

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 2nd Year/ Semester III

ADVERTISING PROFESSION & PRACTICE-I (Theory)	Paper Code- BFA
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Learning Objective:

The objective of teaching Advertising Profession and practice is to acquaint the students with advertising and artists through the ages, from the earliest time to the present. The objective of this course is to understand Advertising as a communication tool. Relationship between Advertising and Marketing. To enhance the knowledge of Functions of Advertising, Advertising copy, Types of copy etc. Students will gain the knowledge of Printing, its History and various types

UNIT-I	Advertising as a communication tool • Advertising communication theory • Relationship between advertising and marketing
UNIT-II	Functions of advertising • Effects of advertising • Target audience
UNIT-III	Why need of Advertisement? • What is advertising copy? • Types of copy
UNIT-IV	Introduction to Printing • History of printing • Its process – Letterpress, Lithography, Offset & Silk screen etc.

References:

- Shaw, Mark. (2012). Copy Writing: Successful Writing for Design, Advertising & Marketing .London: Laurence King Publishing
- Wells, William D, Burnett, John J. and Moriarty, Sandra. (1997). Advertising: Principles and Practices. New Jersey: Pearson Education Publishing.
- Jigenheimer. (1992). Advertising Media. Brown (William C) Publishing.
- Moriarty, Sandra E. (1990) .Creative advertising: Theory and Practice. New Jersey: Prentice-Hall.
- Herbert Holtje (1978).Theory and Problems of Advertising. New York: McGraw Hill.
- Stead, William. (2010). The Art of Advertising: Its Theory & Practice Fully Described. Charleston USA: Nabu Press.
- Pettit, Raymind. (2007). learning from Winners: How the ARF OGILVY Award Winners use Market research to create advertising success. New York: Psychology Press.
- Gupta, A. (2012). Principles of Advertising Concepts and Theories. New Delhi: Cyber Tech Publication.
- Dennison, Delll. The Advertising handbook
- White, Roderick. Advertising.
- Rege, G.M. Advertising Art and Ideas.
- Jennings Simon. Advanced Illustration and Design.
- Peter Croy. Graphic Design and Reproduction Technique.
- Mitzi Sims. Sign Design: Graphic Material and technique.
- S. W. Dunn. Modern marketing.
- Advertising Management, Jaishri Jethwaney, Shruti Jain, Oxford University Press.2006, 2012 □

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Suggested Continuous Evaluation Methods:

-Written Test	10 marks
-Assignment/ Seminar	10 marks
-Class performance/ Attendance	05 marks

BFA HONS. 2nd Year/ Semester III

DESIGN-I	(Practical)	Paper Code- BFA
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Learning Objective:

The objective of the course is to understand and explore various applications of Design. Study of Design principles, forms, balance and sense of proportion, through composition. Applying the Fundamental Principles and Elements of Design to Their Project. Enhances the skill to analyze, synthesize & utilize the concept of design related poster. Imparting knowledge to apply design principles in the ideation, development, and production of visual messages through poster and logo. Enhances the knowledge of typography rules, hierarchy, organization and expression. Compute Creative Thinking.

UNIT-I	Students will apply the Fundamental Principles and Elements of Design to Their Projects like Book Cover Design for Children Book, Magazine Cover. Designing symbol, Logo, monograms, Combination mark etc. Students have to Design Calendar for the current year manually.
UNIT-II	Study of Design principles, forms, balance and sense of proportion, through composition. Understand various types of layouts to make good layout design. Organize and apply various design elements and principles to the design. Application of various design forms (Geometrical and Abstract).

No. of works to be done –06

- Geometrical/ Abstract design
- Layout design
- Book Cover/ Magazine cover design
- Calendar Design
- Logo Design
- Book Marks

References:

- Design Elements, Color Fundamentals, Aaris Sherin

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

- Bruce D. Kurty (1987). Visual imagination – An introduction of Art, Prentice Hall.
- Albert W Porter. Elements of Design-Space and Form.
- Rowland Kurt (1964). Looking & seeing Vol. 1-4. London: Ginn & Co.
- Hayashi Studio (1994). Water Colour Rendering, Graphic-Shaw Publishing.
- Robert W. Gill (1984). Manual of Rendering in pen and ink, Thames and Hudson.
- Wong Wucius (1977). Principles of three dimensional Design, Van Nostrand Reinhold.
- Maurice de Sansmarg (1964). Basic Design: the Dynamics of Visual Form. Herbert Press.
- Albert W Porter. Elements of Design-Line.
- Saraswati BaidyaNath (2001). The nature of man and culture: alternative paradigms in anthropology. New Delhi: Indira Gandhi National Centre for the Arts. • Wong Wucius (1977). Principles of two dimensional Design. Van Nostrand Reinhold.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

BFA HONS. 2nd Year/ Semester III

DRAWING & ILLUSTRATION-I	(Practical)	Paper Code- BFA
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Learning Objective:

Introduction to various aspects and techniques of drawing. Time bound exercise. Develop an understanding of the tools used in traditional drawing. Drawing exercises are to acquire an accurate sense of observation, proportions, and their different levels of light and dark tones. Students will have to study drawing from still life, human figure draped and undraped, study of anatomy and proportion block of mass with the aid of light and shade. Understand, communicate and interact with the environment through drawings. Introduce the students to free hand and technical drawing skills of human figure. Construction of the skull: Planes and masses of the head, bust from different angles and eye levels: adding of details and finishing. Acquaint students with knowledge of perspective and develop the skill of sketching architectural spaces both indoor and outdoor.

UNIT-I	Basic shapes study and its pencil drawings. Study of 3D aspects with light and shades. Nature drawing study with pencil shading and water colour. Nature drawing in poster colour and mixed medium, different techniques, B&W or two colour.
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CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

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UNIT-II	Students will study of basic drawing with emphasis on composition & conceptual exercises. Study of human anatomy; Free hand sketching of Human body parts & postures and Head study/ Portrait. Study of Architecture (Indoor & Outdoor) etc. Illustration and Conceptual drawing. Colour Illustration with Brush. Black & White Illustration with pen or Ink.
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No. of works to be done –06

- Study of basic drawing with emphasis on composition & conceptual exercises.
- Study of human anatomy; Free hand sketching of Human body parts & postures and Head study/ Portrait
- Study of Nature
- Study of Architecture; Indoor & Outdoor etc.
- Black & White Illustration with pen or Ink
- Sketching of Human Figures **References:**
- Turner, James R. Drawing with confidence. Van Nostrand Reinhold.
- Edward, Betty. Drawing on the artist within, Fontana.
- Gill, Robert W. Rendering with pen and ink. Thames & Hudson. • Cameron, Julia. The artists" way. Pan McMillan.
- Escher, M.C. The complete work. Harry N. Abrahams.
- Nogrduzij, Gerrit. Letter. Hartley & Marks.
- Stayner, Peter and Rosenberg, Terry. Landscape Drawing: From first principles. Arcturus Publishing.
- Escher, M.C. Exploring the infinite. Harry N. Abrahams

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 2nd Year /Semester III

Skill Enhancement Course

COMPUTER GRAPHICS	(Practical)	Paper Code- BFA
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COMPUTER GRAPHICS (E)-I

Learning Objective:

The objective of the course is to understand and explore various applications of Computer Graphics. Identify tools of CorelDraw/Adobe Photoshop/Adobe Illustrator and demonstrate knowledge of their functions. Introduction to Computer DOS and windows, with important software required for Print Media combined application of each computer graphic software. Build cognitive and interpersonal skills. Select and Use appropriate tools to create a design to solve communication problems and create brand identity.

UNIT-I	Exercises advertisement based on the application of these. Select and Use appropriate tools to create a design to solve communication problems and create brand identity. Identify tools of CorelDraw/Adobe Photoshop/Adobe Illustrator and demonstrate knowledge of their functions. Symbols and pattern making.
UNIT-II	Understanding Pen tool and other drawing tools. Drawing Shapes in CorelDraw/Photoshop. Exercise using Brushes, Object Styles, and Special Effects, Borders, gradient. Understanding other controls (Layers and Tables). Symbols and pattern making

No. of works to be done –06

Drawing Basics Shapes including texture

- Poster Design
- Newspaper ad design
- Stationary Design (Letter heads, Business card etc.)
- Logo design • Product Drawing

Text Book:

“Fundamentals of Computer Graphics” by Steve Marschner and Peter Shirley **References:**

- Akenine-Moller, T. and E. Haines (2002) *Real-Time Rendering*, A.K. Peters.
- Angel, E. (2005) *Interactive Computer Graphics: A Top-Down Approach with OpenGL*, Addison Wesley.
- Hearn, D. and M.P. Baker (2003) *Computer Graphics with OpenGL*, Prentice Hall.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

- Schneider, P. and D.H. Eberly (2002) *Geometric Tools for Computer Graphics*, Morgan Kaufmann.
- “Mathematical Elements for Computer Graphics” by David F Rogers and J Alan Adams
- “Computer Graphics, C Version” by Donald D Hearn and M Pauline Baker

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

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BFA HONS. 2nd Year/ Semester III

**Or
PHOTOGRAPHY (E)-I**

Learning Objective:

The objective of the course is to understand the basic knowledge and skill of photography. Use of camera; observation and selection of subject. Composition; exposing outdoors and indoors. Introduction of Photography, Main types of photography (Candid, Street, Photo Journalism, Wild Life, Travel, Conceptual, Architectural, Portrait, Fashion, Nature etc.), History of Photography, Knowledge about camera, its function and process. Use of Camera, observation, selection of subject, composition (exposing indoors and outdoors).

UNIT-I	Introduction to camera. An understanding of light and its properties. Understanding common features like shutter Speed, Aperture, ISO, White Balance, Focal Length, Depth of Field, and Exposure Compensation. A study of various lens options and their use for specific applications.
UNIT-II	Being conversant with Photoshop tools and applying them for purposes of image enhancement. The proper perspective, reproduce true color tones and highlight textural and other effects which are the special characteristics of the particular work of art. Understanding digital corrections like sharpening, histograms, saturation and contrast control. File formats and sizing.

No. of works to be done –06

- Still Life Photography
- Portrait Photography
- Perspective Photography
- Nature Photography
- Landscape photography • Texture/ Abstract photography

Text Book:

Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford: Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5thed. Oxford: Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence, Utah : Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London: Mitchell Beazley Publication.
- Langford Michael & Bilissi Efthimia. (2007). Lanford’s Advanced □Photography.7thed. Oxford: Focal Press.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

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Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

BFA HONS. 3rd Year /Semester III

Or PRINTING TECHNIQUES (E)-I

Learning objective:

This course is designed for learning basic techniques of serigraphy and use of serigraphy equipments and tools. This course provides training on technical method of printing typography and illustrations in poster with help of technique of serigraphy.

Keeping open the option of the influence of contemporary movements, the student is also exposed to the opportunity of benefiting from new materials, techniques and cultivation discipline in work. The Course is meant to equip the student with such abilities as to inspire and recreate the living quality of our art traditions in the contemporary manifestations and an attitude of professional responsibility. It differs from other fields of specializations to the extent that a major portion of the creative work is intended to be realized through manipulation and exploration of the latest materials and exploration of the latest materials and processes in arriving at a synthesis between content and form rather than a direct application.

UNIT-I	Introduction to the technique of Serigraphy to the students. They will learn the basics of Direct and Indirect methods of serigraphy. The students will be acquainted with the knowledge of tools and their applications. Practical approach to know techniques to develop a clear perception about printmaking work.
UNIT-II	Each student is asked to carry out a short-term practice-based research project as part of the course requirement. A project report based on their experience of the technique of serigraphy and its commercial use in the Advertising market and for printing various materials.

No. of works to be done –03

- Pattern/ fonts in Indirect Method of Serigraphy
- Pattern/ fonts in Direct Method of Serigraphy
- Project report

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Text & References

- Christiane Paul, Digital Art, 3rd ed. (London; Thames & Hudson, 2015).
- Pedro Gadanho ed., Eco-Visionaries: Art, Architecture, and New Media after the Anthropocene (Berlin: Stuttgart; Hatje Cantz, 2018).
- Adam, Roberts and Robertson Carol, Screen Printing- The complete water based system

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks) ●
- Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 2nd Year /Semester III

Or

LETTERING (TYPOGRAPHY & CALLIGRAPHY) (E)-I

Learning objective:

Getting to know and adopting bases of the structure and construction of the letter and functions individually and in the team (word, constant text). Defining Typography; Fonts/Typefaces- a historical perspective. Study of characteristics of Lettering and Typography. Application of Typography in Simple Design, and as a form. Understand and apply typographical styles through various medium. Study and history of letter forms: both Roman and Vernacular: letter as a design form; spacing; study of basic typefaces; Interrelation of Negative and Positive space. Type classification / Typefaces / Variations / Fonts / Families.

UNIT-I	Expressive Power of typography; Designing typography title for book/ novel/ films, Poster, Quotes, etc. One point & two point perspective, POP, origami, scrap, etc. Typography and Logo Design.
UNIT-II	Use of typography in designing corporate Identity and Branding. Understanding of calculating letters, words, mechanical and optical spacing, grid system, gutter space with the help of pica scale.

No. of works to be done –06

- Font Design in Perspective
- Imagery Fonts Design (Black and White)
- Slogan Writing
- Emotions through Typography
- Expressive Fonts Design
- Graffiti fonts designed & Brand name Typography **Text Book:**
- The Complete Manual of Typography: A Guide to Setting Perfect Type, James Felici, Peachpit Press, 2003

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

• **References:**

- Friedrich, Friedl, Nicolaus, O.H .and Bernard, Stein. *Typography: An Encyclopedia*
- Survey of Type Design and Techniques throughout History. New York: Black Dog & Leventhal Publishers, 1998. • Maryanne, Grebenstein. *Calligraphy Bible: A complete guide to more than 100 essential projects and techniques.* New York: Watson Guptill Publishing, 2012.
- Ilene, Strizver. *Type Rules: The Designers Guide to Professional Typography* 4th ed. New York: John Wiley, 2013. • Choi, David etc. *Typography.* Choi's Gallery Publishing, 2014.
- John, Lewis. *Design & Practice, Typography,* Huddersfield: Jeremy Mills Publishing, 2007.
- Emil, Ruder. *Textbook of Design Typography.* Sulgen, Switzerland: Niggli-Verlag, 2008.
- Jim, Felici. *The Contemporary Manual of Typography.* Adobe Publishers. 2002.
- Ina, Saltz. *Typography Essentials: 100 design principles for working with Type (design essentials).* London: Rockport Publishing. 2011.
- Eleanor, Winters. *Mastering Copperplate Calligraphy (lettering, calligraphy, typography).* New York: Dover Publishing, 2003.
- Maryanne, Grebenstein. *Calligraphy Bible: A complete guide to more than 100 essential projects and techniques.* New York: Watson Guptill Publishing, 2012.
- Heller, Steven. *New Vintage Type: Classic Fonts for the Digital Age.* New York: Watson Guptill, 2007. • Ruari, McLean. *Typography,* London UK, Thames & Hudson Publishing, 1980.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 2nd Year/ Semester IV

ADVERTISING PROFESSION & PRACTICE-II (Theory)	Paper Code- BFA
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Learning Objective:

The objective of this course is to provide intermediate knowledge of advertising profession and practice with emphasis on creative development, visual communication, campaign planning and professional working system. This course bridges the basic concepts of advertising and advanced professional practices. Students will gain understanding of creative strategy, art direction, advertising campaign structure and agency functioning, enabling them to apply theory into practical advertising solutions.

UNIT-I	Concept of creativity in advertising • Creative strategy and its importance • Advertising appeals – Rational, Emotional, Moral, Fear and Humor • Brand image and brand positioning • Brand personality • Creative brief and copy platform
UNIT-II	Role of visual communication in advertising • Art direction – meaning and scope • Relationship between art direction and copywriting • Use of illustration and photography in advertising • Typography in advertising (headline, sub-head, body copy) • Color psychology and symbolism in advertisements
UNIT-III	Meaning and importance of advertising campaign • Stages of advertising campaign planning • Market research and target audience analysis • Media planning – objectives and selection of media • Budget planning (introductory) • Integrated advertising approach (print, outdoor and digital media)
UNIT-IV	Structure of advertising agency • Functions of different departments – Creative, Media, Client servicing and Production • Client brief and presentation process • Evaluation and effectiveness of advertisements • Ethical and social responsibility in advertising • Recent trends in advertising profession

Text Book:

- Jethwaney, Jaishri & Shruti Jain, *Advertising Management*, Oxford University Press

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

References:

- Shaw, Mark. (2012). Copy Writing: Successful Writing for Design, Advertising & Marketing .London: Laurence King Publishing
- Wells, William D, Burnett, John J. and Moriarty, Sandra. (1997). Advertising: Principles and Practices. New Jersey: Pearson Education Publishing.
 - Jigenheimer. (1992). Advertising Media. Brown (William C) Publishing.
 - Moriarty, Sandra E. (1990) .Creative advertising: Theory and Practice. New Jersey: Prentice-Hall.
 - Herbert Holtje (1978).Theory and Problems of Advertising. New York: McGraw Hill.
 - Stead, William. (2010). The Art of Advertising: Its Theory & Practice Fully Described. Charleston USA: Nabu Press.
 - Pettit, Raymind. (2007). learning from Winners: How the ARF OGILVY Award Winners use Market research to create advertising success. New York: Psychology Press
 - Gupta, A. (2012). Principles of Advertising Concepts and Theories. New Delhi: Cyber Tech Publication.
 - Dennison, Delll. The Advertising handbook
 - White, Roderick. Advertising.
 - Rege, G.M. Advertising Art and Ideas.
 - Jennings Simon. Advanced Illustration and Design.
 - Peter Croy. Graphic Design and Reproduction Technique.
 - Mitzi Sims. Sign Design: Graphic Material and technique.
 - S. W. Dunn. Modern marketing.

Suggested Continuous Evaluation Methods:

-Written Test	10 marks
-Assignment/ Seminar	10 marks
-Class performance/ Attendance	05 marks

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 2nd Year/ Semester IV

DESIGN-II	(Practical)	Paper Code- BFA
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Learning objective:

This subject aims at imparting basic knowledge of design and its principles and elements. Application of Design forms (geometrical and abstract), tones, textures, Colour, repetition and Rhythm. Understand and explore various applications of Design. Knowledge to develop the skill to design News Paper Ad. According to technical and creative aspect of newspaper. Enhances the knowledge of analyze, synthesize and utilize design processes and strategy. Imparting knowledge to deliver & solve communication problems creatively. Imparting knowledge to apply design principles in the ideation, development, and production of visual messages through poster and logo.

UNIT-I	Understanding applying elements & principles of design in poster making. Students will get the knowledge of various types of layouts to make good design. They will assess and critically evaluate the existing design
UNIT-II	Understanding applying elements & principles of design in Calendar designing, Coasters etc. Understanding applying elements & principles of design in making newspaper ad. Logo design and its application to create stationery e.g. Letterhead, Visiting Card, envelope, merchandise, and signage"s for the outlets, table tops, signage etc.

No. of works to be done –06

- Stationary Design
- Poster Design
- Newspaper ad design
- Merchandise design
- Coaster design
- Logo design

Text Book:

- Foster, John (2012), New Masters of Poster Design. Vo. 2: Poster Design for This Century and beyond: London: Rockport.

References:

- Evans, Poppy (2005). Exploring Publication Design. Boston MA. USA. Delmar Cengage Learning.
- Charlotte Rivers (2007). Poster-Art: Innovation in Poster Design. Brighton: Rotovision.
- Kroner, Alexander (2001). Adaptive Layout of Dynamic Web Pages. Amsterdam: IOS Press. • Kloos, Gerhard. (2007). Matrix Methods for Optical Layout. Bellingham, USA: SPIE Press
- Book. Albert C. (1997). Fundamentals of Copy and Layout. New York: McGraw-Hill.
- Wasmuht, Barbara (2008). Branding and Corporate Identity. Saarbrucken, Germany: VDM-Verlag. 7.
- Hodgson, F. W. & Giles, VIC (1996). Creative Newspaper Design. 2nd ed. Oxford: Focal Press.
- Moen, Daryl (2000). Newspaper Layout and Design: A Team Approach. 4thed. New Jersey: Wiley-Blackwell.
 - Carter, David. And Branding, E. (2000). The Power of Market Identity. New York: Watson Guptill.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

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Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 2nd Year/ Semester IV

DRAWING & ILLUSTRATION-II (Practical)	Paper Code- BFA
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Learning Objective:

The objective of this course is to learn how to Construct an illustration using principles and elements of design, create an artwork using different rendering techniques, Modify an artwork according to the market need. Enhances Compositional Skill with understanding the values of drawing. The focus is placed on developing drawing and design skills through image making with an emphasis on construction of form, light and shadow, space interpretation, texture and observation. Drawing exercises are to acquire an accurate sense of observation, proportions, and their different levels of light and dark tones. Understanding Concepts of Stylized Illustration, Outdoor Study and Figurative Illustration. Learning various media and techniques of making Illustration is converting drawings into illustrations with special reference to their utilization in advertising and further reproduction through various printing processes.

UNIT-I	Students will learn to make Typographic Illustrations. Draw and paint with transparent or opaque colour on a theme (from memory & Nature). Products pencil drawing, colour rendering and different techniques. Stylized Illustration, Outdoor Study and Figurative Illustration.
UNIT-II	Understanding of Human Anatomy and Structure with human torso. Understanding of Proportions and Volume. Learn how to make Rapid Sketches. Detailed Line Drawing with pencil. Understanding Concept of Illustration and different Illustrative Techniques. Copying of Great Masters.

No. of works to be done –06

- Study of basic drawing with emphasis on composition & conceptual exercises.
- Black & White Illustration with pen or Ink
- Sketching of Human Figures
- Copying of Illustrations of Great Masters.
- Stylized and figurative Illustrations
- Colour Illustration with Brush **Text Book:**
- Anatomy And Drawing, Victor Perard, Grace Prakashan

References:

- Francis D. K. Ching, Design Drawing, John Wiley.
- Edward, Betty. Drawing on the artist within, Fontana.
- Edward, Betty. Drawing on the right side of the brain. Fontana.
- Turner, James R. Drawing with confidence, Van Nostrand Reinhold.
- Escher, M.C. The complete work. Harry N. Abrahams.
- Stayner, Peter and Terry Rosenberg. Landscape Drawing „From first principles“. Arcturus Publishing.
- Gill, Robert W. Rendering with pen and ink. Thames & Hudson

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

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Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

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

APPLIED ART

Year/Semester wise Titles of the Papers

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BFA HONS. 2nd Year/ Semester-IV

(TYPOGRAPHY & CALLIGRAPHY)-I	Paper Code- BFA
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Learning objective:

Introduction to Computer DOS and windows, with important software required for Print Media combined application of each computer graphic software like Adobe Photoshop, Coral Draw and Adobe Illustrator etc. Develop confidence to participate in professional design practice and management within a collaborative work environment. Exercises/advertisement based on the application of these. Build cognitive and interpersonal skills. Select and Use appropriate tools to create a design to solve communication problems and create brand identity. Understand key terminology of digital images. Enhance the editing and designing skills to meet the market requirements.

UNIT-I	Apply knowledge of layers and masks and label the same to make the work easier. Identify the needs of the client and modify the images as per their need. Painting and Retouching: Clone tool, Stamp tool, Pattern Stamp tool, Dodge tool, Burn tool, Sharp tool, Smudge tool, Red-eye tool. Making Photoshop Selections: Marquee tools, Lasso tools, Quick Selection, Magic Wand tool.
UNIT-II	Using Adobe Photoshop Filters. Enabling and disabling effects. Poster design and composition. Making Photoshop Selections: Marquee tools, Lasso tools, Quick Selection, Magic Wand tool. Working with Layers and Masks. Students will Work on various Images for photo manipulation.

No. of works to be done –06

- Photo manipulations (on any Theme)
- Poster Design
- Photo Restorations
- graphics using Photoshop tools and filters
- 2D Background Design
- Logo design **Text Book:**
- Data Structures for Raster Graphics: Proceedings of a Workshop held at Steensel, The Netherlands, June 24–28, 1985 (Focus on Computer Graphics) Hardcover – March 17, 1986 by Laurens R.A. Kessener (Editor), Frans J.Peters (Editor), MarloesL.P.vanLierop (Editor)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

References:

- Broomer, Gerald F. (1974). Elements of Design: Space. Worcester: Davis Publications.
- Albert W Porter. Elements of Design-Space and Form.
- Albert W Porter. Elements of Design-Line.
- Bruce D. Kurty. (1987). Visual imagination – An introduction of Art. New Jersey: Prentice Hall.
- Akenine-Moller, T. and E. Haines (2002) *Real-Time Rendering*, A.K. Peters.
- Angel, E. (2005) *Interactive Computer Graphics: A Top-Down Approach with OpenGL*, Addison Wesley.
- “Mathematical Elements for Computer Graphics” by David F Rogers and J Alan Adams
- “Computer Graphics, C Version” by Donald D Hearn and M Pauline Baker

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 2nd Year/ Semester-IV

**Or
PHOTOGRAPHY (E)-II**

Learning objective:

The objective of the course is to understand the basic knowledge and skill of photography. Use of camera; observation and selection of subject. Composition; exposing outdoors and indoors. Introduction of Photography, Main types of photography (Candid, Street, Photo Journalism, Wild Life, Travel, Conceptual, Architectural, Portrait, Fashion, Nature etc.), History of Photography, Knowledge about camera, its function and process. Process of developing and printing (contact and enlargements).

UNIT-I	Principles of photography. Knowledge of ISO, Shutter speed, aperture, depth of field etc. Acquaint students with the basic knowledge and skill of photography. Apply Knowledge Of Light And Shadow. Understanding the role of composition in photography. Or an aesthetic approach - dynamic and color composition theories and new theories practiced in the present context.
UNIT-II	Introduction to evolution of photography, different types of cameras, their mechanism and developments. Exploring indoors and outdoors through photography; Portrait, Landscape, Cityscape, Architecture, etc. in both coloured and black white. Use of Photoshop and other software related to photography.

No. of works to be done –06

Product Photography

- Fashion Photography
- Architectural Photography
- Food Photography
- Conceptual photography
- Portrait photography

Text Book:

- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford: Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5thed. Oxford: Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence, Utah: Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London: Mitchell Beazley Publication.
- Langford Michael & Bilissi Efthimia. (2007). Lanford's Advanced Photography. 7thed. Oxford: Focal Press.
- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford: Focal Press.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 2nd Year/ Semester-IV

Or

PRINTING TECHNIQUES (E) -II

Learning Objective:

This course is designed for learning basic techniques of serigraphy and use of serigraphy equipment's and tools. This course provides training on technical method of printing typography and illustrations in poster with help of technique of serigraphy.

Keeping open the option of the influence of contemporary movements, the student is also exposed to the opportunity of benefiting from new materials, techniques and cultivation discipline in work. The Course is meant to equip the student with such abilities as to inspire and recreate the living quality of our art traditions in the contemporary manifestations and an attitude of professional responsibility. It differs from other fields of specializations to the extent that a major portion of the creative work is intended to be realized through manipulation and exploration of the latest materials and exploration of the latest materials and processes in arriving at a synthesis between content and form rather than a direct application.

UNIT-I	Students will learn to add typography, logos etc. through Indirect methods of serigraphy. Practical approach to know techniques to develop a clear perception about printmaking work.
UNIT-II	Each student is asked to carry out a short-term practice-based research project as part of the course requirement. A project report based on their experience of the technique of serigraphy and its commercial use in the Advertising market and for printing various material.

No. of works to be done –03

- Typography in Indirect Method of Serigraphy
- Logo design in Indirect Method of Serigraphy
- Project report

Text & References:

- Christiane Paul, Digital Art, 3rd ed. (London; Thames & Hudson, 2015).
- Pedro Gadanho ed., Eco-Visionaries: Art, Architecture, and New Media after the Anthropocene (Berlin: Stuttgart; Hatje Cantz, 2018).
- Adam, Roberts and Robertson Carol, Screen Printing- The complete water based system

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 2nd Year/ Semester-IV

Or

LETTERING (TYPOGRAPHY & CALLIGRAPHY)-II

Learning Objective:

The objective of the course is to understand variety of typographical styles for advanced communication. To gain a deeper understanding of the nature of letterforms by closely scrutinizing their design structure. Understanding of advance Typography concepts in relation to design / Layout. Application of Typography in Complex forms, Application of Typography in Design and Graphic Communication. Application of Typography in daily usage. Study and selection of typefaces for different layouts; use of letters and words as a visual element/ form; calculation of copy according to given space. To increase the skill and knowledge of Typography for graphic designers. Express and apply typographical styles through various media or purposes.

UNIT-I	Exploring more into expressive aspects of typography. The use of fonts that represent specific feelings and emotions. Studying the different Ways in which letterform, layout and colour can be utilized in Graphic Design. Students will express Emotions through typography. Designing typography for title of book/ novel/ films, Poster, Quotes, etc.
UNIT-II	Copy oriented advertisement; posters, magazine ad, newspaper ads, etc. Understanding of calculating letters, words, mechanical and optical spacing, grid system, gutter space with the help of pica scale. Typographical posters and portraits. Working on an interpretive self-portrait limited exclusively to type. Use the font and the scale of the words that convey a message.

No. of works to be done –06

- New Font Design
- Typographical Poster
- Typographical Portraits
- Emotions through Typography
- Typographical newspaper ad
- Book Cover **Text Book:**
- Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students, Ellen Lupton, Chronicle Books, 2014 **References:**
- David Choi, Lynn and Lei Zngang (2014).Typography. Chois Gallery Publishing.
- Lewis John. (2007).Design and Practice Typography. Huddersfield: Jeremy Mills Publishing. 6. Ruder Emil. (2008).A Textbook of Design Typography. Sulgen, Switzerland: Niggi-Verlag.
- Saltz Ina. (2011).Typography Essentials: 100 design principles for working with Type (design essentials). London: Rockport Publishing.
- Winters Eleanor. (2003).Mastering Copperplate Calligraphy (lettering, calligraphy, typography). New York: Dover Publishing
- Heller, Steven. (2007). New Vintage Type: Classic Fonts for the Digital Age. New York: Watson Guptill.
- Strizver Ilene. (2013).Type Rules: The Designers Guide to Professional Typography. 4 thed. New York: John Wiley.
- Grebenstein Maryanne. (2012).Calligraphy Bible: A complete guide to more than 100 essential projects and techniques. NewYork: Watson Guptill.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 3rd Year /Semester-V

ADVERTISING PROFESSION & PRACTICE-III (Theory)	Paper Code- BFA
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Learning objective:

Create interest, information and awareness related to advertising and technical terms and its uses. Enhances the understanding the ethics in advertising arts and its relation to society. Understanding the benefits of Advertising in Day to Day life. Enable students to identify different types of advertising media and their functions. Empower students to identify different elements of copy used in advertisements and understand their role in the same. Know the Elements and Principal of design and their role in different Advertising layouts.

UNIT-I	• Introduction to Advertising • Ethics or Ethical aspects in advertising • Benefits of Advertising • Types of Advertising(The Hard-Sell - The Soft-sell, Reminder, Prestige, Humorous, Consumer, Distributer, Retail, Travel & Entertainment, Testimonial, Direct-mail, Industrial, Financial, Cooperative, advertisement by government bodies or public bodies, local, National, International, media wise, etc.)
UNIT-II	• Advertising copy-writing • Role of copy writer for effective advertising (communication) • Advertising art and copy
UNIT-III	• Media of Advertising • Merit and Demerits of various Advertising Media • Introduction to AIDA model
UNIT-IV	• Elements of design, Principles of design • Its role and effect in advertising layouts • Types of layout

Text Book:

- Jaishri Jethwaney, Shruti Jain, Advertising Management, Oxford University Press

References:

- Frank Jefkins revised by Daniel Yadin, Advertising, Pearson, Fourth Edition
- S. A. Chunawalla, K. J. Kumar, K. C. Sethia, Advertising Theory & Practice, Himalaya Publishing House
- S. A. Chunawalla, K. C. Sethia, Foundation of Advertising-Theory & Practices, Himalaya Publishing House, Ninth Edition
- Sangeeta Sharma, Raghuvir Singh, Advertising Planning and Implementation, PHI Learning Private limited, Fifth Edition
- C. L. Tyagi, Arun Kumar, Advertising Management, Atlantic Publishers and Distributors (P) Ltd
- Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson, Fifth Edition

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Suggested Continuous Evaluation Methods:

-Written Test	10 marks	-
Assignment/ Seminar	10 marks	
-Class performance/ Attendance	05 marks	

BFA HONS. 3rd Year/ Semester-V

ADVERTISING DESIGN (MANUAL & GRAPHIC)-I (Practical)	Paper Code- BFA
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Learning Objective:

This subject will help the student to know about the various aspects of Ad design. Analyze the problem and to apply the appropriate use of art to solve the problem and improve the life style. Introduction to Poster as a communication medium, Elements of Poster. Different influences of Poster in various media of advertising. Product Posters, Social Posters, Events Posters. Designing Advertising Campaigns Digitally, teaser advertisements, Print ads, magazines advertisements etc. Understanding of Technical Process for Newspaper Design and Printing.

The objective of this is to create an awareness of computer application in the students and also to make them familiar with the working of computer system. This exposure will enable the students to enter the world with confidence, live in these environments in a harmonious way and contribute to the productivity. Knowledge of computer software and also fundamental knowledge so that a student shall be able to use the computer for different application using the packages. Introduction to Computers, DOS and Windows, Working with paint brush tools, typography, design, introduction of Design Software (Corel, Photoshop & Illustrator, etc.) according to latest version available from time to time, preparation of Graphic design for Press/Magazine Layout, Illustration logo poster page making layout etc.

UNIT-I	<p>Develop an idea and execute the same in the form of an advertising campaign on Social issue. Translate the need of target audience into an effective message. Designing a teaser Ad on any event or product.</p> <p>Designing a poster or Hoarding for movies or music Albums with the help of software's like Adobe Photoshop, Adobe illustrator. Using Adobe Photoshop Filters, Enabling and disabling effects. Making Photoshop Selections: Marquee tools, Lasso tools, Quick Selection, Magic Wand tool. Working with Layers and Masks. Using Adobe Photoshop Filters. Working with Images</p>
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CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

UNIT-II	Manual & Graphic Design a campaign on Service. Identify the human needs and USP of the service to analyse, plan and produce an advertising campaign using design elements and principles. Comparative study of selection of typefaces, calculation of copy according to space given etc. Designing Subsidiaries/ stationaries for a Product Campaign or institutional (Social or service). The Subsidiaries contains Letterhead, Broacher, Table /wall calendar, coasters, dangler, cut out, Logo, Envelope, Visiting Card, packaging, Book cover, Bookmarks etc.
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No. of works to be done –03

- Campaign Design on Services related with any of the appropriate media including Print and various techniques available. (Minimum Submission for Advertising Design is 10 works.)
- Designing Teaser ad
- Campaign Design on Social related with any of the appropriate media including Print and various techniques available.
- (Minimum Submission for Advertising Design is 10 works.)
- Campaign And Subsidiaries design
- Poster design for movie
- Music album cover design

Text Book:

- Foster, John. (2012).New Masters of Poster Design. Vol. 2 - Poster Design for This Century and beyond. London: Rockport Publisher.
- Data Structures for Raster Graphics: Proceedings of a Workshop held at Steensel, The Netherlands, June 24–28, 1985 (Focus on Computer Graphics) Hardcover – March 17, 1986 by Laurens R.A. Kessener, Frans J. Peters , MarloesL .P.vanLierop

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

References:

- Book. Albert C. (1997). *Fundamentals of Copy and Layout*. New York: McGraw-Hill.
- Wasmuht, Barbara. (2008). *Branding and Corporate Identity*. Saarbrücken, Germany: VDM-Verlag.
- 3. Hodgson, F. W. & Giles Evans, Poppy. (2005). *Exploring Publication Design*. Boston: Delmar Cengage Learning.
- Charlotte Rivers. (2007). *Poster-Art: Innovation in Poster Design*. Brighton: Rotovision.
- Kroner, Alexander. (2001). *Adaptive Layout of Dynamic Web Pages*. Amsterdam: IOS Press.
- Kloos, Gerhard. (2007). *Matrix Methods for Optical Layout*. Bellingham: SPIE Press.
- Broome, Gerald F. (1974). *Elements of Design: Space*. Worcester: Davis Publications.
- Albert W Porter. *Elements of Design-Space and Form*.
- Albert W Porter. *Elements of Design-Line*.
- Bruce D. Kurty. (1987). *Visual imagination – An introduction of Art*. New Jersey: Prentice Hall.
- Akenine-Moller, T. and E. Haines (2002) *Real-Time Rendering*, A.K. Peters.
- Angel, E. (2005) *Interactive Computer Graphics: A Top-Down Approach with OpenGL*, Addison Wesley.
- Farin, G. and D. Hansford (2004) *Practical Linear Algebra: A Geometry Toolbox*, AK Peters.
- Hearn, D. and M.P. Baker (2003) *Computer Graphics with OpenGL*, Prentice Hall.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 3rd Year/ Semester –V

DRAWING & ILLUSTRATION-III	(Practical)	Paper Code- BFA
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Learning Objective:

Introduction to various aspects and techniques of drawing. Time bound exercise. Develop an understanding of the tools used in traditional drawing. Drawing exercises are to acquire an accurate sense of observation, proportions, and their different levels of light and dark tones. Students will have to study drawing and painting from still life, human figure draped and undraped, study of anatomy and proportion block of mass with the aid of light and shade, especially learn various media and techniques of making Illustration and converting drawings into illustrations with special reference to their utilization in advertising and further reproduction through various printing processes. They will be able to draw different type of illustration by continuous observation and careful study.

UNIT-I	Create illustrations of short Stories by narrating its scenes manually. Designing editorial illustration by reading any article in newspaper. Self - stylized illustrations on any product or social.
UNIT-II	Creating illustrations for Story Board of any Story based on your life incidence by using software's like Adobe Photoshop, Adobe illustrator etc. Mascot design for any Brand.

No. of works to be done –04

- Illustration on Short stories (Manually)
- Self -Stylized Editorial Illustrations (Manually)
- Story Board of any Story(Digital)
- Mascot design(Manually) **Text Book:**

- Derek Brazell, Jo Davies, Becoming a Successful Illustrator, Bloomsbury Visual Arts, 2017 **References:**
- Francis D. K. Ching, Design Drawing, John Wiley.
- Edward, Betty. Drawing on the artist within, Fontana.
- Edward, Betty. Drawing on the right side of the brain. Fontana. • Cameron, Julia. The artists' way. Pan McMillan.
- Turner, James R. Drawing with confidence, Van Nostrand Reinhold.
- Escher, M.C. The complete work. Harry N. Abrahams. • Stayner, Peter and Terry Rosenberg. Landscape Drawing „From first principles“. Arcturus Publishing.
- Gill, Robert W. Rendering with pen and ink. Thames & Hudson

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 3rd Year/ Semester –V

PACKAGING	(Practical)	Paper Code- BFA
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PACKAGING

Learning Objective:

The objective of this course is to understand the basic concepts of packaging its characteristics. Learn different packaging materials. Understand the basic concepts of packaging evaluation, ecological aspects. Enable the students to explain how the functions of Label & packaging impact on its design, with reference to historical and contemporary precedent. Evaluate the requirements for label & packaging in response to a brief. Develop & present packaging prototypes in support of a given product.

UNIT-I	Understand the basic concepts of Label design. Identify the key elements of a Label design including placement, product, and audience. Design the Label design for any product digitally by using software's like Adobe Photoshop or Adobe Illustrator. Print the final output of packaging design for any product.
UNIT-II	Understand Different types of packaging. Functions of packaging. Develop and present packaging. Designing Packaging for various products (Primary and Secondary). Print the final output of packaging design for any product.

No. of works to be done –03

- Labels design for any product
- Primary packaging
- Secondary

Text Book:

- Marianne R. Klimchuk, Sandra A. Krasovec, *Packaging Design: Successful Product Branding From Concept to Shelf* 2nd Edition, Wiley; January 14, 2013
- John Foster, *For Sale: Over 200 Innovative Solutions in Packaging Design*
- Trish Witkowski, *Paper Folding Templates for Print Design, Formats, Techniques and Design Considerations for Innovative Paper Folding*
- Grip, *Best Practices for Graphic Designers: Packaging*
- Daniel Bellon & Steven Speeg, *Cool Beer Labels*
- Ilise Benun, *The Package Pricing Bundle*
- The Editors of Print Magazine, *How+ Print, Amazing Packaging Design*
- Robertson I. Gordon, *Food packaging: principles and practice*, crc press, 3rd edition jan01, 2017,
- Robert Klanten, M. Hubner, *Boxed and Labelled Two! : New Approaches to Packaging Design, gestalten*, September 21, 2011

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 3rd Year /Semester –V

**Or
PHOTOGRAPHY (E)**

Learning Objective:

The objective of the course is to understand the basic knowledge and skill of photography. Use of camera; observation and selection of subject. Composition; exposing outdoors and indoors. Enhances proficiency with and command of camera and photography equipment's. Acquisition of skill associated with production techniques including logging, lighting, shooting, capturing, editing. Experiment in software's to get the desired outcome according to the market. Interpret and apply the aesthetic sense to meet the industry standards. Enhance the uses of software for non- destructive image, correction enhancement, manipulation and creative interpretation of photographs.

UNIT-I	Use of camera; observation and selection of subject Composition, Exploring indoors and outdoors through photography; Product, Portrait, Texture, Architecture. Framing a subject in an interesting perspective etc. in both coloured and black white. Apply the principles of light to produce appropriate image.
UNIT-II	Using Software's to get the desired outcome according to the market. Use of software for non- destructive image, correction enhancement, manipulation. Creative interpretation of photographs.

No. of works to be done –05

- Product Photography
- Architectural Photography
- texture photography
- Portrait photography
- Perspective photography

Text Book:

- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford: Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5thed. Oxford: Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence, Utah : Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London: Mitchell Beazley Publication. •
Langford Michael & Bilissi Eftimia. (2007). Lanford's Advanced Photography. 7thed. Oxford: Focal Press.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 3rd Year/ Semester –V

**Or PRINTING
TECHNIQUES**

Learning Objective:

This course is designed for learning basic techniques of serigraphy and use of serigraphy equipments and tools. This course provides training on technical method of printing typography and illustrations in poster with help of technique of serigraphy.

Keeping open the option of the influence of contemporary movements, the student is also exposed to the opportunity of benefiting from new materials, techniques and cultivation discipline in work. The Course is meant to equip the student with such abilities as to inspire and recreate the living quality of our art traditions in the contemporary manifestations and an attitude of professional responsibility. It differs from other fields of specializations to the extent that a major portion of the creative work is intended to be realized through manipulation and exploration of the latest materials and processes in arriving at a synthesis between content and form rather than a direct application.

UNIT-I	Students will learn create half tone portraits through indirect methods of serigraphy. Practical approach to know techniques to develop a clear perception about serigraphy.
UNIT-II	Each student is asked to carry out a short-term practice-based research project as part of the course requirement. A project report based on their experience of the technique of serigraphy and its commercial use in the Advertising market and for printing various material.

No. of works to be done –03

- Typography in Indirect Method of Serigraphy
- Half tone portrait in Indirect Method of Serigraphy
- Project report

Text & References:

- Christiane Paul, Digital Art, 3rd ed. (London; Thames & Hudson, 2015).
- Pedro Gadanho ed., Eco-Visionaries: Art, Architecture, and New Media after the Anthropocene (Berlin: Stuttgart; HatjeCantz, 2018).
- Adam, Roberts and RobertsonCarol, Screen Printing- The complete water based system

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 3rd Year/ Semester –VI

ADVERTISING PROFESSION & PRACTICE-IV	(Theory)	Paper Code- BFA
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Learning Objective:

Understanding the basics of creative advertising Campaign, designing & execution. Plan and Produce Advertising Campaign. Understand and articulate how Research is done in Advertising, Different types of research methods. Enhancing knowledge about Advertising Agency, its Departments and workflow. Knowledge of Computer peripherals for working digitally. Understanding creativity and creative strategy.

UNIT-I	• Research in Advertising • Types of research methods • Creativity and creative strategy.
UNIT-II	• Introduction to Advertising Agency • Structure and functions • Department and working process.
UNIT-III	• Introduction to Advertising Campaign • Elements of advertising campaign • Creative brief, Brainstorming.
UNIT-IV	• Introduction to Computer Graphics • Vector and bitmaps, Image resolution • Computer peripherals

Text Book:

- Jaishri Jethwaney, Shruti Jain, Advertising Management, Oxford University Press

References:

- Frank Jefkins revised by Daniel Yadin, Advertising, Pearson, Fourth Edition
- S. A. Chunawalla, K. J. Kumar, K. C. Sethia, Advertising Theory & Practice, Himalaya Publishing House
- S. A. Chunawalla, K. C. Sethia, Foundation of Advertising-Theory & Practices, Himalaya Publishing House, Ninth Edition
- Sangeeta Sharma, Raghuvir Singh, Advertising Planning and Implementation, PHI Learning Private limited, Fifth Edition
- C. L. Tyagi, Arun Kumar, Advertising Management, Atlantic Publishers and Distributors (P) Ltd
- Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson, Fifth Edition

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

Suggested Continuous Evaluation Methods:

-Written Test	10 marks	-
Assignment/ Seminar	10 marks	
-Class performance/ Attendance	05 marks	

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

BFA HONS. 3rd Year/ Semester –VI

ADVERTISING DESIGN & GRAPHIC DESIGN-II	(Practical)	Paper Code- BFA
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Learning Objective

This subject will help the student to know about the various aspects of Ad design. Analyze the problem and to apply the appropriate use of art to solve the problem and improve the life style. Introduction to Poster as a communication medium, Elements of Poster. Different influences of Poster, Hoardings, and Banners etc. in various media of advertising. Product Posters, Social Posters, Events Posters. Designing Advertising Campaigns manually, teaser advertisements, Print ads, Counter Display etc. Understanding of Technical Process for Newspaper Design and Printing.

The objective of this is to create an awareness of computer application in the students and also to make them familiar with the working of computer system. This exposure will enable the students to enter the world with confidence, live in these environments in a harmonious way and contribute to the productivity. Knowledge of computer software and also fundamental knowledge so that a student shall be able to use the computer for different application using the packages. Introduction to Computers, DOS and Windows, Working with paid brush tools, typography, design, introduction of Design Software (Coral, Photoshop & Illustrator, etc.) according to latest version available from time to time, preparation of Graphic design for Press/Magazine Layout, Illustration logo poster page making layout etc.

UNIT-I	<ul style="list-style-type: none">• The emphasis is to be placed on visual image development and execution, creativity and generation of ideas. Students will learn to communicate messages through print media. Press ads, Magazine ads, Poster, Hoarding etc. or Designing a Counter Display• 2D Background Design of a place, park, garden, city space etc. by using Digital Software“s like Adobe Photoshop, adobe Illustrator etc.
UNIT-II	<ul style="list-style-type: none">• Develop an idea and execute the same in the form of an advertising campaign. Identify the human needs and USP of the service to analyze, plan and produce an advertising campaign using design elements and principles. Translate the need of target audience into an effective message.• Communicate visually using the elements and principles of design and common design techniques. Design the Signs-Symbols (Airport, Railways, Bank, Hospitals, Offices, Postal Services, Hotels etc.) social issues, any industry, corporation, public services/Govt. Services. Designing Subsidiaries/ stationaries for a Product Campaign or institutional (Social or service).

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS.

No. of works to be done –03

- Campaign Design on consumer product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for Advertising Design is 10 works.)
- Redesigning of existing press and magazine ads, Posters, Hoardings etc. to understand the elements of an ad and experiment with layout. • Design Counter Display.
- Designs of Signs & Symbols
- 2D Background Design
- Campaign and Subsidiaries design

Text Book:

- Foster, John. (2012). New Masters of Poster Design. Vol. 2 - Poster Design for This Century and beyond. London: Rockport Publisher.

References:

- Book. Albert C. (1997). Fundamentals of Copy and Layout. New York: McGraw-Hill.
- Wasmuht, Barbara. (2008). Branding and Corporate Identity. Saarbrücken, Germany: VDM-Verlag.
- 3. Hodgson, F. W. & Giles Evans, Poppy. (2005). Exploring Publication Design. Boston: Delmar Cengage Learning.
- Charlotte Rivers. (2007). Poster-Art: Innovation in Poster Design. Brighton: Rotovision.
- Kroner, Alexander. (2001). Adaptive Layout of Dynamic Web Pages. Amsterdam, : IOS Press.
- Kloos, Gerhard. (2007). Matrix Methods for Optical Layout. Bellingham: SPIE Press.
- Hodgson, F. W. and Giles, VIC. (1996). Creative Newspaper Design. 2nd ed. Oxford : Focal Press
- Broome, Gerald F. (1974). Elements of Design: Space. Worcester: Davis Publications.
- Albert W Porter. Elements of Design-Space and Form.
- Albert W Porter. Elements of Design-Line.
- Bruce D. Kurty. (1987). Visual imagination – An introduction of Art. New Jersey: Prentice Hall.
- Akenine-Moller, T. and E. Haines (2002) *Real-Time Rendering*, A.K. Peters.
- Angel, E. (2005) *Interactive Computer Graphics: A Top-Down Approach with OpenGL*, Addison Wesley.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+

Sketch book (50 pages) 5 marks = (20 Marks) ●

Attendance / Class performance = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

BFA HONS. 3rd Year /Semester –VI

DRAWING & ILLUSTRATION-IV	(Practical)	Paper Code- BFA
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Learning Objective:

Introduction to various aspects and techniques of drawing. Time bound exercise. Develop an understanding of the tools used in drawing digitally with the help of various Software's like Adobe Photoshop, Adobe Illustrator. Drawing exercises are to acquire an accurate sense of observation, proportions, and their different levels of light and dark tones. Learn various media and techniques of making Illustration and converting drawings into illustrations with special reference to their utilization in advertising and further reproduction through various printing processes. They will be able to draw different type of illustration by continuous observation and careful study.

UNIT-I	Illustrate any publications such as children's story book or Educational book related to any of the appropriate media including Print and in various techniques available. Knowledge of computer and software like Photoshop, Illustrator, etc. to create an illustration.
UNIT-II	Designing Caricature using Software's like Adobe Photoshop, Adobe Illustrator. Creating illustrations for TV commercial, etc. Advertising Illustration; creating illustration on themes such as Fashion, Medical, Technical, Social, Product, Environment, etc.

No. of works to be done –04

- Story Book or Educational Book(Digital)
- Caricature design (Manually/Digitally)
- Illustrations for TV Commercials/ Fashion/Social/Medical/Product etc.
- Self - Stylized illustrations on various situations (Digital/ Manual) with your imaginations.

Text Book:

- Derek Brazell, Jo Davies, Becoming a Successful Illustrator, Bloomsbury Visual Arts, 2017

References:

- Francis D. K. Ching, Design Drawing, John Wiley.
- Edward, Betty. Drawing on the artist within, Fontana.
- Edward, Betty. Drawing on the right side of the brain. Fontana. • Cameron, Julia. The artists' way. Pan McMillan.
- Turner, James R. Drawing with confidence, Van Nostrand Reinhold.
- Escher, M.C. The complete work. Harry N. Abrahams. • Stayner, Peter and Terry Rosenberg. Landscape Drawing „From first principles“. Arcturus Publishing.
- Gill, Robert W. Rendering with pen and ink. Thames & Hudson

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

PACKAGING (E) or (Practical) PHOTOGRAPHY (E)- or PRINTING TECHNIQUES (E)	Paper Code- BFA
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PACKAGING (E)

Learning Objective:

The objective of this course is to give Introduction to primary, tertiary and secondary packaging and role of packaging in endorsing the sales of a product by packaging, commercial accessories and specialized items. Understand the basic concepts of packaging its characteristics. Learn different packaging materials. Understand the basic concepts of packaging evaluation, ecological aspects. Enable the students to explain how the functions of Label & packaging impact on its design, with reference to historical and contemporary precedent.

UNIT-I	Introduction to primary, tertiary and secondary packaging and role of packaging in endorsing the sales of a product by packaging, commercial accessories and specialized items. Students will understand the basic concepts of packaging its characteristics.
UNIT-II	Understanding various types of Packaging materials. Enhancing knowledge of Functions of label and packaging design. Designing Packaging design for various products with the help of Digital Software’s like Adobe Illustrator and Adobe Photoshop. Printing the Final Output.

No. of works to be done –03

- Labels design for any product
- Primary packaging
- Secondary Packaging **Text Book:**
- Marianne R. Klimchuk, Sandra A. Krasovec, *Packaging Design: Successful Product Branding From Concept to Shelf* 2nd Edition, Wiley; January 14, 2013 **References:**
- Capsule, Michelle Taute, Maura Keller, *Design Matters: An Essential Primer-Brochures, Logos, Packaging, Portfolios*, Rockport Publishers, October 1, 2011
- Wendy Jedlicka, *Packaging Sustainability: Tools, Systems and Strategies for Innovative Package Design*, Wiley, December 31, 2008
- Steven DuPuis, John Silva, *Package Design Workbook, The Art and Science of Successful Packaging*, Rockport Publishers, June 1, 2011
- Scott Boylston, *Designing Sustainable Packaging*, Laurence King Publishing, April 29, 2009
- Suzanne Carpenter, *Soap and Cosmetic Packaging & Labeling Rules and Regulations, How to Implement Good Manufacturing Practices*, CreateSpace Independent Publishing Platform; 1st edition, June 17, 2017
- Paul Jackson, *Structural Packaging: Design your own Boxes and 3D Forms (Paper engineering for designers and students)*, Laurence King Publishing, February 15, 2012
- Josep M. Garrofé, *New Structural Packaging*, Promopress, December 8, 2020
- Huang Lei, *The Beauty of Structure in Packaging Design (ARTPOWER)*, Artpower International, September 1, 2021

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
 Sketch book (50 pages) 5 marks = (20 Marks) ●
- Attendance / Class performance** = (5 Marks)

Or
PRINTING
TECHNIQUES

Learning Objective:

This course is designed for learning basic techniques of serigraphy and use of serigraphy equipments and tools. This course provides training on technical method of printing typography and illustrations in poster with help of technique of serigraphy.

Keeping open the option of the influence of contemporary movements, the student is also exposed to the opportunity of benefiting from new materials, techniques and cultivation discipline in work. The Course is meant to equip the student with such abilities as to inspire and recreate the living quality of our art traditions in the contemporary manifestations and an attitude of professional responsibility. It differs from other fields of specializations to the extent that a major portion of the creative work is intended to be realized through manipulation and exploration of the latest materials and processes in arriving at a synthesis between content and form rather than a direct application

UNIT-I	Composition skills will be enhanced by creating sophistic and balanced illustrations. The students will digitally create illustrations for any imaginary character and convert it through indirect method of serigraphy
UNIT-II	Each student is asked to carry out a short-term practice-based research project as part of the course requirement. A project report based on their experience of the technique of serigraphy and its commercial use in the Advertising market and for printing various material.

No. of works to be done –03

- Typography in Indirect Method of Serigraphy
- Illustrations in Indirect Method of Serigraphy
- Project report

Text & References:

- Christiane Paul, Digital Art, 3rd ed. (London; Thames & Hudson, 2015).
- Pedro Gadanho ed., Eco-Visionaries: Art, Architecture, and New Media after the Anthropocene (Berlin: Stuttgart; HatjeCantz, 2018).
- Adam, Roberts and Robertson Carol, Screen Printing- The complete water based system

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
 Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

BFA HONS. 4th Year /Semester – VII

ADVERTISING PROFESSION & PRACTICE-V	(Theory)	Paper Code- BFA
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Learning Objective:

Create interest, information and awareness related to advertising Campaign and technical terms and its uses. Enhances the understanding the elements if advertising Campaign. Understanding the benefits of Advertising campaign in Day to Day life. Enable students to understand different types of appeals used for making an advertising Campaign and their Classifications. Empower students to identify different Packaging design and their types and functions. Understand Consumer Behaviour.

UNIT-I	• Advertising Campaign • Elements of Advertising Campaign • Unique Selling Proposition/Point
UNIT-II	• Appeals in Advertising • Concepts of Advertising appeal • Classification of appeals
UNIT-III	• Understanding Consumer behavior • Sales Promotion • Public Relation & Publicity
UNIT-IV	• Introduction to Packaging Design. • Function of packaging. • Types of packaging. • Sign & symbol used in packaging. • Material & costing of packaging.

Text Book:

- Philip kotler, Gary Armstrong, Principles of Marketing, Pearson, Fifteenth edition

References:

- M. N. Mishra, Sales promotion and Advertising Management, Himalaya Publishing House
- S. A. Chunawalla, K. C. Sethia, Foundations of Advertising-Theory and Practice, Himalaya Publishing House, Revised Ninth Edition
- George E. Belch, Michael A. Belch, Advertising and Promotion, Tata McGraw-Hill Publishing Company Limited, Sixth Edition
- Sangeeta Sharma, Raghuvir Singh, Advertising Planning and Implementation, PHI Learning Private limited, Fifth Edition
- Jaishri Jethwaney, Shruti Jain, Advertising management, Oxford University Press
- S. A. Chunawalla, K. J. Kumar, K. C. Sethia, Advertising Theory & Practice, Himalaya Publishing House
- Frank Jefkins revised by Daniel Yadin, Advertising, Pearson, Fourth Edition
- Dhruv Grewal, Michael Levy, Marketing, Tata McGraw Hill Education Private Limited, Second Edition
- Akhil Mathur, Food Processing Packaging Labelling and Marketing, Anmol Publications Pvt. Ltd.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

Suggested Continuous Evaluation Methods:

-Written Test	10 marks
-Assignment/ Seminar	10 marks
Class performance/ Attendance	05 marks

BFA HONS. 4th Year/ Semester – VII

ADVERTISING DESIGN & GRAPHIC DESIGN-III	(Practical)	Paper Code- BFA
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Learning Objective:

The Objective of this course is to develop an idea and execute the same in the form of an advertising campaign. Create an effective message strategy in accordance with the target group. Understand the needs of the target group. Identify and conclude the unique feature of a product. This subject will help the student to analyze the problem and to apply the appropriate use of art to solve the problem and improve the life style.

Computers are used now days in all aspects of our life. The objective of this is to create an awareness of computer application in the students and also to make them familiar with the working of computer system. This exposure will enable the students to enter the world with confidence, live in these environments in a harmonious way and contribute to the productivity. The content of this paper has been developed with a view to give them a basic knowledge and computer software packages for various application and also fundamental knowledge so that a student shall be able to use the computer for different application using the packages. Introduction to Computers, DOS and Windows, Working with paint brush tools, typography design, introduction of Design Software (Corel, Photoshop, Illustrator, InDesign, After effects etc.) according to latest version available from time to time, preparation of Graphic design for Press/Magazine Layout, Illustration logo posters page making layout etc.

UNIT-I	1 Full Flashed Campaign on consumer product related with any of the appropriate media including Print and various techniques available. (Minimum Submission for Campaign Design is 10 works). It can be made manually or digitally. Designing a Counter Display for the product.
UNIT-II	1 Full Flashed Campaign on Social issue related with any of the appropriate media including Print and various techniques available. (Minimum Submission for Campaign Design is 10 works). It is to be made digitally by using various softwares like Adobe Photoshop, Adobe Illustrator etc.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

UNIT-III	Research on any product, social issue or service and Designing and execution of Report for the advertising campaign. Designing Label for various products. Making of a short Gif. Designing a brand book.
UNIT-IV	Design and execution of product advertising campaign; designing corporate identity, branding, newspaper ad, magazine ad, poster, hoardings, sales promotions, POP's, other relevant media, digital media, etc.

No. of works to be done –03

- Product Campaign
- Social Campaign
- Counter Display
- Campaign design
- Report design
- Brand Book
- Label Design

Text Book:

- Rege, G.M. Advertising Art and Ideas.

References:

- Evans, Poppy. (2005). Exploring Publication Design. Boston: Delmar Cengage Learning.
- Olins, Wally. (1990). Corporate Identity: Making Business Strategy Visible Through Design. Boston: Harvard Business School Press.
- Shireen, Stengel. (2013). Corporate Identity. Saarbrucken, Germany: AV Akademikerverlag Publishing.
- Landa, Robin. (2004). Advertising by Design. Creating Visual Communications with Graphic impact. New Jersey: John Wiley.
- Dennison Dell. The Advertising handbook.
- White, Roderick. Advertising.
- Kurtz, Bruce D. Visual Imagination.
- Behrens, Ray R. Design in the Visual arts.
- Jennings, Simon. Advanced Illustration and Design.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

BFA HONS. 4th Year /Semester – VII

DRAWING & ILLUSTRATION-V	(Practical)	Paper Code- BFA
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Learning Objective:

Introduction to various aspects and techniques of drawing. Time bound exercise. Develop an understanding of the tools used in drawing digitally with the help of various Software's like Adobe Photoshop, Adobe Illustrator. Drawing exercises are to acquire an accurate sense of observation, proportions, and their different levels of light and dark tones. Students will learn various media and techniques of making Illustration and converting drawings into illustrations with special reference to their utilization in advertising and further reproduction through various printing processes. They will be able to draw any type of illustration by continuous observation and careful study and using various software's like Adobe Photoshop, Adobe illustrator.

UNIT-I	Making small Gif's of self - Stylized illustrations. Designing a Mascot for a Brand. Creating illustrations for TV commercial, etc. Advertising Illustration; creating illustration on themes such as Fashion, Medical, Technical, Social, Product, Environment, etc. Story Illustration. Press Illustration.
UNIT-II	Designing a character() with four different angles (Front side, Back side, left side, right side, 3/4 th angle) and creating a story by your imagination with the help of Software's like Adobe Photoshop, Adobe illustrator, After Effects etc.

No. of works to be done –06

- GIF/Stylized illustration
- Character design
- Mascot Design
- Story Illustration

Text Book:

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

- Lawrence Zeegen, Complete Digital Illustration: A Master Class in Image-Making, Rockport Publishers, 1 February 2010 **References:**
- Francis D. K. Ching, Design Drawing, John Wiley.
- Edward, Betty. Drawing on the artist within, Fontana.
- Edward, Betty. Drawing on the right side of the brain. Fontana. • Cameron, Julia. The artists" way. Pan McMillan.
- Turner, James R. Drawing with confidence, Van Nostrand Reinhold.
- Escher, M.C. The complete work. Harry N. Abrahams. • Stayner, Peter and Terry Rosenberg. Landscape Drawing „From first principles“. Arcturus Publishing.
- Gill, Robert W. Rendering with pen and ink. Thames & Hudson

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

BFA HONS. 4th Year/ Semester – VII

PACKAGING (E) or PHOTOGRAPHY (E)- or PRINTING TECHNIQUES (E)	(Practical)	Paper Code- BFA
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PACKAGING (E)

Learning Objective:

The objective of this course is to understand the basic concepts of packaging its characteristics. Learn different packaging materials. Understand the basic concepts of packaging evaluation, ecological aspects. Enable the students to explain how the functions of Label & packaging impact on its design, with reference to historical and contemporary precedent. Evaluate the requirements for label & packaging in response to a brief. Develop & present packaging prototypes in support of a given product.

UNIT-I	Understand the basic concepts of packaging. Identify the key elements of a packaging composition including placement, product, and audience. Design the packaging for any product digitally by using software's like Adobe Photoshop or Adobe Illustrator.
UNIT-II	Understand Different types of packaging. Functions of Label design and packaging. Develop and present packaging. Designing label for various products. Print the final output of packaging design or label design for any product.

No. of works to be done –03

- Labels design for any product
- Primary packaging
- Secondary packaging

Text Book:

- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford: Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5thed. Oxford: Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence,Utah : Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London: Mitchell Beazley Publication. • Langford Michael & BilissiEfthimia. (2007). Lanford's Advanced Photography.7thed. Oxford: Focal Press.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

BFA HONS. 4th Year/ Semester – VII

**Or
PHOTOGRAPHY (E)**

Learning Objective:

The objective of the course is to understand the basic knowledge and skill of photography. Use of camera; observation and selection of subject. Composition; exposing outdoors and indoors. Enhances proficiency with and command of camera and photography equipment's. Acquisition of skill associated with production techniques including logging, lighting, shooting, capturing, editing. Experiment in software's to get the desired outcome according to the market. Interpret and apply the aesthetic sense to meet the industry standards. Enhance the uses of software for non- destructive image, correction enhancement, manipulation and creative interpretation of photographs.

UNIT-I	Use of camera; observation and selection of subject Composition, Exploring indoors and outdoors through photography; Fashion photography, Creative Photography, Advertising Photography etc. in both coloured and black white. Apply the principles of light to produce appropriate image. Interpret And Apply The Aesthetic Sense To Meet The Industry Standards.
UNIT-II	Using Software's to get the desired outcome according to the market. Use of software for non- destructive image, correction enhancement, manipulation. Creative interpretation of photographs. Learning to digitally manipulate the photographs. Narrating a story through a series of photographs.

No. of works to be done –05

- Fashion Photography
- Creative Photography
- Advertising Photography
- Digital Manipulation

Text Book:

- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford: Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5thed. Oxford: Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence, Utah : Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London: Mitchell Beazley Publication.
- Langford Michael & Bilissi Eftimia. (2007). Lanford's Advanced Photography.7thed. Oxford: Focal Press.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

BFA HONS.4th Year/ Semester – VII

**Or
PRINTING
TECHNIQUES**

Learning Objective:

This course is designed for learning basic techniques of serigraphy and use of serigraphy equipments and tools. This course provides training on technical method of printing typography and illustrations in poster with help of technique of serigraphy.

Keeping open the option of the influence of contemporary movements, the student is also exposed to the opportunity of benefiting from new materials, techniques and cultivation discipline in work. The Course is meant to equip the student with such abilities as to inspire and recreate the living quality of our art traditions in the contemporary manifestations and an attitude of professional responsibility. It differs from other fields of specializations to the extent that a major portion of the creative work is intended to be realized through manipulation and exploration of the latest materials and exploration of the latest materials and processes in arriving at a synthesis between content and form rather than a direct application.

UNIT-I	An interesting assignment of Surface printing like T- Shirt printing, coaster printing etc. will be assigned to the students. They will create any illustration including typography and print it on any of the surfaces that are used in daily life.
UNIT-II	Each student is asked to carry out a short-term practice-based research project as part of the course requirement. A project report based on their experience of the technique of serigraphy and its commercial use in the Advertising market and for printing various material.

No. of works to be done –03

- Typography in Indirect Method of Serigraphy
- Surface printing through Indirect Method of Serigraphy
- Project report

Text & References:

- Christiane Paul, Digital Art, 3rd ed. (London; Thames & Hudson, 2015).
- Pedro Gadanho ed., Eco-Visionaries: Art, Architecture, and New Media after the Anthropocene (Berlin: Stuttgart; Hatje Cantz, 2018).
- Adam, Roberts and Robertson Carol, Screen Printing- The complete water based system

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

● **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+

Sketch book (50 pages) 5 marks = (20 Marks) ●

Attendance / Class performance = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

BFA HONS. 4th Year/ Semester – VIII

ADVERTISING PROFESSION & PRACTICE-VI (Theory)	Paper Code- BFA
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Learning Objective:

Understanding Marketing research in advertising, Process of Marketing research. Analysing Marketing Strategy, Different types of research methods. Enhancing knowledge about Brand, Brand Planning, Brand communication, Brand Cycle etc. Knowledge of today's Marketing Concepts. Students will Understand 4 P's of Marketing, Social Media marketing. Enhancing role of Photography and illustration in Advertising. Window Display, Counter Display.

UNIT-I	• Marketing Research in Advertising • Research Process • Marketing Strategy.
UNIT-II	• Understanding Brand and Brand Communication • Brand Cycle • Brand Planning.
UNIT-III	• The modern Marketing Concept • 4 P's of Marketing • Social Media Marketing.
UNIT-IV	• Role of Photography • Illustration in Advertising • Window display, Counter display etc.

Text Book:

- Philip kotler, Gary Armstrong, Principles of Marketing, Pearson, Fifteenth edition

References:

- Dhruv Grewal, Michael Levy, Marketing, Tata McGraw Hill Education Private Limited, Second Edition
- S.A. Sherlekar, Marketing Management, Himalaya Publishing House, Thirteenth Revised Edition
- Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Marketing Management, Pearson, Fourteenth Edition
- V. S. Ramaswamy, S. Namakumari, Marketing Management, Macmillan India limited, Third Edition
- Philip Kotler, Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan, Marketing Management an Asian Perspective, Prentice Hall Simon & Schuster (Asia) Pte Ltd
- Philip Kotler, Kevin Lane Keller, Marketing Management, Pearson, Fifteenth Edition
- G. C. Beri, Marketing Research, Tata McGraw Hill Education Private Limited, Fourth Edition
- Harper W. Boyd, Ralph Westfall, Stanley F. Stasch, Marketing Research Text and Cases, AITBS Publishers
- Naresh K. Malhotra, Marketing Research an Applied Orientation, Pearson, Fourth Edition
- Alan Wilson, Marketing Research an Integrated Approach, Pearson, Third Edition
- Frank Jefkins revised by Daniel Yadin, Advertising, Pearson, Fourth Edition

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

Suggested Continuous Evaluation Methods:

-Written Test	10 marks
-Assignment/ Seminar	10 marks
-Class performance/ Attendance	05 marks

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

BFA HONS. 4th Year /Semester – VIII

ADVERTISING DESIGN & GRAPHIC DESIGN-VI (Practical)	Paper Code- BFA
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Learning objective:

The Objective of this course is to develop an idea and execute the same in the form of an advertising campaign. Students will learn how to select, plan, schedule, produce and budget for services required creating successful advertising campaigns. Campaigns incorporating traditional as well as modern media. Analyze the social problems prevailing in the society. Construct an impactful message strategy to spread awareness to overcome social problems. Employ appropriate advertising appeal to capture the attention of the target audience.

Computers are used now days in all aspects of our life. The objective of this is to create an awareness of computer application in the students and also to make them familiar with the working of computer system. This exposure will enable the students to enter the world with confidence, live in these environments in a harmonious way and contribute to the productivity. Basic knowledge of computer software for various application so that a student shall be able to use the computer for different application. Introduction to Computers, DOS and Windows, Working with paint brush tools, typography design, introduction of Design Software (Coral, Photoshop, Illustrator, InDesign, After effects, Adobe XD etc.) according to latest version available from time to time, preparation of Graphic design for Press/Magazine Layout, Illustration logo posters page making layout etc. Understanding website page design and its prototype. Basic knowledge of UI/UX.

UNIT-I	1 Full Flashed Interactive Campaign on consumer product or institutional (Service or Social)) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for Campaign Design is 10 works). It can be made manually or digitally
UNIT-II	1 Full Flashed Campaign on Service given to the consumers by various companies like Airtel, Zomato, Banks etc. related with any of the appropriate media including Print and various techniques available. (Minimum Submission for Advertising Design is 10 works). It is to be made digitally by using various software's like Adobe Photoshop, Adobe Illustrator etc.
UNIT-III	Understanding UI/UX. Research on Website design and re designing the web page of any website with improvements by using Various Software's like Adobe Photoshop, Adobe Illustrator, Adobe XD. Making the Prototype of the webpage.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

UNIT-IV	Understand the principles of creating brand awareness & planning the complete advertising campaigns. Design and execution of product advertising campaign; designing corporate identity, branding, newspaper ad, magazine ad, poster, hoardings, sales promotions, POP"s, other relevant media, digital media, etc. Research on the topic of the campaign and Designing a report.
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No. of works to be done –02

- Interactive Campaign
- Service Campaign
- Prototype of website
- Research work and Website page redesign
- Campaign design
- Report design

Text Book:

- Rege, G.M. Advertising Art and Ideas.

References:

- Evans, Poppy. (2005). Exploring Publication Design. Boston: Delmar Cengage Learning.
- Olins, Wally. (1990). Corporate Identity: Making Business Strategy Visible Through Design. Boston: Harvard Business School Press.
- Shireen, Stengel. (2013). Corporate Identity. Saarbrucken, Germany: AV Akademikerverlag Publishing.
- Landa, Robin. (2004). Advertising by Design. Creating Visual Communications with Graphic impact. New Jersey: John Wiley.
- Dennison Dell. The Advertising handbook.
- White, Roderick. Advertising.
- Kurtz, Bruce D. Visual Imagination.
- Behrens, Ray R. Design in the Visual arts.
- Jennings, Simon. Advanced Illustration and Design.
- Broome, Gerald F. (1974). Elements of Design: Space. Worcester : Davis Publications.
- Albert W Porter. Elements of Design-Space and Form.
- Albert W Porter. Elements of Design-Line.
- Bruce D. Kurty. (1987). Visual imagination – An introduction of Art. New Jersey: Prentice Hall.
- Akenine-Moller, T. and E. Haines (2002) *Real-Time Rendering*, A.K. Peters.
- Angel, E. (2005) *Interactive Computer Graphics: A Top-Down Approach with OpenGL*, Addison Wesley.
- Farin, G. and D. Hansford (2004) *Practical Linear Algebra: A Geometry Toolbox*, AK Peters.
- Hearn, D. and M.P. Baker (2003) *Computer Graphics with OpenGL*, Prentice Hall.

- Schneider, P. and D.H. Eberly (2002) *Geometric Tools for Computer Graphics*, Morgan Kaufmann.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

BFA HONS. 4th Year Semester – VIII

DRAWING & ILLUSTRATION- VI (Practical)	Paper Code- BFA
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Learning Objective:

Introduction to various aspects and techniques of drawing. Time bound exercise. Develop an understanding of the tools used in drawing digitally with the help of various Software's like Adobe Photoshop, Adobe Illustrator. Drawing exercises are to acquire an accurate sense of observation, proportions, and their different levels of light and dark tones. Students will learn various media and techniques of making Illustration and converting drawings into illustrations with special reference to their utilization in advertising and further reproduction through various printing processes. They will be able to draw any type of illustration by continuous observation and careful study.

UNIT-I	Discover and employ personal style in creating a story based on personal life experience and illustrate the same, Translate the written content through a visual or multiple visuals. Students are expected to write a story talking about them. The story has to be compiled in a storybook form having realistic and typographic illustrations with creative applications.
UNIT-II	Creating illustrations for Comics, TV commercial, etc. Advertising Illustration; creating illustration on themes such as Fashion, Medical, Technical, Social, Product, Environment, etc. Self-Stylized Illustration or Designing Caricature using Software's like Adobe Photoshop, Adobe Illustrator or manually.

No. of works to be done –04

- Editorial Illustrations based on various articles in newspapers
- Story Book based on personal life experiences
- Stylized and figurative Illustrations
- Caricature design

Text Book:

- Lawrence Zeegen, Complete Digital Illustration: A Master Class in Image-Making, Rockport Publishers, 1 February 2010

References:

- Francis D. K. Ching, Design Drawing, John Wiley.
- Edward, Betty. Drawing on the artist within, Fontana.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

- Edward, Betty. Drawing on the right side of the brain. Fontana. • Cameron, Julia. The artists' way. Pan McMillan.
- Turner, James R. Drawing with confidence, Van Nostrand Reinhold.
- Escher, M.C. The complete work. Harry N. Abrahams. • Stayner, Peter and Terry Rosenberg .Landscape Drawing „From first principles“. Arcturus Publishing.
- Gill, Robert W. Rendering with pen and ink. Thames & Hudson

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

BFA HONS. 4th Year/ Semester – VIII

PACKAGING (E) or PHOTOGRAPHY (E)- or PRINTING TECHNIQUES (E)	(Practical)	Paper Code- BFA
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PACKAGING (E)

Learning Objective:

The objective of this course is to understand primary, tertiary and secondary packaging and role of packaging in endorsing the sales of a product by packaging, commercial accessories and specialized items. Understand the basic concepts of packaging its characteristics. Learn different packaging materials. Understand the basic concepts of packaging evaluation, ecological aspects. Enable the students to explain how the functions of Label & packaging impact on its design, with reference to historical and contemporary precedent.

UNIT-I	Introduction to primary, tertiary and secondary packaging and role of packaging in endorsing the sales of a product by packaging, commercial accessories and specialized items. Understand the basic concepts of packaging its characteristics. Designing labels for product with the help of digital software's.
UNIT-II	Understanding various types of Packaging materials. Enhancing knowledge of Functions of label and packaging design. Designing Packaging design for various products with the help of Digital Software's like Adobe Illustrator and Adobe Photoshop. Printing the Final Output

No. of works to be done –03

- Labels design for any product
- Primary packaging • Secondary Packaging

Text Book:

- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford: Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5thed. Oxford: Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence, Utah : Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London: Mitchell Beazley Publication. • Langford Michael & BilissiEfthimia. (2007). Lanford's Advanced Photography. 7thed. Oxford: Focal Press.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

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

APPLIED ART

Year/Semester wise Titles of the Papers

LIST OF SUBJECTS AND SUBJECT CODES FOR HONS

BFA HONS. 4th Year/ Semester – VIII

**Or
PHOTOGRAPHY (E)**

Learning Objective:

Learning to frame a subject in an interesting perspective. Organizing and managing visual inputs in a system with the help of Adobe Lightroom and Photoshop software. Mastering color management and color profile to be able to make consistently high quality prints of exhibition standards. Understanding product characteristics to plan a perfect shoot. Getting to understand artificial light sources and light shaping tools to highlight object characteristics like form, texture, and dramatic effects. Creative seeing, visualization and Capturing conceptual creative images using a contrived approach

UNIT-I	Identifying the graphic elements in an image and capturing them to create a strong visual output. Editing visual inputs in a system with the help of Adobe Light room and Photoshop software. Analysing product characteristics to plan a perfect shoot. Applying digital image capture to various fields of interest ranging from Portraits to the Abstract.
UNIT-II	Express A Social Issue Through A Series Of Photographs. Practice photography & explore nature, Product, portrait, Architecture, etc. through camera. Capturing conceptual creative images. Interpret different styles of photography. Development of Individual style

No. of works to be done –05

- Product Photography
- Conceptual Photography
- Architectural/ Abstract Photography
- Portrait Photography
- Series of Photography on social issue

Text Book:

- Allen Elizabeth. (2010). the Manual of Photography. 10thed. Oxford: Focal Press.

References:

- Langford Michael. (1989). Advanced Photography. 5thed. Oxford: Focal Press.
- Dahlin Eric. (2013). Advanced Photography. Providence, Utah : Eric Dahlin Publication.
- Ang Tom. (2003). Advanced Digital Photography. London: Mitchell Beazley Publication.
- Langford Michael & Bilissi Efthimia. (2007). Lanford's Advanced Photography.7thed. Oxford: Focal Press.

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks)
- **Attendance / Class performance** = (5 Marks)

BFA HONS. 4th Year/ Semester – VIII

**Or PRINTING
TECHNIQUES**

Learning Objective:

This course is designed for learning basic techniques of serigraphy and use of serigraphy equipments and tools. This course provides training on technical method of printing typography and illustrations in poster with help of technique of serigraphy.

Keeping open the option of the influence of contemporary movements, the student is also exposed to the opportunity of benefiting from new materials, techniques and cultivation discipline in work. The Course is meant to equip the student with such abilities as to inspire and recreate the living quality of our art traditions in the contemporary manifestations and an attitude of professional responsibility. It differs from other fields of specializations to the extent that a major portion of the creative work is intended to be realized through manipulation and exploration of the latest materials and exploration of the latest materials and processes in arriving at a synthesis between content and form rather than a direct application.

UNIT-I	An interesting assignment of Surface printing like T- Shirt printing, coaster printing etc. will be assigned to the students. They will create any illustration including typography and print it on any of the surfaces that are used in daily life.
UNIT-II	Each student is asked to carry out a short-term practice-based research project as part of the course requirement. A project report based on their experience of the technique of serigraphy and its commercial use in the Advertising market and for printing various materials.

No. of works to be done –03

- Typography in Indirect Method of Serigraphy
- Surface printing through Indirect Method of Serigraphy
- Project report **Text & References:**
- Christiane Paul, Digital Art, 3rd ed. (London; Thames & Hudson, 2015).
- Pedro Gadanho ed., Eco-Visionaries: Art, Architecture, and New Media after the Anthropocene (Berlin: Stuttgart; Hatje Cantz, 2018).
- Adam, Roberts and Robertson Carol, Screen Printing- The complete water based system

Suggested Continuous Evaluation Methods: Continuous internal valuation through internal tests and Presentation.

- **Assignment / Sessional work** -3 Sessional Sheets (minimum) 15 marks+
Sketch book (50 pages) 5 marks = (20 Marks) ●
- Attendance / Class performance** = (5 Marks)