

**RABINDRA BHARATI UNIVERSITY**  
**BFA Syllabus of Dept. of Applied Art (FYUGP) 2023-2024**  
**Faculty of Visual Arts**

The proposed NCrf structure for under-graduate academic programme consists of Major, Minor, IDC, AEC, SEC, CVAC, Internship and MJRM.

**Major (MJ):** Major discipline is the discipline or subject of main focus and the degree will be awarded in that discipline.

**Minor (MN):** Minor discipline helps to main a broader understanding beyond the major discipline.

**Inter-Disciplinary Course (IDC):** Inter-disciplinary papers offered by the Department of Museology, Rabindra Bharati University.

**Ability Enhancement Course (AEC):** Modern Indian Language(MIL) and English language focused on language and communication skills. Students are requested to achieve competency in a Modern Indian Language (MIL) and in the English language with special emphasis on language and communication skills. The courses aim at enabling the students to acquire and demonstrate the linguistic skills, including critical reading and expository and academic writing skills, that help students articulate their arguments and present their thinking clearly and coherently and recognize the importance of language as a mediator of knowledge and identity.

**Skill Enhancement Course(SEC):** These courses are aimed at imparting practical skills, hand-on training, soft skills, etc, to enhance the employability of students. The institution may design courses as per the students' needs and available institutional resources.

**Common Value-Added Courses (CVAC):** These courses are common to All UG students.

<b>Semester 1</b>			
SI No	Course type	Course Syllabus	Credit
1.	Major APAH MJ 1.1 APAH MJ 1.2	<b>MJ</b> <b>HOA Theory</b> (General) [refer to History of Art Dept.] <ul style="list-style-type: none"> <li>• Graphic design – 1: Developing an awareness of pictorial elements such as point, line, shape, volume, light and colour.</li> <li>• Introduction of Typography, Roman &amp; Gothic type and their classification, Typographical Poster, Magazine Cover</li> <li>• Study of still life/objects in pencil/ pen &amp; ink/ water colour/ monochrome on paper</li> <li>• Quick &amp; Rapid sketches from human figure, animal, birds etc on line drawing with observation of proportion.</li> </ul> <b>10 Assignments</b> 6 composition, 4 Study 20 Sketches every week	<b>1 Credit - Theory</b> <b>3 Credit - Practical</b>
2.	Minor APAH MN 1	<b>MN 1</b> <ul style="list-style-type: none"> <li>• Study of lines, forms, shapes and creating different geometrical shapes, tones, colours &amp; texture.</li> <li>• Preparing a colour Scale (Primary, Secondary colour)</li> <li>• Practical study of colour schemes viz monochromatic, cool, warm, contrast, complimentary with project etc.</li> </ul> <b>10 Assignment</b>	<b>4 Credit - Practical</b>
3.	IDC-1	<b>IDC1 (Referred to Museology Dept.)</b>	<b>3 Credit - Online Theory</b>
4.	AEC-1	<b>AEC 1: As per University(MIL)</b>	<b>2 Credit</b>
5.	SEC-1	<b>SEC 1</b> <ul style="list-style-type: none"> <li>• Best out of Waste ( Creating something useful and innovative ideas from waste materials)</li> </ul> <b>6 Assignments</b>	<b>3 Credit - Practical</b>
6.	Internship	—	—
7.	CVAC-1	<b>CVAC 1: Book Cover Design, Design in simple forms &amp; shapes</b>	<b>4 Credit - Practical</b>
	<b>Total</b>	—	<b>20</b>

<b>Semester II</b>			
SI No	Course type	Course Syllabus	Credit
1.	Major APAH MJ 2.1 APAH MJ 2.2	<b>MJ</b> <b>HOA Theory</b> (General) [refer to History of Art Dept.] <ul style="list-style-type: none"> <li>• Graphic design - 2 : basics and its need in communication design</li> <li>• Basic characteristics of calligraphic, sense of letter/alphabet as a form. Strokes, calligraphic Upper case, Lower case, comparing a calligraphic paragraph</li> <li>• To acquaint the learners with various perspective and geometrical drawing methods</li> <li>• Study of still life/still objects in pen &amp; ink/ water colour/ monochrome and colour on paper</li> <li>• Quick &amp; Rapid sketches from human figure, animal, birds etc on line drawing with observation of proportion.</li> </ul> <u>10 Assignments</u> 6 composition, 4 Study 20 Sketches every week	<b>1 Credit - Theory</b> <b>3 Credit - Practical</b>
2.	Minor APAH MN 2	<b>MN 2</b> <ul style="list-style-type: none"> <li>• Understanding design as an organised visual arrangement.</li> <li>• Line drawing from Nature for creating motive and using it for regular organised pattern in different organic and geometric design and its decorative applications.</li> <li>• Knowledge of typography, construction of San-serif Font (Futura)</li> <li>• Construction of Serif Font (Roman)</li> </ul> <u>10 Assignments</u>	<b>4 Credit - Practical</b>
3.	IDC-2	<b>IDC 2: (Referred to Museology Dept.)</b>	<b>3 Credit - Online Theory</b>
4.	AEC-2	<b>AEC 2: As per University(MIL)</b>	<b>2 Credit</b>
5.	SEC-2	<b>SEC 2</b> <ul style="list-style-type: none"> <li>• Storyboard illustration</li> <li>• Comic strip illustration</li> </ul> <u>6 Assignments</u>	<b>3 Credit - Practical</b>
6.	Internship	—	—
7.	CVAC-2	<b>CVAC 2: Poster, Sticker</b>	<b>4 Credit - Practical</b>
	<b>Total</b>		<b>20</b>
<b>Semester III</b>			
SI No	Course type	Course Syllabus	Credit
1.	Major APAH MJ 3.1 APAH MJ 3.2 APAH MJ 3.3	<b>MJ</b> <b>HOA Theory</b> (General) [refer to History of Art Dept.] <b>Dept. Theory</b> Method & Materials-1 Introduction to Applied Art <ul style="list-style-type: none"> <li>• Graphic Design - 3 : Graphic Design as visual arrangement</li> <li>• Typography as a design from study of some basic types of typography.</li> <li>• Preparation of simple layout for stationary book cover, book jackets, In shop Design/small poster and poster</li> <li>• Study of Still life/human figure drawing in any colour on paper with detailing in drawing, tonal variation and modulation.</li> <li>• Quick and rapid sketches from human figure, animal, birds etc.</li> </ul> <u>12 Assignments</u> 8 Composition, 4 Study	<b>1 Credit - Theory</b> <b>2 Credit - Theory</b> <b>5 Credit - Practical</b>
2.	Minor APAH MN 3	<b>MN 3</b> <ul style="list-style-type: none"> <li>• Study of basic principle of Layout and their practical application for Total Stationary design like Logo, Symbol, Trade mark, Visiting card, Letter Head, Envelop, Folder, Dangler etc.</li> </ul> <u>10 Assignments</u>	<b>4 Credit - Practical</b>
3.	IDC-3	<b>IDC3 (Referred to Museology Dept.)</b>	<b>3 Credit - Online Theory</b>
4.	AEC-3	<b>AEC3: As per University(MIL)</b>	<b>2 Credit</b>
5.	SEC-3	<b>SEC 3</b> <ul style="list-style-type: none"> <li>• Paper Sculpture in communication design</li> </ul> <u>4 Assignments</u>	<b>3 Credit - Practical</b>

6.	Internship	–	–
	Total		20

### Semester IV

SI No	Course type	Course Syllabus	Credit
1.	Major APAH MJ 4.1 APAH MJ 4.2 APAH MJ 4.3	<b>MJ</b> <b>HOA Theory</b> (General) [refer to History of Art Dept.] <b>Dept. Theory</b> Method & Materials-2 History of Visual Communication <ul style="list-style-type: none"> <li>• Visual communication (Illustration) Students have to illustrate two complete project i.e. Story board, Book illustration, Product Designing, Magazine Ad Design, News paper Ad Design in black &amp; white and colour with various medium &amp; techniques</li> <li>• Creating Corporate Identity with Symbol, Logo, Trade mark, Folder, Dangler, Shopping Bag and Calendar etc.</li> <li>• Drawing still life painting of three dimensional Object in colour along with different types of draperies</li> <li>• Study of human figure or human portrait from live model in monochrome and colour with detailing in drawing, tonal variation and modulation.</li> </ul> <u>14 Assignments</u> 10 Composition, 4 Study	<b>2 Credit - Theory</b> <b>2 Credit - Theory</b> <b>10 Credit - Practical</b>
2.	Minor APAH MN 4	<b>MN 4</b> <ul style="list-style-type: none"> <li>• Graphic Design indoor Media like Dangler, Calendar, Sticker, Shopping Bag, Press ad.</li> </ul> <u>10 Assignments</u>	<b>4 Credit - Practical</b>
3.	AEC-4	<b>AEC 4: As per University(MIL)</b>	<b>2 Credit</b>
	Total	–	20

### Semester V

SI No	Course type	Course Syllabus	Credit
1.	Major APAH MJ 5.1 APAH MJ 5.2  APAH MJ 5.3	<b>MJ</b> <b>HOA Theory</b> (General) [refer to History of Dept.] <b>Dept. Theory</b> Method & Materials-3 Introduction to Printing Processes <b>Theoretical:</b> Difference between Applied Art and Fine Arts, Advertising Media, Terminology of Advertising, Layout of Advertising, introduction to printing processes: letter press, lithography, gravure, offset, silk screen. Its history and development, Latest techniques of Printing, Principle of Design- Balance, Proportion, Emphasis, Rhythm, movement Unity & Variety, Contrast & Harmony, Leading lines, Role of thirds, Golden Ratio. <b>Practical:</b> Graphic design-5 Communication Design <ul style="list-style-type: none"> <li>▪ Graphic poster design with elements of design</li> <li>▪ Calligraphy &amp; Calligram design</li> <li>▪ Illustration for Children’s Book</li> <li>▪ Innovative Mascot design for brand marketing and cutout-standee</li> <li>▪ In Store display/POP- Dangler, Wobblers/ Shelf Wobblers, Die-cut Sticker, Bunting etc.</li> <li>▪ Column based Magazine and Press Ad, Cover Design</li> <li>▪ Logo design with Stationery works- Visiting card design, Envelope design, Letterhead, bill book etc.</li> <li>▪ Outdoor Advertising: Poster, Small Poster, Signs, Telephone Kiosk, Transit Ads etc.</li> <li>▪ Still-life composition, Outdoor, Portrait (human) Study, Nature study etc. (method- Oil &amp; Acrylic color in a Canvas)</li> </ul> <u>16 Assignments</u> 12 Composition, 4 Study	<b>2 Credit - Theory</b> <b>2 Credit - Theory</b>  <b>12 Credit - Practical</b>

2.	Minor APAH MN 5	<b>MN5:</b> Graphic Design in Printing Media Press Ad, Small size poster, Logo design, bookmark, Greeting Cards etc. <b>10 Assignments</b>	<b>4 Credit - Practical</b>
3.	Internship	-	-
	Total		<b>20</b>

## **Semester VI**

Sl No	Course type	Course Syllabus	Credit
1.	Major APAH MJ 6.1 APAH MJ 6.2  APAH MJ 6.3	<p><b>MJ</b>  <b>HOA Theory</b> (General) [refer to History of Dept.]  <b>Dept. Theory</b> Method &amp; Materials-4 Trends and Developments of Modern Advertising  <b>Theoretical:</b>  Trends and Developments of Modern Advertising, Types of Advertising, Advertising for Nation Building and Social welfare, Advertising Agency, its structure and different departments, Function of different departments, Role of studio in the agency, Different Media of Advertising- Indoor, outdoor, Direct mail etc., Candid Photography and its Visualization, Understanding of Logo, Seal, Trademark, Symbol, Monogram.</p> <p><b>Practical:</b> Graphic design-6 Consumer Product Design</p> <ul style="list-style-type: none"> <li>▪ Story &amp; Book illustration</li> <li>▪ Customized Product design</li> <li>▪ Small Scale Manufacturing design/ illustration- Business sticker templates, Tags design, Label design, stamps, small size product wrapper etc.</li> <li>▪ Storyboard</li> <li>▪ Poster design for Consumer Products</li> <li>▪ Poster design for Social awareness and Public welfare</li> <li>▪ Character making for book illustration, Magazine Ad for branding etc.</li> <li>▪ Still-life composition, Portrait (human) Study, Nature study etc. (method- Oil &amp; Acrylic color in a Canvas)</li> </ul> <p><b>16 Assignments</b>  12 Composition, 4 Study</p>	<b>2 Credit - Theory</b> <b>2 Credit - Theory</b>  <b>12 Credit - Practical</b>
2.	Minor APAH MN 6	<p><b>MN6:</b>  Cartoon - Caricature in Applied Art  Magazine Ads, Cartoon- Caricature &amp; Mascot design/ three dimensional Dangler, Social Poster, Cutouts design etc.  <b>10 Assignments</b></p>	<b>4 Credit - Practical</b>
	Total		<b>20</b>

**Students who want to continue in Honours Programme should opt VII-H and VIII-H Semester**

## **Semester VII-H**

Sl No	Course type	Course Syllabus	Credit
1.	Major APAH MJ 7.1 APAH MJ 7.2	<p><b>MJ</b>  <b>HOA Theory</b> (General) [refer to History of Dept.]  <b>Dept. Theory</b> Method &amp; Materials-5 Campaign Planning  <b>Theoretical:</b> Campaign planning, Different kinds of Campaigns, Corporate Identity Design: Brand name, Brand Image, Brand Ambassador, Importance of Marketing and consumer behavior in Advertising, Electronic media and Mass Communication, Future of Advertising, Web Advertising and Animation in Advertising, New Media, Understanding Artificial Intelligence (AI).</p>	<b>2 Credit - Theory</b> <b>2 Credit - Theory</b>

	<b>APAH MJ 7.3</b>	<p><b>Practical:</b> Graphic design-7 Visual Communication in Outdoor Media</p> <ul style="list-style-type: none"> <li>▪ Packaging design with Rack display/ Standy display</li> <li>▪ Kiosk Design/ Window Display (Three dimensional)</li> <li>▪ Outdoor Campaign Planning (series of works)</li> <li>▪ Mood board -arrangement of key image, typography, colors, etc. in a design process for advertising</li> <li>▪ Product/ Portrait Photography</li> <li>▪ Still-life composition, Portrait (human) Study, Nature study etc. (method- Oil &amp; Acrylic color in a Canvas)</li> </ul> <p><b>16 Assignments</b> 12 Composition, 4 Study</p>	<b>12 Credit - Practical</b>
2.	<b>Minor APAH MN 7</b>	<p><b>MN 7:</b> Introduction to Advertising Media Typographical Poster design, Character design &amp; Book illustration, Outdoor media, Sticker design.</p> <p><b>10 Assignments</b></p>	<b>4 Credit - Practical</b>
	<b>Total</b>		<b>20</b>

### Semester VIII-H

Sl No	Course type	Course Syllabus	Credit
1.	<p><b>Major</b> <b>APAH MJ 8.1</b> <b>APAH MJ 8.2</b></p> <p><b>APAH MJ 8.3</b></p>	<p><b>MJ</b> <b>HOA Theory</b> (General) [refer to History of Dept.] <b>Dept. Theory</b> Method &amp; Materials-6 Impact of art movements on applied art</p> <p><b>Theoretical:</b> Bauhouse movement, Art Nouveau, Art Deco, UI and UX in Advertisement.</p> <p><b>Practical:</b> Graphic design-8 Product Packaging Design</p> <ul style="list-style-type: none"> <li>• Webpage Banner design/ Website, Home page design</li> <li>• Brochure design for promote Brand/News Letter</li> <li>• Pavilion Design (Three dimensional)</li> <li>▪ Indoor Campaign Planning (series of works)</li> <li>• Infographic Ad (Information oriented Ad)</li> <li>▪ Branding</li> <li>▪ App design/ display Ad for designing Mobile applications (templates)</li> <li>▪ Still-life composition, Life (human model) Study, Nature study etc. (method- Oil &amp; Acrylic color in a Canvas)</li> </ul> <p><b>16 Assignments</b> 12 Composition, 4 Study</p>	<p><b>2 Credit - Theory</b> <b>2 Credit - Theory</b></p> <p><b>12 Credit - Practical</b></p>
2.	<b>Minor APAH MN 8</b>	<p><b>MN8:</b> Consumer Product Design Consumer/ Social awareness Poster design, Dangler- Bunting, Packeging design, tags design, Folder/ Brochure design, Book illustration etc.</p> <p><b>10 Assignments</b></p>	<b>4 Credit - Practical</b>
	<b>Total</b>		<b>20</b>

**Those who secure 75% and above in aggregate upto VI semester and like to continue as Honours with Research / Project should opt Courses in semester VII-R and VIII-R**

- As per the approval of the teachers' general meeting of the Faculty of Visual Arts held on 16/08/2024.