

SYLLABUS FOR 4- YEAR UNDER GRADUATE DEGREE

B.F.A. HONERS (BACHLORS IN FINE ART)

SECOND YEAR

THIRD SEMESTER

Major Discipline Specific Core Course-I

BFA-301	Art History II	4 credits
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Unit	Topics
I	Renaissance Art: Study of major artists and works of the Renaissance.
II	Baroque Art: Characteristics and key figures of Baroque art.
III	Rococo and Neoclassicism: Art movements and their impact on society.
IV	Romanticism: Exploration of the Romantic movement in art.
V	Romanticism: Exploration of the Romantic movement in art.

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SECOND YEAR

THIRD SEMESTER

Major Discipline Specific Core Course-II

BFA-302	Advanced Drawing	4 credits
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Unit	Topics
I	Complex Compositions*: Creating detailed and complex compositions.
II	Abstract Drawing*: Techniques for abstract and non-representational drawing.
III	Experimental Techniques*: Exploring unconventional drawing methods.
IV	Mixed Media Drawing*: Combining various materials and techniques.
V	Personal Style*: Developing a unique drawing style and voice.

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SECOND YEAR

THIRD SEMESTER

Major Discipline Specific Core Course-III

BFA-303	Intermediate Painting	4 credits
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Unit	Topics
I	Advanced Color Mixing: Techniques for creating complex color palettes.
II	Medium Mastery: In-depth exploration of a chosen painting medium.
III	Subject Matter: Painting different subjects (still life, portrait, landscape).
IV	Layering Techniques: Building depth and texture through layering.
V	Composition and Balance: Creating balanced and dynamic compositions.

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SECOND YEAR

THIRD SEMESTER

Major Discipline Specific Core Course-II

BFA-402	Portrait Drawing and Painting	4 credits
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Unit	Topics
I	Anatomy of the Head: Detailed study of head and facial anatomy.
II	Techniques in Portraiture: Methods for accurate portrait drawing and painting.
III	Expression and Emotion: Capturing expression and emotion in portraits.
IV	Historical Portraits: Study of portraiture throughout art history.
V	Contemporary Portraiture: Exploring modern approaches to portraiture.

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SECOND YEAR

THIRD SEMESTER

Minor Generic Elective Course

BFA-304	PORTFOLIO DEVELOPMENT	4 CREDITS
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Course objective

- To develop a portfolio which is the reflection of an individual students design philosophy
- To reflect the assimilation of various inputs received both creative and technical so far
- To display the various projects and assignments undertaken by the student
- To convey the specific area in which the students interest is reflected

Learning outcome

Be able to create a body of work which represents different areas of study ranging from creative, technical, skill oriented and promotional

Methodology

- The students will refer to their work/projects/assignments undertaken during earlier semesters. This work should be digitized and edited for preparation of final art portfolio.
- In addition, different projects, surveys and documents etc. too would be available for reference. The industry internship experience too has to be included in the portfolio.
- The portfolio should have the resume/ biodata of the student.
- The design philosophy or preferences must be manifested in the form of an initial writeup.
- All design projects undertaken by the student must be included in a very brief and comprehensive presentation.
- Effective presentation techniques must be employed along with suitable graphics and visual references.
- Any promotional techniques material developed earlier or at present for various projects must also be included.
- Competence in CAD must be demonstrated in relevant areas.
- Understanding of the industry must also be presented by special projects undertaken for research, market survey and case studies etc.

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SECOND YEAR

THIRD SEMESTER

Skill Enhancement Course

BFA-305	CAD-I (COREL DRAW)	2 Credits
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Objectives

- To learn the basic knowledge of computers and its applications since it has become an integral part of fashion design
- To familiarize with the computer hardware and software, and Microsoft office package
- Be able to use internet
- Be able to create multimedia presentations
- To learn vector image formats through Corel Draw applications
- To acquire sound knowledge of the principles of graphic design
- To conceptualize design and its implementation using Corel Draw
- To incorporate in design students the ability to represent and create visuals using tools of Corel Draw
- To design and develop structural and applied design for product development.

Unit	Topic
I	<p>COMPUTER FUNDAMENTALS</p> <ul style="list-style-type: none"> • Introduction to Computer • Introduction and parts of computer • Computer Hardware (keyboard, pointing device, scanning device, voice input device) • Output devices (printers & its types, soft copy- CRT, flat panel) • Storage devices (hard disk, optical disk- CD's, DVD, pen drives etc.) • Computer Software • Working with the Internet
II	<p>WORKING WITH MICROSOFT AND MULTIMEDIA PRESENTATIONS</p> <ul style="list-style-type: none"> • Create, open, close and save document • Shortcut keys • Creating new templates and layouts, formatting slides, working with text and its formatting (insert slide, indent, bullets, setting format styles & themes, font, style, effects, color, paragraph formatting, align, text direction, word art) • Hyperlinks, drawing tools, animations, transitions, graph and organizational chart (animation preview, slide show option, set up slide show, record narration, rehearse timings) • Presentation view (slide show, slide sorter view, slide view, note page view etc.), Printing presentation (printing option & print preview)

III	INTRODUCTION TO COREL DRAW
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| | <ul style="list-style-type: none">• Tools and their application• Introduction to Corel Draw software (definition and shortcut keys, RGB and CMYK color modes)• Page layout (size, orientation, page formatting, rulers, guidelines, nudge, table formatting, setting up grids etc.)• Menu bar, property bar, standard bar options• Importing bitmaps and tracing bitmap |
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	<ul style="list-style-type: none"> • Exporting
IV	<p>COREL DRAW TOOLS</p> <ul style="list-style-type: none"> • Application of each tool • Pick tool (duplicate, rotate, skew, mirror) • Shape tool (shaping objects, shaping text) • Bezier tool • Eraser tool, knife tool • Crop tool • Zoom tool (zoom-in, zoom-out) • Basic shapes tool and other drawing tool (circle, semi-circle, 3/4th circle, rectangle, triangle, charts) • Text tool (shaping text, lens) • Table tool • Special effects (eyedropper, contour, distort) • Color eyedropper • Outline pen tool • Fill tool • Power clip objects blend, drop shadow, envelope
V	<p>ASSIGNMENTS</p> <p>Application in terms of digital design</p> <ul style="list-style-type: none"> • Logos • Visiting cards & Advertisement Poster • Motif development • Repeat pattern layout (clone, step and repeat) • Fashion Illustration • Drawing fashion croquis • Draping on fashion croquis • Suggested Assignments • Write any fashion related article on note pad • Make your bio-data with your personal, academic and other relevant information. Also add your photograph to it. • Create a presentation of 10 slides on any given topic given by the faculty using power-point along with an audio and video input. Also use scanned images from various sources • Make a workbook for a class containing the roll numbers, names, marks obtained in five main subjects, total marks, percentage, and ranks. Use formatting features to make it visually appealing • Create an email account and send a reply to an email containing an attachment that you received from your classmate • Practice any ten logos of different brands • Design at least ten different logo concepts for your brand. Choose any one. Design a visiting card and incorporate the chosen logo in the same

	<ul style="list-style-type: none"> • Develop at least two designs for the following: Nurseryprints, Floral prints, Geometrical, Polka dots, Abstract, Stripes, Checks, Stylized motifs • Design an advertisement/poster (look board & information poster) on a topic given by the faculty concerned, using typographical tools of Corel Draw <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> • To replicate a two-page magazine layout having graphics, images and typography, for effective representation using Corel Draw software • Create at least 5 different postures of male and female flesh croquis on Corel Draw based on five selected themes (executive wear, casual wear, beach wear, sportswear etc.) design at least two garments each and drape on an appropriate posture of a flesh croqui. Also create a suitable backdrop for the same.
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Textbooks

1. Respective software manuals
2. Sinha, Kr., P., Computer Fundamentals, BPB Publications, 2003.
3. Norton, P., Complete Guide to MS Office 2000, BPB Publications, 1999
4. Basandra, S.K., Computers Today (Galgotia, 1st Edition), 2005.
5. Kakkar, D.N. & Goyal, R., Computer Applications in Management (New Age, 1st Edition), 2009.
6. Rajaraman, V., Fundamentals of Computers, PHI, 2008.
7. Bajpai, S., Yadav, Introduction to Computers and C Programming, DS, New Age, New Delhi, 2008.
8. Bajpai, S., Yadav, Introduction to Computers and C Programming, DS, New Age, New Delhi, 2008.
9. Prasad, D.S., Basic Computer Skill, Sapna Book House Ltd., 2003
10. Altman, R., Corel Draw X5, BPB Publications
11. Bangia, R., Corel Draw, Khanna Book Publishing, Delhi, 2003
12. Phyllis, D, CorelDraw 11 for windows & Macintosh, Schwartz-Steve Publisher

Reference Material

1. Leon, A. & Leon, Mathews, Introduction to Computer, Vikas Publication. 2009.
2. Lawrenceville, Pr., A Guide to Microsoft office 2000 professional, Pearson.
3. Computer Fundamentals and windows with Internet Technology- SciTech Publication Pvt. Ltd.

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B.F.A. HONERS (BACHLORS IN FINE ART)

SECOND YEAR

THIRD SEMESTER

VALUE ADDED COURSE

BFD-306	INDIAN TRADITIONAL FOLK ART (MADHUBANI)	2 CREDITS
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COURSE DETAILS: Madhubani painting, also known as Mithila painting, is a traditional and intricate style of folk art that originates from the Mithila region of Bihar, India. This art form is characterized by its vibrant colors, geometric patterns, and the use of natural dyes. Madhubani paintings often depict scenes from Hindu mythology, nature, and daily life. They are typically created by women in the Mithila region and have been passed down through generations.

Unit	Topics
I	Introduction To Madhubani Paintings
II	Motifs And Patterns Adhered
III	Material Used Traditionally For Madhubani
IV	What's Involved And How It's Done
V	Madhubani IN THE MODERN ERA Product Development

TEXTBOOKS

Indian Folk Arts and Crafts

"Folk Art of India" by Martand Singh

"The Painted Word: Indian Folk Paintings" by Jaya Appasamy

"Folk Arts and Social Communication" by M. L. Varadpande

"Handcrafted Indian Textiles: Tradition and Beyond" by Ritu Kumar

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B.F.A. HONERS (BACHLORS IN FINE ART)

SECOND YEAR

FOURTH SEMESTER

Major Discipline Specific Core Course-I

BFA-401	Indian Aesthetics	4 credits
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Unit	Topics
I	Introduction to the fundamental characteristics of Indian Aesthetics • NATYASASTRA OF BHARATA (RASA THEORY)
II	Commentators on Bharata: Lollata, Sankuka, Bhattanayaka and Abhinavagupta
III	THE ALANKARA SCHOOL (RETORIC) Bhamaha, Dandin, Udbhata and Rudrata. THE RITI SCHOOL (STYLE)Vamana
IV	The Drvani School (Suggestion)Anandavardhana, Abhinavagupta and Mammata
V	The Drvani School (Suggestion)Anandavardhana, Abhinavagupta and Mammata MISCELLANEOUSWRITERS Rajasekhera,Dhananjaya,Kuntaka,Ksemendra,Bhoja,Mahimabhatta, Hemacandra,Ruyyaka,Vishanath,Appayya,Diksita,Jagannatha.

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SECOND YEAR

FOURTH SEMESTER

Major Discipline Specific Core Course-II

BFA-402	Portrait Drawing and Painting	4 credits
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Unit	Topics
I	Anatomy of the Head: Detailed study of head and facial anatomy.
II	Techniques in Portraiture: Methods for accurate portrait drawing and painting.
III	Expression and Emotion: Capturing expression and emotion in portraits.
IV	Historical Portraits: Study of portraiture throughout art history.
V	Contemporary Portraiture: Exploring modern approaches to portraiture.

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SECOND YEAR

FOURTH SEMESTER

Major Discipline Specific Core Course-III

BFA-403	Landscape Drawing and Painting	4 credits
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Unit	Topics
I	Fundamentals of Landscape Art: Basics of landscape composition and techniques.
II	Techniques and Mediums: Exploring various techniques and mediums for landscape art.
III	Light and Atmosphere: Depicting light and atmospheric effects.
IV	Urban and Rural Landscapes: Differentiating techniques for urban and rural scenes.
V	Plein Air Painting: Techniques for painting outdoors (en plein air).

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B.F.A. HONERS (BACHLORS IN FINE ART)

SECOND YEAR

FOURTH SEMESTER

Minor Generic Elective Course

BFA-404	Experimental Media	4 credits
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Unit	Topics
I	Non-Traditional Materials: Using unconventional materials in art.
II	Mixed Media: Techniques for combining different media in a single work.
III	Installation Art: Basics of creating and conceptualizing installation art.
IV	Performance Art: Exploring the intersection of visual art and performance.
V	Digital Experiments: Using digital tools and software for experimental art projects.

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B.F.A. HONERS (BACHLORS IN FINE ART)

SECOND YEAR

FOURTH SEMESTER

Skill Enhancement Course

BFA-405	CAD-II (PHOTOSHOP)	2 Credits
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Objectives

- To develop an understanding of the tools of PageMaker
- To learn raster image format through Adobe applications
- To make students understand tools which help to rectify and add minute details in designs and visuals
- To incorporate in design students the ability to represent and create visuals and designs using image editing and object creation/manipulation capabilities of Adobe Photoshop

Learning Outcomes

- Be able to document research work on PageMaker
- Understand the skills of raster graphics software
- Understand presentation techniques
- Be able to integrate design skills with the technology of the graphical software
- Be able to apply Adobe Photoshop to fashion or print media

Unit	Topics
I	<p>PAGE MAKER</p> <p>Introduction, tools and their applications. Introduction to Page Maker (about Page Maker, opening and navigating publications). Building single and multi-page publications (creating single and multi-page publication, working with text blocks, modifying text, managing text-flow, working with pages, character formatting & spacing, applying effects to text). Including graphics and objects (include drawing objects, adding colour, adding graphics, arranging text around graphics, merging text & graphics). Working with layers, tables and long documents (applying and exploring layers, adding tables, enhancing tables, working with linked tables, adding a table of content, creating an index).</p>
II	<p>ADOBE PHOTOSHOP</p> <p>Introduction to Photoshop (about Photoshop, bitmap vs. vector graphics, setting up new document, image size, saving files, saving new and existing images, reverting files, export, import, all file formats explained, changing work canvas, rotating, flipping, cropping). Menu bar options.</p>
III	<p>TOOL BAR</p> <p>Application of each tool. Shortcuts, tool options. Move tool, hand tool, zoom tool. Pencil and pen tool. Selections and channels (making selections with various marquee tools, modifying selection borders, inverting, feathering, using grow and similar, transforming selection, masks and channels, channel options, quick mask mode, crop tool, slice tools, magic wand, lasso and eraser tools). Type tool (editable vs. rasterized type, editing text, creating text on a path, converting type to shapes, special effects with type: painting, stroking, screening, fading, warping).</p>
IV	<p>COLORS, LAYERS AND FILTERS</p> <p>Background and foreground, Eyedropper-colour sampler. Painting and coloring (painting tools, erasing, blending modes, gradients, working with brushes, creating and managing patterns, Paintbrush, History brushes, Gradient, Paint bucket, Burn-dodge-sponge, Blur-sharpen-smudge). Using layers (naming, creating, duplicating, transforming, deleting, hiding, showing, moving, merging, flattening, locking, layer styles, blending options, using layer effects and styles, setting opacity and blending options, using layer effects and style using adjustment, using fills, using layer masks). Applying filters (filters, modifying filter effects, filter techniques).</p>
V	<p>RESTORING AND ENHANCING IMAGES:</p> <p>Restoration of photos (red eye tool, patch tool, clone stamp pattern stamp, spot healing brush tool, retouch tool, colour replacement tool). Photo enhancement and colour correction (changing levels, changing curves, colour balance, changing brightness and contrast, changing hue saturation and brightness, desaturate, colour replace, equalize, threshold, changing background using layer compositing).</p>

Suggested Assignments

- To create a four-page fold-up on oneself – it should include profile and work description along with visuals
- Change the colour of a picture using magic wand tool

- Using a single picture create various images by applying different effect of adjustments and compare the changes. Execute the same using filter effects
- Create a print design for t-shirt
- Make a theme-based collage on any giventopic
- Prepare two posters (look board and information poster- A-3 size) & an invitation card (7.5"X4.5") on the topic given by the faculty concerned. Same themeto be given to the whole class. (Themes could be exhibition, cultural events
- etc. Emphasis should be given on the content, image quality, layout, selection of colors & fonts, to make effective promotional material. Use of images downloaded from internet should be avoided. Images can be drawn on Corel Draw and imported)
- Create scenes using different background effects (using all the options in the tool bar and others too)
- Select a theme and create a mood board and color palette for the same
- Develop an apparel collection (atleast five designs) based on the above theme and also make three color ways for any two designs from the collection

Note: All work to be presented in the portfolio with proper mounting and due labeling.

Textbooks

- Khanna, V., Learning Photoshop CS5, Khanna Publications, 2012
- Siprut, M., Adobe Photoshop, BPB Publications, New Delhi, 2001
- Rajaraman, V., Fundamentals of Computer, PHI Learning Pvt. Ltd., 2010

Reference Material

- Respective Software Manuals (Adobe Photoshop)
- Eismann, Katrin, Simmon, Photoshop Retouching Techniques, Steve Publishers, 2001

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SECOND YEAR

FOURTH SEMESTER

Value Added Course

BFD-406	INDIAN TRADITIONAL FOLK ART (WARLI)	2 CREDITS
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COURSE DETAILS: The Warli art is based on the concept of **Mother Nature** and the elements of nature are often kept in focus. Since farming is the tribes main way of living, they have immense respect for nature and wildlife for the resources that they provide.

Unit	Topics
I	Introduction to Warli Art
II	Motifs and Patterns Adhered
III	Material Used Traditionally for Warli
IV	What's Involved and How It's Done
V	Warli Art In the Modern Era Product Development

TEXTBOOKS

Indian Folk Arts and Crafts

"Folk Art of India" by Martand Singh

"The Painted Word: Indian Folk Paintings" by Jaya Appasamy

"Folk Arts and Social Communication" by M. L. Varadpande

"Handcrafted Indian Textiles: Tradition and Beyond" by Ritu Kumar

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B.F.A. HONERS (BACHLORS IN FINE ART)

THIRD YEAR

FIFTH SEMESTER

Major Discipline Specific Core Course-I

BFA-501	Western Aesthics	4 credits
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Unit	Topics
I	<p>CONCEPT OF BEAUTY – A HISTORICAL VIEW</p> <ul style="list-style-type: none"> • Art as imitation – Plato • Rereading of Plato and concept of Catharsis- Aristotle • Longinus and Plotinus
II	<ul style="list-style-type: none"> • Thomas Aquinas • Alexander Gottlieb Baumgartner: sensory perception • Rene Descartes • Aesthetics of Pure Idea – Kant
III	<ul style="list-style-type: none"> • Hegel: Spirit of the age • Tolstoy: Art as communication • Nietzsche • Roger fry and Clive Bell
IV	<ul style="list-style-type: none"> • Art as Intuition-Croce • Psychoanalysis and Art- Freud, Jung and Lacan • Marxism
V	<ul style="list-style-type: none"> • Social Realism • Social Realism • Susan Langer • Walter Benjamin

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B.F.A. HONERS (BACHLORS IN FINE ART)

THIRD YEAR

FIFTH SEMESTER

Major Discipline Specific Core Course-II

BFA-502	Printmaking	4 credits
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Unit	Topics
I	Etching: Techniques and processes of etching.
II	Lithography: Basics of lithographic printmaking.
III	Screen Printing: Techniques for creating screen prints.
IV	Relief Printing: Methods for relief printing, including linocuts and woodcuts.
V	Experimental Printmaking: Exploring innovative and experimental printmaking techniques.

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B.F.A. HONERS (BACHLORS IN FINE ART)

THIRD YEAR

FIFTH SEMESTER

Major Discipline Specific Core Course-III

BFA-503	Exhibition Design	4 credits
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Unit	Topics
I	Principles of Exhibition Design: Basics of designing art exhibitions.
II	Space Planning: Planning and utilizing exhibition space effectively.
III	Installation Techniques: Techniques for installing and displaying artworks.
IV	Lighting and Display: Using lighting and display methods to enhance exhibitions.
V	Exhibition Management: Managing and coordinating exhibition logistics and operations.

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B.F.A. HONERS (BACHLORS IN FINE ART)

THIRD YEAR

FIFTH SEMESTER

Minor Generic Elective Course

BFA-504	Public Art	4 credits
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Unit	Topics
I	Introduction to Public Art: Basics and overview of the Public Art.
II	Techniques and Tools: Specific techniques and tools related to the Public Art.
III	Practical Projects: Hands-on projects to apply learned skills.
IV	Historical Context: Understanding the historical development of the elective.
V	Advanced Projects: Developing advanced projects and personal expression.

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B.F.A. HONERS (BACHLORS IN FINE ART)

THIRD YEAR

FIFTH SEMESTER

Skill Enhancement Course

BFA-505	Performance Art	4 credits
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Unit	Topics
I	Introduction to Chosen Elective: Basics and overview of the elective.
II	Techniques and Tools: Specific techniques and tools related to the elective.
III	Practical Projects: Hands-on projects to apply learned skills.
IV	Historical Context: Understanding the historical
V	

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B.F.A. HONERS (BACHLORS IN FINE ART)

THIRD YEAR

FIFTH SEMESTER

Value Added Course

BFA-506	Alpna	4 credits
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I	Introduction to Alpna
II	Motifs and Patterns Alpna
III	Material Used Traditionally for Alpna
IV	What's Involved and How It's Done
V	Alpna Art In the Modern Era Product Development

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B.F.A. HONERS (BACHLORS IN FINE ART)

THIRD YEAR

SIXTH SEMESTER

Major Discipline Specific Core Course-I

BFA-601	Art History II	4 credits
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Unit	Topics
I	Renaissance Art: Study of major artists and works of the Renaissance.
II	Baroque Art: Characteristics and key figures of Baroque art.
III	Rococo and Neoclassicism: Art movements and their impact on society.
IV	Romanticism: Exploration of the Romantic movement in art.
V	Romanticism: Exploration of the Romantic movement in art.

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THIRD YEAR

SIXTH SEMESTER

Minor Generic Elective Course

BFA-604	Environmental Art Studies	4 credits
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Unit	Topics
I	Art and Nature: Exploring the relationship between art and the natural environment.
II	Sustainable Practices: Techniques for sustainable art-making.
III	Environmental Art: Creating art that addresses environmental issues.
IV	Site-Specific Art: Designing and executing site-specific projects.
V	Community Engagement: Using art to engage and educate communities about environmental issues.

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B.F.A. HONERS (BACHLORS IN FINE ART)

THIRD YEAR

SIXTH SEMESTER

Value Added Course

BFA-606	Indian Traditional Art (Pattchitra)	2 credits
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I	Introduction to Pattchitra
II	Motifs and Patterns Pattchitra
III	Material Used Traditionally for Pattchitra
IV	What's Involved and How It's Done
V	Pattchitra Art In the Modern Era Product Development

Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

Fourth Year

Seventh Semester

Major Discipline Specific Core Course-I

BFA-701	Art History IV	4 credits
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Unit	Topics
I	Ancient Indian Art: Study of Indian art from ancient times to the classical period.
II	Medieval Indian Art: Exploration of art and architecture during medieval India.
III	Colonial and Post-Colonial Art: Impact of colonialism on Indian art and the post-colonial response.
IV	Modern Indian Art: Key figures and movements in modern Indian art.
V	Contemporary Indian Art: Trends and practices in contemporary Indian art.

Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

Fourth Year

Seventh Semester

Major Discipline Specific Core Course-II

BFA-702	Curatorial Practices	4 credits
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Unit	Topics
I	Introduction to Curating*: Basics of curating art exhibitions.
II	Exhibition Planning*: Planning and organizing art exhibitions.
III	Installation Techniques*: Techniques for installing artworks in various spaces.
IV	Curatorial Concepts*: Developing curatorial concepts and themes.
V	Practical Experience*: Hands-on experience in curating and installing exhibitions.

Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

THIRD Year

SIXTH Semester

Major Discipline Specific Core Course-II

BFA-602	Advanced Sculpture	4 credits
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Unit	Topics
I	Fundamentals of Advanced Sculpture: Introduction and basics of the Advanced Sculpture.
II	Techniques and Tools*: Specific techniques and tools related to the Advanced Sculpture.
III	Practical Applications*: Hands-on projects to apply learned skills.
IV	Historical Context*: Understanding the historical development of the Advanced Sculpture.
V	Advanced Projects*: Developing advanced projects and personal expression.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

Syllabus-B.F.A HONOURS. (Bachelor of Fine Arts)

FASHION DESIGNING

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

Fourth Year

Seventh Semester

SKILL ENHANCEMENT COURSE

BFA-705	Social Media Management-I	2 CREDITS
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COURSE DETAIL

Social media management is the process of creating, scheduling, analyzing and engaging with content posted on social media platforms. A brand's online presence is managed and optimized through various social media channels to achieve specific marketing and communications objectives.

Unit	Topics
I	Introduction to Social Media <ul style="list-style-type: none">- Definition and importance of social media- Overview of social media platforms (Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, etc.)- Role and impact of social media in modern marketing
II	Social Media Strategy <ul style="list-style-type: none">- Planning social media marketing- Audience research and targeting- Setting SMART goals- Defining brand voice and tone
III	Content Creation and Curation <ul style="list-style-type: none">- Techniques for effective content creation- Types of content (text, images, videos, infographics, etc.)- Building a content calendar- Leveraging user-generated content

IV	Managing Social Media Platforms - Facebook marketing and advertising - Instagram strategies and using Instagram Stories - Twitter trends and hashtag strategies - Professional networking on LinkedIn - YouTube channel management and video marketing
V	Social Media Tools and Analytics - Social media management tools (Hootsuite, Buffer, Sprout Social, etc.) - Analytics tools and reporting - Identifying KPIs and metrics - Interpreting data and measuring ROI

TEXTBOOKS

"The Social Organization: How to Use Social Media to Tap the Collective Genius of Your Customers and Employees" by Anthony J. Bradley and Mark P. McDonald

"The Social Media MBA in Practice: An Essential Collection of Inspirational Case Studies to Influence your Social Media Strategy" by Christer Holloman

"Social Media for Business: The Small Business Guide to Online Marketing" by Martin Brossman and Anora McGaha

"Social Media Marketing: An Hour a Day" by Dave Evans

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Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

Fourth Year

Seventh Semester

VALUE ADDED COURSE

BFA-706	INDIAN TRADITIONAL FOLK ART (KALAMKARI)	2 CREDITS
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Unit	Topics
I	INTRODUCTION TO KALAMKARI
II	MOTIFS AND PATTERNS KALAMKARI
III	MATERIAL USED TRADITIONALLY FOR KALAMKARI
IV	WHAT'S INVOLVED AND HOW IT'S DONE
V	KALAMKARI ART IN THE MODERN ERA PRODUCT DEVELOPMENT

Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

Fourth Year

Eigth Semester

Major Discipline Specific Core Course-I

BFA-801	Art Entrepreneurship	4 credits
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Unit	Topics
I	Business Basics*: Fundamentals of starting and running an art-related business.
II	Financial Management*: Managing finances and budgeting for artists.
III	Marketing Strategies*: Developing marketing strategies for art businesses.
IV	Legal Aspects*: Understanding legal issues related to the art world.
V	Case Studies*: Analyzing successful art businesses and entrepreneurs.

Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

Fourth Year

Eigth Semester

Major Discipline Specific Core Course-II

BFA-802	Internship	4 credits
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Unit	Topics
I	Internship Placement*: Finding and securing an internship placement.
II	Professional Experience*: Gaining practical experience in a professional setting.
III	Skills Application*: Applying learned skills in real-world projects.
IV	Networking*: Building professional relationships and networks.
V	Reflection and Reporting*: Reflecting on internship experience and reporting outcomes.

Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

Fourth Year

Eigth Semester

Major Discipline Specific Core Course-III

BFA-803	Professional Practice	4 credits
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Unit	Topics
I	Portfolio Development*: Creating a professional portfolio.
II	Art Business Basics*: Understanding the business side of art.
III	Marketing and Promotion*: Strategies for marketing and promoting artwork.
IV	Grant Writing*: Writing proposals and applications for grants.
V	Networking and Collaboration*: Building professional networks and collaborations.

Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

Fourth Year

Eigth Semester

SKILL ENHANCEMENT COURSE

BFA-805	Social Media Management-II	2 CREDITS
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COURSE DETAIL

Social media management is the process of creating, scheduling, analyzing and engaging with content posted on social media platforms. A brand's online presence is managed and optimized through various social media channels to achieve specific marketing and communications objectives.

Unit	Topics
I	Engagement and Customer Service <ul style="list-style-type: none">- Engaging with followers- Managing customer feedback and complaints- Community building- Social media ethics and best practices
II	Influencer Marketing <ul style="list-style-type: none">- Identifying and selecting influencers- Collaborating with influencers- Measuring the effectiveness of influencer marketing
III	Legal and Ethical Issues <ul style="list-style-type: none">- Legal requirements for social media- Copyright and intellectual property rights- Data privacy and security- Ethical marketing practices
IV	Future Trends <ul style="list-style-type: none">- Latest trends and future directions in social media- Emerging social media platforms- Use of artificial intelligence and automation in social media

V	Projects and Assignments <ul style="list-style-type: none">- Real-life case studies- Designing and implementing social media campaigns- Analytical reports and presentations
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TEXTBOOKS

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Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

Fourth Year

Eigth Semester

VALUE ADDED COURSE

BFD-806	INDIAN TRADITIONAL FOLK ART (GOND)	2 CREDITS
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COURSE DETAILS: Gond art is a famous art of the Gond tribal community of central India which not only include painting but also include folk dances, songs, and performances. It is performed in per traditional way to preserve and communicate the culture of the Gond tribal community.

Gond painting is mostly made in Patangarh Village in the Dindori district of Madhya Pradesh.

Unit	Topics
I	Introduction to Gond
II	Motifs and Patterns Gond
III	Material Used Traditionally for Gond
IV	What's Involved and How It's Done
V	Gond Art In the Modern Era Product Development

TEXTBOOKS

Indian Folk Arts and Crafts

"Folk Art of India" by Martand Singh

"The Painted Word: Indian Folk Paintings" by Jaya Appasamy

"Folk Arts and Social Communication" by M. L. Varadpande

"Handcrafted Indian Textiles: Tradition and Beyond" by Ritu Kumar

Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

THIRD Year

SIXTH Semester

Major Discipline Specific Core Course-III

BFA-603	Creative Composition	4 credits
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Objective: To follow the modern and postmodern trends, expressions and aesthetics values and develop self-expression and style

To know the various form/motifs/ expressions and aesthetics values.

To develop self-style and identity

Unit	Topics
I	Advancement of previous experience towards a complete pictorial interpretation
II	Theme and expression of mood,
III	Symbolism style
IV	Dramatization
V	Distortion for emotional effect: projects with emphasis on independent creative work

Syllabus For 4- Year Under Graduate Degree

B.F.A. Honers (Bachlors In Fine Arts)

Drawing & Painting

Third Year

Sixth Semester

Skill Enhancement Course

BFA-605	Mural Design	2 credits
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Unit	Topics
I	Demonstration about scrap Mural
II	Demonstration about Mural made by Terracotta
III	Demonstration about Mural made by POP
IV	Demonstration about Mural made by cement.
V	Demonstration about direct painting Mura