**KURUKSHETRA UNIVERSITY**

**KURUKSHETRA**

**Scheme of Examination and Syllabus**

**for Under-Graduate Programme**

**Course: Fine Arts (Drawing & Painting)**

**Under Multiple Entry-Exit, Internship and CBCS-LOCF**

**in accordance to NEP-2020 w.e.f.**

**2022-23 (in phased manner)**

**For UTD Only**

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**Scheme of Examination for UG Program of Course : Fine Arts (Drawing & Painting) Under Multiple Entry-Exit, Internship and CBCS-LOCF in accordance to NEP-2020 w.e.f. 2022-23 (in phased manner)**

**Course : Fine Arts**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Level-5** | **Semester** | **Course** | **Paper(s)** | **Nomenclature of paper** | **Credit (T)** | **Credit (P)** | **Internal Marks** | **External Marks** | **Total Marks** | **Exam duration** | **Contact Hours/week** |
| **Semester-I** | CC-1A | B-FAP-N101 (Theory) | Fundamental of Arts- I | 02 | - | 25 | 25 | 50 | 03 | 02 |
| B-FAP-N102 (Practical) | Still Life | - | 04 | 50 | 50 | 100 | 06 | 08 |
| **Semester-II** | CC-1B | B-FAP-N201 (Theory) | Fundamental of Arts- II | 02 | - | 25 | 25 | 50 | 03 | 02 |
| B-FAP-N202(Practical) | Nature Study | - | 04 | 50 | 50 | 100 | 06 | 08 |
| **Internship @10 Credits (450 hours) after 2nd semester (only for exit option)**  |
| **Level-6** | **Semester-III** | CC-1C | B-FAP-N301 (Theory) | Art & Aesthetics | 02 | - | 25 | 25 | 50 | 03 | 02 |
| B-FAP-N302 (Practical) | Landscape | - | 04 | 50 | 50 | 100 | 06 | 08 |
| **Semester-IV** | CC-1D | B-FAP-N401 (Theory) | Pre-historic Art | 02 | - | 25 | 25 | 50 | 03 | 02 |
| B-FAP-N402 (Practical) | Head Study | - | 04 | 50 | 50 | 100 | 06 | 08 |
| **Internship @10 Credits (450 hours) after 4th semester (compulsory for all )** |
| **Level-7** | **Semester-V** | CC-1H1Subject-**H**CC-5 | B-FAP-N501(Theory) | History of Ancient Art | 04 | - | 50 | 50 | 100 | 03 | 02 |
| CC-6 | B-FAP-N502(Practical) | Study of Torso | - | 12 | 75 | 75 | 150 | 06 | 08 |
| DSE | B-FAP-N503(Practical) | Clay Modelling | - | 12 | 75 | 75 | 150 | 06 | 08 |
|  | B-FAP-N504(Practical) | Composition | - | 12 | 75 | 75 | 150 | 06 | 08 |
|  | B-FAP-N505 | MOOC\* (From Swayam Portal) | - | \* |  |  |  | \* |  |
| Sec-1 | B-FAP-SI | Exhibition | - | 12 | 75 | 75 | 150 | - | - |
| **Semester-VI** | CC-1**H**2Subject-**H** | B-FAP-N601 (Theory ) | History of Medieval Art | 04 | - | 50 | 50 | 100 | 03 | 02 |
| CC-7 | B-FAP-N602 (Practical) | Life Study | - | 12 | 75 | 75 | 150 | 06 | 08 |
| CC-8 | B-FAP-N603 (Practical) | Portrait Study | - | 12 | 75 | 75 | 150 | 06 | 08 |
| DSE | B-FAP-N604 (Practical) | Graphic (Linocat) | - | 12 | 75 | 75 | 150 | 06 | 08 |
|  | B-FAP-N605 (Practical) | MOOC\* (From Swayam Portal) | - | \* | - | - | - | \* | - |
| SEC-2 | B-FAP-SI | Exhibition |  | 12 | 75 | 75 | 150 | - | - |
| **Level-8** | **Semester-VII** |  | B-FAP-N701  | Research Ethics | - | 4 | 50 | 50 | 100 | - | - |
|  | B-FAP-N702  | Research Methodology | **-** | 4 | 50 | 50 | 100 | - | - |
|  | B-FAP-N703  | Seminar | - | 4 | - | - | 100 | - | - |
|  |  | Synopsis Writing and Seminar |  | 4 | - | - | 100 | - | - |
| **Semester-VIII** |  | B-FAP-N801  | Dissertation/Thesis Preparation/ Writing | - | 20 | - | - | - | - | - |
|  | B-FAP-N802  | Mid Term Seminar & Pre-Submission Seminar | - | 2 | - | - | 100 | - | - |
|  |  | Pre-Submission Seminar | - | 2 | - | - | - | - | - |
| **Total** |  |  |  |  |  | **168** |  |  | **2050** |  |  |

**Programme Outcomes (POs) for UG Program of Course :Fine Arts**

1. To develop skills in graduate students to be able to acquire theoretical and practical knowledge in fundamentals of Art and Aesthetics.

2. To create awareness on ethical issues, Studio practice and the Art Society.

3. To inculcate ability to critically evaluate problems and apply lateral thinking and analytical skills for professional development.

4. To develop ability in youth for understanding basic creative learning and effective communication skills.

5. To prepare youth for career in teaching, art curator, director, as an artist, government organizations and self-reliant entrepreneurship.

6. To make students aware of contemporary art world and present scenario in art field.

7. To provide learning experience in students that instills deep interest in Fine Arts for the benefit of art society.

**Programme Specific Outcomes (PSOs) for Drawing and Painting Course of UG Program**

1.The students will be introduced to the concepts of art, its principles, basic terms and categories. The aim is to enable them to engage with visual and conceptual comparisons in arts of different times and places.

2.The programme will introduce the students with the various schools, styles and phases of the development in painting and sculpture in India. The students will avail the awareness of the different terms, concepts, forms and subject matter of these works.

3.The students will also come across other practices that are aligned to the making of art and thus have a better perception of art society.

4.On completion of their training the students will become a professional and getting opportunities in Govt and private concerns to seat themselves as an artist and to establish their own concern in Fine Arts.

5.Youth will be capable of using knowledge of subject and analytical methods in identifying and incorporating various creative expressions into their artworks.

6. This programme will develop personnel who can be capable of doing Masters in the subject and can develop career as teacher, in industry or as entrepreneur in the realms of the subject.

**SEMESTER-I**

**COURSE : FINE ARTS**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course | Paper | Nomenclature of Paper | Credit (T) | Credit (P) | Internal marks | External Marks | Total | Duration of Exam (Hrs) | Hours/week |
| CC-1A | B-FAP-N101 | Fundamentals of Art-I | 02 | - | 25 | 25 | 50 | 03 | 02 |
|  | B-FAP-N102 | Practical: Still Life | - | 04 | 50 | 50 | 100 | 06 | 08 |

**Theory (B-FAP-N101)**

**Objective**- To make students understand the general elements and principles of art and also be able to classify the diverse forms of art.

**Course Outcomes:** After completion of course, student will be able –

|  |
| --- |
| **(Theory) Paper – B-FAP-N101 - Fundamental of Arts-I** |
| **Cos#** | **Course Outcomes** |
| **B-FAP-N101.1** | An understanding of basic principle of art & colour, concept, media and forms, and the ability to apply them to a specific aesthetic intent. |
| **B-FAP-N101.2** | Knowledge of different element of Arts studies and continuing throughout the degree program towards the development of advance capabilities. |
| **B-FAP-N101.3** | Understanding the basic and valuable knowledge of the principles of arts. |
| **B-BAP-N101.4** | To enhance skills, artistic ability, creativity, analytical thinking and leadership. |

**Table 2: CO –** **PO matrix for the course B-FAP-N101 (Fundamental of Arts-I)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Cos#** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **B-FAP-N101.1** | **3** | **3** | **3** | **3** | **2** | **2** | **2** |
| **B-FAP-N101.2** | **3** | **2** | **3** | **2** | **2** | **3** | **3** |
| **B-FAP-N101.3** | **3** | **2** | **3** | **2** | **2** | **2** | **2** |
| **B-FAP-N101.4** | **3** | **3** | **2** | **3** | **2** | **2** | **2** |
| **Average** | **1.75** | **2** | **0** | **1.25** | **1.5** | **1.75** |  |

**Table 3: CO – PSO matrix for the course B-FAP-N101 (Fundamental of Arts-I)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **PSO1** | **PSO2** | **PSO3** | **PSO4** |
| **B-FAP-N101.1** | **3** | **3** | **3** | **3** |
| **B-FAP-N101.2** | **3** | **3** | **2** | **2** |
| **B-FAP-N101.3** | **2** | **3** | **2** | **3** |
| **B-FAP-N101.4** | **2** | **3** | **3** | **2** |
| **Average** | **2.25** | **3** | **2** | **2** |

**Note–** Nine questions are to be set in all and the candidates are required to attempt five questions including compulsory question i.e. two questions from each unit. Question 1 is compulsory consisting of short answer type 5 parts questions covering the entire syllabus. All five questions carry equal marks.

**Details of course works-**

**Unit-I**

Introduction to Arts.

Meaning and Definition of Art: Types, Functions, Scope and Purpose of Art.

**Unit-II**

Elements of Art: Line, Form, Shape, Space, Colour, Tone, Texture.

**Unit-III**

Principles of Art: Rhythm, Unity, Harmony, Contrast, Dominance, Balance and Perspective.

**Unit IV**

**Classification of Art: Painting, Sculpture, Music, Architecture, Literature, Drama and Dance.**

**Suggested Reading-**

1. Bhartiya Chitra Kala ka Itihas- Vachaspati Gairola
2. Bhartiya Chitrakala ka Itihas- Avinash Bahadur Verma
3. Rupa prada Kala ke Muladhar- R. A. Agarwal and S. K. Sharma
4. Bhartiya Murtikala- Ramanath Mishra
5. Bhartiya Kala- A. L. Srivastava
6. Bhartiya Chitrankan- R. K. Vishwakarma
7. Arts and Architecture of India- Benjamin Rowland
8. The Art of Ancient India – Susan L. Huntington
9. Indian Sculpture- Stella Kramrisch
10. A History of Far Eastern Art- Thames and Hudson
11. Bhartiya Chitrakala Avem Murtikala Ka Itihas- Dr. Rita Pratap

**Practical (B-FAP-N102)**

**Objective-** To have practical knowledge about the study of objects. To make students capable of transforming various three-dimensional shapes and forms on paper.

**Course Outcomes: After completion of course, student will be able** –

|  |
| --- |
| **(Practical) Paper B-FAP-N102 (Still Life)** |
| **Cos#** | **Course Outcomes** |
| **B-FAP-N102.1** |  Practicing and creating art with different painting medium and developing artistic skills |
| **B-FAP-N102.2** |  Evolution of the discipline as related to issue of representation light and shades and illusion. |
| **B-FAP-N102.3** | Ability to synthesize the use of drawing two dimensional compositions and colour. |
| **B-FAP-N102.4** | Producing a painting based on both traditional still life images and contemporary design ideas. |

**Details of course works:**

**Maximum Marks-100**

External (Examination) : 50

Internal : 50

Credit : 04

**Practical: Still Life 50 Max. Marks 6 hrs. (2 Session)**

Drawing exercises are for accurate observation and skills of presentation in free hand-drawing exercises from objects and study proportion, volume and visual perspective.Along with different types of draperies and foam.

a) Study of proportion, line, colour, form, tone, texture and graphic representation.

b) Nature drawing: Study of various natural forms.

c) Drawing from various man-made objects.

d) Drawing from memory- to develop the sense of observation and the capacity to retain and recall images and their co- ordination.

**Paper Size: Half Imperial**

**Medium:** Pencil, Charcoal, Crayons, Pastel, Water Colours, Pen and Inks etc.

**Note:** Candidate will have to choose any of the above medium in the examination.

**Assignments:** Draw a still life with arrangements of still objects (Black & White or Coloured)

**Internal/Session 50 Max. Marks**

 Still Life : 05

 Sketching : 25

Note- Practical Examination will be conducted as follows:

1. Internal evaluation will be done by the internal examiner in odd and even semester.
2. External evaluation will be done by the external examiner in odd and even semester.

**SEMESTER- II**

**COURSE : FINE ARTS**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course | Paper | Nomenclature of paper | Credit (T) | Credit (P) | Internal marks | External marks | Total | Duration of exam (Hrs) | Hours/week |
| CC-1B | B-FAP-N201 | Fundamentals of Art-II | 02 | - | 25 | 25 | 50 | 03 | 02 |
|  | B-FAP-N202 | Practical: Nature study | - | 04 | 50 | 50 | 100 | 06 | 08 |

**Theory (B-FAP-N201)**

**Objective-**To make the students aware of various art mediums so that they can inculcate them in their art practice.

**Course Outcomes:** After completion of course student will be able –

|  |
| --- |
| **(Theory) Paper – B-FAP-N201 Fundamental of Art-II** |
| **Cos#** | **Course Outcomes** |
| **B-FAP-N201.1** | Knowledge from established practice, using materials & processes. |
| **B-FAP-N201.2** | To understand and recognize various art mediums, tools and techniques. |
| **B-FAP-N201.3** | To develop confidence and enhance their creativity with the information to the new creative modes in contemporary art world. |
| **B-FAP-N201.4** | To inculcate diverse art mediums and techniques in their art practice so that they meet desired results in their work. |

**Note**- Nine questions are to be set in all and the candidates are required to attempt five questions including compulsory question i.e. two questions from each unit . Question 1 is compulsory consisting of short answer type 5 parts questions covering the entire syllabus. All five questions carry equal marks.

**Details of course works-**

**Unit-I**

Study of different types of pencil and its application: Graphite, charcoal etc.

**Unit-II**

Classification of colours: Colour Wheel, Primary, Secondary, Tertiary, Warm and Cool colours

**Unit-III**

Various Mediums and its Application: Pastel, Water Colour, Oil, Acrylic

**Unit IV**

Tools and Techniques: Types of Brushes, Preparation of canvas stretching, priming, sizing and preparation of other ground surface of the Painting, Tools: Brushes, Spatula etc.

**Suggested reading-**

1. Bhartiya Chitra Kala ka Itihas- Vachaspati Gairola
2. Bhartiya Chitrakala ka Itihas- Avinash Bahadur Verma
3. Rupa prada Kala ke Muladhar- R. A. Agarwal and S. K. Sharma
4. Bhartiya Murtikala- Ramanath Mishra
5. Bhartiya Kala- A. L. Srivastava
6. Bhartiya Chitrankan- R. K. Vishwakarma
7. Arts and Architecture of India- Benjamin Rowland
8. The Art of Ancient India – Susan L. Huntington
9. Indian Sculpture- Stella Kramrisch
10. A History of Far Eastern Art- Thames and Hudson
11. Bhartiya Chitrakala Avem Murtikala Ka Itihas- Dr. Rita Pratap
12. Kala Itihas Bhartiya aur Pashchatiya – Ramchandra Narayan Patkar
13. Kala Vikas – Bhartiya Chitrakala Ka Vikas- R. A. Aggrawal
14. Bharat me Chitrakala ka Sankshipta Itihas- Dr. Lokesh Chandra Sharma

**Practical (B-FAP-N202)**

**Objective-**To inculcate the ability in students to observe their surroundings by practising various elements of nature.

|  |
| --- |
| **(Practical) Paper- B-FAP-N202 – Nature Study** |
| **Cos#** | **Course Outcome** |
| B-FAP-N202.1 | To understand the colour theory of nature and be able to create various hues apart from the given palette. |
| B-FAP-N202.2 | To develop a strong observational ability and enhance their compositional skills. |
| B-FAP-N202.3 | To enable them understand composition, perspective, representational and impressionistic art. |
| B-FAP-N202.4 | Students belonging to rural or urban gets a chance to connect with their outer world and pour that creativity onto canvas. |

**Note-**

**Details of course works-**

**Maximum Marks : 100**

External (Examination) : 50

Internal : 50

Credit : 04

**Section A : 50 Max. Marks 6hrs. (2 Session)**

In addition to the sketching practice, the student is expected to learn the skill through Drawingfrom life around as day-to-day objects, people, trees and plants, animals, interiors, exteriors,buildings and monuments, nature, ecology and landscape etc.

**Paper Size: Half Imperial**

**Medium:** Pastel Colours, Poster Colours, Water Colours, Pen and Inks etc.

**Note:** Candidate will have to choose any of the above medium in the examination.

**Assignments:**Drawing from the Nature, like Flower, Fauna, Leaf, Shape of different plant, tree etc. Painting from objects and nature to study from colour, tone and texture. Study of perspective.Difference in handling of nearer and distant objects-controlled light and shade. Ability to simplifyStudy of Still Life/ Still Objects from naturetreating the essential omitting detail.

**Section B: Internal/Session (25 Max. Marks)**

Nature Study- 05 Assignment

 50 Sketches

**Table 2: CO – PO matrix for the course B-FAP-N202–Nature Study**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Cos#** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| B-FAP-N202.1 | 3 | 3 | 2 | 3 | 2 | 2 | 2 |
| B-FAP-N202.2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| B-FAP-N202.3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| B-FAP-N202.4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| **Average** | **2** | **1.25** | **1.5** | **1.75** | **1** | **1.75** | **1.25** |

**Table 3: CO – PSO matrix for the course B-FAP-N202–Nature Study**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **PSO1** | **PSO2** | **PSO3** | **PSO4** |
| B-FAP-N103.1 | 3 | 3 | 3 | 3 |
| B-FAP-N103.2 | 3 | 3 | 2 | 2 |
| B-FAP-N103.3 | 3 | 2 | 3 | 3 |
| B-FAP-N103.4 | 3 | 3 | 3 | 2 |
| **Average** | **2.2.5** | **2.75** | **2.25** | **2.5** |

**KURUKSHETRA UNIVERSITY**

**KURUKSHETRA**



**Scheme of Examination and Syllabus**

**for Under-Graduate Programme**

**Course : Fine Arts**

**(Commercial Arts)**

**Under (Multiple Entry-Exit, Internship and CBCS-LOCF**

**in accordance to NEP-2020 w.e.f.**

**2022-23 (in phased manner)**

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**Scheme of Examination for Course of Fine Arts (Commercial Arts)**

**Under Multiple, Entry-Exit, Internship and CBCS-LOCF in accordance to NEP-2020**

**w.e.f. 2022-23 (in phased manner) Course : Fine Arts**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Level-5** | **Semester** | **Course** | **Paper(s)** | **Nomenclature of paper** | **Credit (T)** | **Credit (P)** | **Internal Marks** | **External Marks** | **Total Marks** | **Exam duration** | **Contact Hours/week** |
| **Semester-I** | CC-1A | B-CMA-N101 (Theory) | Fundamental of Arts | 02 | - | 25 | 25 | 50 | 03 | 02 |
| B-CMA-N102 (Practical) | Practical:Object DrawingStill Life | - | 04 | 50 | 50 | 100 | 06 | 08 |
| **Semester-II** | CC-1B | B-CMA-N201 (Theory) | Commercial Art & Design | 02 | - | 25 | 25 | 50 | 03 | 02 |
| B-CMA-N202(Practical) | Practical:Geometrical 2D & 3D DesignFree Hand Design | - | 04 | 50 | 50 | 100 | 06 | 08 |
| **Internship @10 Credits (450 hours) after 2nd semester (only for exit option)**  |
| **Level-6** | **Semester-III** | CC-1C | B-CMA-N301 (Theory) | Advertising Foundation-1 | 02 | - | 25 | 25 | 50 | 03 | 02 |
| B-CMA-N302 (Practical) | Illustration | - | 04 | 50 | 50 | 100 | 06 | 08 |
| **Semester-IV** | CC-1D | B-CMA-N401 (Theory) | Advertising Foundation-II | 02 | - | 25 | 25 | 50 | 03 | 02 |
| B-CMA-N402 (Practical) | Print Ad. | - | 04 | 50 | 50 | 100 | 06 | 08 |
| **Internship @10 Credits (450 hours) after 4th semester (compulsory for all )** |
| **Level-7** | **Semester-V** | CC-1H1Subject-**H**CC-5 | B-CMA-N501 (Theory) | Advertising Profession –I | 04 | - | 50 | 50 | 100 | 03 | 02 |
| CC-6 | B-CMA-N502 (Practical) | Photography | - | 12 | 75 | 75 | 150 | 06 | 08 |
| DSE | B-CMA-N503 (Practical) | CorelDraw | - | 12 | 75 | 75 | 150 | 06 | 08 |
|  | B-CMA-N504 (Practical) | Advertising Campaign | - | 12 | 75 | 75 | 150 | 06 | 08 |
|  | B-CMA-N505 (Practical) | MOOC\* (From Swayam Portal) | - | \* |  |  |  | \* |  |
| Sec-1 | B-CMA-SI | Exhibition |  | 12 | 75 | 75 | 150 | - | - |
| **Semester-VI** | CC-1**H**2Subject-**H** | B-CMA-N601 (Theory ) | Advertising Profession -II | 4 | - | 50 | 50 | 100 | 03 | 02 |
| CC-7 | B-CMA-N602 (Practical) | Advertising Campaign | - | 12 | 75 | 75 | 150 | 06 | 08 |
| CC-8 | B-CMA-N603 (Practical) | Photoshop | - | 12 | 75 | 75 | 150 | 06 | 08 |
| DSE | B-CMA-N604 (Practical) | Digital Ads | - | 12 | 75 | 75 | 150 | 06 | 08 |
|  | B-CMA-N605 (Practical) | MOOC\* (From Swayam Portal) | - | \* | - | - | - | \* | - |
| SEC-2 | B-CMA-SI | Exhibition |  | 12 | 75 | 75 | 150 | - | - |
| **Level-8** | **Semester-VII** |  | B-CMA-N701 | Research Ethics | - | 4 | 50 | 50 | 100 | - | - |
|  | B-CMA-N702 | Research Methodology | **-** | 4 | 50 | 50 | 100 | - | - |
|  | B-CMA-N703 | Seminar | - | 4 | - | - | 100 | - | - |
|  | - | Synopsis Writing and Seminar |  | 4 | - | - | 100 | - | - |
| **Semester-VIII** |  | B-CMA-N801 | Dissertation/Thesis Preparation/ Writing | - | 20 | - | - | - | - | - |
|  | B-CMA-N802 | Mid Term Seminar & Pre-Submission Seminar | - | 2 | - | - | 100 | - | - |
|  |  | Pre-Submission Seminar | - | 2 | - | - | - | - | - |
| **Total** |  |  |  |  |  | **168** |  |  | **2050** |  |  |

**SEC- S1 can be offered in 5th/6th semester according to Time-Table adjustment; SEC – Skill Enhancement Course; DSE – Discipline Specific Elective**

**Programme Outcomes (POs) for UG Program of Fine Arts**

1. To develop skills in graduate students to be able to acquire theoretical and practical knowledge in fundamentals of Art and Aesthetics.

2. To create awareness on ethical issues, Studio practice and the Art Society.

3. To inculcate ability to critically evaluate problems and apply lateral thinking and analytical skills for professional development.

4. To develop ability in youth for understanding basic creative learning and effective communication skills.

5. To prepare youth for career in teaching, art curator, director, as an artist, government organizations and self-reliant entrepreneurship.

6. To make students aware of contemporary art world and present scenario in art field.

7. To provide learning experience in students that instills deep interest in Fine Arts for the benefit of art society.

**Programme Specific Outcomes (PSOs) for Commercial Arts, Course of U.G.**

1. The students will be introduced to the concepts of art, its principles, basic terms and categories. The aim is to enable them to engage with visual and conceptual comparisons in arts of different times and places.

2. The programme will introduce the students with the various schools, styles and phases of the development in Commercial Arts and Designing in India. The students will avail the awareness of the different terms, concepts, forms and subject matter of these works.

3.The students will also come across other practices that are aligned to the making of art and thus have a better perception of art society.

4.On completion of their training the students will become a professional and getting opportunities in Govt. and Private Advertising Companies and Photo Studios concerns to set themselves as Designer and to establish their own concern in Applied Arts.

5.Youth will be capable of using knowledge of subject and analytical methods in identifying and incorporating various creative expressions into their artworks.

6. This programme will develop personnel who can be capable of doing Masters in the subject and can develop career as teacher, in industry or as entrepreneur in the realms of the subject.

**Semester-I**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Level-5** | **Course** | **Paper(s)** | **Nomenclature of paper** | **Credit (T)** | **Credit (P)** | **Internal Marks** | **External Marks** | **Total Marks** | **Exam duration** | **Contact Hours/week** |
| CC-1A | B-CMA-N101 (Theory) | Fundamental of Arts | 02  | -  | 25 | 25 | 50 | 03 | 02 |
| B-CMA-N102 (Practical) | Practical: Object DrawingStill Life |  - |  04 | 50 | 50 | 100 | 06 | 08 |
|  **Total** | **Credit -06** | **75** | **75** | **150** |  |

**Course Outcomes: After completion of course student will be able –**

|  |
| --- |
| **(Theory) Paper – B-CMA-N101 - Fundamental of Arts** |
| **Cos#** | **Course Outcomes** |
| **B-CMA-N101.1** | Knowledge of communicate the content, context, and process of their art work visually, orally and in writing. |
| **B-CMA-N101.2** | Knowledge of different element of Arts studies and continuing throughout the development of advance capabilities for pleasure & mental relaxation. |
| **B-CMA-N101.3** | Understanding the basic and valuable knowledge of the principles of arts. |
| **B-CMA-N101.4** | To enhance skills, artistic ability, creativity, analytical thinking and leadership. |

**Table 2: CO – PO matrix for the course B-CMA-N101 (Fundamental of Arts)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Cos#** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **B-CMA-N101.1** | **3** | **1** | **3** | **3** | **3** | **2** | **2** |
| **B-CMA-N101.2** | **3** | **1** | **2** | **3** | **3** | **2** | **2** |
| **B-CMA-N101.3** | **3** | **3** | **2** | **3** | **3** | **3** | **2** |
| **B-CMA-N101.4** | **3** | **3** | **2** | **3** | **3** | **3** | **3** |
| **Average** | **03** | **02** | **2.25** | **03** | **03** | **2.5** | **2.25** |

**Table 3: CO – PSO matrix for the course B-CMA-N101 (Appreciation and Fundamental of Arts)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** | **PSO6** |
| **B-CMA-N101.1** | **3** | **3** | **2** | **3** | **3** | **3** |
| **B-CMA-N101.2** | **3** | **2** | **3** | **3** | **3** | **3** |
| **B-CMA-N101.3** | **2** | **3** | **2** | **2** | **3** | **3** |
| **B-CMA-N101.4** | **1** | **3** | **3** | **2** | 3 | **3** |
| **Average** | **2.25** | **2.75** | **2.5** | **2.5** | 03 | **03** |

**THEORY (B-CMA-N101) Fundamental of Arts**

**Details of course works:**

**Unit-I**

**Introduction to Arts:**

Meaning and Definition of Art, Types of Art, Functions of Art, Purpose of Art,

**Unit-II**

**Introduction to Elements of Art:**

Point, Line, Form, Shape, Space, Colour, Tone, Texture

**Unit-III**

**Principles of Art:**

Rhythm, Unity, Harmony, Contrast, Dominance, Balance: Types of Balance, Symmetrical balance, Asymmetrical balance,

**Perspective: Types of Perspective:** One point Perspective, Two point Perspective, Three point Perspective

**Unit IV**

**Art Material and Methods**

Pencils, Brushes, Papers, Poster Colors, Pencil Colors, Acryclic Colors, Cryons etc.

Compressor & Spray Gun, Drawing Board, Sketch Book, Reference File etc.

**SUGGESTED READING:**

* fp=dyk ds ewy vk/kkj& M‚ vkj- ,- vxzoky
* Fundamentals of Visual Arts, by **Dr. Anju Chaudhary**
* Arts and Print Production, by N.N Sarkar
* ART & FEAR : By DAVID BAYLES
* THE ILLUSION OF LIFE, by FRANK THOMAS, OLLIE JOHNSTON.

**Time- 3 hrs. Maximum**

**Total Marks : 50**

External (examination) : 25

Internal : 25 (10+10+05)

Credit : 2

**Instructions:**

1. No. of Questions to be set : 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
2. No. of Questions to be attempted: 05 . Question No. 01 is compulsory.
3. All Questions will be of equal marks.

**Note: - Internal Assessments 50% in each theory paper based on the following criteria:**

1. Two handwritten Assignments : 10%

 **(1st Assignment after one month & 2nd after two months)**

1. Two Class Test **(One period duration)** : 10%
2. Attendance : 5%

Marks for attendance will be given as under:-

(1) 91% onwards : 5 Marks (4) 70% to 74% : 2 Marks

(2) 81% to 90% : 4 Marks (5) 65% to 69% : 1 Marks

(3) 75% to 80% : 3 Marks

**PRACTICAL (B-CMA-N102) Object Drawing and Still life**

**Details of course works:**

**Maximum Marks-100**

External (Examination) : 50

Internal : 50

Credit : 04

**Section A : Object Drawing 25 Max. Marks 4 hrs. (2 Session)**

**Paper Size : A3 (11.7x16.5 inches)**

**Medium :** Pencil, Charcoal, Crayons, Pastel, Water Colours, Pen and Inks etc.

**Note :** Candidate will have to choose any of the above medium in the examination.

**Assignments :** Draw a Bottle, Tea Pot, Flower Pot or any Fruit (Black & White or Coloured)

**Section B : Still Life 25 Max. Marks 4 hrs. (2 Session)**

**Paper Size : A3 (11.7x16.5 inches)**

**Medium :** Pencil, Crayons, Pastel, Water Colours, etc.

**Note :** Candidate will have to choose any of the above medium in the examination.

**Assignments :** Draw a still life with arrangements of still objects (Black & White or Coloured)

**Section C: Internal/Session 50 Max. Marks**

 Objects Drawing : 5

 Still Life : 5

 Sketching : 50

**Course Outcomes: After completion of course student will be able** –

|  |
| --- |
| **( Practical ) Paper B-CMA-N102 (Object Drawing and Still Life )** |
| **Cos#** | **Course Outcomes** |
| **B-CMA-N102.1** | Development of Art with different Creative Drawing, Medium and developing Artistic Skills. |
| **B-CMA-N102.2** | Functional knowledge of tradition and evolution of the discipline as related to issue of representation and illusion. |
| **B-CMA-N102.3** | To develop confidence in their ability to be inventive and resourceful. |
| **B-CMA-N102.4** | Producing arts based on both traditional still life images and contemporary design ideas. |

**Table 2: CO – PO matrix for the course B-CMA-N102 (Object Drawing and Still Life)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Cos#** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **B-CMA-N102.1** | **2** | **3** | **2** | **2** | **2** | **3** | **2** |
| **B-CMA-N102.2** | **2** | **3** | **2** | **3** | **3** | **3** | **3** |
| **B-CMA-N102.3** | **2** | **2** | **2** | **3** | **3** | **3** | **3** |
| **B-CMA-N102.4** | **2** | **3** | **2** | **2** | **3** | **2** | **3** |
| **Average** | **02** | **2.75** | **02** | **2.5** | **2.75** | **2.75** | **2.75** |

**Table 3: CO – PSO matrix for the course -B-CMA-N102 (Object Drawing)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** | **PSO6** |
| **B-CMA-N102.1** | **3** | **3** | **2** | **2** | **3** | **3** |
| **B-CMA-N102.2** | **2** | **3** | **3** | **2** | **3** | **2** |
| **B-CMA-N102.3** | **2** | **2** | **2** | **2** | **2** | **3** |
| **B-CMA-N102.4** | **2** | **3** | **2** | **2** | **3** | **3** |
| **Average** | **2.25** | **2.75** | **2.25** | **02** | **2.75** | **2.75** |

**Semester-II**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Level-5** | **Course** | **Paper(s)** | **Nomenclature of paper** | **Credit (T)** | **Credit (P)** | **Internal Marks** | **External Marks** | **Total Marks** | **Exam duration** | **Contact Hours/week** |
| CC-1B | B-CMA-N201 (Theory) | Commercial Art and Design | 02 | - | 25 | 25 | 50 | 03 | 02 |
| B-CMA-N202(Practical) | Practical: Geometrical 2D & 3D DesignFree Hand Design |  - |  04 | 50 | 50 | 100 | 06 | 08 |
|  **Total** | **Credit -06** | **75** | **75** | **150** |  |

**Course Outcomes: After completion of course student will be able –**

|  |
| --- |
| **(Theory) Paper – B-CMA-N201 (Commercial Arts and Design)** |
| **Cos#** | **Course Outcomes** |
| **B-CMA-N201.1** | Knowledge from established practice, using materials & processes. |
| **B-CMA-N201.2** | Gain understanding of established Designing methods. |
| **B-CMA-N201.3** | To develop confidence in their ability to be inventive and resourceful. |
| **B-CMA-N201.4** | Producing a Design based on both traditional images and contemporary ideas. |

**Table 2: CO – PO matrix for the course B-CMA-N201 (Commercial Arts and Design)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Cos#** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** |
| **B-CMA-N201.1** | **3** | **2** | **2** | **3** | **3** | **3** | **3** |
| **B-CMA-N201.2** | **2** | **2** | **2** | **3** | **2** | **2** | **2** |
| **B-CMA-N201.3** | **2** | **2** | **2** | **2** | **2** | **3** | **2** |
| **B-CMA-N201.4** | **2** | **3** | **3** | **2** | **1** | **2** | **2** |
| **Average** | **2.25** | **2.25** | **2.25** | **2.5** | **02** | **2.5** | **2.5** |

**Table 3: CO – PSO matrix for the course B-CMA-N201 (Commercial Arts and Design)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** | **PSO6** |
| **B-CMA-N201.1** | **2** | **3** | **1** | **2** | **3** | **3** |
| **B-CMA-N201.2** | **2** | **3** | **2** | **2** | 3 | **3** |
| **B-CMA-N201.3** | **2** | **3** | **3** | **2** | **2** | **3** |
| **B-CMA-N201.4** | **2** | **3** | **3** | **2** | **3** | **2** |
| **Average** | **02** | **03** | **2.5** | **02** | **2.75** | **2.75** |

**THEORY (B-CMA-N201) Commercial Art**

**Details of course works:**

**Unit-I**

**Introduction to Commercial Arts:**

Meaning and Introduction of Commercial Art, Importance and Objective of Commercial Arts, Scope of Commercial Art,

**Unit-II**

**Study of Commercial Art**

Qualities of Commercial Artist, Material used in Commercial Arts, Commercial Arts techniques, Difference between Commercial and Fine Arts

**Unit-III**

**Introduction of Design:**

Meaning and Definition of Design, Types of Design, Functions of Design, Scope of Design, Importance of Design

**Unit IV**

**Types of Design:**

Natural Design, Decorative Design, Geometrical Design, Conventional Design, Abstract Design, Graphics Design

**Time- 3 hrs. Maximum**

**Total Marks : 50**

External (examination) : 25

Internal : 25

Credit : 2

**Instructions:**

1. No. of Questions to be set : 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
2. No. of Questions to be attempted: 05 . Question No. 01 is compulsory.
3. All Questions will be of equal marks.

**Note: - Internal Assessments 50% in each theory and Practical paper based on the following criteria:**

1. Two handwritten Assignments : 10%

 **(1st Assignment after one month & 2nd after two months)**

1. Two Class Test **(One period duration)** : 10%
2. Attendance : 5%

Marks for attendance will be given as under:-

(1) 91% onwards : 5 Marks (4) 70% to 74% : 2 Marks

(2) 81% to 90% : 4 Marks (5) 65% to 69% : 1 Marks

(3) 75% to 80% : 3 Marks

**SUGGESTED READING**

* Commercial Art & Design, Hardcover by [Ray J Matasek](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Ray+J+Matasek&text=Ray+J+Matasek&sort=relevancerank&search-alias=books)
* **Graphics Design** by [Narendra Singh Yadav](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Narendra+Singh+Yadav&search-alias=stripbooks)
* **The Designer’s Handbook by Alistair Campbell**
* **Design And Technology by Vab No strand**
* Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
* Understanding Color, 5th Edition, by Linda Holtzschue
* Design Principles and Design Elements,William Lidwell, Kristina Holden, Jim Butler
* ***The Elements of Graphic Design****, by*Alex Whit

**PRACTICAL B-CMA-N202 2D, 3D Design & Free hand Design**

**Maximum Marks : 100**

External (Examination) : 50

Internal : 50

Credit : 4

**Section A : 2D Geometrical Design 25 Max. Marks 4 hrs. (2 Session)**

**Paper Size : A3 (11.7x16.5 Inches)**

**Medium:** Pastel Colors, Poster Colors, Water Colors, Pen and Inks etc.

**Note:** Candidate will have to choose any of the above medium in the examination.

**Assignments:** Create a design with the help of geometric shapes ( Black & White or Colour)

**Section B : Freehand Design & 3D Geometrical Design 25 Max. Marks 4 hrs. (2 Session)**

**Paper Size : A3 (11.7x16.5 Inches)**

**Medium :** Pastel Colors, Poster Colors, Water Colors, Pen and Inks etc.

**Note :** Candidate will have to choose any of the above medium in the examination.

**Assignment :** Create a design used of Animals, Flower, Leafs etc. (Black & White or Colour)

**Section C: Internal/Session 25 Max. Marks**

 Geometrical Design 2D & 3D : 4

 Freehand Design : 4

 Sketching : 30

|  |
| --- |
| **( Practical) Paper- B-CMA-N202 - 2D, 3D Design & Freehand Design** |
| **Cos#** | **Course Outcome** |
| B-CMA-N202.1 | Fundamental theories and principals of Design as well as hands on training & practices |
| B-CMA-N202.2 | Acquire critical thinking skills in the development and resolution of concepts related to visual media |
| B-CMA-N202.3 | Understanding the relevance of design principals in historic and contemporary art & design. |
| B-CMA-N202.4 | Enhances scientific temperament by application of Design. |

**Table 2: CO – PO matrix for the course B-CMA-N202 - 2D, 3D Design & Freehand Design**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cos#** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** |
| B-CMA-N202.1 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 |
| B-CMA-N202.2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| B-CMA-N202.3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| B-CMA-N202.4 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| **Average** | **02** | **02** | **2.25** | **2.25** | **02** | **2.5** | **02** | **2.25** | **2.5** |

**Table 3: CO – PSO matrix for the course B-CMA-N202 - 2D, 3D Design & Freehand Design**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** | **PSO6** |
| B-CMA-N103.1 | 2 | 3 | 2 | 3 | 3 | 3 |
| B-CMA-N103.2 | 2 | 3 | 3 | 2 | 3 | 3 |
| B-CMA-N103.3 | 3 | 2 | 3 | 3 | 3 | 3 |
| B-CMA-N103.4 | 3 | 3 | 3 | 2 | 2 | 3 |
| **Average** | **2.5** | **2.75** | **2.75** | **2.5** | 03 | **03** |