

॥ अक्षरी पेटवू ज्ञानज्योत ॥



North Maharashtra University,  
Jalgaon

Syllabus for T.Y.B.F.A.

# APPLIED ART

w.e.f. June, 2003

**NORTH MAHARASHTRA UNIVERSITY JALGAON**  
**THIRD YEAR B.F.A. - APPLIED ART - SYLLABUS**  
 With effect from June, 2003

The following number of assignment are to be completed in the specified number of hours during the third academic year

S. No.	Subject	No. Hours	No. of assignment
<b>GROUP - I [THEORY]</b>			
1.	Advertising art & Ideas	060	06
2.	History of Visual Communication	060	06
3.	Copy writing [Not for Exam.]	030	02
<b>GROUP - II [PRACTICAL]</b>			
4	Drawing [Illustration]	120	10
5	Corporate Identity [Not for Exam]	030	02
6	Press/Magazine advertisement	080	04
7	Poster/Hoarding	080	04
8	Direct Mail - P.O.P.	080	04
9	Story Board [Not for Exam.]	030	02
10	Cinema Slide [Not for Exam]	030	02
<b>GROUP - III [ELECTIVE]</b>			
11	Elective	240	10
12	Subsidiary Subject	060	04
13	Computer Basic [Not for Exam.]	060	04
		<b>960 hours</b>	<b>54 Assigns</b>

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

**GROUP - I [THEORY]**

**1. Advertising Art & Ideas :-**

Art work, campaign planning, Market, Research, purpose of Advertising, function of Advertising, Legal Aspect of Advertising.

**2. History of Visual Communication :-**

History-communication media- Newspaper, Magazine catalogue, Folder, Direct Mail, Mail order, Film, Television, Electronic & Modern Media.

**3. Copy Writing [Not for Examination] :-**

Type of Head line, Declarative - Interogative- Testimonial, News curiosity, Emotional Humours etc. Types of copy-use of product service, Information- Market Report, special target. Audience for making copy effective.

.....2....

**GROUP - II [PRACTICALS]**

**4. Drawing [Illustration]:-**

Drawing from life- Rendering technique in various human action- creating atmospheres, Application of as Illustration for different types of communication.

**5. Corporate Identity [Not for Exam]:-**

Corporate Identity programme to be placed for co-Organisation logo & symbol Design for stationary, transport, signage Environmental Design - Corporate for all media.

**6. Press/Magazine Advertisement:-**

Planning of campaign for press magazine based on data collected- Measures-Hard sell [Direct] softsell [indirect] Institutional- Testimonial- prestige.

**7. Poster-Hoarding--**

Different type of poster-sole-service-social Educational informative.

**8. Direct Mail /P.O.P.--**

Importance of POS, sell the product, Different from -show card, crowner, Banners', Mobiles, Bunting floor, Display, Disposal-, Printing process, colour, Type of paper.

**9. Story Board [Not for Examination]:-**

Audio visual communication, short film, T.V.Com.information of film making, Developing concept-script writing, preparing visual, presentative/Animated.

**10. Cinema Slide [Not for Examination]:-**

Function & History of cinema slide, type of cinema slide, Reproduction method, scope & limitation.

**Group - III [Practical]**

**11. Elective :-**

- **Lettering Typography & Calligraphy** -- What is typography & Calligraphy History-development of typography & Calligraphy, variation of calligraphy-type construction, Expressive Typography-Roman & Deonagari type construction, logotypes, Typographic application for Advertising Media, Packaging, Calender, book jacket brochers, use of computer as a tool for type study.
- **Illustration**-- Human study with Anatomy- Action- Expression, study of different age group- male & female. What is Illustration and different between Illustration & Drawing, outdoor study- animals, birds, landscape, trees, building Introduction of various medium, reproduction process.
- **Photography**-- History of Photography-study of different types of cameras & Lenses. Different of types of film, lighting for various purposes like-portraits, stilllife, table top, Darkroom, equipment, photoprinting, copying, enlargement, creative photography.
- **Exhibition Design & Display** -- Objective & function of display, Design for purpose of point of sale orthographic projection Perspective rendering of model making, Under standing of various display and architectural material with its basic physical, Aesthetical, Chemical, Mechanical & biological prosperities, Assignment based on 2 D & 3 D design in class & workshop

**12. Subsidiary Subject --**

Typesetting-layout designing, camera working for line & Half tone, Reproduction, Type of papers, surface preparation and magic making for printing, practical, working of printing process, screen printing, practical for Design. Reproduction. Art work preparation for print-reproduction.

**13. Computer Basic [Not for Exam]**

Function of Computer operating information technology, Hardware & software computer basic programme, computer as a designing tool for design people or artwork.

---

**Examination Pattern**

Candidate will be examined in Theory & Practical subjects as indicated in the following table--

**Group - I [Theory]**

1.	Advertising Art & Ideas	-	3 Hours	-	100 Marks
2.	History of Visual Communication	-	3 Hours	-	100 Marks

**Group - II [Practical]**

1.	Drawing [Illustration]	-	10 Hours	-	100 Marks
2.	Press/Magazine Advertisement	-	10 Hours	-	100 Marks
3.	Poster / Hoarding	-	10 Hours	-	100 Marks
4.	Direct mail / POP	-	10 Hours	-	100 Marks

**Group - III [Practical]**

1.	Elective Paper	-	10 Hours	-	100 Marks
2.	Subsidiary Subject	-	10 Hours	-	100 Marks

**Sessional**

Class work					100 marks
------------	--	--	--	--	-----------

---