

**Rabindra Bharati University**  
**Faculty of Visual Arts**  
**Proposed PG CBCS Structure for 2018-19 Session**  
**(Revised Syllabus effect from 2019-2020 session)**  
**Department of Applied Art**

The proposed CBCS structure for post-graduate academic programme consists of three types of courses viz. Core Course, Compulsory Elective Course and Open Elective course.

**Core Course (CC):** This is a set of courses which is considered essential to any suitable educational programme of the University to develop necessary knowledge, in-depth understanding and ability to apply concerned skills among the students in a specific discipline. The learning components of the courses should be determined according to the international and national standards, Vision and Mission of the University as well as according to the common requirement in context of the society.

**Total number of Core Courses: 14**

**Compulsory Elective Course (CEC):** This is a pool of specialised courses based on different emerging areas under the broad domain of the discipline, but beyond the compulsory courses; from which one area of specialisation be opted by the students for nurturing self-development, self-fulfillment and skill development.

Compulsory Elective Course may be offered only for the students of home department in the Semester III & Semester IV. Students may be offered to choose any One compulsory Elective containing four courses out of a Pool of Compulsory Elective Courses.

**Total number of Compulsory Elective Courses: 4**

**Open Elective Course (OEC):** This is a pool of specialised courses having multi-disciplinary character. It may be related with the mother discipline of study and may be supportive to the discipline of study enabling an exposure to some other discipline or domain of studies.

Open Elective Courses may be offered to the students of other departments including the students of home department to choose one Elective Course containing two courses in the Semester IV out of the pool of Open Elective Courses.

**Total number of Open Elective Courses: 2**

\*\*\* Each Course may be of 50 marks and out of which 20% of marks (10 marks) may be allotted for Continuous Internal Assessment.

<b>Semester- I</b>							
Core Course	Credit-Class	Credit-Tutorial	Total	Elective Course	Credit-Class	Credit-Tutorial	Total
CC 1.1(Theory) HOA	4	1	5				5
CC 1.2(Dept. prac) <u>Graphic Design:</u> Creation of images for Communication, Advance study and exercises in designing of Symbol, Icons, Information graphics etc.	4	1	5				5
CC 1.3(Dept. prac) Preparation of Pre-press using Adobe Indesign.	4	1	5				5
CC 1.4(Dept. prac) <u>2D Animation</u> Introduction to Animation, History & technique of Animation, 2D animation using Adobe Animate.	4	1	5				5
CC 1.5(Dept. prac) Branding.	4	1	5				5
<b>Total Credit of Semester-I</b>							<b>25</b>
<b>Semester- II</b>							
CC 2.1(Theory) HOA	4	1	5				5
CC 2.2(Dept. prac) <u>Communication Design</u> <u>Out-door Advertising:</u> various methods of out-door	4	1	5				5

publicity. Exhibition design and display Kiosks, Billboard, Point-Of-Purchase, Transit Adv.							
CC 2.3(Dept. prac) <u>Visualization: Frame by Frame Audio Visual Advertisement</u>	4	1	5				5
				OEC 2.1(other Dept. Prac-Elec) <u>Communication Design:</u> Press ad, Mag ad, Indoor Poster, Show card	4	1	5
				OEC 2.2(other Dept. Prac-Elec) <u>Communication Design:</u> Hoarding, outdoor Poster, Point-Of-Purchase.	4	1	5
				<b>Total Credit of Semester-II</b>			<b>25</b>
<b>Semester- III</b>							
CC 3.1(Theory) HOA	4	1	5				5
CC 3.2(Dept. prac) <u>T.V. Commercial / Interactive Presentation / Website Designing.</u>	4	1	5				5
CC 3.3(Dept. prac) <u>Photography (Still &amp; Video):</u> Product photography, indoor photography, outdoor photography.	4	1	5				5
				CEC 3.1(Dept. Prac-Spl) Models, Mock-ups and Prototypes	4	1	5
				CEC 3.2(Dept. Prac-Spl) Point-Of-Purchase, Window Display	4	1	5
				<b>Total Credit of Semester-III</b>			<b>25</b>
<b>Semester-IV</b>							
CC 4.1(Dissertation) Dissertation to be submitted on subjects chosen by the students and approved by the respective guide/ teacher. For the dissertation the following areas of study may be concerned. 1. The student must write on his/her works of art including one of the following • A critical and analytical aspect of History of Advertising or Contemporary Advertising with specific reference to contemporariness. • Advertising Personalities and Strategies.	4	1	5				5

<ul style="list-style-type: none"> <li>A student have to write on any topic happening in the advertising and field.</li> </ul>							
CC 4.2(Dept. prac) Computer Graphics/ Website Designing	4	1	5				5
CC 4.3(Dept. prac) Design for one specified event related with T.V. Commercials with compositing software.	4	1	5				5
				CEC 4.1(Dept. Prac-Spl) Digital innovative work	4	1	5
				CEC 4.2(Dept. Prac-Spl) Newspaper design(using Adobe Indesign)	4	1	5
				<b>Total Credit of Semester-IV</b>			<b>25</b>
				<b>Total Credit of PG Academic Programme</b>			<b>100</b>

\* As per the approval of the teachers' general meeting of the Faculty of Visual Arts held on 14/08/2019.