

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 1001/ P(C)

Course Name: HISTORY OF ART- WORLD

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Introduction

Art Movement of the world History from Mid 20th Century to Contemporary World
(Different leading art and artists of different movements)

UNIT- II

Art of 1960's – Beginning of Postmodernism

UNIT- III

Conceptual Art

UNIT- IV

Installation and Visual Performance

UNIT- V

Contemporary art scenario of India

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

K Vatsayan: The Square and the Circle in Indian Art. Roli Books, New Delhi, 1983. For Indian Aesthetics.

H Zimmern: Myths and Symbolism Indian Art and Civilization, Princeton Press, New Jersey, n.d.

A T Embree: Imagining India, Essays in Indian History, S. K. Mukherjee, New Delhi, 1989. The Introduction.

Partha Mitter: Art and Nationalism in Colonial India, CUP, Cambridge, 1994

R. Mukherjee: The Social Function of Art, Hind Kitab, and [Bombay](#), 1948

A Coomaraswamy: Introduction to Indian Art, Theosophical Society, Adyar, 1956

” : History of Indian and Indonesian Art, Dover, New York, 1965

Stella Kramrsrich: Art of India, Orient book depot, Delhi, 1987.

Alka Pandey: Masterpieces of Indian Art, Roli, New Delhi, 2004.

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 1002/ P(C)

Course Name: CREATIVE PAINTING

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Experiments with visual elements: line , form, colour, etc.

UNIT- II

Figurative Composition

UNIT- III

Non-figurative Composition

UNIT- IV

Surface/ Texture/ Medium- Different uses

UNIT- V

Experiments with space

Study Materials: Oil, Acrylic, other colour medium, canvas, board and other supports

References:

Nathaniel Harris: Life and works of Picasso

Nathaniel Harris: Life and works of Dali

Nathaniel Harris: Life and works of Chagal

Amanda O Neill: Life and works of Munch

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 1003/ P(C)

Course Name: MURAL

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Mural Composition in Indian style

UNIT- II

Mural Composition in Western style

UNIT- III

Fresco

UNIT- IV

Direct Painting

UNIT- V

Experiments with found object

Study Materials: Earth colour, enamel colour, found object etc.

References:

Huntington L Susan: The Art of Ancient India

Okada Amina and Jean Louis: Ajanta

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 1004/ P(C)

Course Name: INSTALLATION

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Mural Composition in Indian style

UNIT- II

Mural Composition in Western style

UNIT- III

Fresco

UNIT- IV

Direct Painting

UNIT- V

Experiments with found object

Study Materials: Earth colour, enamel colour, found object etc.

References:

Huntington L Susan: The Art of Ancient India

Okada Amina and Jean Louis: Ajanta

SEMESTER: 1

MVA SPECIALIZATION: DURATION 4 SEMESTER

COURSE CODE; MVA (PAINTING) COURSE No: MVA/ 1005 /P(C)

COURSE NAME: ART AND CULTURE- IX (Art and Architecture of India)

FULL MARKS- 100(INTERNAL- 25+ EXTERNAL - 75)

DETAILS

-

COURSE DESCRIPTION:

UNIT- I

1.The definition of art and the various kinds of art – visual, plastic, monumental, folk and popular art

This will discuss:

- a. The various influences on Indian art through the ages
- b. The social content of art

UNIT- II

2. The changing contours of Indian art and soundarya to the rasa theory.

UNIT- III

3. Buddhist sacred architecture

- a. The evolution of the stupa – Bharhut and Amaravati
- b. Rock cut architecture – the vihara of Nalanda and Kanheri and the chaitya at Karle

UNIT- IV

4. The Brahmanical temple

- a. The Notion of sacred space, the basic plan and symbolism of the temple
- b. The emergence of the temple: Sanchi and Udaygiri
- c. The Post-Gupta proliferation and emergence of various temple styles: nagara (Khajuraho), dravida (Brihadeswara), vessara (Badami), Sun Temple (Konark), Jaina Temple Complex at Dilwara (Mount Abu).

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 2001/ P(C)

Course Name: HISTORY OF ART- INDIA

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Art Movements of Post independence India: An introduction

UNIT- II

50's and 60's decade of 20th century: Art institutions, art movements and artists of India

UNIT- III

70's and 80's decade of 20th century: Socio- political interaction of Indian art

UNIT- IV

90's decade of 20th century: Introduction of New Media in the field of visual art of India.

UNIT- V

21st century : New trends in Visual art in India

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

K Vatsayan: The Square and the Circle in Indian Art. Roli Books, New Delhi, 1983. For Indian Aesthetics.

Partha Mitter: Art and Nationalism in Colonial India, CUP, Cambridge, 1994

R. Mukherjee: The Social Function of Art, Hind Kitab, and [Bombay](#), 1948

A Coomaraswamy: Introduction to Indian Art, Theosophical Society, Adyar, 1956
: History of Indian and Indonesian Art, Dover, New York, 1965

Stella Kramrich: Art of India, Orient book depot, Delhi, 1987.

Alka Pandey: Masterpieces of Indian Art, Roli, New Delhi, 2004.

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 2002/ P(C)

Course Name: CREATIVE PAINTING

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Experiments with visual elements: line , form, colour, etc.

UNIT- II

Figurative Composition

UNIT- III

Non-figurative Composition

UNIT- IV

Surface/ Texture/ Medium- Different uses

UNIT- V

Experiments with space

Study Materials: Oil, Acrylic, other colour medium, canvas, board and other supports

References:

Nathaniel Harris: Life and works of Picasso

Nathaniel Harris: Life and works of Dali

Nathaniel Harris: Life and works of Chagal

Amanda O Neill: Life and works of Munch

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 2003/ P(C)

Course Name: ART AND CULTURE- X (Cultural development of Folk Art)

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Folk culture and folk art in the arena of cultural study

UNIT- II

Folk art tradition of ancient world (Afrika, Latin America, Europe, China, Japan)

UNIT- III

Visual performance and folk culture (ritual , religion and art)

UNIT- IV

Folk Art in contemporary cultural scenario

UNIT- V

Indian culture and Folk Art

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

K Vatsayan: The Square and the Circle in Indian Art. Roli Books, New Delhi, 1983. For Indian Aesthetics.

H Zimmern: Myths and Symbolism Indian Art and Civilization, Princeton Press, New Jersey, n.d.

A T Embree: Imagining India, Essays in Indian History, S. K. Mukherjee, New Delhi, 1989. The Introduction.

Partha Mitter: Art and Nationalism in Colonial India, CUP, Cambridge, 1994

R. Mukherjee: The Social Function of Art, Hind Kitab, and [Bombay](#), 1948

A Coomaraswamy: Introduction to Indian Art, Theosophical Society, Adyar, 1956

” : History of Indian and Indonesian Art, Dover, New York, 1965

Stella Kramrich: Art of India, Orient book depot, Delhi, 1987.

Alka Pandey: Masterpieces of Indian Art, Roli, New Delhi, 2002

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 2004/ P(C)

Course Name: MURAL

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Mural Composition in Indian style

UNIT- II

Mural Composition in Western style

UNIT- III

Fresco

UNIT- IV

Direct Painting

UNIT- V

Experiments with found object

Study Materials: Earth colour, enamel colour, found object etc.

References:

Huntington L Susan: The Art of Ancient India

Okada Amina and Jean Louis: Ajanta

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 2005/ P(C)

Course Name: INSTALLATION

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Basics of 3D and space

UNIT- II

Basics of plastic and non plastic materials

UNIT- III

Project preparation for installation

UNIT- IV

Understanding of the meaning and material value

UNIT- V

Identity and appropriation of the subject

Study Materials: Chosen and found objects, and other necessary materials

References:

National and International journals on Contemporary Installation Art

Post Modernist Culture: Steven Contour

Contemporary Indian Sculpture: An algebra of figuration- Josef James

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 3001/ P(C)

Course Name: PHILOSOPHY OF ART

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Scope and nature of aesthetics and its relation to science and philosophy

UNIT- II

Sources and evolution of Indian Aesthetic concepts

UNIT- III

Sources and evolution of Western Aesthetic concepts

UNIT- IV

Inter- relationship of various aesthetic concepts and their relevance to work of art

UNIT- V

Aesthetic and philosophical concept of Rabindranath Tagore on art

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

A.K Coomaraswamy: The transformation of nature in art

Herbert Read: The meaning of art

K Vatsayan: The Square and the Circle in Indian Art. Roli Books, New Delhi, 1983. For Indian Aesthetics.

H Zimmern: Myths and Symbolism Indian Art and Civilization, Princeton Press, New Jersey, n.d.

A T Embree: Imagining India, Essays in Indian History, S. K. Mukherjee, New Delhi, 1989. The Introduction.

Partha Mitter: Art and Nationalism in Colonial India, CUP, Cambridge, 1994

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 3002/ P(C)

Course Name: CREATIVE PAINTING

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Figurative composition

UNIT- II

- Non-figurative composition

UNIT- III

- Composition in Oil

UNIT- IV

- Composition in Acrylic

UNIT- V

- Composition in Mixed Media

Study Materials: cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER 3

MVA SPECIALIZATION: DURATION 4 SEMESTER

COURSE CODE; MVA (PAINTING)

COURSE No: MVA/ 3003/P (C)

COURSE NAME: ART AND CULTURE- XI (ERGONOMICS AND PRODUCT DESIGN)

FULL MARKS- 100 (INTERNAL- 25+ EXTERNAL - 75)

DETAILS

UNIT- I

- Basic ergonomics and basic product design
- Product design and its commercial use.

UNIT- II

- The achievement of optimal relationships between humans and their work environment.

UNIT- III

- Principles of symbolic and pictorial displays

UNIT- IV

- Responses to environmental stress, injuries from poorly designed workplaces

UNIT- V

- Repetitive motion with emphasis on prevention.
- Converting the waste material into usable product.

References:

Burgess, J.H. (1986). *Designing for Humans: The Human Factor in Engineering*. Princeton, NJ: Petrocelli Books.

Eggleton, E.M. (Ed.). (1983). *Ergonomic Design for People at Work: Volume 1 and 2*. New York: Van Nostrand Reinhold.

Cushman, W.H., and Rosenberg, D.J. (1991). *Human Factors In Product Design*. New York: Elsevier Science Publishing Company Inc.

Galer, I.A.R. (Ed.). (1987) *Applied Ergonomic Handbook*. Boston: Butterworth & Co. Publishers Ltd.

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 3004/ P(C)

Course Name: COMPUTER GRAPHICS

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Composition in 3D

UNIT- II

- Composition using different software

UNIT- III

- Creative Composition

UNIT- IV

- Digital retouching

UNIT- V

- Architectural drawing

Study Materials: cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 3005/ P(C)

Course Name: SITE SPECIFIC INSTALLATION AND PERFORMANCE ART

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Introduction to site specific and performance

UNIT- II

- Site specific and performance- Schematic and pre-planned

UNIT- III

- Site specific and performance- Temporal and Extemporal

UNIT- IV

- Site specific installation

UNIT- V

- Performance using digital devices

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 4001/ P(C)

Course Name: DISSERTATION

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

- Preparation of dissertation on a selected topic under the supervision of concern teacher

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 4002/ P(C)

Course Name: CREATIVE PAINTING

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Composition in Oil

UNIT- II

- Composition in acrylic

UNIT- III

- Composition in mixed media

UNIT- IV

- Creative composition

UNIT- V

- Composition using unconventional material

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER 4

MVA SPECIALIZATION: DURATION 4 SEMESTER

COURSE CODE; MVA (PAINTING)

COURSE No: MVA/ 4003/P (C)

COURSE NAME: ART AND CULTURE- XII (POST MODERN CULTURE AND ART)

FULL MARKS- 100(INTERNAL- 25+ EXTERNAL – 75)

DETAILS

UNIT- I

- An Introduction to Contemporary Cultural Study

UNIT- II

- Post colonialism and the Cultural Identity of Contemporary Indian Art
 - a. Post colonialism and Orientalism
 - b. Visual Language in Context to Power and Resistance
 - c. Ideology and Identity

UNIT- III

- Post Modernism and Art
 - a. Structuralism, Post Structuralism
 - b. Post Modernism in Cultural Connotation

UNIT- IV

- Women and Art (Feminism and Feminist Art Movement)

UNIT- V

- Women and Art (Image of Women in Visual Representation)

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 4004/ P(C)

Course Name: COMPUTER GRAPHICS

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Digital art using Photoshop

UNIT- II

- Digital art using Corel Draw & Illustrator

UNIT- III

- Creative Composition

UNIT- IV

- Digital retouching

UNIT- V

- Preparing presentation

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (PAINTING)

Course No: MVA/ 4005/ P(C)

Course Name: SITE SPECIFIC INSTALLATION AND PERFORMANCE ART

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Site specific installation

UNIT- II

- Site specific installation using unconventional materials

UNIT- III

- Site specific and performance- Temporal

UNIT- IV

- Site specific and performance- Extemporal

UNIT- V

- Performance using digital devices

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 1001/ S(C)

Course Name: HISTORY OF ART- WORLD

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Introduction

Art Movement of the world History from Mid 20th Century to Contemporary World
(Different leading art and artists of different movements)

UNIT- II

Art of 1960's – Beginning of Postmodernism

UNIT- III

Conceptual Art

UNIT- IV

Installation and Visual Performance

UNIT- V

Contemporary art scenario of India

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

K Vatsayan: The Square and the Circle in Indian Art. Roli Books, New Delhi, 1983. For Indian Aesthetics.

H Zimmern: Myths and Symbolism Indian Art and Civilization, Princeton Press, New Jersey, n.d.

A T Embree: Imagining India, Essays in Indian History, S. K. Mukherjee, New Delhi, 1989. The Introduction.

Partha Mitter: Art and Nationalism in Colonial India, CUP, Cambridge, 1994

R. Mukherjee: The Social Function of Art, Hind Kitab, and [Bombay](#), 1948

A Coomaraswamy: Introduction to Indian Art, Theosophical Society, Adyar, 1956

” : History of Indian and Indonesian Art, Dover, New York, 1965

Stella Kramrsrich: Art of India, Orient book depot, Delhi, 1987.

Alka Pandey: Masterpieces of Indian Art, Roli, New Delhi, 2004.

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 1002/ S(C)

Course Name: CREATIVE SCULPTURE

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Experiments with plastic elements:

UNIT- II

Figurative and Non-figurative Composition

UNIT- III

Innovative Individual Concepts- Theory and Practical

UNIT- IV

Casting: conventional materials like pop, cement, metal etc.

UNIT- V

Contemporary aspect of using materials and medium

Study Materials: Cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture

Pollitt: Art and Experience in Classical Greece

Charles Anery: The Complete Sculpture

Okada Amina and Jean Louis: Ajanta

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 1003/ S(C)

Course Name: SCULPTURAL MURAL

Total Marks- 100 (Internal- 25 + External -75)

DETAILS

UNIT- I

Mural Composition

UNIT- II

Relief- high and low

UNIT- III

Exercise in conventional material

UNIT- IV

Casting : conventional materials like pop, cement, metal etc.

UNIT- V

Exercise in non conventional materials/ found objects

Study Materials: cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture

Pollitt: Art and Experience in Classical Greece

Charles Anery: The Complete Sculpture

Okada Amina and Jean Louis: Ajanta

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 1004/ S(C)

Course Name: INSTALLATION

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Basics of 3D and space

UNIT- II

Basics of plastic and non plastic materials

UNIT- III

Project preparation for installation

UNIT- IV

Understanding of the meaning and material value

UNIT- V

Identity and appropriation of the subject

Study Materials: Chosen and found objects, and other necessary materials

References:

National and International journals on Contemporary Installation Art

Post Modernist Culture: Steven Contour

Contemporary Indian Sculpture: An algebra of figuration- Josef James

SEMESTER: 1

MVA SPECIALIZATION: DURATION 4 SEMESTER

COURSE CODE; MVA (SCULPTURE)

COURSE No: MVA/ 1005 /S(C)

COURSE NAME: ART AND CULTURE- IX (Art and Architecture of India)

FULL MARKS- 100(INTERNAL- 25+ EXTERNAL - 75)

DETAILS

-

COURSE DESCRIPTION:

UNIT- I

1.The definition of art and the various kinds of art – visual, plastic, monumental, folk and popular art

This will discuss:

- a. The various influences on Indian art through the ages
- b. The social content of art

UNIT- II

2. The changing contours of Indian art and soundarya to the rasa theory.

UNIT- III

3. Buddhist sacred architecture

- a. The evolution of the stupa – Bharhut and Amaravati
- b. Rock cut architecture – the vihara of Nalanda and Kanheri and the chaitya at Karle

UNIT- IV

4. The Brahmanical temple

- a. The Notion of sacred space, the basic plan and symbolism of the temple
- b. The emergence of the temple: Sanchi and Udaygiri
- c. The Post-Gupta proliferation and emergence of various temple styles: nagara (Khajuraho), dravida (Brihadeswara), vessara (Badami), Sun Temple (Konark), Jaina Temple Complex at Dilwara (Mount Abu).

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 2001/ S(C)

Course Name: HISTORY OF ART- INDIA

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Art Movements of Post independence India: An introduction

UNIT- II

50's and 60's decade of 20th century: Art institutions, art movements and artists of India

UNIT- III

70's and 80's decade of 20th century: Socio- political interaction of Indian art

UNIT- IV

90's decade of 20th century: Introduction of New Media in the field of visual art of India.

UNIT- V

21st century : New trends in Visual art in India

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

K Vatsayan: The Square and the Circle in Indian Art. Roli Books, New Delhi, 1983. For Indian Aesthetics.

H Zimmern: Myths and Symbolism Indian Art and Civilization, Princeton Press, New Jersey, n.d.

A T Embree: Imagining India, Essays in Indian History, S. K. Mukherjee, New Delhi, 1989. The Introduction.

Partha Mitter: Art and Nationalism in Colonial India, CUP, Cambridge, 1994

R. Mukherjee: The Social Function of Art, Hind Kitab, and [Bombay](#), 1948

A Coomaraswamy: Introduction to Indian Art, Theosophical Society, Adyar, 1956

” : History of Indian and Indonesian Art, Dover, New York, 1965

Stella Kramrsich: Art of India, Orient book depot, Delhi, 1987.

Alka Pandey: Masterpieces of Indian Art, Roli, New Delhi, 2004.

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 2002/ S(C)

Course Name: CREATIVE SCULPTURE

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Figurative and Non-figurative Composition

UNIT- II

Practice individual innovations

UNIT- III

Creative Sculpture

UNIT- IV

Casting: conventional materials like pop, cement, metal etc.

UNIT- V

Contemporary aspect of using materials and medium

Study Materials: Cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (Sculpture)

Course No: MVA/ 2003/ S(C)

Course Name: ART AND CULTURE- X (Cultural development of Folk Art)

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Folk culture and folk art in the arena of cultural study

UNIT- II

Folk art tradition of ancient world (Afrika, Latin America, Europe, China, Japan)

UNIT- III

Visual performance and folk culture (ritual , religion and art)

UNIT- IV

Folk Art in contemporary cultural scenario

UNIT- V

Indian culture and Folk Art

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

K Vatsayan: The Square and the Circle in Indian Art. Roli Books, New Delhi, 1983. For Indian Aesthetics.

H Zimmern: Myths and Symbolism Indian Art and Civilization, Princeton Press, New Jersey, n.d.

A T Embree: Imagining India, Essays in Indian History, S. K. Mukherjee, New Delhi, 1989. The Introduction.

Partha Mitter: Art and Nationalism in Colonial India, CUP, Cambridge, 1994

R. Mukherjee: The Social Function of Art, Hind Kitab, and [Bombay](#), 1948

A Coomaraswamy: Introduction to Indian Art, Theosophical Society, Adyar, 1956

” : History of Indian and Indonesian Art, Dover, New York, 1965

Stella Kramrsich: Art of India, Orient book depot, Delhi, 1987.

Alka Pandey: Masterpieces of Indian Art, Roli, New Delhi, 2002

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 2004/ S(C)

Course Name: SCULPTURAL MURAL

Total Marks- 100 (Internal- 25 + External -75)

DETAILS

UNIT- I

Mural Composition Terracotta

UNIT- II

Mural Composition cement

UNIT- III

Exercise in conventional material

UNIT- IV

Casting : conventional materials like pop, cement, metal etc.

UNIT- V

Exercise in non conventional materials/ found objects

Study Materials: cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture

Pollitt: Art and Experience in Classical Greece

Charles Anery: The Complete Sculpture

Okada Amina and Jean Louis: Ajanta

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 2005/ S(C)

Course Name: INSTALLATION

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Basics of 3D and space

UNIT- II

Basics of plastic and non plastic materials

UNIT- III

Project preparation for installation

UNIT- IV

Understanding of the meaning and material value

UNIT- V

Identity and appropriation of the subject

Study Materials: Chosen and found objects, and other necessary materials

References:

National and International journals on Contemporary Installation Art

Post Modernist Culture: Steven Contour

Contemporary Indian Sculpture: An algebra of figuration- Josef James

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 3001/ S(C)

Course Name: PHILOSOPHY OF ART

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Scope and nature of aesthetics and its relation to science and philosophy

UNIT- II

Sources and evolution of Indian Aesthetic concepts

UNIT- III

Sources and evolution of Western Aesthetic concepts

UNIT- IV

Inter- relationship of various aesthetic concepts and their relevance to work of art

UNIT- V

Aesthetic and philosophical concept of Rabindranath Tagore on art

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

A.K Coomaraswamy: The transformation of nature in art

Herbert Read: The meaning of art

K Vatsayan: The Square and the Circle in Indian Art. Roli Books, New Delhi, 1983. For Indian Aesthetics.

H Zimmern: Myths and Symbolism Indian Art and Civilization, Princeton Press, New Jersey, n.d.

A T Embree: Imagining India, Essays in Indian History, S. K. Mukherjee, New Delhi, 1989. The Introduction.

Partha Mitter: Art and Nationalism in Colonial India, CUP, Cambridge, 1994

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 3002/ S(C)

Course Name: CREATIVE SCULPTURE

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Figurative composition using papier meshe

UNIT- II

- Composition in wood

UNIT- III

- Composition in fibre glass

UNIT- IV

- Composition in terracotta

UNIT- V

- Composition in metal

Study Materials: cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER 3

MVA SPECIALIZATION: DURATION 4 SEMESTER

COURSE CODE; MVA (SCULPTURE)

COURSE No: MVA/ 3003/S (C)

COURSE NAME: ART AND CULTURE- XI (ERGONOMICS AND PRODUCT DESIGN)

FULL MARKS- 100(INTERNAL- 25+ EXTERNAL - 75)

DETAILS

UNIT- I

- Basic ergonomics and basic product design
- Product design and its commercial use.

UNIT- II

- The achievement of optimal relationships between humans and their work environment.

UNIT- III

- Principles of symbolic and pictorial displays

UNIT- IV

- Responses to environmental stress, injuries from poorly designed workplaces

UNIT- V

- Repetitive motion with emphasis on prevention.
- Converting the waste material into usable product.

References:

Burgess, J.H. (1986). *Designing for Humans: The Human Factor in Engineering*. Princeton, NJ: Petrocelli Books.

Eggletton, E.M. (Ed.). (1983). *Ergonomic Design for People at Work: Volume 1 and 2*. New York: Van Nostrand Reinhold.

Cushman, W.H., and Rosenberg, D.J. (1991). *Human Factors In Product Design*. New York: Elsevier Science Publishing Company Inc.

Galer, I.A.R. (Ed.). (1987) *Applied Ergonomic Handbook*. Boston: Butterworth & Co. Publishers Ltd.

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 3004/ S(C)

Course Name: COMPUTER GRAPHICS

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Composition in 3D

UNIT- II

- Composition using different software

UNIT- III

- Creative Composition

UNIT- IV

- Digital retouching

UNIT- V

- Architectural drawing

Study Materials: cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 3005/ S(C)

Course Name: SITE SPECIFIC INSTALLATION AND PERFORMANCE ART

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Introduction to site specific and performance

UNIT- II

- Site specific and performance- Schematic and pre-planned

UNIT- III

- Site specific and performance- Temporal and Extemporal

UNIT- IV

- Site specific sculptural installation

UNIT- V

- Performance using digital devices

Study Materials: cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 4001/ S(C)

Course Name: DISSERTATION

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

- Preparation of dissertation on a selected topic under the supervision of concern teacher

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 4002/ S(C)

Course Name: CREATIVE SCULPTURE

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Composition in mixed media

UNIT- II

- Composition in wood

UNIT- III

- Composition in fibre glass

UNIT- IV

- Composition in terracotta

UNIT- V

- Composition using unconventional material

Study Materials: cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER 4

MVA SPECIALIZATION: DURATION 4 SEMESTER

COURSE CODE; MVA (SCULPTURE)

COURSE No: MVA/ 4003/S (C)

COURSE NAME: ART AND CULTURE- XII (POST MODERN CULTURE AND ART)

FULL MARKS- 100(INTERNAL- 25+ EXTERNAL – 75)

DETAILS

UNIT- I

- An Introduction to Contemporary Cultural Study

UNIT- II

- Post colonialism and the Cultural Identity of Contemporary Indian Art
 - a. Post colonialism and Orientalism
 - b. Visual Language in Context to Power and Resistance
 - c. Ideology and Identity

UNIT- III

- Post Modernism and Art
 - c. Structuralism, Post Structuralism
 - d. Post Modernism in Cultural Connotation

UNIT- IV

- Women and Art (Feminism and Feminist Art Movement)

UNIT- V

- Women and Art (Image of Women in Visual Representation)

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 4004/ S(C)

Course Name: COMPUTER GRAPHICS

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Digital art using Photoshop

UNIT- II

- Digital art using Corel Draw & Illustrator

UNIT- III

- Creative Composition

UNIT- IV

- Digital retouching

UNIT- V

- Preparing presentation

Study Materials: cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture
Pollitt: Art and Experience in Classical Greece
Charles Anery: The Complete Sculpture
Okada Amina and Jean Louis: Ajanta

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (SCULPTURE)

Course No: MVA/ 4005/ S(C)

Course Name: SITE SPECIFIC INSTALLATION AND PERFORMANCE ART

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Site specific installation

UNIT- II

- Site specific sculptural installation

UNIT- III

- Site specific and performance- Temporal and Extemporal

UNIT- IV

- Performance using sculptural installation

UNIT- V

- Performance using digital devices

Study Materials: cement, clay, plaster of paris etc.

References:

Robert, J. M. Olson: Italian Renaissance Sculpture

Pollitt: Art and Experience in Classical Greece

Charles Anery: The Complete Sculpture

Okada Amina and Jean Louis: Ajanta

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 1001/ A(C)

Course Name: HISTORY OF VISUAL COMMUNICATION

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Role of advertising

Different types of advertising

UNIT- II

Function and characteristics of Poster

UNIT- III

Creative in advertising

UNIT- IV

Image of women in advertising

UNIT- V

Print Media in India

Study Materials: Books, journals, magazines, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication In India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 1002/ A(C)

Course Name: COMMUNICATION DESIGN (INDOOR)

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

UNIT- I

Basics of corporate identity design
Designing logo, symbols and stationary design

UNIT- II

Book Jacket/ Cover design

UNIT- III

Press layout

UNIT- IV

Brochure/ catalogue design

UNIT- V

Magazine advertisement

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 1003/ A(C)

Course Name: ILLUSTRATION

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Study of different objects and human figure in colour

UNIT- II

Landscape study with different architectural study

UNIT- III

Illustrations for stories and poems

UNIT- IV

Illustrations for different books and journals

UNIT- V

Rendering with pen and ink

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 1004/ A(C)

Course Name: COMPUTER GRAPHICS

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Design for Print Media (Magazine, Press Ad)

UNIT- II

Design for hoarding

UNIT- III

Campaign Design

UNIT- IV

Creative Advertising

UNIT- V

Poster Design

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 1

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 1005/ A(C)

Course Name: ART AND CULTURE- I X (Art and architecture of India)

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

The definition of art and the various kind of art- visual, plastic, monumental, folk and popular art

- a) The various influences on Indian Art through the ages
- b) The social content of art

UNIT- II

The changing contour of Indian Art and soundarya to the Rasa Theory

UNIT- III

Buddhist sacred architecture

- a) The evolution of Stupa- Bharut and Amaravati
- b) Rock cut architecture- the Vihara of Nalanda and Kanheri and the chaitya at Karle

UNIT- IV

The Brahmanical Temple

- a) The notion of sacred space, the basic plan and symbolism of the temple
- b) The emergence of temple: Sanchi and Udaygiri
- c) The post-Gupta proliferation and emergence of various temple styles: Narara(Khajuraho), Dravida(Brihadeswara), Vessara (Badami), Sun Temple(Konark), Jaina Temple complex at Dilwara (Mount Abu)

UNIT- V

Islamic sacred space

- a) The development of the mosque
- b) Sufi mysticism and the Dargah Nizamuddin
- c) Between the Sacred and the secular- the tombs of medieval India

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

K Vatsyan: The Square and the Circle in Indian Art. Roli Books, New Delhi, 1983. For Indian Aesthetics.

H Zimmern: Myths and Symbolism Indian Art and Civilization, Princeton Press, New Jersey, n.d.

A T Embree: Imagining India, Essays in Indian History, S. K. Mukherjee, New Delhi, 1989. The Introduction.

Partha Mitter: Art and Nationalism in Colonial India, CUP, Cambridge, 1994

R. Mukherjee: The Social Function of Art, Hind Kitab, and [Bombay](#), 1948

A Coomaraswamy: Introduction to Indian Art, Theosophical Society, Adyar, 1956

” : History of Indian and Indonesian Art, Dover, New York, 1965

Stella Kramrich: Art of India, Orient book depot, Delhi, 1987.

Alka Pandey: Masterpieces of Indian Art, Roli, New Delhi, 2004.

R.C. Craven: Indian Art, Thames and Hudson ,London, 1997.

For Unit 2

Percy Brown: Indian Architecture, DB Taraporevala, Bombay, 1942

Krishna Deva: The Temples of India, Aryan Books , New Delhi, 1995

Catherine Asher: The Architecture of Mughal India.

Oleg Grabar: The Formation Of Islamic Art, Yale, New

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 2001/ A(C)

Course Name: ADVERTISING THEORY- I

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Social responsibilities of advertising

UNIT- II

Truth in advertising

UNIT- III

Advertising campaign: objectives and basic principles

UNIT- IV

Impact of advertising on children

UNIT- V

Legal aspects and rhetoric of advertising

Study Materials: Books, journals, magazines, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication In India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 2002/ A(C)

Course Name: COMMUNICATION DESIGN (OUTDOOR)

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

UNIT- I

Campaign for outdoor media

UNIT- II

Poster and Hoarding design

UNIT- III

Bus panel design

UNIT- IV

Kiosk design

UNIT- V

Magazine advertisement

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 2003/ A(C)

Course Name: ART AND CULTURE- X (Cultural development of Folk Art)

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Folk culture and folk art in the arena of cultural study

UNIT- II

Folk art tradition of ancient world (Africa, Latin America, Europe, China, Japan)

UNIT- III

Visual performance and folk culture (ritual , religion and art)

UNIT- IV

Folk Art in contemporary cultural scenario

UNIT- V

Indian culture and Folk Art

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

K Vatsayan: The Square and the Circle in Indian Art. Roli Books, New Delhi, 1983. For Indian Aesthetics.

H Zimmern: Myths and Symbolism Indian Art and Civilization, Princeton Press, New Jersey, n.d.

A T Embree: Imagining India, Essays in Indian History, S. K. Mukherjee, New Delhi, 1989. The Introduction.

Partha Mitter: Art and Nationalism in Colonial India, CUP, Cambridge, 1994

R. Mukherjee: The Social Function of Art, Hind Kitab, and [Bombay](#), 1948

A Coomaraswamy: Introduction to Indian Art, Theosophical Society, Adyar, 1956

” : History of Indian and Indonesian Art, Dover, New York, 1965

Stella Kramrsich: Art of India, Orient book depot, Delhi, 1987.

Alka Pandey: Masterpieces of Indian Art, Roli, New Delhi, 2002

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 2004/ A(C)

Course Name: PHOTOGRAPHY

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Portrait

UNIT- II

Still life

UNIT- III

Out door shoot

UNIT- IV

Textures and Pattern

UNIT- V

Creative Photography

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Czerniawski, R.D. *Photography*. New York: Amacom, 1999

Sharma, S. *Digital Photography*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 2

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 2005/ A(C)

Course Name: COMPUTER GRAPHICS

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

Poster design

UNIT- II

Brochure and catalogue design

UNIT- III

Campaign Design

UNIT- IV

2D animation

UNIT- V

Magazine AD

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 3001/ A(C)

Course Name: ADVERTISING THEORY- II

Total Marks- 100 (Internal -25 + External -75)

DETAILS

UNIT- I

- Changing trends in Indian Advertising
- Developments of modern Advertising

UNIT- II

- Multimedia & its impact in advertising
- Online advertising

UNIT- III

- Advertising and brand awareness
- Brand Image

UNIT- IV

- Benefits of advertising

UNIT- V

- Advertising and new Media

Study Materials: Books, journals, magazines, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 3002/ A(C)

Course Name: PACKAGING

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

UNIT- I

Packaging design for consumable products

UNIT- II

Packaging design for food products

UNIT- III

Packaging design for house hold product

UNIT- IV

Label design

UNIT- V

3D Design

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

SEMESTER 3

MVA SPECIALIZATION: DURATION 4 SEMESTER

COURSE CODE; MVA (APPLIED ART)

COURSE No: MVA/ 3003/A

COURSE NAME: ART AND CULTURE- XI (Ergonomics and Product Design)

FULL MARKS- 100(INTERNAL- 25+ EXTERNAL - 75)

DETAILS

UNIT- I

- Basic ergonomics and basic product design
- Product design and its commercial use.

UNIT- II

- The achievement of optimal relationships between humans and their work environment.

UNIT- III

- Principles of symbolic and pictorial displays

UNIT- IV

- Responses to environmental stress, injuries from poorly designed workplaces

UNIT- V

- Repetitive motion with emphasis on prevention.
- Converting the waste material into usable product.

References:

Burgess, J.H. (1986). *Designing for Humans: The Human Factor in Engineering*. Princeton, NJ: Petrocelli Books.

Eggleton, E.M. (Ed.). (1983). *Ergonomic Design for People at Work: Volume 1 and 2*. New York: Van Nostrand Reinhold.

Cushman, W.H., and Rosenberg, D.J. (1991). *Human Factors In Product Design*. New York: Elsevier Science Publishing Company Inc.

Galer, I.A.R. (Ed.). (1987) *Applied Ergonomic Handbook*. Boston: Butterworth & Co. Publishers Ltd.

Klemmer, E.T. (1989). *Ergonomics: Harness the Power of Human Factors in Your Business*. Norwood, NJ: Bablex Publishing Corporation.

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 3004/ A(C)

Course Name: PHOTOGRAPHY AND REPRODUCTIVE TECHNIQUE

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

UNIT- I

Composition in Photography

UNIT- II

Product Photography

UNIT- III

Creative Photography

UNIT- IV

Landscape Photography

UNIT- V

Capturing different mood

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 3005/ A(C)

Course Name: COMPUTER GRAPHICS

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

UNIT- I

Advertising campaign

UNIT- II

Product Design

UNIT- III

Web Page Design

UNIT- IV

Window Display

UNIT- V

Show room Design

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 4001/ A(C)

Course Name: DISSERTATION

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

- Preparation of dissertation on a selected topic under the supervision of concern teacher

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 4002/ A(C)

Course Name: PROJECT WORK

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

- Preparation of advertising campaign on a selected topic under the supervision of concern teacher

SEMESTER 12

MVA SPECIALIZATION: DURATION 4 SEMESTER

COURSE CODE; MVA (APPLIED ART) COURSE No: MVA/ 4003/A (C)

COURSE NAME: ART AND CULTURE- XII (Post Modern Culture and Art)

FULL MARKS- 100(INTERNAL- 25+ EXTERNAL – 75)

DETAILS

UNIT- I

- An Introduction to Contemporary Cultural Study

UNIT- II

- Post colonialism and the Cultural Identity of Contemporary Indian Art
 - a. Post colonialism and Orientalism
 - b. Visual Language in Context to Power and Resistance
 - c. Ideology and Identity

UNIT- III

- Post Modernism and Art
 - e. Structuralism, Post Structuralism
 - f. Post Modernism in Cultural Connotation

UNIT- IV

- Women and Art (Feminism and Feminist Art Movement)

UNIT- V

- Women and Art (Image of Women in Visual Representation)

SEMESTER: 3

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 4004/ A(C)

Course Name: PHOTOGRAPHY AND REPRODUCTIVE TECHNIQUE

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

UNIT- I

Cityscape

UNIT- II

Model shoot for different products

UNIT- III

Wild life photography

UNIT- IV

Creative composition

UNIT- V

Experiment with different photographic techniques

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

SEMESTER: 4

MVA SPECIALIZATION: Duration 4 Semesters

Course Code: MVA (APPLIED ART)

Course No: MVA/ 4005/ A(C)

Course Name: COMPUTER GRAPHICS

Total Marks- 100 (Internal -25 + External- 75)

DETAILS

UNIT- I

Story board design

UNIT- II

2D animation

UNIT- III

Automobile design

UNIT- IV

Architectural design

UNIT- V

Advertisement for TV Commercial

Study Materials: Books, journals, magazines, catalogue, internet etc.

References:

Arens, W.F. *Contemporary advertising*. USA: Irwin, 1994

Brierley, S. *The advertising handbook*. London: Routledge, 1995

Cobley, P. *The communication theory*. London: Routledge, 1996

Czerniawski, R.D. *Creating brand loyalty*. New York: Amacom, 1999

Kaptan, S. *Advertising in Print Media*. New Delhi: Book Enclave, 2000

Kumar, K.J. *Mass Communication in India*. Mumbai: Jaico Publishing House, 1999

