**	
		2A- Relationship Building in an Internet age 2B- Social Media: Platforms 2C- Social Media: Analytics and Campaigns	CO2
	Unit 3	**Branding**	
		3A- Use of Digital Media in Brand Building 3B- Online Sponsorships and Brand Promotions 3C- Researching on any one Famous Brand and its promotional strategies.	CO3
	Unit 4	**Marketing**	
		4A- Use of Digital Media in the overall Marketing Mix. 4B- The need for synergy between Digital Marketing and PR to achieve marketing goals. 4C- Building Relationships through digital interactivity.	CO4
	Unit 5	**Case Studies**	
		5A- Case Studies of Brands that have used Digital Media to be successful. 5B- Case study on how organizations use websites and social networking sites. 5C- Understanding how organizations use other digital platforms to communicate with their Stakeholders and Media.	CO5
	Mode of examination	**Jury**	

	Weightage Distribution	**CA**	**MTE**	**ETE**	
		60%	0%	40%	

	Text book/s*	● Rick Mathieson - Branding Unbound_ The Future Of Advertising, Sales, And The Brand Experience In The Wireless Age-AMACOM (2005)	
	Other References		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	3	3	3
CO2	2	2	3	3	3	3
CO3	2	2	3	3	3	3
CO4	2	3	3	3	3	3
CO5	3	3	3	3	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

8th Semester

School : SCADMS	Batch : 2018-2022	

Program: Bachelor of Visual Arts		Current Academic Year: 2021-2022	
Branch: Applied Art		**Semester: 8**	
1	Course Code	BVA411	
2	Course Title	**DRAWING AND ILLUSTRATION-VI**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	COMPULSORY	
5	Course Objective	1. The programme focuses on creating a balance between the visualized and created. 2. It concentrates on inculcating skills of experimentation by inculcating knowledge of different media and techniques. . 3. To enhance the anatomical and drawing skills by emphasising on various elements of design both manually and digitally. 4. It focuses on understanding the different formats required for digital illustration. 5. It explores unique features of different illustration styles and their colouring process in both manual and digital formats. .	
6	Course Outcomes	**CO1:-** The students will be able to replicate, manipulate and illustrate by the means of digital tools. **CO2:-** The students will be able to visualize and digitally create characters in necessary details. **CO3:-** The students shall be able to create various types of illustrations in print media. **CO4:-** The students shall be able to ideate and demonstrate editorial illustrations. **CO5:-** They will be able to creatively utilize their digital tool skills into creating innovative Ad campaign illustrations.	
7	Course Description	The course builds on the existing skill of observation and reproduction and enable in developing coordination between the visualized and created. It aims at introducing various techniques and materials of making illustrations. It further introduces different common medium techniques for digital illustrations and Advertising Illustrations.	

8		Outline syllabus	CO Achievement
	Unit 1	**Digital Illustration I**	
		1A- Basic Tools for Digital Drawing 1B- Digital Replication 1C- Basic tools for Digital Manipulation	CO1
	Unit 2	**Digital Illustration II**	
		2A- Drapery Study (Costumes and Objects) 2B- Character Development 2C- Situational Illustration	CO2
	Unit 3	**Illustrations for Books**	
		3A- Book / Magazine Cover Design 3B- News Paper Storyboard 3C- Children Story Book Development	CO3
	Unit 4	**Editorial Illustration**	
		4A- Developing the Narration, Elements and Character 4B- Manual Illustration 4C- Digital Manipulation	CO4
	Unit 5	**Illustrations in Ad Campaigns**	
		5A- Research followed with Brainstorming through Drawings 5B- Developing Illustrations 5C- Digital Manipulation / Development	CO5
	Mode of examination	**Jury**	

	Weightage Distribution	CA	MTE	ETE	
		60%	**0%**	**40%**	
	Text book/s*	- 20th Century Advertising by Rupert Howell - Advertising by Design: Generating and Designing Creative Ideas Across Media, 2nd Edition by Robin Landa			
	Other References				

POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6

COs						
CO 1	2	3	2	1	2	3
CO 2	3	2	2	3	2	2
CO 3	3	2	2	3	2	3
CO 4	2	1	1	1	3	2
CO 5	2	3	3	2	1	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS	Batch : 2018-2022	
Program: Bachelor of Visual Arts	Current Academic Year: 2021-2022	

Branch: Applied Art		Semester: 8	
1	Course Code	BVA412	
2	Course Title	**Typography-VI**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	COMPULSORY	
5	Course Objective	1. The programme is intended to provide a widened understanding of typography by exploring its presence in environmental setup. 2. It aims at identifying and solving design problems by using typographical tools and elements. 3. It focuses on introducing the impact and use of printing technology on typography. 4. It aims at promoting exploration and experimenting abilities and various principles of Typesetting. 5. The course aids in introducing the students to create their own typography books and press advertising layouts.	
6	Course Outcomes	**CO 1:-** The students will be able to access design problems and provide solutions based on typographical designs. **CO2:-** The students will study typographic applications and its principles. **CO3:-** The students will be able to connect with different styles of printing technology and ink mixing. **CO 4:-** The students will learn, importance, rules, levels and application of typographic hierarchy. **CO5:-** The students will be able to create their own website pages and understand the use of typography required for web.	
7	Course Description	It takes the student on a journey where they explore the various soft skills of typography in a detail format, by giving them assignments that harness both their critical as well as creative skills. The studio provides a space through which the students will widen their understanding of typographical design by exploring different media and areas such as environmen spaces, printing technology and creating their own interpretatic of typefaces. They will also learn Typographic Hierarchy.	

8		Outline syllabus			CO Achievement
	Unit 1	**Communicating through Type**			
		1A- Typography in print media 1B- Color psychology in design 1C- Typographic design for advertisements			CO1
	Unit 2	**Type for Outdoor Media**			
		2A- Hierarchy of Type in Traditional Advertising 2B- Designing Cut Out Standee for a Product 2C- Digital Scrolls			CO2
	Unit 3	**Type in Digital Media**			
		3A- Creating E-mailer (Events / Social Cause / Call to Action) 3B- Designing Content Page of Online Portfolio 3C- Typography for Social Media Creatives (Carousel Ad/ Web-Banner/ Social Platforms Covers and Posts)			CO3
	Unit 4	**Website Design With Type I**			
		4A- Branding and conceptualisation 4B- Selection of type for landing page 4C- Creation of templates			
	Unit 5	**Website Design With Type II**			
		5A- Explorations and Layouts 5B- Process and practise 5C- Creative display using mockups			CO5
	Mode of examination	**Jury**			
	Weightage Distribution	**CA** **60%**	**MTE** **0%**	**ETE** **40%**	
	Text book/s*	- Thinking with Type by Ellen Lupton			
	Other References	- Basic aspects of typography in designing a web page by Krasimira Drumeva			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6

CO1	2	3	2	3	2	1
CO2	1	2	1	2	1	2
CO3	2	2	3	3	2	3
CO4	2	3	1	1	2	3
CO5	3	3	1	2	2	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		**Batch : 2018-2022**	
Program: Bachelor of Visual Arts		**Current Academic Year: 2021-2022**	
Branch: Applied Art		**Semester: 8**	
1	Course Code	BVA413	
2	Course Title	**Advertising Design-II**	
3	Credits	3	
4	Contact Hours	1-0-2	

	(L-T-P)		
	Course Status	COMPULSORY	
5	Course Objective	1. The programme is intended to provide a widened understanding of Advertising Design-I followed with digital explorations. 2. It intends to introduce the research methodology for Campaign Design and Senior Design Project Research 3. It emphasises on the process of developing a corporate identity in varied formats. 4. The programme aids with understanding the point of sale marketing.	
6	Course Outcomes	**CO1-** The students will be able to plan strategies and consistent design formats for developing a corporate identity. **CO2-** They will learn the research methodology related to advertising campaigns. **CO3-** The students will be able to pursue their own research and 360 degree design explorations in the category of major campaign project. **CO4-** The students will be able to conduct necessary research, designing and execution for creating print as well as digital design at various levels. **CO5-** The students will be able to work with the concept of Point of Sale.	
7	Course Description	The course is intended to provide the essential professional knowledge for necessary research and creative tools of designing in conducting a campaign design leading to varied concepts; Developing Corporate Identity, Senior Design Projects, Web Interface Design and Point of Sale.	
8		Outline syllabus	CO Achievement
	Unit 1	**Research Methodology For Campaign Planning**	CO1
		1A- Understanding target audience through questionnaire and market research	

		1B- S.W.O.T. analysis and marketing research for opted Product/ service / social cause 1C- Compilation & Presentation of Research Report	
	Unit 2	**Major Campaign Project**	CO2
		2A- Branding & Collateral (Logo and Stationery Design) 2B- Ideation and Layouts 2C-Mock-ups and presentation	
	Unit 3	**Campaign Project Execution I**	CO3
		3A- Product redesign and packaging 3B- Campaign Advertisements for Print Media (newspaper / magazine ads) 3C- Posters / Hoardings / Standees	
	Unit 4	**Campaign Project Execution II**	CO4
		4A- Display design related to the brand/ service / social cause 4B- Digital Campaign for Social Media 4C- Designing accessories related to the brand	
	Unit 5	**Campaign Project Refinement**	CO5
		5A- Refinement and iteration 5B- Design development process 5C- Final display of the campaign	
	Mode of examination	**Jury**	

		CA	MTE	ETE	
	Weightage Distribution	**60%**	**0%**	**40%**	

Text book/s*	- Layout Index by Jim Krause - The Big Book of Design and Ideas By David Carter	
Other References	- How to Understand and Use Design and Layout by David Dabner	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	3	2	3	2
CO2	3	1	2	3	2	3
CO3	2	3	3	2	1	2
CO4	2	2	2	3	2	3
CO5	3	2	3	3	3	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

	School : SCADMS	Batch : 2018-2022	
	Program: Bachelor of Visual Arts	**Current Academic Year:2021-2022**	
	Branch: Applied Art	**Semester: 8**	
1	Course Code	BVA404	
2	Course Title	**Photography-V**	
3	Credits	3	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	COMPULSORY	

5	Course Objective	1. The programme is intended to comprehend the various techniques and material used in the discipline of photography. 2. It aims at analysing different techniques of portraiture photography. 3. It focuses on enabling the skill of exploration by navigating through outdoor photography. 4. It also aims at developing a comprehension of different materials and their treatment.	
6	Course Outcomes	**CO1:-** The students will be able to demonstrate various techniques for Monochrome shoot. **CO2:-** The students will acquire skills for digital & colour photography and developing techniques for indoor and outdoor shoot. **CO3:-** The students shall be able to creatively use lighting for various product and portrait shoots. **CO4:-** They will be able to execute mini campaigns for any product using photography skills. **CO5:-** They will be able to execute mini campaigns for any social cause using photography skills.	
7	Course Description	The course highlights important techniques and materials used in photography along with their application by practice. It focuses on creating a link between the basic conventional techniques and contemporary practices.	
8	Outline syllabus		CO Achievement
	Unit 1	**Monochrome**	CO1
		1A- Single colour photography. 1B- Exploration of camera, basic lighting and electronic flash 1C- Creative Use of Light & Contrast	
	Unit 2	**Indoor & Outdoor**	CO2
		2A- Digital & Colour Photography and developing techniques for indoor shoot 2B- Digital & Colour Photography and developing techniques for outdoor shoot 2C- Creative Use of Lighting	

Unit 3	**Product & Portrait Shoot**		CO3
	3A- Portrait Shoot & Lighting 3B- Product Photography & Lighting 3C- Creative Exploration		
Unit 4	**Mini Campaign I**		CO4
	4A- Research and Ideation for Product Campaign 4B- Photography for Product Campaign 4C- Execution for Product Campaign		
Unit 5	**Mini Campaign II**		CO5
	5A- Research and Ideation for Social Campaign 5B- Photography for Social Campaign 5C- Execution and Display		
Mode of examination	**Jury**		
Weightage Distribution	**CA**	**MTE**	**ETE**
	60%	**0%**	**40%**
Text book/s*	● Bernhard Suess - Creative Black and White Photography_ Advanced Camera and Darkroom Techniques-Allworth Press (2003) ● (Masters Series Buffalo, N.Y.) William S. McIntosh - Classic Portrait Photography_ Techniques and Images from a Master Photographer (Masters Series (Buffalo, N.Y.))- Amherst Media, Inc. (2004)		
Other References	https://www.museocamera.org/photography-museum https://aaa.org.hk/en http://ssaf.in/		

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	3	2	2	2	3
CO 2	3	3	2	2	2	2
CO 3	3	3	1	3	1	3
CO 4	2	3	2	3	2	3

CO 5	3	2	1	2	1	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS	Batch : 2018-2022	
Program: Bachelor of Visual Arts	**Current Academic Year: 2021-2022**	
Branch: Applied Art	**Semester: 8**	
1	Course Code	BVA415	
2	Course Title	**Global Trends in Advertising-II**	
3	Credits	2	
4	Contact Hours	2-0-0	

		(L-T-P)	
	Course Status	COMPULSORY	
5	Course Objective	1. The programme is intended to provide a brief history of Design and role of Bauhaus. 2. It aims at elaborately discussing the various types of advertising practice and understanding their application. 3. It focuses on introducing the various trends in advertising today. 4. It further deals with comprehending the various media such as Books, Films, and Television in Advertising.	
6	Course Outcomes	**CO 1:-**The students will be able to understand Digital advertising and its various modes. **CO2:-** The students shall be able to distinguish between different types of advertising mediums. **CO3:-** The students will understand the significance of Bauhaus in Designing **CO4:-** The students will understand Book as a global trend in advertising. **CO5:-** The students will understand film, television as a global trend in advertising.	
7	**Course Description**	It examines the historical context of Designing and Visual Communication by focusing on the various stages and their development with time. Besides the above mentioned it also focuses on exploring the different media such as Books, films and television in global trends in advertising	
8		Outline syllabus	CO Achievement
	Unit 1	**Introduction to Global Trends in Advertising**	CO1
		1A - Advertising and the Media 1B- Global Branding 1C- Emerging Markets	
	Unit 2	**The Paradoxes in Global Marketing Communications**	CO2
		2A- Values and Marketing 2B- Advertising Appeals	

		2C- From Value Paradox to Strategy	
	Unit 3	**Emerging Advertising Trends**	CO3
		3A- Rise in Advertising Spend 3B- Comparative Study of Traditional and New Media 3C- Case Study on various Brands	
	Unit 4	**Role of Culture in Global Advertising**	CO4
		4A- Dimensions of Culture 4B- Executional Style and Culture 4C- Culture and Consumer Behavior	
	Unit 5	**International Advertising Research**	CO5
		5A- Overview of International Advertising Market 5B- Two-Country Campaign Case Studies 5C- Future of Global Advertising Research	

Mode of examination	**Theory**			
Weightage Distribution	**CA**	**MTE**	**ETE**	
	30%	**20%**	**50%**	

Text book/s*	- *Advertising by Design: Generating and Designing Creative Ideas Across Media*, by Robin Landa; - David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)-Dover Publications (2011)
Other References	- *Show What You Mean: Visual Literacy for Graphic Design and Mass Communication* by Kim Golombisky and Rebecca Hagen - Ads of the World™	Part of The Clio Network

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	2	2	2	3	3
CO 2	2	3	3	2	3	3
CO 3	3	2	3	2	3	3

CO 4	3	3	3	2	2	2
CO 5	3	2	3	2	3	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School : SCADMS		**Batch : 2018-2022**	
Program: Bachelor of Visual Arts		**Current Academic Year: 2021-2022**	
Branch: Applied Art		**Semester: 8**	
1	Course Code	BVA416	
2	Course Title	**Contemporary Western Art**	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	

	Course Status	COMPULSORY	
5	Course Objective	1. The programme is intended to introduce the various forms of Western art. 2. It aims at enumerating the growth of art in India from Modern, Post- Modern to Contemporary 3. It focuses on comprehending various forms, techniques and materials that have been experimented by Indian Artists in varied fields like, Painting, Sculpture and Ceramics which further provides a wide expanse of experimentation. 4. To aid in developing an ability that can help in understanding different forms of Indian visual art. 5. To aid in developing an ability to look at an artwork in relation its concept and process of making.	
6	Course Outcomes	**CO 1:-**The students will be able to understand the changing art scene in west since 19th century **CO2:-** The students shall be able to analyse the different visual forms and styles developed in the early 20th century in the west. **CO3:-** The students will be able to articulate and explain various approaches towards art through medium, concept, application and display. **CO 4:-** The students will understand emerging media and expression from the mid-20th century onwards. . **CO5:-** The students will be able to understand the new media and other trends from the late 20th century onwards.	
7	Course Description	The course enables in developing critical thinking and articulation skills. Knowledge of various forms, styles and techniques of Western art widens the students' plethora of comprehending images in the present times as well. It aids in traversing through the different notions of art which have been experimented with from Modern to Contemporary time and creates a platform through which one can interpret images in their own ways.	
8		Outline syllabus	CO Achievement
	Unit 1	**Industrialization and Art in 19th century**	

		1A- Impressionism 1B- Neo-Impressionism 1C- Post-Impressionism (Pointillism, Symbolism, Fauvism)	CO1
	Unit 2	**Revivalist Trends of Early 20th century**	
		2A- Cubist and Futurist Trends (Painters & Sculptors) 2B- German Expressionism 2C- Dadaism , Surrealism	CO1 CO2
	Unit 3	**Emerging Medias and Expressions- I**	
		3A- Surrealism 3B- Abstract Expressionism 3C- Re-emergence of Dadaist Trends : Op Art, Pop Art, Kinetic Art	CO1 CO4 CO3
	Unit 4	**Emerging Medias and Expressions- II**	
		4A- Minimalism 4B- Conceptual Art 4C- Performance Art	CO1 CO4 CO3
	Unit 5	**New Medias and Other Trends**	
		5A- Interactive Art 5B- Video Art 5C- Alternative Art Spaces	CO5 CO3
	Mode of examination	**Theory**	

	Weightage Distribution	**CA**	**MTE**	**ETE**	
		30%	**20%**	**50%**	

	Text book/s*	*Laurie Adams - A History of Western Art* *Art Since 1950 - National Gallery of Art, Washington* *Art Incorporated - Julian Sttellabrass*
	Other References	WebWork - A history of Internet Art

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	1	2	2	2	2	2

CO 2	2	2	3	2	2	2
CO 3	2	2	3	2	2	3
CO 4	2	2	2	1	2	1
CO 5	2	2	2	1	2	1

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SCADMS		Batch : 2018-22
Program: BVA		Current Academic Year: 2021-2022
Branch: Applied Art		Semester: 8
1	Course Code	BVA418
2	Course Title	Pottery & Ceramics
3	Credits	2
4	Contact Hours (L-T-P)	0-0-2

	Course Type	Compulsory /Elective/Open Elective	
5	Course Objective	The aim of this course is to introduce students to working with clay using hand building techniques. On the course will learn techniques such as building with slabs, pinched and coiled clay to form vessels and/or sculptural artworks. Students will be able to explore cultures and artists who have used these methods. Students will also have the opportunity to experiment with a variety of decorative techniques to apply texture and/or printed imagery; using coloured slips and glazes. During the course, will develop confidence and language skills as you gain practical skills and begin to use professional terminology. By the end of the course, Students will have gained an understanding of the techniques used in hand building and the processes involved in creating a finished piece of ceramics.	
6	Course Outcomes	The student will be able to: **CO1:** Make small vessels and sculptural forms using the pinch technique **CO2:** Create a larger form using the coiling technique, with relief embellishments for decoration or functional use. **CO3:** Explore a range of decorative techniques on greenware (eg. sgraffito, imprinting textures, inlaying slip) as well as printmaking methods (eg. monoprint, paper resist, screen print). **CO4:** Demonstrate safe and effective methods of glazing bisque ware. **CO5:** Learn and develop each of the hand building skills (eg. pinch, coil, slab, mould) and produce a finished ceramic piece using one or more hand building method.	
7	Course Description	This course aims at delivering essential hands-on skills for creating pottery. It further delves to develop their sensibility towards ceramics and the needed skills for developing stages and techniques for different types of ceramics.	
8		Outline syllabus	**CO Achievement**
	Unit 1	**Demonstration**	
	A	Tools, Machine & Materials	CO1
	B	Pinch Pots	CO1
	C	Coil building	CO2
	Unit 2	**Joining Pieces**	
	A	**Score** (Roughen both surfaces that you are joining. Use a cross-hatching pattern. Use a needle tool, wedge tool with "teeth", etc.)	CO5
	B	**Slip** (Apply enough slip to both surfaces. Slip will "cement" the pieces together as a glue.)	CO3
	C	**Rock & Press** (Rock back and forth while applying some pressure on the piece. This will ensure that the slip will fill in all gaps and removes air pockets.)	CO5
	Unit 3	**Slab**	

A	Slab construction	CO3,CO5
B	Manipulative Decoration	CO3,
C	Surface Decoration	CO3,
Unit 4	**Drying Stages of Clay**	
A	**Slip & Plastic** (casting and cementing pieces wedging, manipulating, sculpting, throwing on the wheel)	CO3,
B	**Leather hard** (most decorating is done, carving, stamping, building, etc)	CO4
C	**Bone Dry** (the driest stage of clay, 0% moisture, ready for bisque firing)	CO4
Unit 5	**Firing Stages**	
A	**Greenware** (Unfired pottery that is bone dry)	CO5
B	**Bisqueware** (Unglazed pottery that has been fired once)	CO4
C	**Glaze ware** (Ware that has glaze applied and is waiting to be glaze fired)	CO4
Mode of examination	Jury/Viva	
Weightage Distribution	CA MTE ETE 60% 0% 40%	
Text book/s*	- *From Kiln to Clay : A beginner's Guide to Potters Wheel* by Stuart Carey - *The Ceramics Bible : The complete Guide to Material and Techniques* by Louisa Taylor	
Other References		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	2	3	2
CO2	3	3	3	2	3	2
CO3	3	3	3	2	3	2
CO4	2	3	2	2	3	3
CO5	2	3	2	3	3	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)