



**SUNRISE UNIVESITY**  
**ALWAR, RAJASTHAN**  
**B. A. (Hons) Syllabus of Fine & Arts**  
**Course Structure**

**1<sup>st</sup> Semester**

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BAHFA101	History of Art-1	40	60	100
BAHFA102	Drawing & Head Study	40	60	100
BAHFA103	Painting Making & Colour	40	60	100
BAHFA104	Environmental Studies	40	60	100
<b>Total</b>		<b>160</b>	<b>240</b>	<b>400</b>

**2<sup>nd</sup> Semester**

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BAHFA201	Applied Art	40	60	100
BAHFA202	Advertising Art & Computer Graphics	40	60	100
BAHFA203	Practical Paper-1	40	60	100
BAHFA204	Communicative Hindi/MIL	40	60	100
<b>Total</b>		<b>160</b>	<b>240</b>	<b>400</b>

**3<sup>rd</sup> Semester**

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BAHFA301	History of Art-2	40	60	100
BAHFA302	Lettering-Typography & Photography-1	40	60	100
BAHFA303	Advertising Art and Ideas	40	60	100
BAHFA304	Practical Paper-2	40	60	100
<b>Total</b>		<b>160</b>	<b>240</b>	<b>400</b>

**4<sup>th</sup> Semester**

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BAHFA401	History of Indian Art-1	40	60	100
BAHFA402	Lettering-Typography & Photography-2	40	60	100
BAHFA403	Drawing & Painting from Life	40	60	100
BAHFA404	Practical Paper-3	40	60	100
<b>Total</b>		<b>160</b>	<b>240</b>	<b>400</b>

### 5<sup>th</sup> Semester

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BAHFA501	Lettering & Typography	40	60	100
BAHFA502	Print Making & Computer Graphics	40	60	100
BAHFA503	Photography & Computer Graphics	40	60	100
BAHFA504	Practical Paper-4	40	60	100
<b>Total</b>		<b>160</b>	<b>240</b>	<b>400</b>

### 6<sup>th</sup> Semester

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
BAHFA601	History of Indian Art-2	40	60	100
BAHFA602	Portrait & Creative Painting	40	60	100
BAHFA603	Print Making & Advance Drawing	40	60	100
BAHFA604	Project & Viva Voce	40	60	100
<b>Total</b>		<b>160</b>	<b>240</b>	<b>400</b>

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### B. A. (Hons) Syllabus of Fine & Arts

#### **SEM-1**

#### **1. BAHFA101 History of Art-1**

##### **Study the Topics:**

##### **Unit-1.**

Indian Art: Indus civilization, Mauryan Art, Suga Art, Andhra Art, Kushan Art, Gupta Art.

##### **Unit-2.**

Western Art: Prehistoric Art, Egyptian Art, Mesopotamian Art, Minoan & Mycenaean Art, Greek Art, Roman Art.

##### **Unit-3.**

Far Eastern Art: Art of China and Japan.

#### **2. BAHFA102 Drawing & Head Study**

##### **Study the Topics:**

##### **Unit-1.**

Drawing (Manmade & Nature): Study from manmade objects and nature with emphasis on construction. Perspective and rendering in linear and massive drawing. Experience with material quality for feel. Values in grey, texture and colour in rendering. Use of media – pencil, charcoal, pen & ink, crayon etc.

##### **Unit-2.**

Drawing from Life: Mainly based on general form and gesture. Observed and studied in pencil,

charcoal and pastels medias in various light conditions.

### **Unit-3.**

Head Study: Rendering of Head from cast for construction and proportion of human head Anatomy of human face with lines, masses & effect of light and shades.

## **3. BAHFA103 Painting Making & Colour**

**Study the Topics:**

### **Unit-1.**

Painting (2-D Design): Study of Visual Elements, Point, Line, Planes and Shapes. Study of Design Principles, 2-D designs, Organization in space (positive and negative). Basic and free shapes- Line, Colour, Tone, Texture, Form and Space.

### **Unit-2.**

Print Making: Fundamentals of various methods of taking prints. Rubbing, Potato Print. Mono-print in single or two colours with various types of materials and their combinations, viz. paper, card board, cloth etc.

### **Unit-3.**

Colour: Perception of colour, Light and Pigment theory, Understanding of Primary and Secondary colours. Colour Wheel and various Colour Schemes derived from it. Complementary Scheme. Analogous Colour. Split and Double Split Complementary Colour Scheme. Gray Scale, Keys and Contrast. Practical application of Colour Theory in Practice Assignments.

## **4. BAHFA104 Environmental Studies**

**Study the Topics:**

### **Unit-1.**

Introduction to Environmental Science: (a) Definition, scope, importance, and multidisciplinary nature of Environment; Concept sustainable development; Introduction to spheres; Institutions and people in environment. (b) Concept of an ecosystem; Structure and function of an ecosystem; Producers, consumers and decomposers; Energy flow in the ecosystem; Ecological succession; Food chains, food webs and ecological pyramids; Function of (i) Forest, (ii) Grassland, (iii) Desert (iv) Aquatic ecosystem.

### **Unit-2.**

Natural Resources: Renewable and non-renewable resources; Natural resources and associated problems: (a) Forest resources (b) Water resources (c) Mineral resources (d) Food resources (e) Energy resources (f) Land resources

### **Unit-3.**

Biodiversity and Conservation: Concept of Biodiversity: genetic, species, and ecosystem diversity–Bio-geographical classification of India-Value of biodiversity-Biodiversity at global, national and local levels-India as a mega-diversity nation-Hot-spots of biodiversity-Threats to biodiversity: Endangered and endemic species of India-Conservation of biodiversity: In-situ and Ex-situ conservation.

### **Unit-4.**

Environmental Pollution and Social Issues: (a) Cause of pollution, effects and control measures of the following: Air–Water–Soil–Marine-Noise-Thermal-Nuclear Hazards-Solid waste of urban and industrial wastes; Pollution case studies. (b) Environment Laws: International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). (c) Disaster management (d) Urban problems related to Environment (e) Nature reserves - tribal populations and rights - human wildlife conflicts in Indian context.

## **Unit-5.**

Human Population and the Environment: Population growth, variation among nations-Family Welfare Programme-Environment and human health; Human Rights-Value Education-HIV/AIDS-Women and Child Welfare-Role of Information Technology in Environment and human health-Case Studies.

### **Suggested Topics and Background Prose Readings for Class Presentations Topics:**

1. To educate the students about the importance of environment and its protection, and environmental issues concerning sustainable development.
2. To introduce the multidisciplinary nature of environment and its constituents' natural resources, ecosystems, biodiversity, and its conservation.
3. To discuss about the environmental pollution Acts, social issues connected to environment, human population, and the environment.

### **Suggested Readings:**

1. Erach Bharucha. (2018). Textbook of Environmental Studies for Undergraduate Courses, Universities press (India) Private Limited, Hyderabad, Telangana, India.
2. Agrawal, KM, Sikdar, PK and Deb, SC. (2002). A Text book of Environment, Macmillan Publication. Mahua Basu and Xavier, S. (2016). Fundamentals of Environmental Studies, Cambridge University Press, Delhi, India.
3. Rajagopalan, R. (2016). Environmental Studies- from crisis to cure, Oxford University Press, New Delhi, India.
4. Mitra, A. K, and Chakraborty, R. (2016). Introduction to Environmental Studies, Book Syndicate.
5. Enger, E. and Smith, B. (2010). Environmental Science: A Study of Inter-relationships, Publisher: McGraw-Hill Higher Education; 12th edition.
6. Y.K. Singh, (2006). Environmental Science, New Age International Pvt. Ltd, Delhi. Basu, R.N. 2000, Environment, University of Calcutta.
7. Misra, SP and Pande, SN. (2011). Essential Environmental Studies (3rd Edition), Ane Books Pvt. Ltd. Ghosh Roy, MK. (2011). Sustainable Development (Environment, Energy and Water Resources), Ane Books Pvt. Ltd.
8. Mitra, A.K, Bhattacharya, S. and Saha, D, Environmental Studies, St. Xavier's College, Kolkata.

## **SEM-2**

### **5. BAHFA201 Applied Art**

#### **Study the Topics:**

##### **Unit-1.**

Applied Art as the name itself suggests is Art as Applied to a specific purpose in order to inform or sell goods or services. It is best regarded as a powerful medium for mass communication besides its extensive use in the field of advertising, Applied Art is also considered as an effective tool for visual publicity. It is an art of the modern age with a firm belief in art and industry suitable to the age. Applied Art is the need of every nation and national industry and the field of commerce has to depend on it. When labour and machinery play their part in producing indigenous goods or products, the Applied artist plays an equally important part in planning, designing, advertising and helping to sell these goods or products.

**Unit-2.**

The Applied artists has as fascinating, a creative field as anyone connected with other Fine Art he can make his work a thing of beauty, charm and attraction, there by becoming a Fine showman and an engaging sells man.

**Unit-3.**

The syllabus is designed to sharpen artistic intellectual and creative sensibilities; the students are groomed to attain proficiency as Graphic Designers (Applied Artist) in the field of Advertising. Intellectual development is also directed to perusing higher education.

**Objectives:**

1. Our objectives are to advance learning, knowledge and professional competence particularly in the field of applied arts, in the principle and practice of art and design in relation to industrial, commercial and social developments.
2. Department of Applied Arts, SunRise University aims to achieve international standards of excellence in graduate and post graduate educations of future artists and designers.
3. It aims to achieve these through the quality of its teaching, research and practice and through its relationship with the institutions and industry and technologies associated with the discipline of art and designs.
4. Fostering a high level of understanding of the principle and practice of art and design encouraging individual creativity among staff and students.
5. Recruiting students of proven ability and by providing pre-professional and post experience study opportunities.
6. Continuously enhancing appropriate links and collaborations with industries and professional bodies.
7. Exploring the innovative applications of technologies and processes to the discipline of art and design.
8. Encouraging awareness of social and environmental developments in so far as they relate to art and design.

**Scope of Applied Art (Graphic Design):**

- a) Information Graphics
- b) Advertising Design
- c) Packaging
- d) Corporate Identity
- e) Desktop Publishing
- f) Knowledge of Typography
- g) Photography
- h) Drawing and Visual Studies
- i) History of Graphics and Art
- j) Drawing for Storyboard
- k) Animation
- l) Illustrations
- m) Outdoor Media/Wow Media
- n) POP Media

**Electronic Media:**

As it has redefined the definition of Graphic Design and has made graphic reproduction technology more accessible to the designers.

**Growth:**

Innovation and Research  
Professional Focus  
Influence on Art and Design  
Achievements

**6. BAHFA202 Advertising Art & Computer Graphics****Study the Topics:****Unit-1.**

Advertising Art & Ideas: Selection of Advertising Media–Marketing and Market research–Advertising in operation, Advertising Agency function–Position, Reproduction, Printing methods, Artworks.

**Unit-2.**

Computer Graphics: Introduction to Computers graphics, Basic fundamentals of computer, Common terminologies, types of commands, types of booting, what is Unix? Features of Unix, computer virus.

**7. BAHFA203 Practical Paper-1****Study the Topics:****Unit-1.**

Study From Life: Structure of Human figure in full and parts. Drawing from life. Rendering in pencil, ink and colours. Understanding of different rendering techniques. Outdoor study of nature/man-made objects. Rendering in pencil and colour.

**Unit-2.**

Calligraphy/Lettering & Typography: Application of calligraphic styles for simple professional work. Typography Applications for simple communicative design. Expressive types, Characters of type, Grid system–type calculation.

**Unit-3.**

Corporate Identity: Application of Symbol–Logos for stationery and other media of 2-D and 3-D designs.

**Unit-4.**

Packaging Design: Principles of packaging, Knowledge of various materials–Paper, Board. Methods of Packaging, Label and Carton Designing, Costing and estimating.

**Unit-5.**

Press Layout Assignment based on principals of Design. Daily Consumer Durables Products/ Public Services.

**Unit-6.**

Poster/Hoarding: Daily Consumer/Durable Products. Importance of Colours on Poster/Hoarding.

**8. BAHFA204 Communicative Hindi/MIL****Study the Topics:****Unit-1.**

Communication –Definition, stages, barriers, types: verbal and non-verbal, Listening- Meaning, Nature and importance, Principles of Good Listening.

**Unit-2.**

Class-presentation (Oral for five minutes) on any of the above-mentioned topics:

Descriptive writing, expansion of an idea.

### **Unit-3.**

Writing skills—notice writing, advertisement writing, précis writing, essay writing, letter writing (applications), Business letter formats (letters of enquiry, replies and complaints), resume writing, covering letter.

### **Unit-4.**

Vocabulary building: One word substitution, synonyms and antonyms, idioms and phrases.

### **Suggested Topics and Background Prose Readings for Class Presentations Topics:**

To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for Hindi/MIL Communication.

### **Suggested Readings:**

1. Technical Communication, M. H. Rizvi, Tata McGrawhill Effective Business *Communication*, Asha Kaul *Developing Communication Skills*, Krishnamohan.
2. *Functional Grammar and Spoken and Written Communication in English*, Bikram K. Das, Orient Black Swan.
3. *Precis, Paraphrase and Summary*, P.N. Gopalkrishnan, Authors Press.
4. *Communication Skills*, Sanjay Kumar and Pushplata, Oxford Publication

**Note:** Suggested Reading: Latest edition of text books may be used by the suggestion of University Department of Political Science, SunRise University.

## **SEM-3**

### **9. BAHFA301 History of Art-2**

#### **Study the Topics:**

#### **Unit-1.**

Indian Art—Medieval temple architecture—Chalukyan period, Rashtrakuta period, Pallava period, Chandella period, Eastern Ganga period.

#### **Unit-2.**

Western Art—Early Christian Art, Byzantine Art, Romanesque Art, Gothic Art, Renaissance.

#### **Unit-3.**

Aesthetic: introduction to Art & Aesthetics-

- 1) What is Art: Art as a social phenomenon's, Art as object of perception.
- 2) Aesthetics Activity: The diversity of its forms; The Aesthetics & Artistic design.
- 3) Ideas of life and art according to Indian philosophy.
- 4) Early references to Art and Beauty.
- 5) Indian Aesthetics and it's relations to philosophy and relation.
- 6) The theory of RASA and it's applications to various Arts.
- 7) Plato's views on Art and Aesthetics.
- 8) Aristotle's theory of imitation and the concepts of catharsis.
- 9) Beauty and ugly: Views of Plotinus, St. Augustine and David Hume.
- 10) Sublime: Views of Longinus Burke and A.C. Bradley.
- 11) Bosanquet: Three lectures on Aesthetics.

#### **Books Recommended:**

- 1) Bharatiya Chitrakala by B.M. Dabhade.
- 2) Philosophics of India by Heinrich Zimme.
- 3) Indian Sculpture and Painting by E. B. Barell, Chap III.

- 4) Rasa Bhava Vichar by R. P. Kangale.
- 5) The republic by Plato–Chap X.
- 6) Aristotles Theory of Pretry and Fine Arts by S.H. Butcher.
- 7) Aristotle the kayasastra by G.V. Karandikar.
- 8) Studies in Iconology by Erwin Panofsky Chap. VI.
- 9) Aesthetics by Yuri Borev.
- 10) Prachin Bhartiy Kala ani Adhunik Jahirati Lekhan: Dr. Muktadevi Prashant Mohite Prakashak-Visa Buksa.

## **10. BAHFA302 Lettering-Typography & Photography-1**

### **Study the Topics:**

#### **Unit-1.**

Lettering–Typography: Importance of writing words in the world of Communication. Typography and Calligraphy–the difference–definition. Nature and scope. Type and its characters–type faces–family the technical aspects of typography.

#### **Unit-2.**

Illustration: The importance of Illustration for Communication from pro-historic period to modern period. Definition of illustration. The different areas of Communication where illustration is applicable. How illustration plays its role in communication media.

#### **Unit-3.**

Photography: Importance of Photography in communication media. History of photography, Camera and its Accessories. Lights and Lightings, Digital Photography, Introduction Photo editing software.

## **11. BAHFA303 Advertising Art and Ideas**

### **Study the Topics:**

#### **Unit-1.**

Types of Advertising Agencies, Art Work, Campaign Planning, Marketing and Research, Research Product, Consumer, Purpose of Advertising. Function and Legal Aspects of Advertising.

#### **Unit-2.**

Copy Writing Types of headlines Declarative, Interrogative, Testimonial, Humorous etc. Types of Copy, Use of Product Service–Information–Its report–special target audience for making copy effective.

## **12. BAHFA304 Practical Paper-2**

### **Study the Topics:**

#### **Unit-1.**

Still Life: Study of various objects (Natural and manmade and groups with background) rendering to be done in pencil, charcoal, water and oil. Study of light fallen on various objects arranged on still life platform with the relative proportion between each other.

#### **Unit-2.**

Head Study from Life: Study of the head through different directions and angles. Anatomical structure of the head, its plain, depth, raised portion and the parts of the head. Rendering to be done in pencil, charcoal, water, oil, acrylic and oil pastels.

#### **Unit-3.**

Drawing From Life: Drawing from life and nature in pencil, crayon or inks, Observation and



rendering of proportion of human body and various forms of nature indoor and outdoor sketching from life and nature, Visits to Zoo and Museum.

#### **Unit-4.**

Painting-II: In water colour, coloured pencils or coloured inks. Extension of Painting-II Arrangements of figures and forms in pictorial space, expression of specific mood and emotions. Assignments should be based on realistic forms.

#### **Unit-5.**

Print Making: Theory–General information regarding various categories of print making into the surface of a printing block viz. Plano-graph, relief process, intaglio and stencil. The method and materials used in various processes of print making viz. Lino cut, Wood cut, knowledge of terminology and mounting a print.

### **SEM-4**

#### **13. BAHFA401 History of Indian Art-1**

#### **Study the Topics:**

##### **Unit-1.**

Indian Art Study of Indian Miniatures Painting, Jain, Rajasthani, Pahari and Mughal Schools. Western Art – Mannerism, Baroque Art, Rococo, New classicism, Realism, Impressionism.

##### **Unit-2.**

Aesthetics: Total number of questions to be solved is five-

1. The work of Art: Its inner structure. The topical and eternal work of art.
2. Psychology of Artistic creation and Artistic perception.
3. Social and psychological aspects of Aesthetics according to Vatsayan.
4. Shadanga Six limbs of Indian Painting.
5. Aesthetics of Shukraniti.
6. Paroksha and Abhasa.
7. Baumgartner or Aesthetic Experience, Beauty and Truth, Art and Intellect.
8. Winckellmann on Definition of Beauty, God and Beauty.
9. Lessing on Painting and Poetry, Painter and Poet, Painter and Prerogative moment as explained in his essay "Laocoon".
10. Kant on Aesthetic Judgment, Aesthetic Experience, Beauty sublime, Beauty pleasure, Imagination, Existence of Material world.
11. Croce on Aesthetic and Intellectual knowledge, Aesthetic Perception, symbols and Metaphors, Art and Morality Art and Nature, object and its forms.

#### **Books Recommended:**

1. Kamasutra of Vatsayan First Year.
2. Indian Painting by Percy Brown.
3. Six Limbs of Painting by A. Tagore.
4. Bharatiya Chitrakala by B.H. Dabhade Chap.-III.
5. Aesthetics of Shukraniti by A. Coomarswamy.
6. Transformation of nature in Art by Dover.
7. Paroksha Ibid chap.-V.
8. Abhasa Ibid chap.-VI.
9. The renaissance by Walter Pater.
10. Selections from lectures on Aesthetics in the philosophy of Hegel Modern Library Edition.
11. Aesthetics by Yuri Boren 12. Prachin Bhartiya Kala ani Adhunik Jahirati Lekhan: Dr. Mukta Devi Prashant Mohite Prakashak-Visa Buksa.

## **14. BAHFA402 Lettering-Typography & Photography-2**

### **Study the Topics:**

#### **Unit-1.**

Lettering & Typography: Calligraphy–formal and informal–experimenting with Calligraphic tools, Surface and Styles–Application of typography–Type construction–Expressive words–Logos, Typographic Design, application for magazine, Packaging, Calendar, Book Jackets, Broachers etc. Use of Computer as a tool for Typography.

#### **Unit-2.**

Illustration: Drawing from Life and anatomy study–action–expression. Study of different age groups–Male–Female. Outdoor sketching–Animal–Birds–Buildings etc. Introduction of various mediums. Exploration of reproduction techniques–materials–tools. Introduction of Advertising medias where illustration is mainly applied. Knowledge of printing processes–Animation/Basic technique–Manual/Computer methodology–Designing Character/Story Board/Backgrounds. Assignments for print media–Knowledge of Computer graphics.

#### **Unit-3.**

Photography: Revision of photography–Study of different types of Digital Cameras and lenses. Types of lightings of various purposes–Portrait–Still Life–Table top. Equipment's for Digital Photography, Different formats of Digital Images such as pad, jpeg, tiff. Use of computer for digital photography, editing digital photos with software like Photoshop– Creative Photography. Use of exposes meter. Advanced lighting–Flash photography–umbrella and soft lighting.

## **15. BAHFA403 Drawing & Painting from Life**

### **Study the Topics:**

#### **Unit-1.**

Drawing From Life: Drawing from life (Human forms) Basic proportions, grace of the figure, structure and Construction, Plains of the body and drapery, shade and light, Making of finished drawings from different scribbling possibilities. Study of the anatomy of the entire human figure with the construction of muscles and bones.

#### **Unit-2.**

Painting From Life: Painting of full human figure in various colours media (water, Pastel, Oil), Human figure in background and in various pose, understanding of the composition of figure in the space. Study of light fallen on figure & background.

#### **Unit-3.**

Portrait Painting: Half-length studies of human figure, Bust of male and female in different age groups. Study of head and drapery and the plan of light and shade on it with water and oil media. Lectures and demonstrations on portrait painting.

#### **Unit-4.**

Pictorial Design: Study of composition (Principals), Placement of the elements on the surface, Identification of compositional problems of each type of painting Developing personal expression through any style (Indian/Western).

## **16. BAHFA404 Practical Paper-3**

### **Study the Topics:**

#### **Unit-1.**

Communication Design–I: Advertising Campaign/Project Work for the indoor advertising medias. The students have to select one existing clients from the following categories-

- (a) Product: Consumer/Consumer Durable.
- (b) Service: Commercial/Non-Commercial.
- (c) Public Welfare: National/International.

After selecting the client, a student should make the market study, find out the USP's, decide the advertising objectives and prepare the copy platform on the basis of this study, planning and execution of campaign either for advertising or any promotional client.

#### **Unit-2.**

Computer Graphics: Working with Photoshop, finishing the photograph, changing backgrounds, mixing, simple typographic layouts on Corel-draw, creative typographic layouts, layouts with the use of photographs, Page making with the help of Page-maker.

### **SEM-5**

#### **17. BAHFA501 Lettering & Typography**

##### **Study the Topics:**

##### **Unit-1.**

Lettering & Typography: Expressing different thoughts and texts in calligraphic way. Experimentation with Calligraphy for application in communication design. A communication design project Exploring various media and communication design areas. Type designing for specific Purpose.

##### **Unit-2.**

Illustration: Selection of specific 'Area' for illustration like Advertising Editorial Publishing. Fashion, Animation (from script to story board) comic strips etc.

#### **18. BAHFA502 Print Making & Computer Graphics**

##### **Study the Topics:**

##### **Unit-1.**

Print Making: Introduction of materials and tools it's use for making a design for relief print. Making relief print from wooden blocks. Knowledge of registration, designing prints with more than two colours, Use of overlapping of colours, Possibilities of the textural values of various types of materials like wood, linoleum, zinc plate etc.

##### **Unit-2.**

Computer Graphics/Advance Drawing: Computer Graphics–Windows, Working with paint brush, tools, Basic design (Geometrical and Freehand) Advance Drawing–Study of human figure, study of Animals, Study of figures in action and studies from the total scene. Creative & design aspects of drawing with special emphasis on Nature of drawing mediums.

##### **Unit-3.**

Mural: Methods of plastering & making grounds, Transfer of Drawing & Painting on wet and dry background. Different mediums like plaster, Terra-cotta, Ceramics, Stain Glass, Metal etc. (Study of the subjects depend upon the expert and infrastructure available in the Institute).

#### **19. BAHFA503 Photography & Computer Graphics**

##### **Study the Topics:**

##### **Unit-1.**

Photography: Study of big format Camera and its use. Advanced lighting for table top and model Photography. Product photography. Advance creative photography (Multi exposing) optical and digital special effects. Feature articles on theme in colour / B.W. with minimum 12 pictures. Visit to modern photographic studios. Outdoor studies.

**Unit-2.**

Illustration: Selection of specific 'Area' for illustration like Advertising Editorial Publishing, Fashion, Animation (from script to story board) comic strips etc.

**Unit-3.**

Computer Graphics: Introduction to Multimedia.

**20. BAHFA504 Practical Paper-4****Study the Topics:****Unit-1.**

Communication Design-II: Advertising Campaign/Project Work for the indoor advertising medias. The students have to select one existing clients from the following categories-

(a) Product: Consumer/Consumer Durable.

(b) Service: Commercial/Non-Commercial.

(c) Public Welfare: National/International After selecting the client, a student should make the market study, find out the USP's, decide the advertising objectives and prepare the copy platform on the basis of this study, planning and execution of campaign either for advertising or any promotional client.

**Unit-2.**

Computer Graphics: Working with Photoshop, finishing the photograph, changing backgrounds, mixing, simple typographic layouts on Corel-draw, creative typographic layouts, layouts with the use of photographs, Page making with the help of Page-maker.

**SEM-6****21. BAHFA601 History of Indian Art-2****Study the Topics:****Unit-1.**

Modern Indian Art: company School, Bangal Revivalism, Painting of early decades—Ravi Varma, Amruta Shergil Callacutta Group, Mumbai School—Progressive Artists Group, Madras School, Delhi School, Baroda School, Tantra& its influence on Modern Indian Art, Tantras in Print Making.

**Unit-2.**

Modern Western Art: Post Impressionism, Neo-Impressionism, Fauvism, Cubism, Dadaism, Surrealism, Expressionism, Abstract Expressionism, Pop, Op and Kinetic Art, Minimal Art.

**Unit-3.**

Aesthetics:

Section-A—Introduction on Art and Aesthetics—Branches of Art and their interrelation Applied Art, Architecture, Decorative Art, Drawing and Painting, Sculpture, Dance, Theatre, Music.

Section B—Indian Aesthetics-

(A) Symbolism in modern Indian painting.

(B) Revival of Tantriksymbols: Biron Dey, G.R. Santosh, K.C.S. Pannikar, S.D. Palsikar

(C) The Folk Inspiration of modern Indian painting.

(D) The modern school of Indian paintin: Essay by A. Coomarswamy in Arts and Swadeshi.

Section C—Western Aesthetics-

(A) Sigmund Freud on Aesthetics and psychology of wish fulfilment, Theory of Dreams, it's influence on surrealist movement.

(B) Jung on analytical psychology and poetry, and symbols in modern painting.

(C) Clive Bell on Aesthetics Hypothesis and post impressionism.

(D) Roger Fry on vision and design.

(E) Sussanne larger on the concept of symbols, form and feeling.

**Books Recommended:**

1. Lalit Kala Contemporary Vol.12.
2. Ibid–Vol. V chap. VIII.
3. Arts and Swadeshi–by Coomarswamy.
4. Man and His Symbols by Carl G-Jung.
5. Aesthetics and Post Impressionism by Clive Bell.
6. Aesthetics by Yuri Boren.
7. Prachin Bhartiy Kala ani Adhunik Jahirati, Lekhan: Dr. Muktadevi Prashant Mohite, Prakashak- Visa Buksa.

**22. BAHFA602 Portrait & Creative Painting**

**Study the Topics:**

**Unit-1.**

Portrait Painting: Study of Portraiture (3/4th size), Compositional analysis, Analyses of Painting in general Characteristics of planes, Study of light & shades, Study of 3/4th length portrait from models with drapery.

**Unit-2.**

Creative Painting: Original Painting based on preparatory studies. Compositional analysis of painting. Compositional exercises showing creativity & originality.

**Unit-3.**

Print Making: Relief & Intaglio process, Cutting of selected materials. Preparation of composition on plate Preparation of surface, different textures with line and tone. Understanding the chemicals process. Different techniques of Painting like dry-paint, aquatint, and mezzo tint etc.

**23. BAHFA603 Print Making & Advance Drawing**

**Study the Topics:**

**Unit-1.**

Print Making: Relief & Intaglio process, Cutting of selected materials. Preparation of composition on plate Preparation of surface, different textures with line and tone. Understanding the chemicals process. Different techniques of Painting like dry-paint, aquatint, and mezzo tint etc.

**Unit-2.**

Portrait Painting: Study of Portraiture (3/4th size), Compositional analysis, Analyses of Painting in general Characteristics of planes, Study of light & shades, Study of 3/4th length portrait from models with drapery

**Unit-3.**

Creative Painting: Original Painting based on preparatory studies. Compositional analysis of painting. Compositional exercises showing creativity & originality.

**Unit-4.**

Advance Drawing: Advanced Drawing–Developing Drawing as a medium of personal creative expression.

**Unit-5.**

Mural: Preparing a miniature sketch showing full details, colour scheme, size & proportion. Different techniques (Indian & Western), Lectures on methods and possibilities of materials like, plaster, wood, stone, ceramics, mosaic, fibre glass, brass, iron, bronze, aluminium and

other mixed medias. Mural design for a specific building alternative visualization model making, execution of Mural.

#### **24. BAHFA604 Project & Viva Voce**

##### **Study the Topics:**

##### **Unit-1.**

The meaning of 'Project' should be flexible. A student may present his hypothesis related to a particular aspect of graphic design pertaining to his chosen area on related to a particular aspect of specialization, subject in elective, pertaining chosen area. It should be based on some hypothesis and not a more documentation of the references, it should be of about 2000 words. It is to be submitted at the end of the year for evaluation purposes a bibliography of book referred to the studies should be given at the end.

##### **Unit-2.**

After submission a dissertation paper, then SunRise University, Department of Fine and Art has given a viva voce.

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