

॥ अंतरी पेटवू ज्ञानज्योत ॥



उत्तर महाराष्ट्र विद्यापीठ

बी.एफ.ए. (अप्लाइड आर्ट)

द्वितीय वर्ष २००२-२००३ पासून लागू

उत्तर महाराष्ट्र विद्यापीठ, जळगाव

"SECOND YEAR" EXAMINATION THE BRANCH OF APPLIED ART

With Effect from 2002-2003

The following number of assignments are to be completed in the specified number of hours during the second academic year.

Sr. No.	Subject	No. Of Hours	No. Of Assignment
GROUP : I (THEORY)			
1.	Advertising art & Ideas	60	06
2.	History of Visual communication	60	06
GROUP : II (PRACTICALS)			
3.	Drawing - From Life	180	15
4.	Lettering - Typography / Calligraphy	120	15
5.	Poster / Hoarding	120	06
6.	Press Layout	120	04
7.	Corporate Identity	120	03
8.	Packaging	90	03
9.	Book Jacket	60	02
GROUP : III (PRACTICALS / THEORY) (Not for examination)			
10.	Subsidiary subject	70	02
		1000 Hours.	50

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परिक्षा पद्धती

Candidates will be examined in Theory and Practical subjects as indicated in the following table :-

S.NO.	SUBJECT	Hours	Marks
GROUP :- (THEORY)			
1.	Advertising Art & Ideas	3 Hours	100
2.	History of Visual communication	3 Hours	100
GROUP : II (PRACTICALS)			
3.	<i>Drawing from Life</i>	5 Hours	100
4.	Lettering- typography/ Calligraphy	5 Hours	100
5.	Poster /Hoarding	10 Hours	100
6.	Press Layout	10 Hours	100
7.	Corporate Identity	5 Hours	100
SESSIONAL :-			
1.	Practicals		100
2.	Theory		50
3.	Subsidiary - subjects		50
GRAND TOTAL OF MARKS FOR THE EXAMINATION			900

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Following are the details of the syllabus and the nature of the studio practicals in various subjects of the examination.

GROUP -I (THEORY)

1. ADVERTISING ART & IDEAS :-

Selection of Advertising Media – Marketing and Market Research- Advertising in operation, Advertising Agency function – position, Reproduction, Printing methods, Artworks.

2. HISTORY OF VISUAL COMMUNICATION :-

Dance, Drama and music, Action, Words, Sound, Face Expressions. The role of body and action as performance, Masks, Costumes, Colours, Its relation to the Advertising Illustration in picture or photography.

GROUP : II (PRACTICALS)

3. DRAWING :- From Life

(Structure of human figure in full and parts Drawing from Life, Rendering in Pencil, ink and colour.)

Understanding of different rendering techniques. Outdoor study of natural / man-made objects, Rendering in Pencil, ink and colour.

4. LETTERING – TYPOGRAPHY / CALLIGRAPHY :-

- a. Evolution of writing – Western & Indian (?)
- b. Detail study of our of the various calligraphic schools (European and Indian Scripts)
- c. Typographical measurements- specifications – calculations
- d. Letter form – Different Fonts, their characteristics, criteria in selection of Formats.
- e. Legibility and readability of printed matter.

5. POSTER / HOARDING :-

Daily Consumer / Consumer Durable Products.

Importance of colour in Poster/Hoarding.

(size 25 Cms X 36 Cms.)

6. PRESS LAYOUT :-

Press layout, Principles of Design, Elements of press Advertisement and it's functional aspects.

Assignments based on principles of Design Daily Consumer/ Consumer Durable Product/ Public Services. Size upto 3 columns X 30 cms.

7. CORPORATE IDENTITY :-

Application of Symbol – Logos for stationary and other media of 2-D and 3-D designs.

8. **PACKING :- (Not for Examination)**

Label and carton Designing principles of packaging Knowledge of various materials- Paper, Board, Methods of packaging, Costing and estimating.

9. **BOOK JACKET :- (Not for Examination),**

Book Jacket, Functional and designing aspect of Book Jacket.

GROUP : III (PRACTICALS /THEORY), (Not for Examination)

10. **SUBSIDIARY SUBJECTS :- (PRINTING THEORY)**

A) Introduction to the subject printing and major printing methods. Study of various printing processors Detailed study of 'TYPE' Type setting and Type calculation line and Half-Tone jobs. Their reproduction, Processing on camera and scanners, Half-Tone, screen and their relation with job, paper, ink and printing processes, various, study of paper- its kinds and size printing inks, job, suitability for various printing progresses.


B) PHOTOGRAPHY.

Importance of photography in communication media. History of photography Camera and Accessories, Lights and Lighting, Developers and other chemicals, Negative Positive material.

Candidates will be examined in Theory and Practical subjects as indicated in the following table:-

FOR COMMERCIAL TOPICS & THEORY - *General*

- 1) Traces of common means of Nature
(Butterfly Sound of Kokila, Smell and measuring vibrations by long technique etc.)
- 2) History of a man developed abilities.
- 3) Significant of Sound
(film etc.)
4. Significant of Vedio / various flow/ Frog / Snake / Man/
Studio Anatomy Specialist
5. Five- Structure of BDR /Audio Sensory
Five- Structure of Eye / Retina
Five- Structure of Sound, Small motion, Vibration of Perspective in Arrow
Communication
Aesthetics - II man & Nature relationship
Crow & Snake relation ship
Quality of hearing
Quality of seeing
And structural analysis of natural objects as well as human objects.

 the End.