



KARNATAK UNIVERSITY, DHARWAD  
ACADEMIC (S&T) SECTION  
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ  
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/SSL-394A/2022-23/1055

Date: 23 SEP 2022

**ಅಧಿಸೂಚನೆ**

ವಿಷಯ: 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳಿಗೆ 3 ಮತ್ತು 4ನೇ ಸೆಮಿಸ್ಟರ್  
NEP-2020 ಮಾದರಿಯ ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ  
ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 260 ಯುಎನ್ಇ 2019(ಭಾಗ-1), ದಿ:7.8.2021.  
2. ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯ ಸಭೆಯ ಠರಾವುಗಳ ದಿನಾಂಕ: 12.09.2022  
3. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂ. 04, ದಿನಾಂಕ: 17.09.2022  
4. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 22-09-2022

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2022-23ನೇ  
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳ ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ  
(NEP)-2020 ರಂತೆ 3 ಮತ್ತು 4ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳಿಗಾಗಿ ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ  
ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಪ್ರಕಟಪಡಿಸಿದ್ದು, ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. [www.kud.ac.in](http://www.kud.ac.in) ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್  
ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತಾ, ವಿದ್ಯಾರ್ಥಿಗಳು ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ  
ಕಾರ್ಯಪ್ರವೃತ್ತಿಗಳು ಕವಿವಿ ಅಧೀನದ / ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ

*(Handwritten signature)*  
ಕುಲಸಚಿವರು.

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ  
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

**ಪ್ರತಿ:**

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ  
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.



Karnatak University, Dharwad

**B.V.A**

III and IV Semester

Syllabus

Painting and Applied Art

As per NEP

w.e.f.: 2022-23 and onwards

**Karnataka University, Dharwad**  
**BVA- Painting / Applied Art III Semester (NEP)**

Type of Corse	Theory/ Practical	Subject	Subject Code	Instruct ion hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-7	Theory-1 or	History of Indian	063BVA11	4	52	2	40	60	100	4
	Theory-2	History of Visual Communication	063BVA12	4	52	2	40	60	100	4
DSC-8	Practical-1 or	Pictorial Composition	063BVA13	10	130	10	50	50	100	4
	Practical-2	PRESS LAYOUT	063BVA14	10	130	10	50	50	100	4
DSC-9	Practical-3 or	Drawing from Life	063BVA15	8	104	10	50	50	100	4
	Practical-4	LETTERING AND TYPOGRAPHY	063BVA16	8	104	10	50	50	100	4
OEC-3	Practical	Applied Art	003BVA51	4	52	10	50	50	100	3
		Painting	003BVA52	4	52	10	50	50	100	3
SEC -3	Theory I	Artificial intelligence of some other		2	26	2	20	30	50	2
AECC-3	Theory	English	013ENG041	4	52	2	40	60	100	3
AECC-4	Theory	Kannada/	013KAN041	4	52	2	40	60	100	3
		Hindi	013HIN 041							
Value based	----	Sports	013VBA071	----	----		25	----	25	1

Value based	----	NCC/NSS/R&R (S&G) Cultural	013VBA072	----	----		25	----	25	1
		Total		36		-	340	360	700	25

Note: 1. Theory -1, Practical-1 and Practical-3 are related to BVA (Painting) and  
2. Theory -2, Practical-2 and Practical-4 are related to BVA (Applied Art)  
3. Students can choose either Painting or applied arts but not mixture of both.

### BVA- Painting / Applied Art IV Semester (NEP)

Note:

Type of Corse	Theory/ Practical	Subject	Subject Code	Instruc tion hour per Week	Total hours of syllabus	Durati on of Exam	Formative Assessme nt marks	Summative Assessme nt marks	Total mark s	Credits
DSC-10	Theory-1 Or	Survey pf Indian Sculpture	064BVA11	4	52	2	40	60	100	4
	Theory-2	THEORY OF ADVERTISING DESIGN	064BVA12	4	52	2	40	60	100	4
DSC-11	Practical-1 or	Pictorial Composition	064BVA13	10	130	10	50	50	100	4
	Practical-2 or	Drawing From Illustration	064BVA14	10	130	10	50	50	100	4
DSC-12	Practical-3 or	Painting from Life	064BVA15	8	104	10	50	50	100	4
	Practical-4	LETTERING AND CALLIGRAPHY	064BVA16	8	104	10	50	50	100	4
OEC-4	Practical	Print Making	004BVA51	4	52	10	50	50	100	3
		Sculpture	004BVA52	4	52	10	50	50	100	3
AECC-5	Theory	English	014ENG041	4	52	2	40	60	100	3
AECC-6	Theory	Kannada/	014KAN041	4	52	2	40	60	100	3
		Hindi	014HIN 041							
AECC -7	Theory	Indian Constitution	014ICN041	2	26	5	20	30	50	2
Value based	----	Sports	014HIN 041	----	----		25	----	25	1
Value based	----	NCC/NSS/R& R (S&G) Cultural	014VBA071	----	----		25	----	25	1
		Total	014VBA072	36		-	340	360	700	25

1. Theory -1, Practical-1 and Practical-3 are related to BVA (Painting) and
2. Theory -2, Practical-2 and Practical-4 are related to BVA (Applied Art)
3. Students can choose either Painting or applied arts but not mixture of both.

## BVA- Painting III Semester (NEP)

### Subject: History of Indian (Theory-1)

Credits Course No-7

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC- 7	Theory	History Of Indian	063BVA11	4	52	2	40	60	100	4

#### Course Outcomes (COs):

After the successful completion of the course, the student will be able to:

- ❖ Learning to recognize architectural, sculptural, and painting styles of ancient and medieval India
- ❖ Introduction to Buddhist, Hindu, Jain Iconography, and Iconology
- ❖ Insights into making and materials

Contents	Total Hrs: 52
<b>UNIT:01</b>	<b>13</b>
Ajanta Paintings and Architecture	
<b>UNIT:02</b>	<b>13</b>
Architecture of the Pallavas. Rastrakut Architecture	
<b>UNIT:03</b>	<b>13</b>
Nagara, Dravida and Vesara - Architectural styles.	
<b>UNIT:04</b>	<b>13</b>
Mughal Architecture and Miniature Paintings	

Understanding art in relation to its socio-political, cultural, economic and material context

Formative Assessment for Theory		
Assessment Occasion/ type	Weight age in Marks	Commencement
Theory Test-1	10	8 <sup>th</sup> Week
Theory Test-2	10	12 <sup>th</sup> Week
Theory Assignments / Quiz / Team activities	10	----
Seminar	10	---
40% of the maximum marks allotted for the paper <b>Total</b>	40	
<b><i>Formative Assessment as per NEP guidelines are compulsory</i></b>		

## **BVA- Painting III Semester (NEP)**

Subject: **Pictorial Composition (Practical-1)**

Credits Course No-8

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC- 8	Practical	Pictorial Composition	063BVA13	10	130	10	50	50	100	4

**Course Outcomes (COs): After the successful completion of the course, the student will be able to:**

- ❖ Imparting knowledge with Practical Assignments on Indian Traditional Miniature art.
- ❖ Explore charcoal, pencil and contain object-based compositions.
- ❖ Enhancing the skill of using colours and compositional values.'
- ❖ Perspective outdoor studies that can be transposed onto Indian miniature perspective.
- ❖ Using art journals to create small sketches and outline of practice. Portrait study from multiple angles.
- ❖ Creative drawing composition. Sketches in direct colour with brushes.
- ❖ Study of portraits done by old masters and recreating them through personal interpretations.
- ❖ Increase patience and philosophical values through art.
- ❖ Improves emotional intelligence by using colour & forms. Display and Discussion with mentors.

Contents	130 Hrs
<b>Content:</b> Figurative composition with the support of daily sketches (subjective or objective compositions). Creating contrast images using Monochrome and colour. Paintings with focus on exercises to compose interiors, exteriors and the like with human, animal, or and with architectural elements. More emphasis on the balance of basic visual elements like - space, rhythm, contrasts etc	



Formative Assessment for Practical		
Assessment Occasion/ type	Weight age in Marks	Commencement
Practical Projects	25	12 <sup>th</sup> Week
Pictorial Composition Test	15	10 <sup>th</sup> Week
Pictorial Composition related activities like, Quiz, seminar, Team activities	10	-----
40% of the maximum marks allotted for the paper <b>Total</b>	50	-----
<i>Formative Assessment as per NEP guidelines are compulsory</i>		

## References

- \*Pictorial Composition and the Critical Judgment of Pictures by Henry Rankin Poore
- \* Thinking Straight on Modern Art - Henry Rankin Poore
- \*Oil & Acrylic by Walter Foster Creative Team iv. Mastering Oil Painting by Walter Foster Creative Team
- \*CREATIVE THINKING: A MODERN ARTIST'S NOTEBOOK. INTRODUCTION  
(These articles were all written over a period of years between 1968 and 2010 on scraps of Paper) \*
- Creative Thinking For Dummies By David

## BVA- Painting III Semester (NEP)

### Subject: Drawing from Life (practical-3)

Credits Course No- 9

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC- 9	Practical	Drawing from Life	063BVA1 5	8	104	10	50	50	100	4

**Course Outcomes (CO): After the successful completion of the course, the student will be able to:**

- ❖ Explore charcoal, pencil and cont in object-based compositions.  
Enhancing the skill of using Verities of Black and White Media and compositional values.
- ❖ Using art journals to create small sketches and outline of practice. Portrait study from multiple angles.
- ❖ Creative drawing composition. Sketches in direct B/w or Mono colour with brushes.
- ❖ Study of portraits done by old masters and recreating them through personal interpretations. Increase patience and philosophical values through art.
- ❖ Display and Discussion with mentors. \*Anatomical Head study of Different age groups, partial study of face using real /plaster models.
- ❖ Perspective study of head from 360-degree angle and the parts of the face.
- ❖ Full figure study, partial study of the body, 360-degree angle perspective study of the model posing indifferent postures.

Emphasis is given on the process of drawing, study and experimentation of the medium

Contents	104 Hrs
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A study of the 'Life study' from all angles which must be to grasp the total structure of the seated model. Studies of human face is to be undertaken to understand expression, and modelling keeping in view the light and shade, colour values, likeness and its contemporary needs.

Linear drawings will be exercised using different media with an understanding of graphic quality. Exercises in i) Studies of human figures in group, organic forms/landscapes. ii) Drawings of machineries. iii) Study from Indian classical sculptures- like jewellery and design. iv) Drawings of floral designs from Indian paintings. It may be exercises in detail, study of jewellery, insects etc.

**Scope:** Life study is not a reproduction of the sitter but a statement about him or her and about art as such. It is also a “work of art” in its own right with aesthetic qualities coming from the composition, light, pose, tonal values, materials used and hand co-ordination.

Drawing helps to promote deeper and keener observations along with rendering skills. It is also a store of visual, as first-hand rendering information. It is largely to develop finer perception.

**Guideline:** Introduce the early portraiture and life study from different parts of world & to discuss the need & purpose of portraiture and life study at different periods in history. Introduction to portraits from the Mughal period, alongside with that of Rembrandt is encouraging.

An introduction to the drawings of Portraiture and life study, landscape from different periods in the history of art would prove beneficial e.g. Durer, Rembrandt, Ingres, Mughal, Rajput landscape etc. Designs from Ajanta, Ellora, Halebeedu, Belur and the like can help in understanding design element. To encourage the use of studio studies to create complete drawings as a work of art (an introduction).

## References

- \*The artists complete guide to Drawing the Head by William L. Maughan
- \*Drawing the Human Head. by Burne Hogarth
- \*Action Anatomy by Takashi Iijima
- \*How to Paint Living Portraits by Roberta Carter Clark 5. Heads, Features and Faces by George Brant Bridgman.
- \*Portraits by Vasudeo Kamath (with Demo DVD)
- \*Masterful Portrait Drawing, 2017. by Mau-Kum-Yim & Irish Him
- \*Keys to painting better portraits by Poster Caddell.
- \*Figure study made easy by Aditya Chari.
- \*The art of drawing & painting portraits: Create realistic heads, faces, & features in pencil, pastel, oil & acrylic by Collectors Series.

## Formative Assessment for Practical

Assessment Occasion/ type	Weight age in Marks	Commencement
Practical Projects	25	12 <sup>th</sup> Week
Practical Test	15	10 <sup>th</sup> Week
life related activities like, Quiz, seminar, Team activities	10	-----
50% of the maximum marks allotted for the paper <b>Total</b>	50	-----
<b>Formative Assessment as per NEP guidelines are compulsory</b>		

**BVA- Painting IV Semester (NEP)****Model Curriculum****Subject: Survey of Indian Sculpture (Theory-1 )**

Credits Course No- 10

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-10	Theory	Survey of Indian Sculpture	064BV A11	4	52	2	40	60	100	4

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

- ❖ Learning to recognize architectural, sculptural, and painting styles of ancient and medieval India
- ❖ Introduction to Buddhist, Hindu, Jain Iconography, and Iconology
- ❖ Insights into making and materials

Understanding art in relation to its socio-political, cultural, economic and material context

Contents	52Hrs
<b>Unit: 1 -</b>	<b>13</b>
1. Ellora and Elephanta sculptures	
<b>Unit: 2</b>	<b>13</b>
1. Odisha sculptures	
<b>Unit: 3</b>	<b>13</b>
1. Badami Chalukya sculptures	
<b>Unit: 4</b>	<b>13</b>
1. Hoysala sculptures 2. Vijayanagara sculptures.	

Formative Assessment for Practical		
Assessment Occasion/ type	Weight age in Marks	Commencement
Practical Projects	25	12 <sup>th</sup> Week
Pictorial Composition test	15	10 <sup>th</sup> Week
Pictorial Composition related activities like, Quiz, seminar, Team activities	10	-----
50% of the maximum marks allotted for the paper <b>Total</b>	50	-----
<b>Formative Assessment as per NEP guidelines are compulsory</b>		

## BVA- Painting IV Semester (NEP)

### Subject: Pictorial Composition (practical-1)

Credits Course No- 11

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC- 11	Practical	Pictorial Composition	064BVA13	10	130	10	50	50	100	4

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

- ❖ Imparting knowledge with Practical Assignments on Indian Traditional Miniature art.
- ❖ Explore charcoal, pencil and conte in object-based compositions.
- ❖ Enhancing the skill of using colours and compositional values.
- ❖ Perspective outdoor studies that can be transposed onto Indian miniature perspective.
- ❖ Using art journals to create small sketches and outline of practice. Portrait study from multiple angles.
- ❖ Creative drawing composition. Sketches in direct colour with brushes.
- ❖ Study of portraits done by old masters and recreating them through personal Interpretations.
- ❖ Increase patience and philosophical values through art.
- ❖ Improves emotional intelligence by using colour & forms.
- ❖ Display and Discussion with mentors.

Contents	130 Hrs
Figurative composition with the support of daily sketches (subjective or objective compositions). Creating contrast images using Monochrome and colour. Paintings with focus on exercises to compose interiors, exteriors and the like with human, animal, or/and with architectural elements. More emphasis on the balance of basic visual elements like - space, rhythm, contrasts etc	

References	
1	Pictorial Composition and the Critical Judgment of Pictures by Henry Rankin Poore
2	Thinking Straight on Modern Art - Henry Rankin Poore
3	Oil & Acrylic by Walter Foster Creative Team iv. Mastering Oil Painting by Walter Foster Creative Team
4	CREATIVE THINKING: A MODERN ARTIST'S NOTEBOOK. INTRODUCTION (These articles were all written over a period of years between 1968 and 2010 on scraps of Paper)
5	Creative Thinking For Dummies By David Cox
6	Notes of the techniques of paintings by Hilaire Hilder
7	A manual of painting material and technique by Mark David Goattsegen.
8	Oil painting in progress by Mouse Soyer.
9	<a href="http://www.smashingmagazine.com/tag/usability/">http://www.smashingmagazine.com/tag/usability/</a>
10	<a href="http://painting.answers.com/abstract">http://painting.answers.com/abstract</a> .

## BVA- Painting IV Semester (NEP)

### Subject: Painting from Life (practical-3)

Credits Course No- 11

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC- 11	Practical	Painting from Life	064BVA15	10	130	10	50	50	100	4

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

- ❖ Life study, partial study of face using real / plaster models. Perspective study of head from 360-degree angle and the parts of the face Full figure study, partial study of the body, 360-degree angle perspective study of the model posing in different postures.
- ❖ Painting pastels and water colour or any mediums are used as medium. Emphasize is given on the process of Painting, application of colours, layers, Tonal judgements and other technical
- ❖ study and experimentation of the Medium Suggested Reading John Burger's Ways of Seeing.

**Medium:** pen & ink , Water colour, Pastels, Acrylic, Oil, Mix-media.

Contents	104 Hrs
<p>A study of the 'Life study' from all angles which must be to grasp the total structure of the seated model. Studies of human face is to be undertaken to understand expression, and modelling keeping in view the light and shade, colour values, likeness, and its contemporary needs.</p> <p>Linear drawings will be exercised using different media with an understanding of graphic quality. Exercises in i) Studies of human figures in group, organic forms/landscapes. ii) Drawings of machineries. iii) Study from Indian classical sculptures- like jewellery and design. iv) Drawings of floral designs from Indian paintings. It may be exercises in detail, study of jewellery, insects etc.</p>	

Formative Assessment for Practical		
Assessment Occasion/ type	Weightage in Marks	Commencement
Practical Projects	25	12 <sup>th</sup> Week

Practical Test	15	10 <sup>th</sup> Week
Painting from life related activities like, Quiz, seminar, Team activities	10	-----
50% of the maximum marks allotted for the paper <b>Total</b>	<b>50</b>	-----
<b><i>Formative Assessment as per NEP guidelines are compulsory</i></b>		

References	
1	The artists complete guide to Drawing the Head by William L. Maughan
2	Drawing the Human Head. by Burne Hogarth 3. Action Anatomy by Takashi Iijima
3	How to Paint Living Portraits by Roberta Carter Clark 5. Heads, Features and Faces by George Brant Bridgman.
4	Painting from life exploration in water colour: Exploration in water colour by Douglas Law.
5	Beautiful portrait painting in oils by Chris Saper.





**BVA- Applied Arts III Semester (NEP)****Model Curriculum****Subject:** History of Visual Communication (**Theory -2**)

Credits Course No- 7

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC- 7	Theory	History of Visual Commu- nication	063BVA12	4	52	2	40	60	100	4

**Course Outcomes(COs):After the successful completion of the course, the student will be able to:**

- (a) Develops deep sense of understanding of the creative activities by the History of visual communication
- (b) Ability to distinguish between the strengths limitations of History of visual communication activities and the culture as a whole.
- (c) Ability to interpret History of visual communication in the present day context.

Contents	52 Hrs
Instruction consists of lectures Practical assignments, studio projects, quizzes Seminar Power point Presentation	
<b>Learning Objectivities:</b> History of visual communication - I 1. History of visual communication 2. Types of Communication 3. Visual communication 4. Mass communication 5. Black Board to Digital Board 6. Traditional to Modern ways of communication 7. Emerge of Digital Media	

Formative Assessment for theory		
Assessment Occasion/type	Weight age in Marks	Commencement
Theory Assignments/ Quiz/ Team activities	10	----
Theory-1	10	8 <sup>th</sup> Week
Theory-2	10	12 <sup>th</sup> Week
Seminar	10	--
40% of the maximum marks allotted for the paper <b>Total</b>	40	
<b>Formative Assessment as per NEP guidelines are compulsory</b>		

References	
1	A history of visual communication <b>Book by Josef Müller- Brockmann</b>
2	The Visual Communications Book (English, Hardcover, Edwards Mark)
3	Visual Grammar: A Design Handbook (Visual Design Book for Designers, Book on Visual Communication) <b>by Christian Leborg</b>

**BVA- Applied Art III Semester (NEP)****Subject: PRESS LAYOUT-(practical-2)**

Credits Corse No- 8

Type of Corse	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-8	Practical	PRESS LAYOUT	063BVA 14	10	130	10	50	50	100	4

Course Outcomes(COs):After the successful completion of the course, the student will be able to:

Print media, News paper, magazine,

Contents	130Hrs
Various medias are covered through Print media, News paper, magazine,	

Formative Assessment for Practical		
Assessment Occasion/type	Weight age in Marks	Commencement
Practical Projects	25	12 <sup>th</sup> Week
Press Layout Practical Test	15	10 <sup>th</sup> Week
Press Layout related activities like, Quiz, seminar, Team activities	10	-----
50% of the maximum marks allotted for the paper	50	-----
<b>Total</b>		
<i>Formative Assessment as per NEP guidelines are compulsory</i>		

**References :** Layout Essentials: 100 Design Principles for Using Grids Book by Beth Tondreau

**BVA- Applied Art III Semester (NEP)****Subject: LETTERING AND TYPOGRAPHY (Practical-4)**

Credits Course No- 9

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-9	Practical	LETTERING AND TYPOGRAPHY	063BVA16	8	104	5	50	50	100	4

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

1. To create different strokes with using different calligraphy pens, Flat Nibs, brushes.
2. Constructions of letters with using carpentry Pencils along with different strokes and alphabets.
3. Creating words Sentences and Paragraphs.
4. Creating Suitable border designs for the content
5. Writing a decorative calligraphy with referring different styles and scripts.

Contents	130Hrs
<ol style="list-style-type: none"> <li>1. To create different strokes with using different calligraphy pens, Flat Nibs, brushes.</li> <li>2. Constructions of letters with using carpentry Pencils along with different strokes and alphabets .</li> <li>3. Creating words Sentences and Paragraphs.</li> <li>4. Creating Suitable border designs for the content</li> <li>5. Writing a decorative calligraphy with referring different styles and scripts.</li> </ol>	

Formative Assessment for practical		
Assessment Occasion/type	Weightage in Marks	Commencement
Practical Projects	25	12 <sup>th</sup> Week
Lettering And Typography Practical Test	15	10 <sup>th</sup> Week
Lettering And Typography related activities like, Quiz, seminar, Team activities	10	-----
50% of the maximum marks allotted for the paper	50	-----
<b>Total</b>		
<i>Formative Assessment as per NEP guidelines are compulsory</i>		

<b>References</b>
The Elements of Typographic Style <i>Book by Robert Bringhurst</i>
Typography Sketchbooks Book by Lita Talarico and Steven Heller
Art Alphabets, Monograms, and Lettering Book by J. M. Bergling

## **BVA- Applied Art IV Semester (NEP)**

### **Subject** THEORY OF ADVERTISING DESIGN (Theory-2)

Credits Corse No- 9

Type of Corse	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC- 10	THEORY	THEORY OF ADVERTI SING DESIGN	063BVA12	10	130	10	50	50	100	4

**Course Outcomes (COs):**After the successful completion of the course, the student will be able to:

- ❖ Advertising Theory provides detailed and current explorations of key theories in the advertising discipline.
- ❖ Advertising Theory gives a working knowledge of the primary theoretical approaches of advertising, offering a comprehensive synthesis of the vast literature in the area.
- ❖ To compare, contrast, and evaluate advertising theories in a comprehensive and structured presentation.
- ❖ Wider lens through which to view the phenomenon of advertising as it operates within various environments.
- ❖ Within each area of advertising theory—and across advertising contexts—both traditional and nontraditional approaches are addressed, including electronic word-of-mouth advertising, user-generated advertising, and social media advertising contexts.
- ❖ As a benchmark for the current state of advertising theory, this text will facilitate a deeper understanding for advertising students, and will be required reading for advertising theory coursework.

Contents	52 Hrs
<b>theory of Advertising Design</b> <ul style="list-style-type: none"><li>• Introduction of Advertising Theory</li><li>• Media Analysis and Decision Making</li><li>• Role of Technology in Online Persuasion</li><li>• Social Media and Advertising Theory</li><li>• Brand Concepts and Advertising.</li><li>• Ethics and Advertising Theory</li></ul>	

Formative Assessment for theory		
Assessment Occasion/ty pe	Weight age in Marks	Commencement
Theory Assignments	20	12 <sup>th</sup> Week
Theory test	10	10 <sup>th</sup> Week
Theory related activities like, Quiz, seminar, Team activities	10	-----
40% of the maximum marks allotted for the paper <b>Total</b>	<b>40</b>	-----
<i>Formative Assessment as per NEP guidelines are compulsory</i>		

References	
1	ADVERTISING THEORY – EDITED BY SHELLY RODGERS AND ESTHER THORSON



**BVA- Applied Art IV Semester (NEP)****Subject Drawing From Illustration -(practical-2)**

Credits Corse No- 11

Type of Corse	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC- 11	Practical	Drawing From Illustrati on	064BVA14	10	130	10	50	50	100	4

**Course Outcomes (COs):**After the successful completion of the course, the student will be able to:

After completing this course students will be able to understand and apply basic principles of drawing and Illustration and It's visual explanation and the application to visual and communicative designing and basics of creating hand drawn Illustration that can be digitally enhanced understanding using various techniques and approaches, traditional methods along side with the tools of computer; computer lab will be utilized to bridge the gap between conventional Illustration and digital Illustration.

Contents	130 Hrs
<ul style="list-style-type: none"> <li>• Story illustration</li> <li>• Creative illustration</li> <li>• social illustration</li> <li>• Medical illustration</li> <li>• public relation illustration</li> <li>• Others</li> </ul>	

Formative Assessment for Practical		
Assessment Occasion/type	Weight age in Marks	Commencement
Drawing From Illustration Practical Projects	25	12 <sup>th</sup> Week
Practical test	15	10 <sup>th</sup> Week
Practical related activities like, Quiz, seminar, Team activities	10	-----
50% of the maximum marks allotted for the paper <b>Total</b>	50	-----
<i>Formative Assessment as per NEP guidelines are compulsory</i>		

References	
1	How to be an Illustrator <i>Book by Darrel Rees</i>
2	Creative illustration Book by Andrew Loomis

## **BVA- Applied Art IV Semester (NEP)**

### **Subject Drawing From Illustration -(practical-4)**

Credits Corse No- 11

Type of Corse	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC- 12	Practical	LETTERIN G AND CALLIGR APHY	064BVA16	10	104	10	50	50	100	4

**Course Outcomes (COs):**After the successful completion of the course, the student will be able to:

- ❖ After completing this course student will be able to understand and apply principles of basics of Typographical Lettering and calligraphy in their experiment and use .
- ❖ Expressive style of creating different aspects of calligraphy and lettering / Typography aesthetically explore the understanding of proper conceptual design Elements and its tower of expressive qualities.
- ❖ Experiments in Typographic / calligraphic use-to explore the aesthetical aspects of- colour, decorative form and the expressionistic quality of the subject and treating it almost a creative visualized composition and design based Layouts and It's Importance to the form and design, arranging them in different medias.

Contents	104Hrs
<ul style="list-style-type: none"><li>• Use of calligraphy pen</li><li>• brush and ink</li><li>• letter writing</li><li>• story writing</li><li>• creativity forms</li><li>• lettering and design</li></ul>	

Formative Assessment for practical		
Assessment Occasion/type	Weightage in Marks	Commencement
Lettering And Calligraphy project	25	12 <sup>th</sup> Week
Practical Tests	15	10 <sup>th</sup> Week
Practical related activities like, Quiz, seminar, Team activities	10	-----
50% of the maximum marks allotted for the paper <b>Total</b>	<b>50</b>	-----
<i>Formative Assessment as per NEP guidelines are compulsory</i>		

References	
1	Learn Calligraphy: The Complete Book of Lettering and Design <i>Book by Margaret Shepherd</i>
2	Calligraphy Workbook for Beginners <i>Book by Maureen Peters</i>

## BVA OEC- 3<sup>rd</sup> and 4<sup>th</sup> semesters

### Model Curriculum

Choose any one subject in an semester  
Except the subject of the respective section,  
**Subject OEC - (Practical)**

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
OEC-3 III SEM	Practical	Applied art	003BVA51	10	52	10	50	50	100	3
OEC-3 III SEM	Practical	Painting	003BVA52	10	52	10	50	50	100	3
OEC-4 IV SEM	Practical	Print Making	004BVA51	10	52	10	50	50	100	3
OEC-4 IV SEM	Practical	Sculpture	004BVA52	10	52	10	50	50	100	3

#### 1. SCULPTURE:

- To create 2 dimensional & 3 dimensional geometrical shapes and forms – composition in contrast, units and their shapes, transformations, metamorphosis.
- To explore and work with different materials like Clay, wax, Thermo coal, pop to create 2 dimensional & 3 dimensional figure and designs.
- Simplification of forms and figures division of space.

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

- ❖ Imparting knowledge with Practical Assignments on sculpture
- ❖ Explore clay, plaster of paris and contain object-based compositions.
- ❖ Enhancing the skill of using clay, plaster of paris and compositional values.
- ❖ Perspective outdoor studies that can be transposed on to sculpture

#### 2. APPLIED ART :

**Calligraphy** – study of letterings in different style and by Applying of colour with blocs, patterns lines and different forms

**Press lay out** – to communication illustrator, mass graphic solution in communication

typographic advertisement , re production methods function of copy illustration , headline press advertisement for news paper and magazine.

- ❖ After completing this course student will be able to understand and apply principles of basics of Typographical Lettering and calligraphy in their experiment and use .
- ❖ Expressive style of creating different aspects of calligraphy and lettering / Press lay out aesthetically explore the understanding of proper conceptual design Elements and its tower of expressive qualities.
- ❖ Experiments in Press lay out / calligraphic use-to explore the aesthetical aspects of- colour, decorative form and the expressionistic quality of the subject and treating it almost a creative visualized composition and design based Layouts and It's Importance to the form and design, arranging them in different media

### 3. **PRINT MAKING:**

**WOD –Cut** Selection of materials, preparation of surface Direct print from un out surface. Various experiments in values relating to textures in mocehrome preparing design transferring and cutting and printing. possibilities of textural value of various wood suffices

**Lino Cut** - Transferring drawing , cutting the first colour block determining sequence of colour printing bys analyses of cutting and printing according to the phases determined registration preparation phases multicolor blacks

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to:

- ❖ Imparting knowledge with Practical Assignments on printmaking
- ❖ Explore lino, woodcut and contain object-based compositions.
- ❖ Enhancing the skill of using lino, woodcut and compositional values.
- ❖ Perspective outdoor studies that can be transposed on to print making

### 4. **PAINTING** : To create still life and objects. Along with nature drawings.

- ❖ Imparting knowledge with Practical Assignments on Indian Traditional Miniature art.
- ❖ Explore charcoal, pencil and conte in object-based compositions.
- ❖ Enhancing the skill of using colours and compositional values.'
- ❖ Perspective outdoor studies that can be transposed onto Indian miniature perspective.
- ❖ Using art journals to create small sketches and outline of practice. Portrait study from multiple angles.
- ❖ Creative drawing composition. Sketches in direct colour with brushes.

### **Reference Books:**

- i). Principles of Form and Design by Wucius Wong John Wiley & Sons, New York, ISBN-10: 0471285528 , ISBN-13: 978-0471285526. ii). Principles of Color Design by Wucius Wong, Publisher: Wiley, ISBN-10: 0471287083 ISBN-13: 978-0471287087.
- iii). Principles of Two-Dimensional Design, Wucius Wong, Publisher: Wiley, ISBN-10: 0471289604 ISBN-13: 978-047128960

### Details of Formative assessment (IA)

Formative Assessment for practical		
Assessment Occasion/type	Weightage in Marks	Commencement
OEC Subject project	25	12 <sup>th</sup> Week
Practical Tests	15	10 <sup>th</sup> Week
Practical related activities like, Quiz, seminar, Team activities	10	-----
50% of the maximum marks allotted for the paper <b>Total</b>	<b>50</b>	-----
<i>Formative Assessment as per NEP guidelines are compulsory</i>		

**Faculty of Arts**  
**04 - Year UG Honours programme:2021-22**  
**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC**  
**(60 marks for semester end Examination with 2 hrs duration)**

**Part-A**

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

**Part-B**

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

**Part-C**

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks  
(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

**Total: 60 Marks**

**Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.**