

**INTEGRATED DEGREE PROGRAMME**  
**BFA -MFA (Applied Arts)**

**STUDY SCHEME**

**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

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**MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY BATHINDA,  
PUNJAB**

**PROGRAMME OF INTEGRATED DEGREE  
BFA -MFA (Applied Art)**

**Significance of Integrated Degree BFA -MFA**

BFA MFA (Bachelor of Fine Arts and Master of Fine Arts) is a five-year programme that combines a bachelor's and master's degree in the same field. The dual degree programme of Bachelor of Fine Arts and Master of Fine Arts allows students to gain expertise and experience in a variety of specializations. BFA MFA are abbreviations for Bachelor of Fine Arts and Master of Fine Arts, respectively. Drawing, sculpture, cinematography, writing, and animation etc. are among the subjects covered in the (BFA) degree programme. The Master of Fine Arts (MFA) is a postgraduate degree programme that focuses on visual and performing arts. The BFA MFA dual degree is a bachelor's and master's degree in fine arts that covers all aspects of the particular field. The BFA MFA programme is designed to assist creative people to develop their skills so that they can create more significant, intriguing, and polished art forms.

**Benefits & Scope of Integrated Degree BFA-MFA**

BFA MFA degree not only trains but also improves students' capabilities, enabling them towards becoming artists in their desired field. An individual obtains a sense of the professional world after obtaining a BFA MFA degree. Individuals with a BFA MFA can develop and utilize visual and performing arts talents, as well as pursue a variety of employment options. Students who successfully complete this dual degree programme can work in marketing, manufacturing, art studios, publishing companies, magazines, and a number of other industries.

**What Integrated Degree BFA- MFA(Applied Art) is all about:**

A Bachelor of Fine Arts (Applied Arts) and Master of Fine Arts (Applied Arts) is a degree that produces design professionals artist. This degree will help a student to become a part of a growing employment sector which is visual arts and design. This program offers students an overall view of the creative industry. The program serves as a creative and academic knowledge for artist-designers and scholars and gives an edge over regular program. It focuses on refinement of ability to conceptualize and strategize contextual solutions within all realms of communications, and specifically within visual integrated domains.

It propels to investigate and integrate within a range of techniques, crafts, and knowledge, of various forms of arts to apply them efficiently for various communication requirements, within society in general and industry.

It brings awareness about the latest Digital publishing techniques and Print Technology for optimisation of outputs on parameters of visual results and economy.

**Name of Degree -** Integrated BFA- MFA(Applied Art)

**Duration –** 5 Year (10 Semesters)

**Degree Level -** Under Graduation / Post Graduation

**Total Seats -** 30

**Course Eligibility -** Aspiring candidates should have completed 10+2 in any stream with 50% marks or 45% for St category from any recognized institution board .  
10<sup>th</sup> and Art & Craft two years Diploma from any recognized (University or College.) Institute.

**Lateral Entry -** 12<sup>th</sup> and Art & Craft two years Diploma with 50% marks for Gen. or 45% for St category from any recognized institution board .

**Reservation Policy-** As per Punjab govt. norms.

**Fee Structure -** As per university norms and rules.

**WithExit Policy -** BFA ( Bachelor in Fine Arts )Degree in Applied Arts after 4 year  
Advanced Diploma in Applied Arts after 3 year  
Diploma after 2 year Certificate Course after 1 year

# MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH

## BFA-MFA (Applied Art)

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### Integrated/ Dual Degree BFA- MFA(Applied Art) Career Employment and Job Areas

The most essential employment options available to students with a BFA MFA dual degree.

- **Animator:** Animators create films for advertisements, computer games, music videos, and websites using sequential pictures of drawings, puppets, and models. They are frequently employed in media and publishing companies. They play a crucial role in visual media. They can also operate as independent contractors.
- **Cartoonist:** Cartoonists use sketchbooks or computers to create cartoons or drawings. Magazines, newspapers, publishing businesses, print and digital media, game companies, and studios all. A cartoonist may specialize in political commentary, comic strips, installation guides, or user manuals.
- **Photographer:** Photographers capture moments in time to create memories and make them unforgettable. They use digital and film cameras and equipment to shoot people, landscapes, products, and other subjects.
- **Graphic Designer:** Graphic designers play a critical role in helping businesses who use art to connect with their customers. They can work for ad agencies, public relations firms, product packaging firms, and publishing houses etc.

### How is Integrated/ Dual Degree BFA- MFA(Applied Art) Beneficial other than Jobs?

- This degree course enables the students to go for Fine Arts programs as the creative arts that includes miniature artworks, cultural heritage themes, composition, portraiture, and visual arts.
- It paves the way for higher degree programs in respective subjects, e.g., M.Phil. Phd Degree, etc.
- Third, another place where candidates can find jobs; include artist in residence, developing art-related activities in schools, hospitals, prisons, or bidding for fixed-term funding to carry out a project or commission.

**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

**Total Contact Hours = 40**

**Total Marks = 700**

**Total Credits = 24**

Semester 1 <sup>st</sup>			Contact Hours				Maximum Marks		Total Marks	Credits	Duration of Exam Hrs.
Subject Code	Subject Name	Type of Course	L	S	T	P	Int.	Ext.			
BMFAS1-101	History of Indian Art (Pre- Historic to 6 <sup>th</sup> Cent)	Core Course	2	-	-	-	40	60	100	2	3
BMFAS1 -102	Fundamentals of Applied Art	Core Course	2	-	-	-	40	60	100	2	3
BMFAS1 -103	Communication Skills	Skill Course	2	-	-	-	40	60	100	2	3
BMFAS1 -104	Drawing & Painting	Skill Course	1	4	-	4	60	40	100	5	No Exam (External Viva Voce)
BMFAS1 -105	Letter Writing	Skill Course	1	4	-	4	60	40	100	5	No Exam (Viva-voce on portfolio)
Disciplinary Elective –I (Any one of the Following)											
BMFAD1 -111	Clay Modeling	Disciplinary Elective	1	2	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)
BMFAD1 -112	New Media										
Disciplinary Elective –II (Any one of the Following)											
BMFAD1-121	2 D-Design	Disciplinary Elective	1	2	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)
BMFAS1-122	Print Making										
Total			10	12	-	16	360	340	700	24	-

\* Minimum 4 Expert Lectures to be conducted.

\*\*One week compulsory workshop during semester.

\*\*\*Educational Tour of duration up to 04 days during the semester may be undertaken.

**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

**HISTORY OF INDIAN ART (Pre Historic to 6th cent)**

**Subject Code: BMFAS1 -101**

**L S T P C**  
**2 0 0 0 2**

**Duration: 30 Hrs.**

**Course Objectives:**

Define several major areas in the history of Indian art

1. Identify aesthetic traits found throughout Indian art
2. To intended to familiarize the student to ancient Indian art traditions and stimulate an interest for the appraisal of ancient aesthetics.

**Course Outcomes:**

1. The course will enable the student to appreciate the ancient aesthetics and knowledge of construction, and also stimulate interest to know the subject in detail.
2. The course helps to develop observational & systematic analytical skills and have their own opinions on different projects.
3. Students can relate present Indian and western art to the ancient Indian art.
4. The prehistoric and proto-historic phases are presented as background for the emergence of art activity in succeeding periods.
5. The course surveys through phases of Indian art as well as various forms of art.

**UNIT-I (7 Hrs)**

**Pre- Historic Rock shelters in India**

1. Bhima-Bhetaka (Location, Discovery, Rock Paintings, Technique, Subject matter

**UNIT-II (8 Hrs)**

**Early medieval cave paintings in India**

1. Ajanta Caves (Location, Discovery, Phases of Development, Technique, Subject and Characteristics, Murals) Bagh Caves ( Location, Excavation, Subject and Characteristics, Technique, Murals)

**UNIT-III (7 Hrs)**

1. Indus Valley Civilization (Town Planning, Sculpture, Seals)
2. Maurayan Art (Transition from wood to stone, Sculptures, Pillars, Symbols and Motifs used)

**UNIT-IV (8 Hrs)**

1. Bharhut (Location, Reliefs and Sculptures, Subject Matter)
2. Sanchi (Structure of Stupa, Location, Relief Carvings, Subject Matter)

**Recommended Text Books/Reference Books:**

S.No.	Name of Authors	Titles of the Book	Edition	Name of the Publisher
1	Zimmer. H.	Art of Indian Asia	2001	Princeton University Press
2	A.K. Coomaraswamy.	History of Indian and Indonesian Art	2009	Munshiram Manoharlal New Delhi
3	B. Rowland	Art & Architecture of Indian	1998	Penguin Books, Melbourne
4	A.K. Coomaraswamy.	Introduction to Indian Art	1988	Munshiram Manoharlal New Delhi
5	Moti Chander	Studies in Early Indian Painting	1969	Asia Publishing House
6	W.G. Archer	Indian Paintings in the Punjab Hills	1973	Victoria & Albert Museum, London

**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

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7	-	Lalit Kala Akademi	1997	New Delhi, Publications of Indian Modern Art
8	-	Cultural History of Indian	2011	Bhartiya Vidya Bhavan Publication.
9	S.K.Sarswati	A survey of Indian Sculpture	2001	Firma K.L. Mukhopadhyay, Calcutta
10	Percy Brown	Indian Architecture	2009	D.B. Taraporevala, Bombay
11.	Benjamin Rowland	The Pelican history of Art	1998	Penguin Books Ltd)
12.	L C Sharma	A Brief History of Indian Painting	1988	Krishna Prakashan Meerut
13.	Edith Tömöry	History of Fine Arts in India & the West	1969	Orient Longman, Bombay
14.	Stella Kramrisch	Indian Sculpture	1973	Motilal Banarsidas pvt ltd Delhi)

**List of Assignments/Tests:**

- 1 Submission of two Assignments on given topic.
- 2 Submission of one Assignment with presentation.

**INSTRUCTIONS TO QUESTION PAPER SETTER**

1. One compulsory question containing six questions of 2 marks (10 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

**FUNDAMENTALS OF APPLIED ART**

**Subject Code: BMFAS1 -102**

**L S T P C**  
**2 0 0 0 2**

**Duration: 30 Hrs.**

**Course Objectives:**

1. This course is the basic introduction to applied art, its history, potential and limitations.
2. The objective of this course is to provide students with a fundamental understanding of advertising art in business, branding and society.

**Course Outcomes:**

1. Students will understand and use correctly most of the special terms used in the field of applied art.
2. Understand the use of good design and composition principles in solution to problems.
3. Able to interpret visual communication through design.
4. Understand the application of basic principles and elements of design. Typography Calligraphy Monograms Symbol, Trade Mark, Monograms, Logo Type, Book Cover & Poster.
5. Students examine various definitions of design elements and principals.

**UNIT-I (7 Hrs)**

1. Elements of Art
2. Principles of Art.

**UNIT-II (8 Hrs)**

**Design :**

1. Origin of design
2. Elements of design
3. Principles of design

**UNIT-III (7 Hrs)**

1. Perspective
2. Techniques of various mediums.
3. Rendering with different mediums.

**UNIT-IV (8 Hrs)**

**Color Theory :**

1. Primary Colors
2. Secondary Colors
3. Complementary Colors

**Recommended Text Books/Reference Books:**

S.No.	Name of Authors	Titles of the Book	Name of the Publisher
1.	Bruno Munari	Design As Art (1966)	Bruno Munari
2.	Alex Fowkes	Drawing Type	Rockport
3.	Alina Wheeler	Designing Brand Identity: An Essential Guide for the Whole Branding Team	John Wiley & Sons
4.	Jens Müller and Julius Wiedemann	Logo Modernism	Taschen
5.	Robert Bringhurst	The Elements of Typographic Style	Hartley & Marks
6.	Sarah Hyndman	Why Fonts Matter	Virgin Books
7.	Alison Branagan	The Essential Guide to Business for Artists and Designers	Bloomsbury Publishing India Pvt Ltd New Delhi

**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

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8.	Pedro J.Lemos	Applied Art: Painting, Design, and Handicraft	Pedro J.Lemos
9.	Bernd Schultz Nuremberg, Germany	Allan Wexler: The Fine Art of Applied Art	Bernd Schultz Nuremberg, Germany
10.	Aryan, Kamla C.	Simplified Applied Art: Reference Book on Human Anatomy and Lettering in English and Hindi for Commercial Artists	Rekha Prakashan
11.	Thames Hudson)	The Poster: A Visual History	Gill Saunders & Margaret Timmers
12.	Colin Salter	100 Posters that Changed the World	Pavilion
13.	Alina Wheeler	Designing Brand Identity: An Essential Guide for the Whole Branding Team	John Wiley & Sons)

**Assignment :**

1. Submission of two Assignments on given topic.
2. Submission of one Assignment with presentation.

**INSTRUCTIONS TO QUESTION PAPER SETTER**

1. One compulsory question containing six questions of 2 marks (12marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least two from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).



**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

**COMMUNICATION SKILLS**

**Subject Code: BMFAS1 -103**

**L S T P C**  
**2 0 0 0 2**

**Duration: 30Hrs.**

**Course Objectives:**

1. To enhance the learner's communication skills by giving adequate exposure in listening, speaking, reading and writing skills and the related sub -skills.
2. To build up the learners confidence in oral and interpersonal communication by reinforcing the basics of pronunciation specially focusing on interviews / corporate meetings / international business travels.

**Course Outcomes:**

1. To sensitize students to the language, forms and types of poetry, fiction & prose.
2. To help them read, critically analyse and appreciate poetry, fiction & prose.
3. To sensitize students to the nuances of spoken and written forms of English
4. To update and expand basic informatics skills and attitudes relevant to the emerging knowledge society.
5. To impart better writing skills by sensitizing the learners to the dynamics of effective writing.

**CONTENTS (10 Hrs)**

**Six chosen lessons from the book, 'Perceptions'**

1. Pret in the House
2. My muscles Froze
3. Not just Oranges
4. A different kind of learning
5. The Election
6. A Night with the Bears.

**LANGUAGE ACTIVITY. V (10 Hrs)**

**Grammar**

1. Verbs
2. Use of Prepositions Voice
3. Narration

**LANGUAGE ACTIVITY. (10 Hrs)**

**Composition**

1. Letter/Application Writing
2. Expansion of ideas/paragraph writing
3. Precise writing ( not to be examined)
4. Article writing
5. Poster (not to be examined)

**Recommended Text Books/Reference Books:**

S.No.	Name of Authors	Titles of the Book	Edition	Name of the Publisher
1	Zimmer. H.	Preceptions Edited by Shanta Ramesh war Rao.	2001	PrincetonUniversity Press
2	A.K. Coomaraswamy.	English Grammar and compositions by Wren & Martin by Tickoo, M.L.Subramanian, A.E. and Subramanian P.R.	2009	Munshiram Manoharlal New Delhi

**INSTRUCTIONS TO QUESTION PAPER SETTER**

1. Question paper will have two sections (A&B) Literature and Grammar.
2. Literature section will be of 30 Marks divided into three portions of 10 marks each (Poetry, Prose and Fiction, 10 Marks Each)
3. 10 objective type questions carrying 1mark each, 25 marks questions carrying 5 marks each and one question carrying 10 marks.
4. Literature section will be of 30 Marks divided into three portions of 10 marks each (Poetry, Prose and Fiction,10 Marks Each)
5. Grammar section will be divided into two parts Simple grammar and composition carrying 15 marks each.

**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

**DRAWING & PAINTING**

**Subject Code: BMFAS1 -104**

**L S T P C**  
**1 4 - 4 5**

**Duration: 135Hrs.**

**Course Objectives:**

1. To able to learn Natural forms related to the living beings and them in still and action.
2. The student shall be able to learn various forms and their 2D and 3D and express their imagination through visual representation

**Course Outcomes:**

1. Understand human anatomy and proportions.
2. Learn similarities and differences in animals, birds and human forms.
3. Learn basic and complex visual forms of nature
4. Knowledge of basic forms. Understanding the art elements like forms, colors, light, tones, contrast etc.
5. To acquaint students about the form and colors present in the nature. So students can use the same for representational commercial designs later.

**UNIT-I (65 Hrs)**

1. Quick & rapid sketches from Human figure Animal & Birds Nature
2. Painting from objects and nature to study color, tone and texture.
3. Use of different painting media like water color, poster color, tempera, pastel and wax pastels.
4. Drawing exercises to study nature to observe and acquire skills for its graphic representation.

**UNIT-II (70 Hrs)**

1. Exercises to explore the expressive quality of line using different media like pencil, charcoal, crayon, pen Brush and ink etc.
2. Drawing from imagination.
3. Study of line through constructions using different media like wire, straw and thread etc.
4. Study of perspective. Difference in handling of nearer and distant objects controlled light and shade. Ability to simplify treating the essential omitting detail.

**Recommended Text Books/Reference Books:**

S.No.	Name of Authors	Titles of the Book	Name of the Publisher
1.	Tushar Moleshwari	Memory drawing simplified	Jyotsna Prakashan, Mumbai
2.	Pratap Mulick	Sketching	Jyotsna Prakashan, Mumbai
3.	Milind Mulick	Perspective	Jyotsna Prakashan, Mumbai
4.	Milind Mulick	Sketchbook	Jyotsna Prakashan, Mumbai
5.	Milind Mulick	Natural Inspiration	Jyotsna Prakashan, Mumbai
6.	Rahul / Gopal	Pencil Tech -1 Graphite	Jyotsna Prakashan, Mumbai
7.	Rahul / Gopal	Pencil Technique - 2	Jyotsna Prakashan, Mumbai
8.	Tushar Moleshviri	Figure drawing	Jyotsna Prakashan, Mumbai
9.	Rahul Deshpande	Think 3D	Jyotsna Prakashan, Mumbai
10.	Rahul Deshpande	Think 3D Pa by t II	Jyotsna Prakashan, Mumbai
11.	Gopal Nandurkar	Approach to Drawing Animals	Jyotsna Prakashan, Mumbai
12.	Aditya Chari	Figure Study made easy	Jyotsna Prakashan, Mumbai
13.	Victor Perard	Anatomy	Jyotsna Prakashan, Mumbai
14.	M. M. Mehta	Free Drawing	Jyotsna Prakashan, Mumbai
15.	Milind Mulick	Water colour	Jyotsna Prakashan, Mumbai

**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

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16.	Milind Mulick	Water colour Landscape	Jyotsna Prakashan, Mumbai
17.	Milind Mulick	Opaque colour	Jyotsna Prakashan, Mumbai
18.	Rahul / Gopal	Colour Pencil	Jyotsna Prakashan , Mumbai
19.	Milind Mulick	Expressions In Water colour	Jyotsna Prakashan, Mumbai
20.	Milind Mulick	Water colour paintings with Photo reference	Jyotsna Prakashan, Mumbai
21.	Milind Mulick	Water colour Demonstrations	Jyotsna Prakashan, Mumbai
22.	Rahul Deshpande	Acrylic Explorations	Jyotsna Prakashan, Mumbai
23.	Bill Creevy	The Pastel Book: Materials and Techniques for Today's Artist	Watson- Guptill
24.	Bill Creevy	Encyclopedia of Pastel Techniques, The: A Unique Visual Directory of Pastel Painting	Bill Creevy
25.	Judy Martin	Techniques, With Guidance On How To Use Them	Search Press UK
26.	Alannah Moore	The collage ideas book	Ilex Press UK

**Assignment :**

1. Submission of Final 6 Artworks.
2. Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3. Submission of 20 Rough Newspapers of large size sketches.

**INSTRUCTIONS TO QUESTION PAPER SETTER**

1. Section A consists of two questions of 20 marks each. The student has to attempt any one question out of it.
2. Section B consists of three questions if 10 marks each. The student has to attempt any two questions out of it. Total 20 marks.

**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

**LETTER WRITING**

**Subject Code: BMFAS1 -105**

**L S T P C**  
**1 4 - 4 5**

**Duration: 135 Hrs.**

**Course Objectives:**

1. This course provides students the fundamental skill to design effectively
2. This course provides students typography for work produced in Design Communication, Typographic Design, and Portfolio.

**Course Outcomes:**

1. Acquire advanced knowledge of the creative uses of typography, color, and image.
2. Acquire advanced knowledge of type styles and components of typography, typographic measurement systems, typographic, and layout terminology.
3. Be able to compose visually dynamic design layouts that incorporate visual hierarchy, type, image, color, and graphic elements to effectively communicate and support the content of a design.
4. To establish a strong visual hierarchy and set the product's overall tone.
5. Typography should guide and inform your users, optimize readability and accessibility, and ensure an excellent user experience.

**UNIT-I (65 Hrs)**

1. Nature study of Lines forms and shapes of old letters.
2. Introduction to Gothic, Punjabi & Hindi type, construction of letters and spacing.

**UNIT-II (70 Hrs)**

1. Introduction to Roman type, construction of letters and spacing Two Works in a Week Size:- In consultation with teacher
2. Prepare finished slogan/quotation using Gothic and Roman type covering all the alphabets.
3. All exercises should be done Black & White and Colored on Half Imperial Sheet

**Recommended Text Books/ Reference Books:**

S.No.	Name of Authors	Titles of the Book	Edition	Name of the Publisher
1	Robert Bringhurst	The Elements of Typographic Style	2001	Hartley & Marks
2	Sarah Hyndman	Why Fonts Matter	2009	Virgin Books
3	Marie Lynskey	Complete Calligraphy	2005	D & S Books

**Portfolio Methodology**

1. Individual's daily performance
2. Project Review; Mid Semester
3. Project Submission; End of the Semester

**List of Assignments/Tests:**

1. Submission of Final 6 Artworks.
2. Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3. Submission of Rough 20 Newspapers of large size sketches.

**CLAY MODELLING**

**Subject Code: BMFAD1 -111**

**L S T P C**  
**1 2 - 4 4**

**Duration: 105 Hrs.**

**Course Objectives:**

1. Art is to see an object in 2D as well as 3D perspective.
2. Clay modeling will help the students to develop a three – dimensional vision.

**Course Outcomes:**

1. In this module, students will be able to understand the concept of modeling and volume in the given time and space
2. They will be able to make 2D and 3D miniatures of objects available in the nature and their surroundings. They will learn the different types of clays modeling and materials that are used for the same.
3. They will develop skills to use the tools available, the quality of material, their behavior, maintenance and durability .
4. Their hand and eye will be synchronized with the proportion and volume of the object.
5. Students will be able to feel the objects and materials. This exercise is designed to develop a sense of proportion and volume in students.

**UNIT-I (50 Hrs)**

**Creating 3d form with clay**

1. Creation of simple 3D objects in clay
2. Upper & Down Relief Slab Works
3. Usage and preparing of clay for modeling
4. Types of clay and usages

**UNIT-II (55 Hrs)**

**Creating 3d form with plaster of Paris**

1. Creation of simple 2D and 3D objects using Plaster of Paris
2. Pot Making with using different types of methods.
3. Plaster of Paris and its behavior
4. Maintenance and durability of plaster of Paris (POP)

**Portfolio Methodology**

- 1 Individual's daily performance
- 2 Project Review; Mid Semester
- 3 Project Submission; End of the Semester

**List of Assignments/Tests:**

- 1 Submission of Final 6 Artworks.
- 2 Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
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**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

**NEW MEDIA**

**Subject Code: BMFAD1 -112**

**L S T P C**  
**1 2 - 4 4**

**Duration: 105Hrs.**

**Course Objectives:**

1. Students are able to get acquainted with the newest forms of creation and communication.
2. New Media students learn to identify what is or isn't "new" about certain technologies.

**Course Outcomes:**

1. Social Media Networks are examples of New Media which are Digital, interactive, hyper-textual, globally networked, virtual and sometimes based on simulation.
2. These are the six key characteristics which distinguish New Media from old media.
3. Science and the market will always present new tools and platforms for artists and designers.
4. New Media Communications is an innovative, experiential program where students learn to create, interpret, and manage change in media.
5. New Media Communications includes media research, media management, and media production to educate you as an effective manager of change.

**UNIT-I (50 Hrs)**

1. Understanding Media as Text: Signs and Codes in Media
2. Linear and Non- Linear models of communication
3. Forms of Media: Print, Electronic Media and Digital forms of Media – New media, Digital Media, Social Media

**UNIT-II (55 Hrs)**

1. Cinema: Digital processes and effects Animation and Gaming: Children as Audience.
2. Social Media Practices and Audience Effects (Social media influencers; trolling; etc.)
3. Digital Media and its computer components.
4. Digital Media Application Software: Word processing, Spreadsheet, Image Editing.

**Recommended Text Books/Reference Books:**

S.No.	Name of Authors	Titles of the Book	Edition	Name of the Publisher
1	Athique, A.	(2013). Digital media and society:	2001	Athique, A.
2	Buckingham, D.	An introduction..	2009	John Wiley & Sons
3	Dewdney, A.,	Youth, identity, and digital media.	2005	The MIT Press
4.	Dewdney, A.& Ride, P.	The Digital Media Handbook. Routledge. Feldman, T.	2007	John Wiley & Sons
5.	Buckingham, D.	An introduction to digital media. Routledge.	2017	The MIT Press
6.	Lindgren, S.	(Digital media and society. Sage.	2003	Lindgren, S.

**Portfolio Methodology**

- 1 Individual's daily performance
- 2 Project Review; Mid Semester
- 3 Project Submission; End of the Semester

**List of Assignments/Tests:**

- 1 Submission of Final 6 Artworks.
- 2 Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
- 3 Submission of Rough 20 Newspapers of large size sketches.

**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

**2-D DESIGN**

**Subject Code: BMFAD1 -121**

**L S T P C**  
**1 2 - 4 4**

**Duration:105 Hrs.**

**Course Objectives:**

1. This subject will introduce students to fundamental topics in three-dimensional design.
2. Students explore the principles of visual perception and the meaning of form, space, function,

**Course Outcomes:**

1. Know and apply formal systems of two-dimensional composition, using the basic principles and elements of design.
2. Acquire critical thinking skills in the development and resolution of concepts related to visual media.
3. Learn how to identify and analyze the elements, principles and vocabulary of three- dimensional design.
4. Learn to utilize and integrate the elements, principles, materials and processes of three- dimensional design to fulfill a specific intention.
5. To gave structure as they relate to two and three-dimensional design through a clear sequence of assignments and projects.

**UNIT-I (50 Hrs)**

1. Making 2D Designs based on geometrical shapes
2. Converting natural shapes into geometrical designs

**UNIT-II (55 Hrs)**

1. Making 2D Design Illustration
2. 2D Expression Illusion

**Recommended Text Books / Reference Books:**

S.No.	Name of Authors	Titles of the Book	Edition	Name of the Publisher
1	Roger Burrows	3D Thinking in Design and Architecture: From Antiquity to the Future	2018	Thames & Hudson,2018
2	Allan Chochinov	Designing Here Now: A Global Selection Of Objects Concepts And Spaces For The Future	2009	Core77
3	Stephen Pentak, David A. Lauer	Design Basics	2005	Wadsworth Publishing Company
4.	Bruno Munari	Design As Art	1966	Bruno Munari
5.	Alex Fowkes	Drawing Type	2017	Rockport

**Portfolio Methodology**

- 1 Individual's daily performance
- 2 Project Review; Mid Semester
- 3 Project Submission; End of the Semester

**List of Assignments/Tests:**

- 1 Submission of Final 6 Artworks.
- 2 Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
- 3 Submission of Rough 20 Newspapers of large size sketches.



**MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH**  
**BFA-MFA (Applied Art)**

**PRINT MAKING**

**Subject Code: BMFAD1 -122**

**L S T P C**  
**1 2 - 4 4**

**Duration: 105 Hrs.**

**Course Objectives:**

1. An understanding of the basic principles of making prints, and the ability to apply these principles with specific aesthetic intent. This includes functional knowledge of the traditions, conceptual modes, and evolutions of the discipline.
2. Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product using traditional methods and contemporary practices in lino cut, screen print etc

**Course Outcomes:**

1. Use the printmaking medium as a means of creative and individual expression.
2. Develop facility with the tools, materials, and techniques inherent to basic printmaking processes.
3. Safely and responsibly handle the printmaking presses, equipment, and other materials common to basic printmaking processes.
4. Manage the registration of image to print matrix, and print matrix to paper, with prints composed of both single and multiple passes or layers.
5. Understand and discuss the historical and contemporary role of printmaking media in art, design, and culture.

**UNIT-I (50 Hrs)**

1. Introduction and brief
2. History of Print Making
3. Basics of Print Making

**UNIT-II (55 Hrs)**

1. Wood Cut , Lino Cut & Printing
2. Mono and Color print with mounting

**Recommended Text Books/ Reference Books:**

S.No.	Name of Authors	Titles of the Book	Edition	Name of the Publisher
1	Frances Stanfield	The Print making Ideas Book	2018	Ilex press
2	Nick Morley	Linocut for Artists & Designers	2009	The Crossword Press
3	Susan Yeates	Beginner's Guide to Linocut: 10 print projects with top techniques to get you started	2005	Search Press
4.	Susan Yeates	Learning Linocut: A Comprehensive Guide to the Art of Relief Printing Through Linocut	1966	Search Press
5.	K K Aggarwal	Printing with Stickers, Leaf, Lamination (Hindi Edition)	2017	Manoj Publications

**Portfolio Methodology**

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