

## **APPLIED ART SPECIALIZATION**

### **OBJECTIVE**

Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects and again expertise in directing a full advertising campaign from concept to finish, including market research, strategy copy-writing and presentation. Instilling in the student the capability of formulating expression in the digital media and with equal confidence through finished exercises in traditional medium.

### **PREVIOUS YEAR**

### **PRACTICAL SUBJECTS**

#### **1. Visualization**

18 weeks-450 Hours/200 Marks

Communication for media, appropriate two variety of consumer's products/services.

#### **2. Choice of any one of the following three**

16 weeks Hours /150 Marks

(a) Graphic Designing: Creation of image for visual communication, advance exercise in designing of symbols. Trademarks, logotypes signs etc.

or

(b) Animation and TV Graphics: The design for programmes, station identify signs, symbols, commercial advertisement trademarks and short films etc.

or

(c) Illustration: Advance studies in illustration for graphic expression. Emphasis on forming of individual style in illustration, cartooning.

### **THEORY SUBJECTS**

#### **ADVERTISING AND MARKET RESEARCH**

22 Weeks-44 Hours/100 Marks

The Economics and Function of advertising, importance of Research in products, Market and marketing, branding and packaging, Advertising.

Concept, Attitude and Consumer Behavior, different channels of Communication in relation to Media of Advertising. Advertising agencies- their clients and achievements etc. Contribution towards the Society. A detailed study of Advertising and Personal selling.

### Report & Viva voce

12 Weeks-24Hours / 59 Marks

SUBJECTS PREVIOUS YEAR		NO. OF WORKS TO BE SUBMITTED	SESSIONAL MARKS 25%	ASSESSMENT MARKS 75%	AGGREGATE
<b>PRACTICAL</b>					
1.	<b>VISUALIZATION</b>	10	50	150	200
2.	<b>GRAPHIC DESIGNING OR ANIMATION &amp;TV GRAPHIC OR ILLUSTRATION</b>	10	37	113	150
<b>THEORY</b>					
1.	<b>ADVERTISING &amp;MARKETING RESEARCH</b>	Written Exam Time-3 hrs.	25	75	100
2.	<b>REPORT&amp; VIVA VOCE</b>	Submission	--	Report-25 Viva-25	50
<b>TOTAL</b>			<b>112</b>	<b>388</b>	<b>500</b>

**Note:** Report will be submitted on the subjects approved by a committee constituted by the Principal before the completion of the Academic session and would be followed by a Viva-Voce before an appointed Jury.

### FINAL YEAR

#### PRACTICAL SUBJECTS

#### 1. Visualization

18 weeks-450 Hours / 200 Marks

Communication for media appropriate to problems and ideas with social relevance to the present time.

#### 2. Continuation of the course selected in the 1st year.

16 weeks- 400 Hours / 150 Marks

- (a) Graphic Designing: Selection of a consumer product/ services followed by relevant on campaign with media like poster, press and magazine advertisements, direct mail, film etc., to promote the chosen subject.

- (b) Animation and TV Graphics: Design for programs, identification signs, symbols, commercial advertisement, trademarks and short films etc.,

Or

- (c) Illustration: Illustration for books meant for different age groups. Comprehensive illustration for book animation.

## THEORY SUBJECTS

### ADVERTISING AND BUSINESS ORGANISATION

12 Weeks-24 Hours / 50 Marks

- (a) A detailed study of Advertising Management. Modern Marketing concept. Consumer Supremacy. Buying Motives and Habits. Promotion -Sales Promotion. The Philosophy of Image Building, Advertising and Public Relation. Beliefs, Values and customs in advertising.
- (b) Trade for developing countries, Trade Fares and Exhibitions. Introduction to e-Advertising.

### Dissertations & Viva Voce

22 Weeks-44 Hours / 100 Marks

SUBJECTS FINAL YEAR		NO. OF WORKS TO BE SUBMITTED	SESSIONAL MARKS 25%	ASSESSMENT MARKS 75%	AGGREGATE
<b>PRACTICAL</b>					
1.	<b>VISUALISATION</b>	10	37	113	150
2.	<b>GRAPHIC DESIGNING OR ANIMATION &amp;TV GRAPHIC OR ILLUSTRATION</b>	10	50	150	200
<b>THEORY</b>					
1.	<b>ADVERTISING &amp;MARKETING RESEARCH</b>	Written Exam Time-3 hrs.	12	38	50
2.	<b>REPORT&amp; VIVA VOCE</b>	Submission	--	Report -50 Viva -50	100
<b>TOTAL</b>			99	401	500

**Note:** Dissertation will be submitted on the subjects approved by a committee constituted by the Principal before the completion of the academic session and would be followed by a Viva-Voce before an appointed Jury.

## **PAINTING SPECIALIZATION**

### **OBJECTIVE**

MFA students are selected upon the basis of the quality of their Portfolio and their performance during the interview. These students need to have acquired the appropriate technical skills of painting at the BFA level. They must have personal agenda delivering their motivation towards creativity, imagination and the innovation behind the intention of their art-works. Each MFA student learns to realize the full potential of their studio practice. They are encouraged to explore the possibilities of their ideas and ambitions as well as learn how to organize and structure their working patterns in order to prepare themselves - both intellectually and practically - for the life of a practicing artist.

Students also undertake the mandatory theory program in 20<sup>th</sup> Century Art their first year and Art Criticism in their second year. These culminate in research report and dissertation submission respectively.

Along with the regular tutorials where the students receive critical feedback, there are also opportunities for them to encounter a wide range of visiting faculties comprising of artists, critics, curators, etc. to discuss their works.

MFA students exhibit their art- works at least twice in the College galleries.

### **PREVIOUS YEAR**

#### **PRACTICAL SUBJECTS**

##### **1. Drawing**

14 Weeks-350 Hours / 100 Marks

Advanced study in figure and group with emphasis on creative drawing and the development of a personal idiom.

##### **2. Painting**

20 Weeks-500 Hours / 250 Marks

Emphasis on color composition and individual technique for working in any one of the followings:

- (a) **Portraiture:** Advanced studies from life models of different age group (male and female). Enlargement from photographs.

- (b) **Creative Painting:** Composition (Thematic, Subjective or Abstract), Exploration of various phases of contemporary Painting and aesthetic principles in order to develop a distinct personal style.
- (c) **Mural:** Design and execution of murals on given subjects and site. The Project should be supported by appropriate by drawing, model to scale and other studies.

Medium: Any painting and Graphic Media.

## THEORY SUBJECT

### 20th Century Art History

12 Weeks-24 Hours / 50 Marks

Objective and Analytical study of various phases in the making of 20<sup>th</sup> Century visual and plastic arts and related development in other areas. Deeper understanding of modern era as reflected in its art form to simulate an increased awareness of the many possibilities of visual communication open to the contemporary artist.

Lectures on various art movements i.e. Fauvism, Cubism, Expressionism, Surrealism, Color field, Abstractionism, Post World War II Art movements with reference to theories in western philosophy and aesthetics.

### Report & Viva Voce

12 Weeks-24 Hours / 50 Marks

SUBJECTS PREVIOUS YEAR		NO. OF WORKS TO BE SUBMITTED	SESSIONAL MARKS 25%	ASSESSMENT MARKS 75%	AGGREGATE
<b>PRACTICAL</b>					
1.	<b>DRAWING</b>	5 Works	25	75	100
2.	<b>PAINTING</b>	5 Works	62	188	250
<b>THEORY</b>					
1.	<b>20<sup>th</sup> CENTURY ART</b>	Written Exam Time-3 hrs.	25	75	100
2.	<b>REPORT&amp; VIVA VOCE</b>	Submission	--	Report -25 Viva -25	50
<b>TOTAL</b>			112	388	500

**Note:** Report will be submitted on the subjects approved by a committee constituted by the Principal before the completion of the Academic session and would be followed by a Viva-Voce before an appointed Jury.

## FINAL YEAR

### PRACTICAL SUBJECTS

#### 1. Drawing

14 weeks-350 Hours / 100 Marks

Continuation of previous year programme, study in figure and group with emphasis on creative drawing and on the development of personal idiom.

#### 2. Painting

14 weeks- 350 Hours / 100 Marks

Continuation of previous year programme with emphasis on color composition and individual technique for working in any one of the following:

- (a) Portraiture: Advanced studies from life cycle models of different age group (male and female). Enlargement from photographs for portrait painting.
- (b) Creative Painting: Compositions (thematic, Subjective or Abstract), Exploration of various phases of contemporary Painting and aesthetic principle in order to develop a distinct personal style.
- (c) Mural: Design and execution of murals on given subjects and site. The Project should be supported by appropriate drawing, model to scale and others studies.

Medium: Any painting and Graphic Media.

### THEORY SUBJECT

#### Art Criticism

12 Weeks-24 Hours / 50 Marks

Important and necessary criticism and evaluation of Art works, understanding of Modern and Post-Modern Art trends from the western and Eastern point of view.

- (a) **Western:** History of Art criticism: Development of art history as human discipline: Connoisseurship and methodology; Visual analysis; Symbolism and Iconography; Psycho-analytic and Anthropological view points; Knowledge of relevant writings of Aristotle, Alberta, Vasari, GP Bellori, Ruskin, H. Wolffin, Roger Fry, Arnneium, Langer, Herbert Read.

- (b) **Oriental:** Theories of art and aesthetics in India and Chinese tradition and their critical examination; material for lectures to be drawn from (a) writing of Bharata and Bhamana, Abhinava Gupta to VishwaNath, (b) Selected texture from Silpashastra on technique and Iconography (c) Critical reference on Paintings and Sculpture from ancient and medieval literature (d) writing on Indian Art by Modern Indian and Western writers (e) Principles of Chinese paintings, and (f) The Chinese theory of Art based on compilations by Lin Yatang Zen Theories.

SUBJECTS FINAL YEAR		NO. OF WORKS TO BE SUBMITTED	SESSIONAL MARKS 25%	ASSESSMENT MARKS 75%	AGGREGATE
<b>PRACTICAL</b>					
1.	<b>DRAWING</b>	5 Works	25	75	100
2.	<b>PAINTING</b>	5 Works	62	188	250
<b>THEORY</b>					
1.	<b>ART CRITICISM</b>	Written Exam Time-3 hrs.	12	38	50
2.	<b>DISSERTATION &amp; VIVA VOCE</b>	Submission	--	Report -50 Viva -50	100
<b>TOTAL</b>			112	388	500

**Note:** Dissertation will be submitted on the subjects approved by a committee constituted by the Principal before the completion of the Academic session and would be followed by a Viva-Voce before an appointed Jury.

### **Dissertation and Viva:**

68 Hours/ 100 Marks

## **PRINTMAKING SPECIALIZATION**

### **OBJECTIVE**

The objective is to provide training in the skills for original and creative visual expression. The experience from study of BFA should have honed the capability of the student to communicate through various medium and technology. The aim of this program is to further develop the skills and to shape the personality of the student, wherein creative freedom co-exists with known practical requirement. Personal growth will be based on research in various methods and styles of print making and related technology.

### **PREVIOUS YEAR**

### **PRACTICAL SUBJECTS**

#### **(1) Drawing**

14 Weeks-350 Hours / 150 Marks

Advanced study of human figure, individual and in a group with emphasis in creativedrawing and on the developments of personal idiom.

#### **(2) Creative Printmaking**

20 Weeks-500 Hours / 200 Marks

Emphasis on composition and individual technique working in the following mediums:

##### **(a) Relief Process:**

- (i) Selection of material, Preparation of surface for various textures, eg., Linoleum, Wood etc.
- (ii) Preparing design and transferring on selected material, cutting of material and preparing the print surface.
- (iii) Printing of prepared blocked. Determine registration for printing of editions.

##### **(b) Intaglio Process:**

- (i) Selection of materials, preparation and application of dry and liquid ground. Study of various chemical of mordents.
- (ii) Preparation of composition on plate with various experiments for textural and tonal values. Different techniques like dry point, aquatint, mezzotint etc.



(iii) Printing techniques such as viscosity.

**(c) Lithography:**

(i) Preparation of surface, polished and fined grained, Experiments with line, tone, texture.

(ii) Understanding the chemical properties of Litho surface.

(iii) Printing.

**(d) Screen Printing:**

(i) Preparation of screen, selection of various grades of nylon cloth and stretching the cloth.

(ii) Preparation of design by a paper stencil and direct method.

(iii) Printing and registration for one and multicolor printing.

**(e) Mixed Media:**

To work with combined graphic techniques and Mediums.

**THEORY SUBJECTS**

**1. 20th Century Art History**

**22 Weeks-44 Hours / 100 Marks**

Objective and analytical study of various phases in the making of 20th century visual and plastic arts and related development in other areas. Deeper understanding of modern era as reflected in its art forms to stimulate an increased awareness of the many possibilities of visual communication open to the contemporary artist.

Lectures on various Art movements i.e. Fauvism, Cubism Expressionism, Surrealism, Colour field, Abstractionism, Post-2nd World

War Art movement with reference to theories in western philosophy and aesthetics.

SUBJECTS PREVIOUS YEAR		NO. OF WORKS TO BE SUBMITTED	SESSIONAL MARKS 25%	ASSESSMENT MARKS 75%	AGGREGATE
<b>PRACTICAL</b>					
1.	<b>DRAWING</b>	5 Works	37	113	150
2.	<b>CREATIVE PRINT MAKING</b>	5 Works	50	150	200
<b>THEORY</b>					
1.	<b>20<sup>th</sup> CENTURY ART (HISTORY OF PRINTMAKING)</b>	Written Exam Time-3 hrs.	25	75	100
2.	<b>REPORT&amp; VIVA VOCE</b>	Submission	--	Report -25 Viva -25	50
<b>TOTAL</b>			<b>112</b>	<b>388</b>	<b>500</b>

**Note:** Report will be submitted on the subjects approved by a committee constituted by the Principal before the completion of the Academic session and would be followed by a Viva-Voce before an appointed Jury.

## 2. Report & Viva Voce

12 Weeks 24 Hours / 50 Marks

## FINAL YEAR

### PRACTICAL SUBJECTS

#### 1. Drawing

14Weeks-350 Hours / 150 Marks

Advancement of the previous year programme of study of human figure, individual and in a group with emphasis to creative Drawing and on the Development of a personal idiom.

#### 2. Creative Printmaking

20 Weeks-500 Hours / 200 Marks

Advancement of the previous year program with choice to work in any two of the four mediums prescribed:

##### (a) Relief Process:

- (i) Selection of material; preparation of surface for various texture, (Linoleum, wood etc)

- (ii) Preparing design and transferring on to the selected material; cutting of material and preparing the printmaking surface.
- (iii) Printing of prepared block; Determine registration for printing of editions.
- (b) Intaglio Process:
  - (i) Selection of material, preparation and application of dry and liquid ground.
  - (ii) Study of various chemicals and mordents, values, Different techniques for dry point, aquatint mezzotint etc.
  - (iii) Printing techniques such as viscosity.
- (c) Lithography:
  - (i) Preparation of surface, polished and fined grained, Experiment with line, tone, texture.
  - (ii) Understanding the chemical properties of Litho surface.
  - (iii) Printing.
- (d) Screen Printing:
  - (i) Preparation of screen, selection of various grades of nylon cloth and stretching the cloth.
  - (ii) Preparation of design by paper stencil and direct method.
  - (iii) Printing & registration for one and multicolor processes.
- (e) Mixed Media:
  - To work with combined graphic techniques and mediums.

## **THEORY SUBJECTS**

### **Appreciation and Critical Appraisal of Art & Printmaking (Written)**

22 Weeks-44 Hours / 50 Marks

Importance and necessary criticism and evaluation of Art work; Understanding of Modern and Post-Modern Art trends from the Western and Eastern points of view.

(a) Western: Development of art history as a discipline; Connoisseurship and Methodology; Visual Analysis; Symbolism and Iconography; Psycho-analytic and Anthropological view points; Knowledge of relevant writing of Aristotle, Ruskin, Roger Fry, Herbert Read.

(b) Oriental: Theories of art and aesthetics in India and Chinese tradition and their critical examination; Selected texts from Silpa-shastra on technique and iconography; Critical references on Paintings and Sculpture from ancient and medieval literature; writing on Indian art by Modern Indian and Western Writers; Principles of Chinese Paintings / Prints and their theory based on compilation by Lin Yatang and Zen Theories.

SUBJECTS FINAL YEAR		NO. OF WORKS TO BE SUBMITTED	SESSIONAL MARKS 25%	ASSESSMENT MARKS 75%	AGGREGATE
<b>PRACTICAL</b>					
1.	<b>DRAWING</b>	5 Works	37	113	150
2.	<b>CREATIVE PRINTMAKING</b>	5 Works	50	150	200
<b>THEORY</b>					
1.	<b>APPRECIATION AND CRITICAL APPRAISAL OF ART &amp; PRINTMAKING)</b>	Written Exam Time-3 hrs.	12	38	50
2.	<b>DISSERTATION &amp; VIVA VOCE</b>	Submission	--	Dissertation-50 Viva -50	100
<b>TOTAL</b>			99	401	500

**Note:** Dissertation will be submitted on the subjects approved by a committee constituted by the Principal before the completion of the Academic session and would be followed by a Viva-Voce before an appointed Jury.

### **Dissertation & Viva Voce**

24 Hours / 100 Marks

## **SCULPTURE SPECIALIZATION**

### **OBJECTIVE**

The curriculum is planned to further enhance the skills of the student while encourage personal growth based on research in various styles of Sculptural and the related technology. An in-depth portfolio building Course that explores opportunities for expression through vigorous sculptural work in varied media, high level content-based project and creating quality work. Emphasis is on opening avenues for sculptural expression and professional presentation. Art historical and contemporary contextual issues will be extensively discussed.

### **PREVIOUS YEAR**

### **PRACTICAL SUBJECTS**

#### **IN ANY ONE OF THE FOLLOWING**

**34 Weeks-850 Hours / 350 Marks**

- (a) Portraiture: Advanced studies in different sizes from live models of different age groups (male & female) enlargements from maquettes and photograph.
- (b) Creative Sculpture: Compositions, abstract or based on relevant subjects and the environment, Supported by preparatory studies and techniques for developing individual creative expression.

*(At least one work done during the academic year should be in conventional medium such as metal casting, stone or wood for submission.)*

- (c) Mural: Designing and execution of sculptural murals in relief on given subjects and site. The project should be supported by appropriate drawing, models to scale and other studies. For the execution of their works students can choose any media, such as wood carving, stone carving, metal casting, synthetic materials and mixed media.

**NOTE:** A student may work on a project assigned by any recognized agency / client for at least 3 months in consultation with his teachers concerned. He will submit a complete report on his works.

SUBJECTS PREVIOUS YEAR		NO. OF WORKS TO BE SUBMITTED	SESSIONAL MARKS 25%	ASSESSMENT MARKS 75%	AGGREGATE
<b>PRACTICAL</b>					
1.	<b>PORTRAITURE OR CREATIVE SCULPTURE OR MURAL</b>	3 to 5 Works	88	262	350
<b>THEORY</b>					
1.	<b>20<sup>th</sup> CENTURY ART</b>	Written Exam Time-3 hrs.	25	75	100
2.	<b>REPORT&amp; VIVA VOCE</b>	Submission	--	Report -25 Viva -25	50
<b>TOTAL</b>			113	387	500

**Note:** Dissertation will be submitted on the subjects approved by a committee constituted by the Principal before the completion of the Academic session and would be followed by a Viva-Voce before an appointed Jury.

## THEORY SUBJECTS

### 20TH Century Art History

22 Weeks-44 Hours / 100 Marks

Objective and analytical study of various phases in the making of 20th century visual and plastic arts and related development in other areas. Deeper understanding of modern areas reflected in its art forms to stimulate in increased awareness of the many possibilities of visual communication open to the contemporary artist.

Lectures and various Art movements i.e. Fauvism, Cubism, Expressionism, Surrealism, Colour field, Abstractionism, Post-2nd World War Art movement with reference to theories in western philosophy and aesthetics.

### Report Discussion

12 Weeks-24 Hours / 50 Marks

## FINAL YEAR

### PRACTICAL SUBJECTS

#### SCULPTURE IN THE CHOSEN AREA EMPHASISING

#### THE ADVANCEDMENT in

34 Weeks-850 Hours / 350 Marks

- a) Portraiture: Studies in different sizes from live models of different age groups (male & female) enlargements from maquettes and photographs.
- b) Creative Sculpture: Compositions abstract or based on relevant subjects and the environment, supported by preparatory studies and techniques for developing individual creative expression.  
*(At least one work done during the academic year should be in conventional medium such as metal casting, stone or wood for submission.)*
- c) Mural: Designing and execution of sculpture murals in relief on given subjects and site. The project should be supported by appropriate drawing, models to scale and other studies. For the execution of their works students can choose any media, such as wood carving, metal casting, synthetic materials and media.

## **THEORY SUBJECT**

### **Art Criticism:**

#### **68 Hours / 50Marks**

Importance and necessary criticism and evaluation of Art works, understanding of Modern and Post-Modern Art trends from the Western and Eastern points of view.

- a) Western: History of Art Criticism-Development of art History as human discipline- Connoisseurship and Methodology; Visual analysis; Symbolism and Iconography; Psychoanalytic and Anthropological view Points; Knowledge of relevant writings of Aristotle, Alberti, Vasari, Bellori, Ruskin, Wolffin, Roger Fry. Arnheim, Langer, Herbert Read.
- b) Oriental: Theories of art and aesthetics in India and Chinese tradition and their critical examination; material for lectures to be drawn from (i) writing of Bharata of Bhamana, Abhinavagupta to Vishwanath , (ii) Selected texts from Silpashastra on technique and Iconography (iii) Critical reference on Paintings and Sculpture from ancient and medieval Literature (iv) writing on Indian Art by Modern Indian and Western writers (v) Principles of Chinese Paintings, and (vi) The Chinese theory of Art based on compilations by Lin Yatang and Zen Theories.

#### **Dissertation and Viva Voce 68 Hours/ 100 Marks**

**NOTE:** As in the previous year program, a student may work on a project assigned by any recognized agency / client for at least three months in consultation with his teachers concerned. He will submit a complete report on his works.

SUBJECTS PREVIOUS YEAR		NO. OF WORKS TO BE SUBMITTED	SESSIONAL MARKS 25%	ASSESSMENT MARKS 75%	AGGREGATE
<b>PRACTICAL</b>					
1.	<b>PORTRAITURE OR CREATIVE SCULPTURE OR MURAL</b>	3 to 5 Works	88	262	350
<b>THEORY</b>					
1.	<b>ART CRITICISM</b>	Written Exam Time-3 hrs.	12	38	50
2.	<b>DISSERTATION &amp; VIVA VOCE</b>	Submission	--	Dissertation-50 Viva -50	100
<b>TOTAL</b>			100	400	500

**Note:** Dissertation will be submitted on the subjects approved by a committee constituted by the Principal before the completion of the Academic session and would be followed by a Viva-Voce before an appointed Jury.



## **VISUAL COMMUNICATION SPECIALIZATION**

### **OBJECTIVE**

In a world where environmental, social, political, religious and professional issues and structures are changing kaleidoscopically, an area of culture activity is more challenging than the field of communication. With traditional boundaries between disciplines dissolving, the structure and ethos of training demands an ideally equipped program of pre-professional experimentation tailored to the individual needs and skills of the learner. The aim of this two year duration post-graduate Specialization Course is to create an understanding of industry needs by enhancing knowledge and technical skills through exposure to professional examples; the ability to use appropriate Visual media, including freehand drawing and computer technology in order to convey an advanced level, the thought of the essential formal elements at each stage of the creative process; to execute complex creative concepts in detail using digital tools accurately; ability to rapidly visualize sophisticated creative ideas and images for the purpose of conceptual communication.

Ability to communicate in terminology as in reference to various international norms; ability to express concepts and strategies in a clear and professional manner with correct sentence construction and grammar for effective communication.

### **PREVIOUS YEAR**

#### **PRACTICAL SUBJECTS:**

##### **1. CREATIVE IMAGE- MAKING**

###### **Concepts, Scripting, Visualizing, Story boards**

**17 Weeks- 425 Hours / 175 Marks**

Ability to raise clear and precise questions, use abstract and appropriate ideas to interpret information, consider diverse points of view, reach well-reasoned conclusions to conceptualize the themes as relevant criteria and standards at a professional level.

Ability to gather, assess, record, and apply relevant information for sophisticated strategic and planning through project oriented work that would include new media in visual communication preproduction process involving Promotional, Editorial and information Design.

##### **2. (a) PRODUCT & PACKAGING DESIGN**

**17 Weeks-425 Hours / 175 Marks**

Understanding brand building and the ability to tailor marketing efforts to build the equity of a specific goods or service; an examination of materials and processes as they relate to the manipulation of forms for product and packaging; through an understanding of the qualities inherent in various packaging solutions dealing with shape, form and volume. Compositing skills are sharpened by these experiences which will aid in the creation of packaging projects in the subsequent year. Idea generation, concepts and visual techniques leading to Projects that would explore,

- (i) How and why the consumers buy, and,
- (ii) Product and packaging- A global prospective.

or

### **(b)MOVEMENT & MEANING - 2D / 3D**

17 Weeks-425 Hours / 175Marks

**2-D Animation techniques:** To explore drawing to express ideas; Timing, walk / run (2 legged and 4 legged) cycles and change; recording and manipulating; lip sync; staging; squash and stretch and stretch; overlapping and follow through; line of action; silhouette; sense of timing; straight ahead and pose to pose; gaining knowledge of the styles of animation; including product cartoon, and games; demonstrative skills for 2D animation that incorporate direct observation and visual research; Knowledge of perspective and anatomy: background design: layout: flash animation.

**3-D Animation techniques:** An introduction to basics to enhance skills in model based animation and computer 3D Maya/ 3D Studio Max and Final Cut Pro; Animation lighting; simple Model/ Puppet construction and sets. Developing a theme and enhancing skills in animation scripting; Camera angle, direction etc. Practical experience in sound recording and background music.

Project 2D or 3D short film (3 minutes) with voice-over and music.

### **(c) ALTERNATIVE MEDIA**

17 Weeks-425 Hours/ 175Marks

Understanding the principles and methods of design in alternative and new media; interactive environments through explorative projects relating to usability and interface design; corporate and brand website, publication design; and on-line publishing designing; addressing new advertising ideas and opportunities extending beyond traditional media such as on-line mobile, broadcasting and digital design.

## THEORY SUBJECT

### Business Marketing

22 Weeks-44 Hours/ 100 Marks

Overview of advertising design industry; Role of advertising agencies and use of media; Practical, Theory and structure of the profession relative to roles in the creative process, i.e. Generation of ideas, concepts team work, resourcefulness and project management skills; Relationship between communicating a message and facilitating the process; communication, indirect response marketing, direct mail, website advertising and e-mail, brand planning, budget and media strategies; Various legal, ethical and economic restrictions; investigation of business practice including pitching a new business, strategic planning and creating a campaign and analyzing results.

### Report & Viva Voce

22 Weeks-44 Hours/50 Marks

SUBJECTS PREVIOUS YEAR		NO. OF WORKS TO BE SUBMITTED	SESSIONAL MARKS 25%	ASSESSMENT MARKS 75%	AGGREGATE
<b>PRACTICAL</b>					
1.	<b>CREATIVE IMAGE MAKING</b>	5 Works	44	131	175
2.	a) <b>PRODUCT &amp; PACKAGING OR</b> b) <b>MOVEMENT &amp; MEANING 2D/3D OR</b> c) <b>ALTERNATIVE MEDIA</b>	5 Works  5 Works	44	131	175
<b>THEORY</b>					
1.	<b>BUSSINESS MARKETING</b>	Written Exam Time-3 hrs.	25	75	100
2.	<b>REPORT &amp; VIVA VOCE</b>	Submission	--	Report -25 Viva -25	100
<b>TOTAL</b>			113	387	500

**Note:** Dissertation will be submitted on the subjects approved by a committee constituted by the Principal before the completion of the Academic session and would be followed by a Viva-Voce before an appointed Jury.

## **FINAL YEAR**

### **PRACTICAL SUBJECTS**

#### **1. CREATIVE IMAGE MAKING**

17 Weeks - 425 Hours / 175 Marks

Advancement of the 1st year's program through a negotiated and self-determined assignment which explores a subjects / or an aspect of one's visual communication skills; identifying and describing desired results; establishing an appropriate strategy and plan to achieve projects goals; Graphic novel; Story boarding and character design.

#### **2. a) PRODUCT & PACKAGING DESIGN**

17 Weeks - 425 Hours / 175 Marks

A creative investigation of products and brands, exploring brand communication, personality and identify. The social, cultural and economic factors that inform the relationship between consumers and products. Program covered in the previous year is linked with conceptual, idea-driven design solutions for specific client areas. Appropriate thinking derived from research and understanding of the project criteria allowing the students to produce finished projects innovative in products packaging. Analysis of two-dimensional graphic applications on three-dimensional from.

or

#### **b) MOVEMENT & MEANING -2D/3D**

17 Weeks - 425 Hours / 175 Marks

Program covered in the previous year is linked with conceptual, idea-driven solutions to examine key contexts of animation productions; the studio systems and production; Drawing on material and ideas concerned to a body of animation work which may include specialization on the chosen topics (product/story).

or

#### **c) ALTERNATIVE MEDIA**

17 Weeks- 425 Hours / 175 Mark

Interactive multi-media publishing; digital advertising and promotion; design for emerging platforms; To develop comprehensive media plans that include alternative media such as online, mobile, digital and broadcast design in support of strategic plans.

## THEORY SUBJECT

### Business Marketing

22 Weeks -44 Hours / 50 Marks

To explore all angle of communication in advertising production issues in various media, specifically to advertisements, direct mail, online marketing, broadcasting advertising, selection, plan, schedule, budget and produce, research of marketing segments, consumer buying habits and case studies, writing and implement building a solid brand position for a product or service; production issues, direct mail on-line marketing, broadcast advertising, selection plan and schedule.

Marketing formulas, developing innovative strategies and effective solutions, strategic planning and message development, research techniques, media relations and crisis containment. Job tracking, client relations, billing, and outsourcing processes.

### Dissertation & Viva Voce

24 Hours / 100 Marks

SUBJECTS FINAL YEAR		NO. OF WORKS TO BE SUBMITTED	SESSIONAL MARKS 25%	ASSESSMENT MARKS 75%	AGGREGATE
<b>PRACTICAL</b>					
1.	<b>CREATIVE IMAGE MAKING</b>	5 Works	44	131	175
2.	a) <b>PRODUCT &amp; PACKAGING OR</b> b) <b>MOVEMENT &amp; MEANING 2D/3D OR</b> c) <b>ALTERNATIVE MEDIA</b>	5 Works  5 Works	44	131	175
<b>THEORY</b>					
1.	<b>BUSSINESS MARKETING</b>	Written Exam Time-3 hrs.	12	38	50
2.	<b>DISSERTATION &amp; VIVA VOCE</b>	Submission	--	Dissertation -25 Viva - 25	100
<b>TOTAL</b>			113	387	500

**Note:** Dissertation will be submitted on the subjects approved by a committee constituted by the Principal before the completion of the Academic session and would be followed by a Viva-Voce before an appointed Jury.