

Kumaun university, Nainital
Faculty of Visual Arts
Master of Fine Arts (Applied Arts)

M.F.A. C.B.C.S Mode Syllabus

I Semester to IV Semester Session 2022-23 and Onwards

Class	Paper	Name of Paper	Int.	Ext.	Total	Credit	Time
M.F.A I Sem	Theory (paper I) (core)	Advertisement	25	75	100	6	3 Hours
	Practical (paper II) (core)	Basics of Advertisement	30	70	100	6	6 Hours
	Practical (paper III) (core)	Commercial Media Art	30	70	100	4	6 Hours
	Practical (PAPER IV) (Elective)	Digital Painting / Graphic Art	30	70	100	4	6 Hours
M.F.A II Sem	Theory I (paper I) (core)	Advertising and Marketing	25	75	100	6	3 Hours
	Practical (paper II) (core)	Story Board Study	30	70	100	6	6 Hours
	Practical (paper III) (core)	Graphic Designing	30	70	100	4	6 Hours
	Practical (PAPER IV) (Elective)	Photography/ Short Documentary	30	70	100	4	6Hours
M.F.A III Sem	Theory I (paper I) (core)	Scripts and Typography	25	75	100	6	3 Hours
	Practical (paper II) (core)	Short Documentary	30	70	100	6	6 Hours
	Practical (paper III) (core)	Photography	30	70	100	4	6 Hours
	Practical (PAPER IV) (Elective)	Digital Painting / Animation	30	70	100	4	6 Hours
M.F.A IV Sem	Theory I (paper I) (core)	History of Photography	25	75	100	6	3 Hours
	Practical (paper II) (core)	Collage and Montage	30	70	100	6	6 Hours
	Practical (paper III) (core)	Exhibition			100	4	
	Practical (PAPER IV) (Elective)	Dissertation/ Research Paper			100	4	

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 11-7-2022
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 कुमाऊँ विश्वविद्यालय, नैनीताल

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 11-7-2022
 विभागाध्यक्ष,
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 कुमाऊँ विश्वविद्यालय, नैनीताल,

M.F.A. Applied Arts I (First) Semester CBCS Mode Course 2022-23 and onwards.

Name Of Paper	Course	Int.	Ext.	Total	Credit	Time
Advertisement	Introduction To Advertising – Origin ,Meaning And Defination Of Advertising, Development History Of ModernAdvertising,Functions Of Advertising ,Trademark :Logo/ Logotype, Signature, Seal,Monogram, Symbol, Emblem, Insignia, Advertising And Society: Advertising Business Offers Employment Advertising Promotes Freedom Of Press, Information And Freedom Of Choice Advertising Creates Demand And Consequently Sales Advertising Reduces Selling Cost Truth Advertising Tries To Raise The Standard Of Living. Creative Side Of The Advertising –Creative Side Of The Advertising-Creative Advertising Creative Concept And Creative Leap, Creative Brief And Big Idea Creative Brief And Big Idea Creative Strategy Creative Thinking, Visual Thinking, Art Direction And Its Functions U.S.P. Campaign Planning ,Objective And Basic Principles - Campaign Objectives & Types Factors Influencing The Planning Of Advertising Agencies And Its Structure , The Advertiser, The Target Audience, Publicity, Propaganda. Radio & T.V. Advertising And Jingles, Interactive Advertising.	25	75	100	6	3 Hours

Note: Internal Assessment 25% for Theory Paper I & II Based On The Following Criteria:

- One Handwritten Assignment:10%
- PPT (Power Point Presentation):10%
- Attendance:5%

Marks for attendance will be given as under:-

- (1) 91% onwards: 5 marks
- (2) 81% to90%:4 marks
- (3) 71%to80%:3 marks 65% to 70%:2 marks
- (4) 60% to65%:1 marks

Reading Books:-

- Contemporary Advertising: William F.Arens,Courtland L.Bovee
- Foundation Of Advertising: S..A.Chunnawalla,K.C Sethia
- Advertising And Sales Promotion: S.H.H Kazmi, Satish Batra
- Social Dimension Of Advertising: S.S Kaptan
- Advertising Theory And Practice: C.H Sandage,Vernon Fryburger.
- विज्ञापन 'तकनीक एवं सिद्धान्त' / विज्ञापन डिजाईन : नरेन्द्र यादव
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- प्रेमचन्द पांतजलि आधुनिक विज्ञापन, वाणी प्रकाशन, नई दिल्ली 2008.

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H.O.D.
Drawing & Painting Deptt.
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Paper	Name Of Paper	Int.	Ext.	Total	Credit	Time
Practical paper II (core)	Basics of Advertisement	30	70	100	6	6 Hours
Practical paper III(core)	Commercial Media Art	30	70	100	4	6 Hours
Practical PAPER IV (Elective)	Digital Painting / Animation	30	70	100	4	6 Hours

Instruction for sessional work are given below:-

Practical II : Basics of Advertisement:- Core practical sessional marks of practical will be given on the basis of showing minimum 10 selective works . some options are Logo ,Monograph and Type Setting and Measurement.

Practical III : Commercial Media Art Core practical sessional marks of practical will be given on the basis of showing minimum 10 selective works . some options are Billboard,Dangler and Brand Designing etc.

Practical IV: (Elective) : Digital Painting / Animation:- practical sessional marks of practical will be given on the basis of showing minimum 5 selective works .

Note: Topics Will Be Decided By Teacher of The Subject.

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M.F.A. Applied Arts II (Second) Semester CBCS Mode Course 2022-23 and onwards.

Name of Paper	Course	Int.	Ext.	Total	Credit	Time
Advertising and Marketing	<p>Advertising and Marketing Mix- Meaning of Marketing Mix Importance of Marketing, Four Ps And Seven Ps Marketing Model, Image of The Product And The Brand. Channels of Distribution.</p> <p>Advertising Media- Advertising Media Selection,Media Type, Frequency, Spread. Media Buyers</p> <p>Advertising Messages- Consumer Behaviour, Importance of Behavioural Sciences In Advertising Attitude Information and Persuasive Communication.</p> <p>Advertising Creativity and Copywriting- Disciplined Creativity, Creative Strategy, Sources of Creative Ideas ,Copy Defined,Copy Writer As A Visualize, How Copy Communicates,Creative Problems. Acts and Laws For Advertisement: law and acts for advertisement for copywrites,publishers,agency,freedom of speech.</p> <p>Advertising Visualization and Design- Methods of Choosing The Right Graphic Approach, Design Suggestion For Different Media, The Test of Effectiveness of Design. Importance of Creative In Design.</p>	25	75	100	6	3 hours

Note: Internal Assessment 25% In Theory Paper Based On The Following Criteria:

A-One Handwritten Assignment:10%

B- PPT (Power Point Presentation):10%

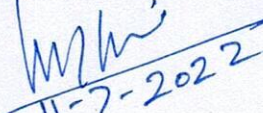
C- Attendance:5%

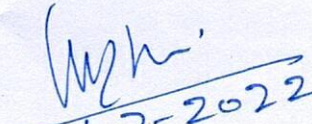
Marks for attendance will be given as under:-

- 91% onwards: 5 marks
- 81% to90%:4 marks
- 71%to80%:3 marks
- 65% to 70%:2 marks
- 60% to65%:1 marks

READING SUGGESTION:

- Contemporary Advertising: William F.Arens,Courtland L.Bovee
- Foundation of Advertising: S.A.Chunnawalla,K.C Sethia
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra
- Social Dimension of Advertising: S.S Kaptan
- Advertising Theory and Practice: C.H Sandage,Vernon Fryburger.
- विज्ञापन 'तकनीक एवं सिद्धान्त' / विज्ञापन डिजाईन : नरेन्द्र यादव
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Paper	Name of Paper	Int.	Ext.	Total	Credit	Time
Practical II (core)	Story board study	30	70	100	6	6 Hours
Practical III (core)	Graphic Designing	30	70	100	4	6 Hours
Practical IV (Elective)	Photography/ Short Documentary	30	70	100	4	6 Hours

Instruction for sessional work are given below:-

Practical II : Story Board Study Core practical sessional marks of practical will be given on the basis of showing minimum 5 selective works . some options are Comic Story Board/Poem Story Board / Mythological Story.

Practical III : Graphic Designing :- core practical sessional marks of practical will be given on the basis of showing minimum 5 selective works . some options are book cover: front and back and magazine cover etc.

Practical IV (Elective) : Photography/ Short Documentry:- practical sessional marks of practical will be given on the basis of showing minimum 5 selective works .

Note: Topics Will Be Decided By The Teacher of The Subject.

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M.F.A. Applied Arts III (Third) Semester CBCS Mode Course 2023-24 and onwards.

Name of Paper	Course	Int.	Ext.	Total	Credit	Time
Scripts and Typography	<p>Unit I: Origin of Script, Meaning of Script, Development of Script.</p> <p>Unit II: Classification Of Script, Classification of Script.</p> <p>Unit III: Meaning Definition of Typography Anatomy of A Letter: Serif, Base Line, Mean Line, Ascender, Descender, Counter, Stem, X Hight, Swash, Ligature.</p> <p>Unit IV: Classification Of Types, Type Font, Type Family, Type Measurement And Measuring.</p> <p>Unit V: Type Setting: Cold Composing, Hot Metal Composing.</p>	25	75	100	6	3 hours

Note: Internal Assessment 25% In Theory Paper Based On The Following Criteria:

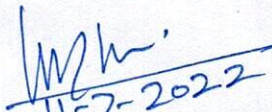
- A-One Handwritten Assignment:10%
- B- PPT (Power Point Presentation):10%
- C- Attendance:5%

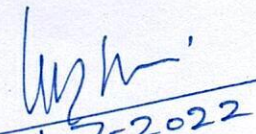
Marks for attendance will be given as under:-

- 91% onwards: 5 marks
- 81% to90%:4 marks
- 71%to80%:3 marks
- 65% to 70%:2 marks
- 60% to65%:1 marks

READING SUGGESTION:

- Contemporary Advertising: William F.Arens,Courtland L.Bovee
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Paper	Name of Paper	Int.	Ext.	Total	Credit	Time
Practical II (core)	Short Documentary	30	70	100	6	6 Hours
Practical III (core)	Photography	30	70	100	4	6 Hours
Practical IV (Elective)	Digital Painting / Animation	30	70	100	4	6 Hours

Instruction for sessional work are given below:-

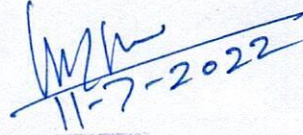
Practical II : Short Documentary:- Core practical sessional marks of practical will be given on the basis of showing minimum 5 selective works .

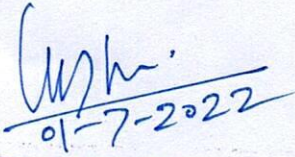
Practical III : Photography :-Core practical sessional marks of practical will be given on the basis of showing minimum 5 selective works .

Practical IV (Elective) : Digital Painting / Animation:- practical sessional marks of practical will be given on

the basis of showing minimum 5 selective works .

Note: Topics Will Be Decided By Teacher of The Subject.


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M.F.A. Applied Arts IV (FOURTH) Semester CBCS Mode Course 2023-24 and onwards.

Name of Paper	Course	Int.	Ext.	Total	Credit	Time
History of Photography	Introduction, Brief History And Meaning Role of Photography & Drawings In Advertising. Photographers of India And western: Raja Deen Dayal, Raghu Rai, Sudharak Olwe, Hardesh Dhingra, Prabudha Das Gupta and Prashant Godbole etc .	25	75	100	6	3 Hours

Note: Internal Assessment 25% In Theory Paper Based On The Following Criteria:

- One Handwritten Assignment:10%
- PPT (Power Point Presentation):10%
- Attendance:5%

Marks for attendance will be given as under:-

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Paper	Name of Paper	Int.	Ext.	Total	Credit	Time
Practical II (core)	Collage and Montage	30	70	100	6	6 Hours
Practical III(core)	Exhitbition			100	4	
Practical IV (Elective)	Dissertation / Research Paper			100	4	

Instruction for sessional work are given below:-

Practical II : Collage and Montage:- Core practical sessional marks of practical will be given on the basis of showing minimum 10 selective works .

Practical III : Exhitbition:- Student have to exhibit their all internal work of I,II,III,IV semesters in exhibition.

Practical IV (Elective) : Dissertation / Research Paper :- Student can choose any topic for their dissertation / research paper from theory paper. Two research paper should published on ugc care list. Dissertation/research paper will be done under the instruction of Dean.

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