

॥ अंतः पेटवु ज्ञानज्योत ॥

उत्तर महाराष्ट्र विद्यापीठ, जळगाव.



FINAL (FOURTH) YEAR
BACHELOR OF FINE ARTS
(APPLIED ART)
SYLLABUS

With effect from June, 2004

Final (Fourth) Year Examination for the Degree of Bachelor of Fine Arts (Applied Art)

The following number of Assignments are to be completed in the specified number of hours & Assignments during the Final (Fourth) Academic year.

Sr. No.	Subject	No. of hours	No. of assignment.
GROUP : I (THEORY)			
1.	Advertising Art & Ideas.	060	05
2.	Dissertation	060	01
3.	Copy writing (Not for Exam.)	030	02
GROUP : II (PRACTICAL)			
4.	Communication Design I (Indoor Advertising)		05
5.	Communication Design II (Outdoor Advertising)	480	05
6.	Project work/Advertising Campaign.		08
GROUP : III (PRACTICAL)			
7.	Elective -	300	05
8.	Computer Graphics (Not for Exam)	030	04
Hours			960
			35

Following are details of the syllabus.

GROUP : I (THEORY)

1. Advertising Art & Ideas

- i) Creative Advertising - Planning and Execution Ideas - Soul of Advertising - Unique selling (Propositions) Points of a Product - How Product Analyses are made - Applications of USPs.
- ii) Basic Human Motives - that make People Act - Desire and Hope - Basic Human Desires that relate To Advertised Products - Humour - sympathy Empathy - Anxiety - Fear- Executing
- iii) Copy - The Theme Creativity - What is Copy Platform ? Copywriting - Function of Advertising Copy - Basic Ingredients of copy - Approach to Writing Copy - The Headline Text - Copy Visualisation - Invention of Advertising Ideas - Advertising must be such that it is capable of easy perception - Advertising must be interesting - Advertising must be use that best presentation techniques
- iv) Graphic - What is Graphic in advertising design Principles of Design
- v) Type of Advertising - The Haffet sell, The soft - sell; The Reminder - The Prestige - The Humorous - Consumer Advertising - Distributor Advertising - Retail Advertising - Industrial Advertising - Direct Mail, Advertising - Financial Advertising - Travel and Entertainment Advertising - Cooperative Advertising - Advertising by Government and Public Bodies.
- vi) Advertising in Operations - Advertising Department The Market - Marketing Policy - Advertising Agency and Operation - How the Agency work - The Account Executive - Securing the client - selling Agency service

2. DISSERTATION OR PROJECT REPORT

2A. The subject for Dissertation should be related to the Project which has been selected and the Elective selected by the student. The Dissertation would be approximately of 2,500 words in Marathi or Hindi or English which will be assessed by the panel of examiners appointed by the University. Though references and Illustrations from elsewhere may be used the student must make his original contribution in terms of thought and hypothesis

The Dissertation would be Illustrated fully with good and bad references from actual existing printed and published material, Wherever necessary, Bad examples and its Criticism would illustrate the negative aspect of hypothesis

The subject matter can be divided as follows :-

- A) Introduction
- B) The hypothesis
- C) Examples to illustrate the hypothesis.
- D) References to support the hypothesis
- E) Discussion.
- F) Conclusion

2B. PROJECT REPORT -

The subject for Project Report should be related to the subject / topic / client which has been selected by the student. The Project Report would be approximately of 2,500 words in Marathi OR Hindi OR English Which will be assessed by the panel of examiners appointed by the University. Though references and Illustrations from existing print advertising, for the comparative analysis may be used the student must make his / her original contribution in terms, of thought and approach towards the visual solution.

The Project Report would be illustrate fully with reference actual existing printed and published material wherever necessary.

The subject matter can be divided as follows :-

- 1) Background / Introduction.
- 2) Selection Criteria for the subject
- 3) Present scenario of the consumer.
- 4) Study of Competitive Products / Services comparative analysis.
- 5) Existing Problems
- 6) Redefining the problem.
- 7) Proposed visual solution.
- 8) Future plan.

3. COPY WRITING (Not for Examination)

what is copy platform? Copy writing as keying on copy. Testing methods such as "Mail Order Ads" The code of Advertising practice - To ensure the truthfulness and honesty - (To avoid misleading claims) standard of public decency - code of conduct for Promotional Advertising - Drugs control Act - Copyright Act - General rules of conduct in Advertising - Advertising Council of India

Discussion on case study Question needing answers in the forms of tutorials, Writing copy (Text) on given brief of product, writing of Headline on given copy.

GROUP II (PRACTICALS)

4. INDOOR & OUTDOOR ADVERTISING (Communication design)

Advertising Campaign / Project Work, The students have to select any existing client from the following categories

- Product - Consumer / Consumer durable.
- Service - Commercial / Non - Commercial.
- Public Welfare - National / International.

After study the client a student should make the Market study, Find out the USPs, decide the advertising Objectives and prepare the copy platform. On the basis of this study, Planning and Execution of Campaign, either for advertising or any promotional client.

GROUP III (PRACTICALS)

5. ELECTIVE :-

Along with the Elective Project, each student has to submit a written document i.e. "Project Report" on the topic / subject / area selected by him / her in 1,500 words in English. This document should incorporate suitable and essential visual material to support the design solution.

i) ILLUSTRATION :-

Selection of specific 'Area' for illustration like Advertising, Editorial, Publishing, Fashion, Animation, (From script to story board) comic strips etc.

ii) LETTERING - TYPOGRAPHY -

Expressing different thoughts and texts in calligraphic way. Experimentation with calligraphy for applications in communication design. A communication design project exploring various Media and communication design areas, Type designing for specific purpose

iii) PHOTOGRAPHY :-

Study of big format camera and its use. Advanced lighting for table top and model Photography. Product Photography, Advanced creative photography (tone separation, multi exposing, multi printing), colour printing. Preparing slides - Translides, Feature articles on Colour / B. W with minimum 12 pictures. Visit to modern photographic studios. Out door studios

iv) EXHIBITION DESIGN AND DISPLAY -

Exhibition Display as an effective sales promotional advertising medium, Study of types of exhibition; National - International, Indoor-Outdoor, Permanent - Temporary Regional - Mobile, Design concept - Use of different materials - Scheduling - Casting - Illumination - Mechanical and Electronic Devices - Colouring - Space Planning Assignments - based on Concept Development - Making of Scale Models - Project on Exhibit Design

6. COMPUTER GRAPHICS (Not for Examination)

Computer as Designing tool for Design People or Art world - Knowledge of software - Corel draw - Pagemaker - Photoshop - 3D Animation - Illustrator and Flash - for symbols & Logotype, Layout - Illustration - Background Designing etc.

Condidates will be examined in Theory and Practical Subjects as indicated in the following table -

PRACTICALS		EXAM. HOURS	MARKS
1.	Communication design I (Indor Advertising) Paper - I - II - III	20	100
2.	Communication design - II (Outdore Advertising) Paper - I - II - III	20	100
3.	Elective subject	20	100
<u>THEORY</u>			
1	Advertising Art & Ideas	03	100
2	Dissertation		50
3	Vi - Va - Voce		50
<u>SESSIONAL</u>			
1	Practicals		100
			600

Notes

Practical Paper

1. Indoor & Outdoor Advertising.

- a) Paper I - First Media - One day -
Comprehensive - Rough - 5 Hours - 25 Marks.
- b) Paer II - Second Media - Second day -
Comprehensive - Rough - 5 Hours - 25 Marks.
- c) Paper III - I & II Paper - any one Choice -
Final Work - 10 hours - 50 Marks.

2. Elective subject :-

any one paper - First day - Comprehensive Rough -

Comprehensive Rough -
Final work

5 Hours - 25 Marks
15 Hours - 75 Marks.