



**JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY,  
JAIPUR**

---

---

**Faculty of Education & Methodology**

**Department of Fashion Design & Fine Arts**

**SYLLABUS**

**(Bachelor of Fine art)**

**B.F.A**

**SESSION – 2022-23**

**DURATION –4 YEARS/ 8 SEMESTER**

**SYLLABUS FOR:  
1-4 YEARS**



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## PROGRAM DETAIL

<b>Name of Program</b>	-	Bachelor of Fine art (B.F.A)
<b>Program Code</b>	-	B.F.A
<b>Mode of Program</b>	-	Semester
<b>Duration of Program</b>	-	4 yrs/ 8 Semester
<b>Total Credits of Program</b>	-	144
<b>Curriculum Type and Medium Choice</b>	-	English



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## SYLLABUS DETAIL

### I SEMESTER

S. No.	Credit	Name of Course
1	3	Fundamentals of Visual Art (Theory)
2	4	Still Life Study (Practical)
3	4	Composition (Practical)
4	4	Design in Applied art (Practical)
5	2	Fundamental of Computer
Total	17	

### II SEMESTER

S. No.	Credit	Name of Course
1	3	Introduction to Ancient Art (Theory)
2	4	Nature study (practical)
3	4	3D (Clay Modelling) (Practical)
4	4	Printmaking (Practical)
5	4	Computer Graphics (Theory +Practical)
Total	19	



## JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

### III SEMESTER

S. No.	Credit	Name of Course
1	3	Fundamentals of Advertising –I (Theory)
2	3	History of Indian Art (Ancient-early medieval)
3	4	Graphic Design/Communication Design- (Practical)
4	4	Portrait Study Lab (Practical)
5	4	Photography & Reproduction technique Lab (Practical)
Total	18	

### IV SEMESTER

S. No.	Credit	Name of Course
1	3	Fundamentals of Advertising –II (Theory)
2	3	History of Western art (medieval) (Theory)
3	4	Graphic Design/Communication Design -(Practical)
4	4	Illustration Lab (Practical)
5	4	Computer Graphics (Practical)
Total	18	



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## V SEMESTER

S. No.	Credit	Name of Course
1	3	Advertising Planning & Strategy – I(Theory)
2	3	Aesthetics –Indian (Theory)
3	4	Graphic Design/Communication Design (Practical) -I
4	4	Drawing (Practical)- I
5	4	Print making (Practical)
Total	18	

## VI SEMESTER

S. No.	Credit	Name of Course
1	3	Advertising Planning & Strategy – II (Theory)
2	3	Aesthetics –Western (Theory)
3	4	Graphic Design/Communication Design -(Practical)
4	4	Life Study & Illustration (Practical)- II
5	4	Photography (Practical)
Total	18	



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## VII SEMESTER

S. No.	Credit	Name of Course
1	3	Advertising Evaluation and IMC Tools (Theory)
2	3	Western Modern Art -I (Theory)
3	4	Graphic Design/Communication Design -I (Practical)
4	4	Study in Clay & Landscape (Practical)
5	4	Photography (Practical)
Total	18	

## VIII SEMESTER

S. No.	Credit	Name of Course
1.	4	Graphic Design/Communication Design -II (Practical)
2.	4	Illustration (Practical)
3.	10	Project & Internship Training (Practical)
Total	18	



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## **PROGRAMME OUTCOMES** BACHELOR OF FINE ARTS (B.F.A)

**Knowledge of different Fine Arts:** Knowledge of painting, photography, sculpture, artistic craft-based media, ceramics and metal as well digital technology such as three-dimensional modelling and printing, to find an area that favours the expressive style.

**Problem analysis:** Identify, formulate, research literature, and analyse art problems historically as well as in modern perspectives to arrive at substantiated conclusions using techniques of research, ideas, field survey.

**Development of solutions:** Solutions are developed for aesthetic issues or problems so that art curriculum can be designed in a way that artists, professionals, art historians, critics, researchers and students can be benefited.

**Modern tool usage:** Create, select, and apply appropriate research techniques and resources to discover new research and give solutions to the artistic problems with an understanding of the limitations.

**Different art techniques:** Understanding of applicable techniques and procedures in a multiplicity of pictorial media.

**Historical and contemporary perspectives:** Knowledge of varied art forms, painters and art pieces from diverse historical and contemporary contexts.

**Analyses of different art pieces:** Art history across ethos and period, numerous perspectives, understanding of ethnic perspective.

**Creativity:** Inspire towards creative and experimentations.

**Employability:** Offer wide possibilities of employability in the field of artistry, sculpture, printing, photography.

**Art & Society:** Apply reasoning informed by the contextual knowledge to assess socio-cultural & political issues and the consequent responsibilities towards the society.

**Ethics:** Apply ethical principles and commit to moral & professional ethics and responsibilities bounded by society.

**Life- long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of art field.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## **Bachelor of Fine Art I SEMESTER**

### Fundamentals of Visual Art (Theory)

#### **Course outcomes**

- An understanding of basic principles of design and colour, concepts, media and formats, and the ability to apply them to a specific aesthetic intent. This includes functional knowledge of the traditions, conventions, and evolutions of the discipline as related to issues of representation, illusion, and meaning. The development of solutions to aesthetic and design problems should continue throughout the degree program.
- The ability to synthesize the use of drawing, two-dimensional design, and colour, beginning with basic studies and continuing throughout the degree program toward the development of advanced capabilities.
- Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product, including knowledge of paints and surfaces.

#### UNIT I: - Introduction to Art

- About Art
- Definitions of art given by Indian scholars (Rabindranath Tagore, Ananda K. Coomaraswamy, Kapila Vatsyayan)
- Western thinkers (Plato, Aristotle, Tolstoy, Croce, Hegel, Kant, Freud, Herbert Read)

#### UNIT II:- Classification of Art

- Painting
- Applied Art
- Sculpture
- Graphic and printmaking (Techniques and methods and material)

#### UNIT III:- Elements of Art

- Line
- Form
- Tone
- Texture
- Colour and Space

#### UNIT IV:- Principles of Composition

- Unity
- Balance
- Harmony
- Rhythm
- Proportion
- Dominance and Perspective





# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

UNIT V:- Shadanga

- Six Limbs of Indian Art

## Books Recommended

Fundamentals Of Plastic Art (by Dr. R.A. Aggrawal)  
Fundamentals of Visual Arts (Dr. Anju Chaudhary)  
Kala Ke Naveen Swarup (By narendra Singh Yadav)

## Still Life Study (Practical)

**COURSE OUTCOMES** Learn to indicate simple form with a single light source using shadow and cast shadow. Emphasis is placed on refining composition with cropping, overlapping and placement in the picture plane. Study of 2 or 3 Objects.

Medium:

- Pencil
- Charcoal,
- pastel (dry /oil)
- pencil colour

**Submission:** 5 works of Still Life in B/W (Final Submission)  
5 Home Assignments of Still life  
15 sketches of study per day

## Composition (Practical)

### COURSE OUTCOMES

Compositional exercise based on various objects with a view to transform them in to 2D/ 3D pictorial images on sheet. Developing an awareness of the pictorial space, division of space and form.

**Submission:**

- 2 works in Vasli(Final Submission)
- 2 works in other medium+ 15 Layouts
- 15 sketches of study per day
- 5 works in home assignment

## Design In applied art (Practical)

### COURSE OUTCOMES

To develop an understanding of the elements and principles of design through various practical assignments. Study of two-dimensional space and its organizational possibilities. behaviour of force and energy contained in line, form, colour and texture. knowledge of primary, secondary, tertiary and complementary colours and their relationships. Introduction to the technical terms related to colour theory. Introduction to the art of beautiful handwriting Calligraphy



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

(Italic).Study of letterforms,basic types, study of their formal aspects, proportion, weight and inter relationship of positive and negative space.Study of Gothic and Roman and Devnagri.

**Submission:**

- 6 works in calligraphy (Gothic and Roman and Devnagri)(Final Submission)
- 5 works in colour and Colour Values
- 2 assignments (Exercises with basic shapes and texture in relation to space)  
(Size Half imperial)



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## II SEMESTER

### Introduction to Ancient Art (Theory)

#### Course outcomes

- Evaluate varied art periods and Cave Art of India, France and Spain to apply it in own art work to enhance in all respect.
- Interpret the significance of cultural and historical context in informing the interpretation of art works.
- Get the knowledge of the contribution of artists in turning and developing society and politics in India, Spain, France and Egypt.

#### UNIT I: Introduction to the prehistoric art of india –

- Bhimbethka
- Mirjapur
- Singhanpur
- Panchmadi
- Hoshangabad (subject matter, style and techniques)

#### UNIT II: The indus valley civilization-

- mohenjodaro and harrappa (town planning, sculptures and seals)

#### UNIT III: Introduction to the prehistoric art of europe –

- caves of france: lascaux,
- trois frères
- font da gaume
- tuc-da-audoubert

#### UNIT IV: Introduction to the prehistoric art of europe-

- Cave of spain:
- Altamira
- La pileta
- El Castillo
- La pasiega
- Tito bustillo

#### UNIT V: Egyptian art:

- Introduction (old, middle and new kingdom) Relief-
- Hierakonpolis
- Pallate of king narmer Pyramids of giza
- Great sphinx
- Portraitures



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## Books Recommended

The History of Indian Art (by Anil Rao Sandhya Ketkar)  
Prehistoric Art in Europe (by Sandars Nancy K.)

## Nature study (practical)

### COURSE OUTCOMES:

- To study a plant with one side light source using shadow and cast shadow.
- Emphasis is placed on refining composition with cropping
- Overlapping and placement in the picture plane.

### Medium:

- pencil
- charcoal
- pastel (dry/ oil)
- pencil color

Submission: 5 works of nature study in b/w / colour(Final Submission)  
10 sketches of study per day

## 3D (Clay Modelling) (Practical)

### COURSE OUTCOMES

- Introduction to 3 Dimensional forms
- Observation of natural and manmade objects.
- To develop sense of structure
- Principles of composition and the study of the principles that holds the structure.
- Human body parts in Clay

### Creating 3d form with Plaster of

- Creation of simple 2D and 3D objects using Plaster of Paris.
- Plaster of Paris and its behaviour
- Maintenance and durability of plaster of Paris (POP)

Submission: 4 Works in Clay (not less than 10") in size(Final Submission)  
20 Layouts and  
15 sketches per Day

## Print making (Practical)

### COURSE OUTCOMES

Introduction of Relief Print Making

- Lino
- MDF



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

Submission: 5 works in B/W, 2 work in Colour Size: 8"x10" to 12"x18" (Final Submission)  
20 Layouts and  
20 sketches Per Day

## Computer Graphics (Practical)

### COURSE OUTCOMES

Introduction to Corel Draw (Knowledge of all tools). Three exercises should be done by using student's own creative ideas & exploring the tools (The artwork should not be copied). Preparation of graphic designs like

- Press Layout
- Magazine ad
- Illustration
- Logo
- Poster etc. by using **CorelDraw**.

Submission: Min. 15 assignments  
Any 10 Creative assignments



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## III SEMESTER

### Fundamentals of Advertising –I (Theory)

#### Course outcomes

- Understand and analyze the relevant research in advertising and marketing communication.
- Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication.
- Develop advertising media buying and planning strategies.
- Create and defend the strategy and execution of an ad campaign for a clients.

#### UNIT I:

##### Introduction to advertising

- Definition and Characteristics of advertising
- Advertising as a powerful tool of communication.
- Elements of Advertising Communication
- Advertising as a marketing tool.
- The Marketing Communication Process
- Active participants in advertising (The advertiser, the advertising agency, audience, media and vendor)

#### UNIT II:

##### Origin and growth of advertising

- Historical background and Future of Indian advertising.
- Changing trends of Indian Advertising

#### UNIT III:

##### Roles and functions of advertising.

- Communication, Persuasion, Education, Expansion of market, Employment,
- Economic growth, Stimulation of competition, raises standard of living, freedom to press etc.

#### UNIT IV:

##### The economic aspects of advertising.

- Effects on consumer choices
- Effects on competition
- Advertising and Distribution cost
- Advertising and Production cost

#### UNIT V:

##### Tools of promotional mix

- Advertising, Publicity, Sales promotion, Personal Selling and Public Relation
- Differences between Advertising & Personal Selling,
- Advertising & Sales Promotion,



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- Advertising & Publicity,
- Advertising & Public Relation.

## Books Recommended

Advertising (Techniques and Theory) (by Narendra singhyadav)

Fundamentals of Advertising

Basic Theory & Concepts (by Ruhi Lal Anvesha Sharma)

## History of Indian Art (Ancient-early medieval)

### Course outcomes

- Deeper understanding of the history of cave art and miniature done in Pala, Jain Mughal, Rajasthani and Pahari period.
- To perform historical and contextual analysis of works of art.
- To recognize and understand major monuments and artists, methods and theories and be able to assess the qualities of work of art in their historical and cultural settings.

#### UNIT I: Origin of Mauryan Art:

- Ashokan Pillars and Capitals
- Sculptures (Yaksha Yakshi)

#### UNIT II: Sunga Kanva Art:

- Stupa architecture and sculptures of Sanchi
- Bharhut
- Amaravati
- Kushan Art: Gandhara
- Mathura

#### UNIT III: Gupta Period Art:

- Architecture and sculptural ornamentation of Dasavtara temple
- Deogarh and Parvati temple
- Nachna Kuthara
- Sculptures: Varaha (Anthropomorphic and theomorphic form) and evolution of Mukhalingas; Ahichhatra terracotta: Ganga and Yamuna,
- Dakshinamurti, Parvati head, Shiva gana destroying Daksha's sacrifice; Mirpurkhas Terracottas

#### UNIT IV:

- Ajanta Sculptures and Paintings Bagh cave Paintings

#### UNIT V:

- Ellora Kailashanath temple and its Sculptures Elephanta Caves and its Sculptures

## Books Recommended

The History of Indian Art (By Sandhya ketkar)

A History of Ancient and Early Medieval India (By Upinder Singh)

## Graphic design Communication Design (Practical)

**COURSE OUTCOMES:** Students are expected to use creative thinking to solve communication problems.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Introduction to the concepts of logos Monograms & symbols. Terminology of  
Typography. Different typographical exercises.

- Logo design: 2
- Tag design: 2
- Stationery design: 1
- Shopping Bag
- Folder

**Submission:** Min. 10 assignments (One from each topic)

## Portrait Study (Practical)

### COURSE OUTCOMES:

- Sustained study of portrait from life
- Delineation of the structure,
- Character of head
- Study of features
- Study of light and shade, (pencil/ pen/charcoal, Oil Pastels & Pencil Colours)

### Drawing

Analytical and creative Drawing

- Creative Drawing from Life
- Nature And objects with reference to
- Rendering it as Complete work of art
- Leading to individuality and technical Competence Rendering techniques of dry and wet mediums.

**Submission:** 5 Portrait (1/2 imperial)(Final Submission)

50 sketches of head study

## Photography & Reproduction technique (Practical)

### COURSE OUTCOMES: Photography

- Cityscapes
- Model and product photography.
- Flavors Photography

### Reproduction technique

- Understanding of Professional Printing Process.

### Submission

#### Photography-

- Minimum 5 Work each on cityscape and model/ Product Photography In colour (Size 8"x10")(Final Submission)

#### Reproduction Tech-

- Written Document (500 Words) on One of the Modern Reproduction technologies





# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## IV SEMESTER

### Fundamentals of Advertising -II (Theory)

#### Course outcomes

- Understand and analyze the relevant research in advertising and marketing communication.
- Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication.
- Develop advertising media buying and planning strategies.

Create and defend the strategy and execution of an ad campaign for a clients.

#### UNIT I. The business of advertising

- The benefits of advertising
- The advertising organizing for advertising decision making
- The advertising agency
- Brief history of advertising agency
- The commission system

#### UNIT II Types of advertising agency

- Structure and function of various departments of a full services agency
- Special service group
- The creative department

#### UNIT III: Communication

- Communication defined
- Brief history and process of communication
- The communication models
- Field of experience
- Types of communication
- Advertising as a tool of communication
- Marketing and communication

#### UNIT IV: The world of media

- The media defined
- The evolution of media into advertising vehicles
- Classification of media
- Media expenditure
- Media characteristics

#### UNIT V: Typed of media

- Non- print and print medium
- Conventional medium: radio, T.V
- Newspaper and magazine



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

- Outdoor medium: electronic and digital medium
- Internet
- Web page
- Social networking sites

## **Books Recommended**

Advertising (Techniques and Theory) (by Narendra singhyadav)

Fundamentals of Advertising

Basic Theory & Concepts (by Ruhi Lal Anvesha Sharma)

## **History of Western art (medieval) (Theory)**

- Get an understanding of various mediums, techniques and skills while reading the art works of various artists and can utilize the knowledge gained in their respective art works.
- To look for further education in Western world by getting deeper knowledge of the history of western art
- Develop an understanding of various art movements and its artists.
- Get accustomed with western art jargon which will help them to be an art historian, art curator and art critic.

### UNIT I: Byzantine Art:

- Art and architecture-Church St. Vitale Ravenna (Mosaics: Emperor Justinian and his Attendants
- Empress Theodora and her Attendants)
- Hagia Sophia Istanbul
- St. Mark's Church. Iconoclasts and Iconophiles

### UNIT II: Romanesque Art:

- Sculpture
- Painting
- Architecture: St Remi Church
- Reims (1049) France
- Notre-Dame
- Paray-le-Monial (1090) France
- The Cathedral of Saint Lazarus of Autun

### UNIT III: Gothic Architecture:

- Architect Abbot Suger
- General characteristics and components of Churches and Cathedral (Stained glass windows, Choir, Pulpits, Altarpieces)
- Gothic Sculptures- Jamb Statues of Chartres Cathedral
- Death of Virgin in Strasbourg Cathedral
- Annunciation and Visitation in Reims Cathedral
- The Virgin of Paris Notre- Dame



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- The Kiss of Judas and Crucifixion in Naumburg Cathedral
- The Pieta Gothic paintings

## UNIT IV: The Early Renaissance artist and their works

- Cimabue (Crucifixion and a Deposition)
- Madonna of Santa Trinita
- The Madonna and Christ Child
- The Flagellation of Jesus
- The Virgin and Child)
- Giotto (Decoration of the Scrovegni Chapel in Padua and the Basilica of St Francis of Assisi-the Life of St. Francis
- Marriage at Cana
- The Annunciation
- The Last Judgment
- The Mourning of Christ
- Bardi Chapel: The Mourning of St. Francis. The Kiss of Judas)

## UNIT V: The High Renaissance: Painters, Sculptors, Architects and their works

- Leonardo Da Vinci (The Christ, The Mona Lisa, The Last Supper, The Vitruvius Man, The Adoration of the Magi, The Virgin of the Rocks, The Annunciation)
- Michelangelo (The Biblical description on Sistine Chapel and the Fresco technique, The Last Judgment, The Pieta, David, the Moses)
- Bramante (Architect)- Santa Maria presso San Satiro, Santa Maria delleGrazie
- Titian (A fresco of Hercules, Virgin and Child, fresco of Assunta, (The Venus of Urbino , The Rape of Europa The Allegory of Age Governed by Prudence)
- Giorgione (The Tempest, Sleeping Venus, Castelfranco Madonna, The Three Philosophers, The Allendale Nativity/Adoration of the Shepherds, The Test of Fire of Moses, The Judgment of Salomon )
- Raphael (Drawings, The School of Athens, Mond Crucifixion, Brera Wedding of the Virgin, Coronation of the Virgin, Saint George and the Dragon, The Madonna of the Meadow, Deposition of Christ

## Books Recommended

The History of Western Art (by Sandhya Ketkar)

## Communication Design (Practical)

### COURSE OUTCOMES:

Students are expected to use creative thinking to solve communication problems. Study of the fundamentals of layouts and their practical application.

- Book Cover Designing
- Book Jacket Designing
- CD Cover Designing
- Sticker Designing



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- Poster Designing (Social)
- Package Designing (Educational)

**Submission:** Min. 10 assignments (Final Submission)

## **I llustration (Practical)**

### **COURSE OUTCOMES:**

The focus is placed on developing drawing and design skills through image making with an emphasis on construction of form

- Light and shadow
- Space interpretation
- Texture and observation.

### **Photo evaluation:**

- Conversion by dots
- Lines and colours.

### **Different colour techniques:**

- Opaque
- Transparent
- Translucent.

### **Typographical illustrations: 2**

### **Architect illustration**

- Hospital
- School
- Temple

### **Human illustrations**

- Group discussion
- In class
- Group discussion at tea stall

**Submission:** Min. 10 assignments(Final Submission)

## **Computer Graphics (Practical)**

### **COURSE OUTCOMES:**

Introduction to Corel Draw and Photoshop (Knowledge of all tools). Three exercises should be done by using student's own creative ideas & exploring the tools (The artwork should not be copied).

- 5 Editing Work
- 10 Illustration Work
- Poster Design
- 3 Book Cover
- 3 packaging design
- 2 Product design

**Submission:** 5 Editing work, (Final Submission)  
10 Illustrations by Using Photoshop and Corel Draw  
15 sheets (Final Submission)



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## V SEMESTER

### Advertising Planning & Strategy – I (Theory)

#### Course outcomes

- Demonstrate an understanding of the overall role advertising plays in the business world.
- Demonstrate an understanding of advertising strategies and budgets.
- Identify and understand the various advertising media.
- Demonstrate an understanding of how an advertising agency operates.

#### Unit I:

##### The Business of advertising

- The benefits of advertising
- The advertiser
- Organizing for advertising decision making
- The advertising agency
- Brief history of advertising agency
- The commission system

#### Unit 2

##### Advertising Agency

- Types of advertising agency
- Structure and function of various departments of a full service agency
- Special-service group
- The creative department

#### Unit 3

##### Communication

- Communication defined
- Brief history and process of communication
- The communication models
- Field of experience
- Types of communication
- Advertising as a tool of communication
- Marketing and communication

#### Unit 4

##### The world of media

- The media defined
- The evolution of media into advertising vehicles
- Classification of media
- Media expenditure
- Media characteristics

#### Unit 5

##### Types of media

- Non-print and print media



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- Conventional Medium: Radio, Television
- Newspaper and magazine
- Outdoor medium
- Modern medium: Electronic and digital medium, Internet, web page, social networking sites

## Books Recommended

Advertising (Techniques and Theory)

(by Narendra singhyadav)

Fundamentals of Advertising

Basic Theory & Concepts

(by Ruhi Lal Anvesha Sharma)

## Aesthetics –Indian (Theory)

### Course outcomes

- Understanding of basics of different art forms and concept of beauty and impact of art on the human mind.
- Enhance artistic and aesthetic sensibilities among the learner to enable them to respond and appreciate the beauty in different art forms.
- Enhance multiple perspective and cultural and crosscultural understanding through exploration of visual art of diverse culture

#### Unit I:

An introduction to Indian Aesthetics and its brief historical background and Evolution of the Dramatic Art, Natyashastra, Its Meaning and Aim

Concept of Beauty based on ancient Scriptures and their relevance to art (acc. To the classical Sanskrit Literature)

#### Unit II:

##### Rasa:

- Types of Rasa and their aesthetic experience
- Bharata's conception of Rasa
- Constituents of Rasa and their relation with Bhavas

#### Unit III:

##### Commentators on Bharata's Natyashastra:

- Bhatta Lollatta
- Bhatta Shankuka
- Bhatta Nayaka

##### Abhinava Gupta:

- The Meaning of Rasa
- His explanation on the omission of "Sthayin" in Bharata's definition of Rasa.

#### Unit IV:

- Dhvani
- Alamkara



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

- Auchitya
- Riti
- Guna-Dosha

Vishnu Dharmottar Purana:

- Contribution of Chitrasutra to Indian Aesthetics.

Unit V:

Shadanga:

- Six Limbs of Painting by Abanindranath Tagore
- Aesthetic Theories of Ananda Coomaraswamy

## Books Recommended

Smakalin Bhartiya kala (by Dr. Mamta Chaturvedi)

Aesthetics –Indian (by manjula-saxena)

## Graphic Design/Communication Design (Practical) -I

### COURSE OUTCOMES:

- Design products and communications based on strategy and conceptual thinking.
- Explore advanced visual storytelling techniques to create motion graphics.
- Design and develop advanced interactive projects.
- Collaborate and communicate professionally.
- Communicate using advanced typographic methodologies.

### Advertising Design

- Newspapers
- Magazine
- Show card
- Booklets
- Folders
- Posters
- Hording
- Packaging
- Point of sale materials

### Sign-Symbols

- Airport
- Railway
- Bank
- Hospitals
- Postal services
- Hostels

### Educational design

- Educational kits for school and colleges



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- Directional maps and chart
- Sales promotional design

Submission: Minimum 15 Works(Final Submission)

Examination: Examination will be conducted in any one section of the Graphic Design

## Drawing (Practical) - I

### Illustration

- Illustration of children Stories
- Creating cartoons
- Improving realistic and photographic images
- Illustration for fashion
- Medical and technical
- Editorial

### Life Study

- Drawing from life and its creative application
- Exposure shall be given in understanding the anatomy of human body of different age groups with pencil, pen and ink and colour

### Study

- Landscapes
- Architectural Forms
- Manmade and natural objects

**Submission:** Minimum 5 works each from above mentioned topics (A total of 15 works)(Final Submission)

**Examination:** Examination shall be conducted in illustration (Size Full Imperial)

## Print making (Practical)

Composition in print making technique (intaglio, aqua) based on visual world

**Submission:** 2 Works in Etching in B/W (Minimum 8"X10")(Final Submission)

2 Woodcut colour (12"X18")(Final Submission)

20 Figurative layouts

5 sketches of composition per day





# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## VI SEMESTER

### Advertising Planning & Strategy – II (Theory)

#### SCOURSE OUTCOMES:

- Students will understand and use correctly most of the special terms used in the field of advertising art.
- Understand the use of good design and composition principles in solution to problems.
- Able to interpret visual communication through design.
- Understand the application of basic principles and elements of design.

#### Unit I:

##### Advertising media

- Discuss the role of media in advertising and study their advantages and limitations.
- Print Media: Newspaper and Magazine.
- Support media: Out of home media, Promotional products marketing, Other media (Movie theatres, videos, miscellaneous)
- Broadcast media: Television and Radio
- Internet, E Mail Advertising

#### Unit II:

##### Media Planning and Strategy

- The Target audience
- Media Course outcomes (Reach, frequency, continuity etc.)
- Media categories and vehicles
- Budgeting
- Media scheduling

#### Unit III:

##### The Advertising Agency

- Advertising Agency – An Introduction
- History of Advertising Agency
- The structure of an Ad agency
- Functions and services
- Agency compensation
- Agency Client Relationship
- Types of ad agencies

#### Unit IV:

##### Advertising Theories

- DAGMAR Model



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

- Hierarchy of effects model, (AIDA Model, Innovation Adoption Model, Communication Model)
- Colour Theory (Significance of Colour in design)
- Importance of Pictures / Illustration
- 

## Unit V:

### Branding

- Define Brand.
- What makes a Brand?
- Difference between Brands and Products.
- Brand Image, Brand Identity, Brand Personality, Brand Positioning,
- Brand Equity & Brand Loyalty

### **Books Recommended**

Advertising (Techniques and Theory)

(by Narendra singh yadav)

Fundamentals of Advertising

Basic Theory & Concepts

(by Ruhi Lal Anvesha Sharma)

## **Aesthetics –Western (Theory)**

### **course outcomes**

- Understanding of basics of different art forms and concept of beauty and impact of art on the human mind.
- Enhance artistic and aesthetic sensibilities among the learner to enable them to respond and appreciate the beauty in different art forms.
- Enhance multiple perspective and cultural and cross cultural understanding through exploration of visual art of diverse culture.

### Unit I:

#### **An Introduction to the Western Aesthetics. Imitative theories of Art:**

- Utility and Morality as standard for art evaluation.

#### **Art objects with reference to the Greek Philosophers:**

- Plato and Aristotle. Interpretation of Imitation and Utility by Aristotle with the theory of Catharsis and pleasure of Tragedy.

### Unit II:

#### **Middle Ages:**

- General tendencies and the characteristics in the field of art including architecture
- Sculpture



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

- Illuminated manuscripts
- Stained glass
- Metalwork and mosaics

## Unit III:

- Conceptions of beauty in Renaissance
- general trends and characteristics with reference to the developments in Literature
- Sculpture
- Painting and Poetry proceeding towards unified aesthetic theory of Leonardo Da Vinci
- Alberti
- Albert Durer
- Immanuel Kant
- G.W.F. Hegel

## Unit IV:

### **Social responsibilities:**

Benedetto Croce

Leo Tolstoy and Sigmund Freud

## Unit V:

- Romanticism in painting and literature
- Art as the expression of the feelings and emotions: Schopenhauer

## **Graphic Design/Communication Design -II (Practical)**

### **Course outcomes:**

- The emphasis is to be placed on visual image development and execution
- creativity and generation of ideas.
- Students will learn to communicate messages.

Submission: One Mini Campaign (Any Service.)

## **Life Study & Illustration (Practical) - II**

### **Life Study**

Study from full figure with emphasis on delineation of the Structure and the character. Composition of figure in different settings, emphasis on development of personal style.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

**Submission:** 5 Works in Dry mediums(Final Submission)  
30 Sketches of human figure

## **Illustration**

Students will explore illustration as a means of communication. Emphasis will be laid on composition and design, colour and conceptualization.

- Illustrate a story book.
- Editorial Illustration

Article Illustration, Story Illustration, Comic Strip, Jokes, Cartoons etc.

Submission: 5 Projects

## **Photography (Practical)**

### **Course outcomes:**

- Creative seeing, visualization and capturing conceptual creative images using a contrived approach.
- Learning to document relevant social issues.
- Understanding available light and learning to capture images effectively in ambient light.
- Getting to understand artificial light sources and light shaping tools to highlight object characteristics like form, texture, dramatic effects.
- The human factors to consider while shooting formal and informal portraits.
- Exploring possibilities of applying digital image capture to various fields of interest ranging from Portraits to the Abstract, Wide angle scenic to the stunning details of Macro shots.
- Understanding product characteristics to plan a perfect shoot. Developing the skills to translate a client's brief into an acceptable set of images.
- Understanding technical limitations of photography in certain situations and find alternate viable solutions to improve efficiency and final quality of output.
- Knowledge of present-day industry standards and expectations and the day-to-day changes in benchmarks. Learning, discovering and identifying one's own inclination towards a specialization in one of the many avenues open in the imaging industry.
- Mastering color management and color profile to be able to make consistently high quality prints of exhibition standards.
- Organizing and managing visual inputs in a system with the help of Adobe Light room and Photoshop software.
- Learning to frame a subject in an interesting perspective.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## VII SEMESTER

### Advertising Evaluation and IMC Tools (Theory)

#### Course outcomes

- You will be expected to learn not only from readings and classroom discussion, but also to practice it via the creation of an IMC campaign. On completion of this course, students should be able to:
- Understand key advertising and integrated marketing communication concepts and its application in real business situations.
- Analyse and evaluate effectiveness of advertising and IMC campaign based on brand communication need assessment.
- Develop effective advertising and IMC objectives and strategies.
- Build up effective brand communication program and marketing mix.

#### Unit I:

##### Sales Promotion

- Importance of sales promotion
- Difference between Advertising & Sales Promotion
- Tools & Techniques of Sales Promotion
  1. Trade Promotion
  2. Consumer Promotion

#### Unit II:

##### Direct Marketing & Personal Selling

- What is Direct Marketing
- Advantages & Disadvantages of Direct Marketing
- Major tools of Direct Marketing
- What is Personal Selling?
- How it works?
- Principles of Personal Selling
- Strengths & Weakness of Personal Selling

#### Unit III:

##### Public Relation

- Definition of Public Relation
- Comparison between Advertising & Public Relation
- Need & Scope of Public Relation
- Basic elements of Public Relation
- Course outcomes of Public Relation
- Public Relation Advertising



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## Unit IV:

### Packaging and Labels

- The purposes of packaging and package labels,
- Packaging & Sales Promotion
- New Packaging Trends,
- Packaging types,
- Packaging Materials,
- Symbols used on packaging

## Unit V:

### Motivational and Advertising Research

- Importance of Motivational Research,
- Advertising Research, Reasons for measuring advertising effectiveness.
- Pre Test & Post Test (What to test, when to test and where to test.)

## Books Recommended

Advertising (Techniques and Theory)

(by Narendra singhyadav)

Fundamentals of Advertising

Basic Theory & Concepts

(by Ruhi Lal Anvesha Sharma)

## Western Modern Art -I (Theory)

### Course outcomes

- explain how changes in the history of Europe affected Western Art
- can explain the relationship between the Scholastic Philosophy and the medieval art.
- explain the changes in historical process in Europe by means of the Renaissance in details by giving examples.
- explain the administrative and artistic changes in 17th century European art which is called Baroque period.

## Unit I:

### Neo Impressionism:

- Georges Seurat
- Signac
- Toulouse Lautrec

### Post Impressionism:

- Van Gogh
- Paul Gauguin
- Cezanne



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

Unit II:

**Fauvism:**

- Henri Matisse
- Andre Derain
- Maurice Vlaminck

Unit III:

**Expressionism:**

- De Brucke -Kirchner
- Erich Heckel
- Karl Schmidt- Rottluff
- Muller
- Der Blaue Reiter
- Wassily Kandinsky
- Franz Marc
- Auguste Macke
- Paul Klee
- Oskar Kokoschka
- Rauault
- Chagell

Unit IV:

**Cubism:**

- Pablo Picasso
- Braque
- Juan Gris
- FernanLeze (Fernand Leger)

Unit V:

**Futurism:**

- Umberto Boccioni
- GiocomoBalla
- Gino Severini
- L.Russolo
- Calo Carra

**Books Recommended**

History Of Modern Art (by H.H. Arnason)  
History of Art (by H.W Janson)

**Graphic Design/Communication Design -I (Practical)**

**Course outcomes:**



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

The emphasis will be laid on creativity, execution and resourcefulness. Students will learn how to select, plan, schedule, produce and budget for services required creating successful advertising campaign.

**Submission:** One major Product Campaign incorporating traditional as well as modern media.

## Study in Clay & Landscape (Practical)

### Course outcomes:

- Study of Limbs (Hand, Palm and Leg) from life
- delineation of the structure
- character and study of features.

Submission: 5 Works in Life size(Final Submission)  
15 sketches per day

### Course outcomes:

Composition based on Landscape/ Cityscape in Water Colour and theme based in any medium.

- Study of various monuments
- Buildings
- streets and foliage.

**Submission:** 3 Works of Landscape (1/2 Imperial) in size(Final Submission)  
3 works based on figures (Full Imperial)(Final Submission)  
5 sketches in pastel and colour pencil per day.  
30 Layouts

## Photography (Practical)

### Course outcomes:

- Interpreting light and its complex effects.
- Identifying the graphic elements in an image and capturing them to create a strong visual output.
- The importance of shadows, highlights and mid tones. High key and low-key situations and ways to build them (product specific or table top).
- Event Photography.
- Architecture Photography.
- Distortions and spherical aberrations and corrective measures.
- Creative lighting techniques - mastering continuous light and strobes.





## JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

- Identifying problems like noise in a digital image. Ways to avoid noise and reduce noise in pre and post production workflow.
- Dedicated flash and flash synchronization.
- Applying corrections to RAW file formats without interfering with original captured data.

**Note: Photography should focus on techniques and subject matter from Applied point of view**

**Submission:** 10 Plates Experimental, 10 high key and low key.



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

## **VIII SEMESTER** **45 days classes**

### **Graphic Design/Communication Design -II (Practical)**

**Course outcomes:**

The emphasis will be laid on creativity, execution and resourcefulness. Students will learn how to select, plan, schedule, produce and budget for services required to create successful advertising campaign. Social and Image building ad campaigns incorporating traditional as well as modern media.

**Submission:** 2 Mini Ad Campaigns

### **Illustration (Practical)**

**Course outcomes:**

Emphasis is to be placed on the student's clarity of concepts, self-expression, creativity and visual communication skills

- Students are expected to write a story talking about them. The story has to be compiled in a storybook form having appropriate illustrations with creative applications.
- Architectural illustration, Machinery, Medical & Fashion

**Submission:** Four Project

### **Project & Internship Training (Practical)**

**Course outcomes:**

Students will be required to undergo four weeks practical training under a renowned artist, artisan or craftsman during summer vacation. The training is an opportunity to gain work experience in an area of interest. Student may be asked to select a particular area of her interest and internship training for 45 days + 45 days =90 days in two different segments -advertising and branding agency, graphic design studios, web publications, digital production studio, multimedia production houses, magazines, newspapers, printing houses, television/entertainment industries, or government agencies.

Each student may be advised to interact and work alongside and make a documentary report of the activity and attach her own photographs of the learning stages. She must submit a softcopy and hardcopy of her work or assignment completed during the training (photographs of portfolio contents preferred).



## JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

---

During the semester class, students should put into practice what they have learned during the training period. And they are supposed to submit the art work along with the material used during the process. Student will select their project work by the guide or by mentor according their synopsis

### **Submission:**

The findings of the project work to be submitted in the form of as arrange collection presentation as a exhibition or Fashion Show, PowerPoint presentation, One Article writing based on selected project that saved in a CD, along with project Report (colored print outs in A4 size )and A3 size Designer Portfolio.

- 90 days internship report
- Portfolio file