

**DR. A.P.J. ABDUL KALAM TECHNICAL
UNIVERSITY UTTAR PRADESH, LUCKNOW**



EVALUATION SCHEME & SYLLABUS

FOR

BFA SECOND YEAR

BACHELOR OF FINE ARTS

AS PER

AICTE MODEL CURRICULUM

[Effective from the Session: 2024-2025]

2nd Year III Semester (Stream: Applied Art)

									Evaluation Scheme			
S N	Subject Code	Subject Name	Type	Period					Total	ESE Marks	Total	Credit
				L	T	P	CT	TA	CT+TA	TE/PE	SW+ESE	Cr
1.	BVE301/ BAS302	Universal Human Values & Professional Ethics/ Environment & Ecology	T	3	0	0	20	10	30	70	100	3
2.	BBFA301	History of Art-I	T	2	1	0	20	10	30	70	100	3
3.	BBFA302	Aesthetics-I	P	2	1	0	20	10	30	70	100	3
4.	BBFA303	Design & Communication Practices-I	P	2	1	0	20	10	30	70	100	3
5.	BBFA351	Communication Illustration-I	P	0	0	4	30	20	50	50	100	2
6.	BBFA352	Communication Design-I	P	0	0	4	30	20	50	50	100	2
7.	BBFA353	Advertising Art-I	P	0	0	4	30	20	50	50	100	2
8.	BBFA354	Computer Graphics-I	P	0	0	4	30	20	50	50	100	2
9.	BBFA355	Integrated Design Project-I	P	0	1	2	30	20	50	50	100	2
10 .	BBFA031/ BBFA032/ BBFA033	Electives: Photography-I/ Entertainment-I/ Animation-I	P	0	1	3	30	20	50	50	100	3
		Total									1000	25

CT- Class Test | TA- Teacher Assessment | L/T/P: Lecture/ Tutorial/ Practical

Note: Only choose **one** subject as elective and elective subject opted in **Semester III** shall be applicable for all subsequent semesters till end of the course (till 8th semester). Further change of subject shall not be permitted.

Syllabus of BVE301/BVE401: https://fms.aktu.ac.in/Resources/aktu/pdf/syllabus/Syllabus2324/AKTU_UHVPE.pdf

2nd Year IV Semester (Stream: Applied Art)

									Evaluation Scheme			
S N	Subject Code	Subject Name	Type	Period					Total	ESE Marks	Total	Credit
				L	T	P	CT	TA	CT+TA	TE/PE	SW+ESE	Cr
1.	BVE401/ BAS402	Universal Human Values & Professional Ethics/ Environment & Ecology	T	3	0	0	20	10	30	70	100	3
2.	BBFA401	History of Art-II	T	2	1	0	20	10	30	70	100	3
3.	BBFA402	Aesthetics-II	P	2	1	0	20	10	30	70	100	3
4.	BBFA403	Design & Communication Practices-II	P	2	1	0	20	10	30	70	100	3
5.	BBFA451	Communication Illustration-II	P	0	0	4	30	20	50	50	100	2
6.	BBFA452	Communication Design-II	P	0	0	4	30	20	50	50	100	2
7.	BBFA453	Advertising Art-II	P	0	0	4	30	20	50	50	100	2
8.	BBFA454	Computer Graphics-II	P	0	0	4	30	20	50	50	100	2
9.	BBFA455	Integrated Design Project-II	P	0	1	2	30	20	50	50	100	2
10 .	BBFA041/ BBFA042/ BBFA043	Electives: Photography-II/ Entertainment-II/ Animation-II	P	0	1	3	30	20	50	50	100	3
		Total									1000	25

CT- Class Test | TA- Teacher Assessment | L/T/P: Lecture/ Tutorial/ Practical

BBFA301	History of Art-I	2L:1T:0P	3 Credits
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Objective: -

- Historical perspective is an integral part of understanding any subject.
- It helps the artist to consider art objectively.
- It helps the artist to understand its potential and progress across different times.
- It helps the artist to analyze art from architectural, social, and economic perspectives.
- The module focuses on ancient Indian art history before the Mughal invasion.
- It covers the art prevalent in the post-Buddhist period.
- This period represents an important transition in Indian art from the use of wood to stone.
- This period also represents refinement in pottery.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to examine and analyze the sequence of events in prehistoric Indian Art.	KL 4
CO2	They will investigate art objectively, identifying patterns of cause and effect that determine events.	KL 5
CO3	The module will help establish the concept of Art within the Indian stylistic context.	KL 2
CO4	Students will become acquainted with art from a chronological, social, and ideological perspective.	KL 2
CO5	They will be able to comprehend art movements that shaped the expansion of art throughout history.	KL 4

Syllabus

Unit	Topics	Lecture
I	Mauryan Period • Study of Mauryan Architecture. • Study of Mauryan Sculptures. • Study of Mauryan popular art forms. • Understanding of Mauryan art. • Understanding of social, political, and economic scenarios.	8

II	Sunga period ● Understanding of Sunga art. ● Understanding of social, political, and economic scenarios. ● Study of the role of Buddhism. ● Study of Sunga Architecture. ● Study of Sunga Sculptures.	8
III	Kushan Period ● Understanding of Kushan art. ● Understanding of social, political, and economic scenarios. ● Study of the role of Buddhism. ● Study of Kushan Architecture. ● Study of Kushan Sculptures.	8
IV	Gandhara Period ● Understanding of Gandhara art. ● Understanding of social, political, and economic scenarios. ● Study of the role of Buddhism. ● Study of Gandhara Architecture. ● Study of Gandhara Sculptures.	8
V	Gupta Period ● Understanding of Gupta art. ● Understanding of social, political, and economic scenarios. ● Study of the role of Buddhism. ● Study of Gupta Architecture. ● Study of Gupta Sculptures.	8

Evaluation Methodology

- Written test
- Assignments

BBFA302	Aesthetics-I	2L:1T:0P	3 Credits
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Objective: -

- Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste.
- It is concerned with the creation and appreciation of beauty.
- The module is designed to entwine the concept of art aesthetics in the artistic consciousness.
- It is important to understand the nature of art and its scope in the factual world.
- Art as an expression of thoughts, ideas, and communication needs to be understood.
- Understanding aesthetics forms a solid foundation for the course.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand the immensity and role of art in daily life.	KL 2
CO2	Students will be able to establish the concept of art in their consciousness.	KL 1
CO3	Students will be able to acquaint themselves with art from an expansive viewpoint.	KL 2
CO4	Students will be able to comprehend the elements and principles of aesthetics.	KL 4

Syllabus

Unit	Topics	Lecture
I	Aestheticism in Art • Understanding What is Aesthetics. • Understanding Art and Aesthetics. • Understanding the Relationship between Art and Aesthetics. • Understanding the Relationship among Artist, Art, and Aesthetics.	12
II	Indian Aesthetics • Introduction and understanding of Indian aesthetics. • Understanding the Indian historical perspective. • Study of the origin and development of Indian aesthetics.	12
III	Indian Aesthetics • Study of the five schools of Indian aesthetics. • Understanding the emergence of these schools.	16

	● Study of their role in the development of art. ● Understanding the theory of Rasa and Bhava. ● Study of Rasa in different forms of artistic expression. ● Understanding the viewer's experience.	
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Evaluation Methodology

- Written test
- Assignments

BBFA303	Design and Communication Practices-I	2L:1T:0P	3 Credits
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Objective

- Advertising is a form of communication used to encourage or persuade an audience.
- The module introduces the concept of communication.
- Understanding advertising as a tool for communication is very important.
- Advertising art as an expression of thoughts, ideas, and communication needs to be understood.
- Understanding advertising art forms a solid foundation for the course.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand the role of Advertising Art in communication and its impact on daily life.	KL 2
CO2	Students will be able to establish the concept of Advertising Art.	KL 2
CO3	Students will be able to acquaint themselves with Advertising Art from a liberal viewpoint.	KL 2
CO4	Students will be able to comprehend the process and principles of advertising.	KL 4

Syllabus

Unit	Topics	Lecture
I	Introduction to Advertising ● Understanding what advertising is. ● Study of advertising through a historical survey. ● Study of the origin of advertising. ● Study of the development of advertising.	8

II	Advertising as tool of Communication ● Introduction and understanding of Indian aesthetics. ● Understanding the Indian historical perspective. ● Study of the origin and development of Indian aesthetics.	6
III	Understanding Advertising Art ● Understanding what Advertising Art is. ● Study of its development in human history. ● Study of different forms of Advertising Art. ● Understanding the relationship between Advertising Art and Visual Art.	6
IV	Study of behaviour of colour and usages ● Understanding colour as visual perception. ● Study of the physics behind colour. ● Understanding spectral colour. ● Study of monochrome colours and duochrome. ● Understanding colour and light. ● Study of colours in shadow. ● Understanding the nature of colour and their psychological perception. ● Study of the usage of colour in advertising design.	8
V	Typography ● Study of the origin and development of typography. ● Study of different types of typography. ● Understanding text typography. ● Understanding display typography. ● Study of kinetic typography. ● Study of graffiti and calligraphy. ● Study of type design.	8
VI	Introduction to computer graphics ● Introduction to graphic software. ● Study of vector-based software. ● Study of bitmap-based software. ● Understanding the role of anti-virus in digital work. ● Understanding file compression.	6

Evaluation Methodology

- Written test
- Assignments

BBFA351	Communication Illustration-I	0L:0T:4P	2 Credits
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Objective

- To learn the finer points of drawing through human anatomy.
- To develop spontaneous drawing skills with correct proportions and volumes through rapid sketches.
- To study various types of illustration techniques with historical perspective.
- To imitate great masters to understand focal concepts of drawing and illustration.
- To understand the application of illustration techniques, their elements, and principles.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand drawing through human anatomy.	KL 2
CO2	Students will be able to draw quickly with accuracy.	KL 3
CO3	Students will be able to learn different types of illustration techniques and their purpose in everyday life.	KL 2
CO4	Students will be able to understand the quality of illustration materials such as inks and papers, and their behavior on different surfaces.	KL 4
CO5	Students will be able to understand drawing as a medium of artistic expression.	KL 2
CO6	Students will be able to create expressive illustrations and apply different techniques accordingly.	KL 4

List of Practicals

Unit	Topics	Lecture
I	Rapid Sketching ● Rapid sketches. ● Understanding of proportion. ● Intuitive drawing.	10
II	Line Drawing from Human Anatomy ● Life model drawing. ● Rapid sketches. ● Understanding of proportion.	10

	Understanding volume and structure with the human torso.	
III	Imitation of Great Masters - Copying illustration or drawing. - Historical perspective of drawing and illustration. - Focal points of drawing in great detail. - Understanding the drawing of the great masters.	10
IV	Illustration Techniques - Different techniques of black-and-white drawing and illustration. - Usage of black and white in illustration. - Converting a photograph into flat black-and-white line illustration. - Application of line drawings. - Different techniques of flat colour drawing and illustration. - Usage of colours in illustration. - Converting a photograph into colour illustration. - Application of flat colours.	10

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

BBFA352	Communication Design-I	0L:0T:4P	2 Credits
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Objective

- Design is a roadmap or strategic approach to achieve unique expectations.
- It defines specifications, plans, parameters, costs, activities, and processes.
- It considers legal, political, social, environmental, safety, and economic constraints.
- The course introduces students to the wide spectrum of the design process.
- Students will understand the concept of design.
- Students will learn the elements and principles involved in making a good design.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand the concept of design.	KL 2
CO2	Students will be able to design using objects available in nature and their surroundings.	KL 3

CO3	Students will be able to learn different types of designs and their purpose in everyday life.	KL 2
CO4	Students will be able to analyze the quality of lines, shapes, and forms, and their behavior in proximity.	KL 4
CO5	Students will be able to create intuitive balance and rhythm in design.	KL 6
CO6	Students will be able to harmonize mind and form to create good design.	KL 6

List of Practicals

Unit	Topics	Lecture
I	Design • Historical perspective of design. • Preparation of a guidebook on design. • Design from a historical perspective. • Study of the origin, social, and economic usage of design. • Understanding design as a process.	8
II	Design Approach • Prepare a design. • Study different approaches of design. • Understand principles and characteristics of design. • Understand objectives of design.	8
III	Elements of Design • Study of elements of design. • Preparing a design as art. • Understanding elements of design and their relationships. • Understanding the nature and behaviour of design elements. • Exercises using elements of design.	8
IV	Principle of Design • Understanding principles of design. • Exercises using principles of design. • Understanding unity, balance, and rhythm. • Studying relationships and behaviours in a design environment. • Understanding contrast.	8

V	Colours in Design • Understanding use of colour and space in design. • Designing with flat colours in different tones and hues. • Understanding colour theories. • Understanding the concept of space in design. • Understanding the role of light in design.	8
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Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

BBFA353	Advertising Art-I	0L:0T:4P	2 Credits
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Objective

- Typography as a powerful medium of expression.
- Learning the finer points of typography through forms, colours, and display design.
- Study of different kinds of typography and their effective usage in communication.
- Learning various typography designs and communication techniques with historical perspective.
- Interpreting expression and emotion through typography in design.
- Understanding the application of typography in various communication media.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand the role of typography in the design process.	KL 2
CO2	Students will be able to choose appropriate type according to the need for communication.	KL 3
CO3	Students will be able to learn different design techniques and their purpose using typography.	KL 2
CO4	Students will be able to analyze the quality of type and its behaviour in different scenarios.	KL 4
CO5	Students will be able to understand typography as a medium of artistic expression.	KL 2

List of Practicals

Unit	Topics	Lecture
I	Typography • Preparation of a guidebook. • Understanding lettering and typography. • Study of the historical perspective of typography. • Definition and characteristics of typography. • Typography and communication.	8
II	Typography as Forms • Prepare a design in black and white. • Use typography as forms. • Study the character of types. • Study types as an expression of emotion.	8
III	Typography as complex Forms • Prepare a design using any animal figure or human face. • Use typography as complex forms. • Study the character of types. • Study types as objects.	8
IV	Typography application- Simple Display typography Design • Prepare a design using any animal figure or human face. • Use typography as complex forms. • Study the character of types. • Study types as objects.	8
V	Typography application-Complex Display typography Design • Prepare a design using typography. • Use typography as display typography. • Study the character of types. • Explore space with typography.	8

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

BBFA354	Computer Graphics - I	0L:0T:4P	2 Credits
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Objectives

- Computers are a basic tool in the modern world.
- Importance of basic learning and usage of computers for students.
- Building a foundation for future use of graphic applications and professional career growth.
- Learning computers as an asset for artists to align with modern technology.
- Ability to learn and work on computers with ease.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand computer technology used in the area of art.	KL 2
CO2	Students will be able to operate computers and use them for artistic purposes.	KL 3
CO3	Students will be able to learn different types of basic software and graphic software widely used for graphical representation.	KL 2

Unit	Topics	Lecture
I	Introduction to Utilities • Anti-Virus. • File Compression. • Fonts. • CD/DVD Burning. • Data Recovery. • Cleanup.	10
II	Computer technology: Graphic Software • Digital Technology. • Introduction to different OS and platforms used in graphics. • Introduction to graphic software. • Understanding simple vector and bitmap software.	10
III	Bitmap Graphics • Introduction to Photoshop. • Preference settings. • Default plug-ins.	10

	• Default presets. • Colour settings. • Working with simple images. • Create bitmap graphics in Photoshop.	
IV	Vector Graphics • Introduction to Illustrator. • Preference settings. • Working with simple objects. • Create vector graphics in Illustrator.	10

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

BBFA355	Integrated Design Project-I	0L:0T:4P	2 Credits
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Objectives

- To integrate knowledge of design principles, typography, illustration, photography, and digital tools.
- To create comprehensive applied art projects.
- To foster creative problem-solving and professional design practices.
- To develop industry-oriented communication skills.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand and integrate design principles, typography, illustration, photography, and digital tools.	KL 2
CO2	Students will be able to apply creative problem-solving techniques in applied art projects.	KL 3
CO3	Students will be able to design comprehensive projects that reflect professional practices.	KL6
CO4	Students will be able to analyze design requirements and select appropriate tools and techniques.	KL 4
CO5	Students will be able to develop industry-oriented communication and presentation skills.	KL 3

Design projects

1. Creative thinking Process
2. Branding
3. Brand Planning
4. Products Advertising
5. Online advertising
6. Print Advertising
7. Multimedia
8. Social Advertising
9. Global Advertising
10. Geo-Targeted Advertising
11. Service Marketing
12. Post Advertising Logistics
13. Advertising medium
14. Social Media
15. Media and budget
16. Advertising Trends
17. Ethics in Advertising
18. Corporate Ethics
19. Common Mistakes in Advertising
20. Customer Satisfaction
21. Customer Relationship Management
22. Consumer Behaviour
23. Management of the advertising function
24. Integration of advertising with other forms of promotion
25. Marketing research
27. SWOT Analysis
26. Advertising research
28. Technology in Advertising

Evaluation Methodology

- Individual's Participation
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

BBFA031	PHOTOGRAPHY-I	0L:1T:2P	2 Credits
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Objective

- Photography as the art, science, and practice of creating durable images.
- Understanding image creation through chemical (film) and electronic (digital sensor) methods.
- Learning finer points of photography: camera handling skills, technology, and techniques.
- Study of various types of cameras, photography equipment, and techniques from a historical perspective.

- Shooting great images with focus on framing and composition from artistic and communicative perspectives.
- Understanding application of camera techniques, film processing, developing, and digital photography technology for visual media.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to learn shooting from cameras using artistic composition and framing methods.	KL3
CO2	Students will be able to process, develop, and print photographs.	KL 3
CO3	Students will be able to learn and apply different types of camera techniques for visual media and communication.	KL3
CO4	Students will be able to understand light, exposures, sensitivity of films, bromide papers, and their behaviour for specific results.	KL 2
CO5	Students will be able to handle cameras and photographic accessories professionally to produce expressive photographs.	KL 3
CO6	Students will be able to use digital computer technology in photography.	KL 3

List of Practicals

Unit	Topics	Lecture
I	Camera as a Tool: Evolution of camera. • Camera technology. • Film formats. • Camera design. • Optical lenses and accessories.	8
II	Camera Techniques • Observation and selection of subjects. • Observing light and light temperature. • Selection of subject for photography. • Understanding exposures and apertures. • Choice of lens and filters. • Choice of shot.	8
III	Know your digital Camera • Camera parts. • Camera body. • Sensor and lenses. • Digital technology.	8

	• CPU.	
IV	Automated and Assisted settings-I • Shooting modes. • Flash modes. • Image enhancement settings. • Video mode. • Manual settings.	8
V	Automated and Assisted settings-II • Shooting modes. • Flash modes. • Image enhancement settings. • Video mode. • Manual settings. • Shoot with different automated modes. • Shoot with manual settings. • Shoot with different lenses. • Shoot with flash. • Shoot with natural light. • Shoot with filters.	8

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

BBFA032	Entertainment Design-I	0L:1T:3P	2 Credits
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Objective

- To introduce students to the concept and scope of entertainment design as a creative discipline.
- To enable students to understand the role of design in films, animation, gaming, advertising, theatre, and digital media.
- To develop skills in visual storytelling, character design, environment design, and props design.
- To integrate traditional art skills with digital tools for entertainment-based applications.
- To foster creative problem-solving, conceptual thinking, and innovation in entertainment design projects.
- To prepare students for industry-oriented practices in entertainment and media production.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand the concept, scope, and role of entertainment design in media and communication.	KL2
CO2	Students will be able to apply design principles in films, animation, gaming, theatre, and digital media.	KL 3
CO3	Students will be able to create visual storytelling through character, environment, and props design.	KL6
CO4	Students will be able to integrate traditional art skills with digital tools for entertainment design projects.	KL 2
CO5	Students will be able to analyze entertainment design projects to solve creative problems and communicate concepts effectively.	KL 4
CO6	Students will be able to develop industry-oriented entertainment design solutions with innovation and professionalism.	KL 6

List of Practicals

Unit	Topics	Lecture
I	Know your Camera ● Camera parts. ● Camera technology. ● Film formats. ● Optical lenses and accessories.	10
II	Camera Techniques - Observation, Selection of subject ● Observing light and light temperature. ● Selection of subject. ● Exposures and apertures. ● Choice of lens and filters. ● Camera modes and settings.	10
III	Introduction to Entertainment Design ● Cinematic structure and vocabulary. ● Narrative. ● Documentary. ● Abstract. ● Experimental.	10

IV	Working with Camera • Electronic video cameras. • Camera work. • Shutter speed, exposure, depth of field, colour temperature, time code. • Field and studio lighting. • Back, fill, and key lighting. • Cross, practical, and motivated light sources. • Shoot with different automated modes. • Shoot with manual settings. • Shoot with different lenses. • Shoot with flash. • Shoot with natural light. • Shoot with filters. • Project Submission: End of the Semester.	10
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Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

BBFA033	Animation-I	0L:1T:3P	3Credits
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Objective

- To introduce students to the fundamental principles and techniques of animation as a medium of visual storytelling.
- To develop skills in 2D and 3D animation, including character design, motion, timing, and sequencing.
- To enable students to combine traditional art skills with digital tools for animation production.
- To foster creativity, conceptual thinking, and problem-solving in developing animated content.
- To prepare students for professional practices in entertainment, media, and communication industries.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand the fundamental principles and techniques of animation.	KL2
CO2	Students will be able to apply 2D and 3D animation techniques including character design, motion, timing, and sequencing.	KL 3

CO3	Students will be able to create animated sequences using traditional and digital art skills.	KL6
CO4	Students will be able to analyze animated content for storytelling effectiveness, timing, and visual impact.	KL 4
CO5	Students will be able to develop professional-quality animation projects suitable for media and entertainment industries.	KL 6

List of Practicals

Unit	Topics	Lecture
I	Experimental Animation ● Cut-out animation (cardboard sets, houses, layouts designing). ● Clay animation. ● Stop motion shooting technique. ● Animation set designing (tabletop). ● Clay character modelling. ● Table-top model lighting. ● Technique of working in groups. ● Experimental animation works with different media.	10
II	Foundation of Animation ● Drawing with the help of basic shapes. ● Animal study. ● Human anatomy. ● Shading techniques. ● Live model study. ● Introduction: Importance of confidence in drawing. ● Difference between "looking at the drawing" and "seeing the drawing." ● Understanding what is observed. ● Procedure: How to approach a drawing. ● Importance of guideline and line of action. ● Overcoming fear in drawing. ● Drawing for animation. ● Introduction to making drawings for animation. ● Understanding shapes and forms.	10

III	Fundamental Principle of Animation ● Introduction to the types of equipment. ● Animator's drawing tools. ● Animation table and light box. ● Field charts. ● Line tests. ● Exposure sheet ("X" sheet). ● Perspective in animation.	10
IV	Introduction to 3D Animation. ● Introduction to 3D Animation. ● Basics of 3D workspace and interface. ● 3D modelling techniques. ● Texturing and shading. ● Lighting in 3D. ● Rigging and character setup. ● Animation principles in 3D. ● Camera and rendering techniques. ● Introduction to visual effects (VFX) in 3D. ● Project work and portfolio development.	10

BBFA401	History of Arts-II	0L:1T:3P	3Credits
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Objective

- Historical perspective is an essential part of understanding any subject.
- It helps the artist to view art objectively, recognizing its potential, development, and transformation.
- This perspective considers art from architectural, social, and economic points of view.
- The module focuses on ancient Indian art history before the Mughal invasion.
- It covers art forms prevalent in the post-Buddhist period.
- This period represents an important transition in Indian art.
- Shift from wood to stone in artistic practices.
- Refinement in pottery and other art forms.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Examine and analyse the sequence of events in prehistoric Indian art.	KL4
CO2	Investigate art objectively, identifying patterns of cause and effect in events..	KL 5
CO3	Understand the concept of art in the Indian stylistic context.	KL2
CO4	Identify and relate art chronologically, socially, and ideologically.	KL 3
CO5	Comprehend and explain the art movements that contributed to the expansion of art	KL 2

Syllabus

Unit	Topics	Lecture
I	UNIT – I : Early Christian Art ● Understanding of Christian Art. ● Social, political, and economic scenario. ● Stylistic approach. ● Architecture: churches, palaces. ● Sculptures. ● Popular art forms.	10

	• Paintings.	
II	UNIT – II : Byzantine Art • Understanding of Byzantine Art. • Influence of Christian Art. • Social, political, and economic scenario. • Stylistic approach. • Architecture: churches, palaces. • Sculptures. • Popular art forms. • Iconoclasm. • Macedonian Art. • Mosaic Art.	10
III	UNIT – III : Romanesque Period • Understanding of Romanesque Art. • Influence of Christian Art. • Social, political, and economic scenario. • Stylistic approach. • Architecture: churches, palaces. • Sculptures. • Popular art forms. • Enamel work.	10

Evaluation Methodology

- Written test
- Assignments

BBFA402	AESTHETICS-II	0L:1T:3P	3Credits
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Objective

- Aesthetics is a branch of philosophy that deals with:
- The nature of beauty, art, and taste.
- The creation and appreciation of beauty.
- This module is designed to entwine the concept of art aesthetics in the artistic consciousness.
- It is important to understand the nature of art and its scope in the factual world.
- Art as an expression of thoughts, ideas, and communication must be understood.
- This understanding helps in building a solid foundation for the course.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Understand the immensity and role of art in daily life.	KL 2
CO2	Establish the concept of art in their consciousness.	KL 2
CO3	Acquaint themselves with art from an expansive viewpoint.	KL 2
CO4	Comprehend the elements and principles of aesthetics.	KL 22

SYLLABUS

Unit	Topics	Lecture
I	Unit - I Theory of Rasa ● What is Rasa – basic concept and definition. ● Understanding of Navarasa – the nine emotions. ● Natyashastra – reference and its role in Rasa theory. ● Relationship of Art and Aesthetics with Rasa – how Rasa shapes artistic experience. ● Anubhava – concept and its connection with Rasa	10

II	UNIT – II : Elements of Aesthetics • Understanding Dhvani. • Understanding Bhāva. • Understanding Alankār. • Understanding Auchitya. • Understanding Riti. • Understanding Guna-Dosh. • Understanding Vyanjana.	10
III	UNIT – III : Nāṭyasāstra Theory • Study of the relationship between visual and performing arts. • Theories of Abhinavagupta. • Theories of Bharat Muni.	10

Evaluation Methodology

- Written test
- Assignments

BBFA403	DESIGN AND COMMUNICATION PRACTICE-II	0L:1T:3P	3Credits
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Objective

Design defines:

- Specifications, plans, parameters, and costs.
- Activities, processes, and methods to achieve objectives.
- Compliance with legal, political, social, environmental, safety, and economic constraints.
- This course exposes students to the wide spectrum of the design process.
- Students shall understand the concept of design.
- Students shall learn the elements and principles involved in creating a good design.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Understand the concept of design.	KL 2
CO2	Learn different types of designs and their purpose in everyday life.	KL 3
CO3	Understand the quality of lines, shapes, forms, and their behavior in proximity.	KL 4
CO4	Create a sense of intuitive balance and rhythm through design.	KL 4
CO5	Harmonize mind and forms to create effective and aesthetically pleasing designs.	KL 5

SYLLABUS

Unit	Topics	Lecture
I	UNIT – I : Principles of Design • What is design? Understanding design from a historical perspective. • Origin and development of design. • Understanding the principles of design. • Understanding Unity, Balance, Rhythm. • Relationships and behaviors in the design environment. • Understanding Contrast.	10

II	UNIT – II : Elements of Design • Understanding design as an art form. • Elements of design and their relationships. • Understanding Line, Forms, Shapes, Colors. • Understanding their nature and behavior in the design environment.	10
III	UNIT – III : Design in Advertising • What is advertising art? • Development of advertising in human history. • Forms of advertising art. • Relationship between advertising art and visual art. • Understanding different approaches to design in advertising.	6
IV	UNIT – IV : Design as Communication • Communication principles and process. • Research and methodology (brief overview). • Marketing approach in design communication.	5
V	UNIT – V : Communication Media • Media of communication. • Mass media, print media, outdoor media. • Web media and online advertising. • Point of Purchase (POP), Point of Sale (POS), display media. • Electronic media.	5
VI	UNIT – VI : Digital Printing • Graphic scalability and image resolution. • Color models in computer graphics. • Types of digital printers. • Digital printing techniques.	4

Evaluation Methodology

- Written test
- Assignments

BBFA451	COMMUNICATION ILLUSTRATION-II	0L:1T:3P	3Credits
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Objective

- Drawing and illustration are core mediums of artistic expression.
- Students shall learn the finer points of drawing through stylization.
- The module focuses on spontaneous drawing skills, proportions, and volumes through detailed study.
- Students shall learn various illustration techniques.
- Students shall practice outdoor drawing to understand focal point concepts.
- The module helps students understand the application of illustration techniques, including their elements and principles.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Understand drawing through human anatomy .	KL 2
CO2	Draw quickly and efficiently.	KL 3
CO3	Learn different types of illustration techniques and their purpose in everyday life..	KL 3
CO4	Understand the quality of illustration materials (inks, papers) and their behavior on different surfaces.	KL 4
CO5	Create expressive stylized illustrations and apply different techniques effectively.	KL 5

LIST OF PRACTICALS

Unit	Topics	Lecture
I	UNIT – I : Life Study (Pencil and Shades) • Detailed life drawing from a live model. • Develop a sense of proportion in the mind. • Learn to draw anatomical structure. • Study with pencil and shades, with emphasis on volumes.	10

II	UNIT – II : Life Study (Colour and Shades) ● Draw a human figure with rapid speed. ● Create a sense of proportion of the human body. ● Learn ideal proportions, volume, and structure with human torso. ● Study with colour and shade, emphasis on volumes.	10
III	UNIT – III : Outdoor Study (Colour and Tones) ● Draw illustration or drawing from nature during outdoor study. ● Study historical sites or monuments. ● Focus on focal points of drawing in great detail. ● Understand ideal proportions, volume, and structure. ● Emphasis on colour and tones.	5
IV	UNIT – IV : Illustration Techniques (Stylized Illustration) ● Concept of stylized illustration. ● Learn different techniques of drawing and illustration. ● Develop a personal illustration style. ● Convert a photograph into a stylized colour illustration. ● Learn stylization methods and applications.	5
V	UNIT – V : Illustration Techniques (Figurative Illustration) ● Focus on figurative illustration techniques. ● Emphasis on figurative drawing. ● Draw a stylized figurative colour illustration. ● Learn stylization methods and applications.	10

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

BBFA452	COMMUNICATION DESIGN-II	0L:1T:3P	3Credits
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Objective

- Design is a roadmap or strategic approach to achieve a unique objective.
- Defines specifications, plans, parameters, and costs.
- Specifies activities, processes, and methods for achieving objectives.
- Ensures compliance with legal, political, social, environmental, safety, and economic constraints.
- The course introduces students to the wide spectrum of the design process.
- Students shall understand the concept of design.
- Students shall learn the elements and principles involved in creating a good design.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Understand the concept of design.	KL 2
CO2	Design using objects available in nature and surroundings.	KL 3
CO3	Learn different types of designs and their purpose in everyday life.	KL 3
CO4	Understand the quality of lines, shapes, and forms, and their behavior in proximity.	KL 4
CO5	Create a sense of intuitive balance and rhythm through design.	KL 4
CO6	Harmonize mind and forms to create aesthetically pleasing designs .	KL 5

LIST OF PRACTICALS

Unit	Topics	Lecture
I	UNIT – I : Design – Geometrical Pattern • Design using geometrical forms and human figure. • Understanding design from a geometric point of view. • Fusion of geometric forms with human figure. • Create symmetric patterns.	10

II	UNIT – II : Design – Abstract Pattern ● Design using typography with geometrical forms in abstract patterns. ● Understanding design from a geometric perspective. ● Fusion of geometric forms and typography asymmetrically.	6
III	UNIT – III : Design – Tones and Texture ● Understanding tones and texture. ● Study elements of design in different tones and their relationships. ● Understanding colours, their nature, and behavior in a design environment.	10
IV	UNIT – IV : Design – Rhythm and Movement ● Understanding Unity, Balance, and Rhythm in detail. ● Study relationships and behaviors in the design environment. ● Understanding contrast and applying it while designing.	4
V	UNIT – V : Design – Pattern ● Design using flat colours in different tones and hues. ● Understanding patterns in detail. ● Create seamless patterns. ● Study textile design and non-seamless patterns.	10

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

BBFA453	ADVERTISING ART-II	0L:1T:3P	3Credits
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Objective

- Typography is a powerful medium of expression.
- Students shall learn the finer points of typography through forms, colours, and display design.
- Teach different kinds of typography and their effective usage in communication.
- Students shall learn various typography designs and communication techniques from a historical perspective.
- Learn to convey expression and emotion through typography in design.
- Understand the application of typography in various communication media.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Understand the role of typography in the design process.	KL 2
CO2	Choose appropriate typefaces according to the communication need.	KL 3
CO3	Learn different design techniques and their purpose using typography.	KL 3
CO4	Understand the quality of type and its behavior in different scenarios.	KL 4
CO5	Understand typography as a medium of artistic expression .	KL 4

LIST OF PRACTICALS

Unit	Topics	Lecture
I	UNIT – I : Typography as Communication & Brand • Use of typography as a communication tool. • Typography and brand association. • Use of typography as display typography. • Application of typography for brand image. • Study of character of types. • Prepare a design using typography in colour.	10

II	UNIT – II : Typography Design ● Understanding lettering and typography design. ● Historical perspective of typography. Typography and communication. ● Different types of typographic design.	10
III	UNIT – III : Typography as Forms – Fusion Techniques ● Use of typography as forms. ● Study character of types as an expression of emotion. ● Prepare a design in colour. ● Fusion of different forms in typography.	6
IV	UNIT – IV : Typography Application – Calligraphy ● Use of typography as calligraphy. ● Historical perspective of calligraphy. ● Techniques of calligraphy. ● Application of calligraphy in design. ● Prepare a design using calligraphy in colour.	4
V	UNIT – V : Typography Application – Visual Art ● Use of typography as visual art. ● Effective usage of space with typography. ● Fusion of different types. ● Prepare a visual art design using typography in colour.	10

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

BBFA454	COMPUTER GRAPHICS-II	0L:1T:3P	3Credits
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Objectives

- Computer is a basic and essential tool in the modern world.
- Students need to gain basic knowledge and usage of computers.
- This creates a foundation for future use of graphic applications.
- Helps in professional career building for artists.
- Enables students to stay updated with modern technology.
- Students should be able to learn and work on computers with ease.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Understand computer technology used in the area of art.	KL 2
CO2	Operate computers and use them for artistic purposes.	KL 3
CO3	Learn different types of basic software and graphic software widely used for graphical representation.	KL 3

LIST OF PRACTICALS

Unit	Topics	Lecture
I	UNIT – I : Introduction to Productivity Tools • Introduction to productivity tools. • Time-saving tools on Mac/PC platforms.	10
II	UNIT – II : Working with Vector • Use of vector graphic software. • Illustration techniques for vector graphics. • Printing techniques for vector graphics. • Concepts of scalability and printing resolution. • Understanding colour models.	15

III	UNIT – III : Working with Bitmap ● Use of bitmap graphic software. ● Rendering techniques for bitmap graphics. ● Printing techniques for bitmap graphics. ● Concepts of scalability and printing resolution. ● Understanding colour models. ● Vector illustration concepts. ● Handling bitmap graphics scalability.	15
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Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission: End of the Semester

BBFA455	Integrated Design Project-I	0L:1T:3P	3Credits
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Objectives

- To integrate knowledge of design principles, typography, illustration, photography, and digital tools.
- To create comprehensive applied art projects.
- To foster creative problem-solving and professional design practices.
- To develop industry-oriented communication skills.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand and integrate design principles, typography, illustration, photography, and digital tools.	KL 2
CO2	Students will be able to apply creative problem-solving techniques in applied art projects.	KL 3
CO3	Students will be able to design comprehensive projects that reflect professional practices.	KL6
CO4	Students will be able to analyze design requirements and select appropriate tools and techniques.	KL 4
CO5	Students will be able to develop industry-oriented communication and presentation skills.	KL 3

Design Projects

- Great Masters
- Art movements
- Portraits
- Nature
- Design
- Architecture
- Machinery
- Entertainment
- New media
- Contemporary art
- Digital Art
- War and conflict
- Art, Culture and Society
- Environment

- Social Practices
- Art and Mythology
- Art and Economy Evaluation Methodology
- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

BBFA041	PHOTOGRAPHY-II	0L:1T:3P	3Credits
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Objective

- Photography is the art, science, and practice of creating durable images by recording light or electromagnetic radiation.
- Images can be captured chemically using light-sensitive materials (photographic film) or electronically using an image sensor.
- Students shall learn the finer points of photography.
- Focus on camera handling skills, technology, and techniques.
- Learn about various types of cameras, photography equipment, and techniques from a historical perspective.
- Understand shooting techniques to capture great images.
- Learn concepts of framing and composition from artistic and communicative viewpoints.
- Understand the application of camera techniques, including film processing, developing, and digital photography technology for visual media.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Learn shooting with camera using artistic composition and framing methods.	KL 3
CO2	Process, develop, and print photographs.	KL 3

CO3	Learn different camera techniques and their usage in visual media and communication..	KL 4
CO4	Understand light, exposures, and sensitivity of films, bromide papers, and their behavior for specific results	KL 4
CO5	Understand photography as a medium of artistic expression.	KL 5
CO6	Handle camera and photographic accessories professionally to produce expressive photographs.	KL 4
CO7	Use digital computer technology for photography purposes.	KL 3

LIST OF PRACTICALS

Unit	Topics	Lecture
I	UNIT – I : Camera Techniques – Framing & Composition (Indoors and Outdoors) • Composition methods using grids. • Balancing elements in a frame. • Theory of odds. • Rule of thirds and headroom. • Handling distractions and floating heads. • Understanding look space and walk room. • Using angles and leading lines effectively.	10
II	UNIT – II : Understanding Films & Bromide Papers • Film sensitivity and types. • Bromide paper grades and chemicals. • Process of developing films. • Printing processes – contact prints and enlargements. • Film vs. digital photography. • Basics of film speed, film sizes, and spectral sensitivity. • Special films and bromide paper emulsion types.	10

	● Ensuring archival quality of prints.	
III	UNIT – III : Post Shooting Image Enhancement ● Colour and tone correction. ● Repairing scratches and blemishes. ● Correcting sharpness, distortions, and noise. ● Adjusting skin tone.	10
IV	UNIT – IV : Studio Equipment ● Understanding backgrounds, lighting, and risers. ● Use of special bulbs, stands, reflectors, and tripods. ● Using strobes and wireless remote flash. ● Shooting using composition principles. ● Shooting and developing a film/photograph. ● Studio shooting exercises and image enhancement practice.	

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

BBFA042	ENTERTAINMENT DESIGN-II	0L:1T:3P	3Credits
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Objective

- To introduce students to the concept and scope of entertainment design as a creative discipline.
- To enable students to understand the role of design in films, animation, gaming, advertising, theatre, and digital media.
- To develop skills in visual storytelling, character design, environment design, and props design.
- To integrate traditional art skills with digital tools for entertainment-based applications.
- To foster creative problem-solving, conceptual thinking, and innovation in entertainment design projects.
- To prepare students for industry-oriented practices in entertainment and media production.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand the concept, scope, and role of entertainment design in media and communication.	KL2
CO2	Students will be able to apply design principles in films, animation, gaming, theatre, and digital media.	KL 3
CO3	Students will be able to create visual storytelling through character, environment, and props design.	KL6
CO4	Students will be able to integrate traditional art skills with digital tools for entertainment design projects.	KL 2
CO5	Students will be able to analyze entertainment design projects to solve creative problems and communicate concepts effectively.	KL 4
CO6	Students will be able to develop industry-oriented entertainment design solutions with innovation and professionalism.	KL 6

LIST OF PRACTICALS

Unit	Topics	Lecture
I	UNIT – I : Simple Editing • Understanding editing software. • Introduction to non-linear editing. • Basics of visual effects and image processing.	20
II	UNIT – II : Advanced Editing • Multi-source playback and control techniques. • Typography, motion graphics, and titling. • Shooting using composition principles. • Advanced editing techniques. • Applying motion graphics in video.	20

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester

BBFA043	ANIMATION-II	0L:1T:3P	3Credits
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Objective

- To introduce students to the fundamental principles and techniques of animation as a medium of visual storytelling.
- To develop skills in 2D and 3D animation, including character design, motion, timing, and sequencing.
- To enable students to combine traditional art skills with digital tools for animation production.
- To foster creativity, conceptual thinking, and problem-solving in developing animated content.
- To prepare students for professional practices in entertainment, media, and communication industries.

Desired outcome of the course

Course Outcomes After Completion of this course, the students will be able to:		Bloom's Taxonomy
CO1	Students will be able to understand the fundamental principles and techniques of animation.	KL2
CO2	Students will be able to apply 2D and 3D animation techniques including character design, motion, timing, and sequencing.	KL 3
CO3	Students will be able to create animated sequences using traditional and digital art skills.	KL6
CO4	Students will be able to analyze animated content for storytelling effectiveness, timing, and visual impact.	KL 4
CO5	Students will be able to develop professional-quality animation projects suitable for media and entertainment industries.	KL 6

LIST OF PRACTICALS

Unit	Topics	Lecture
I	UNIT – I : Techniques for Animation ● Drawing for animation: exercises and warm-ups on pegging sheets. ● Quick studies from real life. ● Sequential movement drawing. Caricaturing the action. ● Thumbnails, drama, and psychological effects. ● Motion studies and drawing for motion.	10

II	UNIT – II : Audio Video Technology ● Digitization of AV data from tape to computer hard disk. - Understanding the playback deck and signal processing of S-video, FireWire, and composite video. ● Editing workstation management: disk space and speed requirements. ● Broadband and streaming video technology. ● Using editing software: basics and implementation of non-linear editing techniques. ● Mastering final edit line: audio levels, colour correction, audio mixing, mixed/unmixed versions. ● Importing and applying compatible graphics files. - Understanding compression, its effects, and various methods.	10
III	UNIT – III : Computer Fundamentals of Computer Graphics and Multimedia ● Basics of computer graphics. ● Fundamentals of multimedia technology. ● Understanding digital media integration.	10
IV	UNIT – IV : Computer Fundamentals of 2D Animation and 3D Graphic Animation Design ● Fundamentals of 2D animation. ● Fundamentals of 3D graphic animation design. ● Understanding animation software tools and workflow.	10

Evaluation Methodology

- Individual's daily performance
- Project Review: Mid Semester
- Project Submission & Viva: End of the Semester