



ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
Karnatak University, Dharwad
NAAC Accredited with "A" Grade 2014
"UNIVERSITY WITH POTENTIAL FOR EXCELLENCE"

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ಪಾವಟೆನಗರ, ಧಾರವಾಡ

Ref No : KU/Arts /MVA/2021-22/

ದಿನಾಂಕ ; 24/12/2021

Format of the certificate for effecting revision of the syllabi

This is to certify that curriculum of MA in MVA was revised during the year 2021 and 25% of content was replaced/added/modified.


Chairman, BOS
Chairman
Dept of MVA
K.U. Dharwad-580 003

Program Code & Name 2018-2020	Program Code & Name 2021 onwards
POs	POs
<p style="text-align: center;">KARNATAK UNIVERSITY, DHARWAD REVISED SYLLABUS FOR MASTER OF VISUAL ARTS (M.V.A.) I TO IV SEMESTER WITH EFFECT FROM 2018-19 AND ONWARDS I AND II SEMESTER 2018-19 AND III AND IV SEMESTER 2019-20</p> <p>Program Outcomes</p> <ol style="list-style-type: none"> 1. As Visual Art is the global language, national communication, higher education, technical education, and international relationship. The student will learn these things by the end of the programme. 2. The student will be aware of the fact that Visual Art is the culture of India. 3. He will realize that Visual Art Indian and western common education, more so, imparting of Visual Art skills is essential for defining Indian culture and Art. 4. He will learn that MVA Visual Art has been transforming the education in India. He will have an understanding of such thrust areas like British Art, Indian Art, Criticism, Postcolonial Art and culture studies. 5. He will learn that Visual Art is to be taught using Visual Art. All that will be oriented towards empowering the students for employability. <p>Program Specific Outcomes</p> <ol style="list-style-type: none"> 1. Visual Art is taught to run all schools, colleges, and universities. The students will be able to acquire proficiency in Visual Art for employability. 2. Since it is a skill oriented program MVA Visual Art is creating an excellent job market. The students will get the required skills for professionalism. 3. MVA Visual Art graduates are getting jobs in public and private sectors. They are getting into Art Lecturers, Artists, Film Industry, Animation Industry, Art Teachers in Schools, journalism, mass media, information technology and other global markets. The students will be facilitated for doing research, getting teaching jobs and even entering into private sectors. <p style="text-align: center;">I SEMESTER – M.V.A. in PAINTING PG36/1 P101 CREATIVE PAINTING (300 MARKS)</p> <p>Course Outcomes Creative Painting : The subjects help the students to shape his/her future in the field of Painting Artist, Art Lecturer, Art Director and Story Board Writer in Film Industry, Creative Head, Animation Industry, Media like News Paper, Magazines, Artist, Cartoonist Jobs and so on.</p>	<p style="text-align: center;">SYLLABUS FOR MASTER OF VISUAL ARTS IN PAINTING (PG 36/1) I TO IV SEMESTERS UNDER CBCS PROGRAMME WITH EFFECT FROM 2021-22 ONWARDS for 3 Years</p> <p>Program Outcomes</p> <ol style="list-style-type: none"> 1. As Visual Art is the global language, national communication, higher education, technical education, and international relationship. The student will learn these things by the end of the programme. 2. The student will be aware of the fact that Visual Art is the culture of India. 3. He will realize that Visual Art Indian and western common education, more so, imparting of Visual Art skills is essential for defining Indian culture and Art. 4. He will learn that MVA Visual Art has been transforming the education in India. He will have an understanding of such thrust areas like British Art, Indian Art, Criticism, Postcolonial Art and culture studies. 5. He will learn that Visual Art is to be taught using Visual Art. All that will be oriented towards empowering the students for employability. <p>Program Specific Outcomes</p> <ol style="list-style-type: none"> 1. Visual Art is taught to run all schools, colleges, and universities. The students will be able to acquire proficiency in Visual Art for employability. 2. Since it is a skill oriented program MVA Visual Art is creating an excellent job market. The students will get the required skills for professionalism. 3. MVA Visual Art graduates are getting jobs in public and private sectors. They are getting into Art Lecturers, Artists, Film Industry, Animation Industry, Art Teachers in Schools, journalism, mass media, information technology and other global markets. The students will be facilitated for doing research, getting teaching jobs and even entering into private sectors. <p style="text-align: center;">I SEMESTER – M.V.A. in PAINTING PG36/1 P101 CREATIVE PAINTING (300 MARKS)</p> <p>Course Outcomes Creative Painting : The subjects help the students to shape his/her future in the field of Painting Artist, Art Lecturer, Art Director and Story Board Writer in Film Industry, Creative Head, Animation Industry, Media like News Paper, Magazines, Artist, Cartoonist Jobs and so on.</p>

Major

Creative Painting

The Post Graduate program in painting must focus on the building up of Paintings as a personal language. To arrive at this the learning must include the process of arriving at concepts, images, uses of materials etc. This can be done by understanding various other artists from different periods (their times and their art) in art history that is the relevance of the imagery in accordance to the times. The studies can be in drawings, scribbles etc. all motivating the students to understand the process of analyzing Visual Arts in the context of the world that they belong.

This process can begin by referring to Art History from around the Impressionists to Pop of the West, and Indian/Mughal miniatures and Pre-independent India of the contemporary art. Studies on the folk and traditional arts of the district would be proving very beneficial.

The personal works executed can /must reflect the studies that are initiated.

Journal: It is to be used as a Visual Diary. Recording and documenting the process of learning to build paintings. It needs to be documented in both words and graphic format. It needs to be presented at each display, discussion of practical works. Plenty scribbles drawings, pictures etc can be included.

PG36/1 P102 OPTED BY STUDENTS OF COMPUTER

GRAPHICS/SCULPTURE (100 MARKS)

Course Outcomes

Computer Graphics : The subject helps the students to shape up his/her future in the field of Advertising Designer, Creative Designer, Visualizer, Graphic Designer, Photo Editor, Logo Designer, App Designer, Digital Artist, various jobs in Advertising agency, Web industries and Animation Industry and so on.

Minor

MFA Painting students need to select one minor subject from other discipline such as graphics/applied art/sculpture, and the same subject will continue from through II Semester. This must have 10 – 15 days allotted in each semester. This will help in building a better understanding of other languages.

Theory

PG36/1 T103 WESTERN ART-I: 1800 – 1945 (100 MARKS)

Course Outcomes

Western Art 1800 – 1945 : This subject helps the students to know the past history of Western Artists life, their works and their contribution to Art World. It helps to he/her to develop their work in own style.

Importance should be laid on the formal, post-formal, aesthetics, post-aesthetic understanding of the visual images from the beginning of European Modern Art (1860s) onwards till the present day. History of art should be more about the changing, altering and evolving history of forms of art and the newer experiences and meanings they acquire over a period of time. Chronology and facts should be employed more as a necessity to aid such artistic understanding of historiography of art.

The reasons behind the end of the age of reason and the birth of a democratic outlook in governance and how it paved way to modernity is to be taught. The essence of Modernism between 1860s and 1970s should be introduced and elaborated. The aesthetic and socio-political reasons behind the birth and

Major

The Post Graduate program in painting must focus on the building up of Paintings as a personal language. To arrive at this the learning must include the process of arriving at concepts, images, uses of materials etc. This can be done by understanding various other artists from different periods (their times and their art) in art history that is the relevance of the imagery in accordance to the times. The studies can be in drawings, scribbles etc. all motivating the students to understand the process of analyzing Visual Arts in the context of the world that they belong.

This process can begin by referring to Art History from around the Impressionists to Pop of the West, and Indian/Mughal miniatures and Pre-independent India of the contemporary art. Studies on the folk and traditional arts of the district would be proving very beneficial.

The personal works executed can /must reflect the studies that are initiated.

Journal: It is to be used as a Visual Diary. Recording and documenting the process of learning to build paintings. It needs to be documented in both words and graphic format. It needs to be presented at each display, discussion of practical works. Plenty scribbles drawings, pictures etc can be included.

PG36/1 P102 OPTED BY STUDENTS OF COMPUTER

GRAPHICS/SCULPTURE (100 MARKS)

Course Outcomes

Computer Graphics : The subject helps the students to shape up his/her future in the field of Advertising Designer, Creative Designer, Visualizer, Graphic Designer, Photo Editor, Logo Designer, App Designer, Digital Artist, various jobs in Advertising agency, Web industries and Animation Industry and so on.

Minor

MVA Painting students need to select one minor subject from other discipline such as Computer Graphic/sculpture, and the same subject will continue from through II Semester. This must have 10 – 15 days allotted in each semester. This will help in building a better understanding of other languages.

Theory

PG36/1 T103 WESTERN ART-I: 1800 – 1945 (100 MARKS)

Course Outcomes

Western Art 1800 – 1945 : This subject helps the students to know the past history of Western Artists life, their works and their contribution to Art World. It helps to he/her to develop their work in own style.

Western Art 1800 – 1945

Importance should be laid on the formal, post-formal, aesthetics, post-aesthetic understanding of the visual images from the beginning of European Modern Art (1860s) onwards till the present day. History of art should be more about the changing, altering and evolving history of forms of art and the newer experiences and meanings they acquire over a period of time. Chronology and facts should be employed more as a necessity to aid such artistic understanding of historiography of art.

The reasons behind the end of the age of reason and the birth of a democratic outlook in governance and how it paved way to modernity is to be taught. The essence of Modernism between 1860s and 1970s should be introduced and elaborated. The

sustenance of Modernism, the notion of Avant Garde, the interdisciplinary interactions between visual arts, literature and moving images to be explored and elaborated. The essence of each ISMS and their uniqueness is to be elaborated. Important texts like "Modernist Painting" (Clement Greenberg) and "Work of Art in the age of Mechanical Reproduction" (Walter Benjamin) and the discourse around them is to be studied, as part of studying Modernism and Modernity in Arts.

The evolution of the history of art writing and how it complemented the artistic practices, during the same period, is to be introduced. Various theories related to visual culture is to be explained and the writing by artists themselves is to be considered valid, that should be available to students both as references as well as a way of artistic modernity. Towards this, the writings on visual arts and visual culture by artists, curators, art critics and art historians are to be used as resources, in order to interpret and experience the essence of the visual arts and visual culture, in the European context. Also, the way in which European art was itself affected by its own influence on other countries and continents is to be taken note of (Homi Bhabha: the Mimic Man concept).

Modern art to be considered through three main aspects of criticism: psychoanalysis, gender study and socialistic theories.

NOTE: students are required to prepare presentations/assignments time to time on various art forms and art schools/theories, as assigned by the concerned teacher. It is mandatory to submit a minimum of TWO assignments for general students and FOUR assignments for Art History students in each paper.

Theory

PG36/1 T104 INDIAN ART 1800 – 1945 (100 MARKS)

Course Outcomes

Indian Art 1800 – 1945 : This subject helps the students to know the past history of Indian Artists life, their works and their contribution to Art World. It helps to he/her to develop their work in own style.

The various factors that influenced, framed and formulated visual arts and culture in India, like the impact of cultural Colonization, the Bazaar paintings, Company Paintings, the European influence that led to Eclecticism in image making and visual culture in the Indian context (like the Miniatures, Kalighat Paintings, traditional paintings, leather puppetry, Dokra bronzes, Worli paintings, Madhubani paintings) during the prevalence of European power in India, is to be studied. The initiation and impact of formal British art schools at Madras, Bombay and Calcutta is to be analyzed. The provincial impact of such urban art schools are to be taken note of.

The idea, implications and the results of multiple Modernity of Raj Ravi Varma, Amrita Shergil, the Art Movements (pre and post Indian Independence) like Bengal Renaissance (Kala Bhavana, Santiniketan), Progressive Art Group (Bombay) is to be probed into. The way in which the writings on India art by both Indian and European writers is to be looked into (like Mildred Archer, Ananda Coomaraswamy, Rabindranath Tagore, Abanindranath Tagore).

The notions of Orientalism and Occidental is to be addressed.

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aesthetic and socio-political reasons behind the birth and sustenance of Modernism, the notion of Avant Garde, the interdisciplinary interactions between visual arts, literature and moving images to be explored and elaborated. The essence of each ISMS and their uniqueness is to be elaborated. Important texts like "Modernist Painting" (Clement Greenberg) and "Work of Art in the age of Mechanical Reproduction" (Walter Benjamin) and the discourse around them is to be studied, as part of studying Modernism and Modernity in Arts.

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Theory

PG36/1 T104 INDIAN ART 1800 – 1945 (100 MARKS)

Course Outcomes

Indian Art 1800 – 1945 : This subject helps the students to know the past history of Indian Artists life, their works and their contribution to Art World. It helps to he/her to develop their work in own style.

Indian Art-I: 1800 – 1945

The various factors that influenced, framed and formulated visual arts and culture in India, like the impact of cultural Colonization, the Bazaar paintings, Company Paintings, the European influence that led to Eclecticism in image making and visual culture in the Indian context (like the Miniatures, Kalighat Paintings, traditional paintings, leather puppetry, Dokra bronzes, Worli paintings, Madhubani paintings) during the prevalence of European power in India, is to be studied. The initiation and impact of formal British art schools at Madras, Bombay and Calcutta is to be analyzed. The provincial impact of such urban art schools are to be taken note of.

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<p style="text-align: center;">II SEMESTER – M.V.A. in PAINTING</p> <p>PG36/1 P201 CREATIVE PAINTING (200 MARKS)</p> <p>Course Outcomes</p> <p>Creative Painting : The subjects helps the students to shape up his/her future in the field of Painting Artist, Art Lecturer, Art Director and Story Board Writer in Film Industry, Creative Head, Animation Industry, Media like News Paper, Magazines, Artist, Cartoonist Jobs and so on.</p> <p>Continuing the process initiated in the previous semester there must be focused on individual approaches. Broader understanding of materials and its relation to concepts and images must be of importance now.</p> <p>Exploring and experimenting of materials and media can be the major part of the working process</p> <p>Now a study of arts specially the visual language and culture of the Post POP, Neo-POP to Conceptual in the west; Modern arts movements of India and the revival of folk and tribal, traditional arts in India(especially after Independence) will be beneficial.</p> <p>2.2P Journal: The visual record continues with more focus on the growth of personal approach to visual language. It needs to exhibit the learning process. Journal working as a source book is appreciated. It continues as a mandatory part of practical submission</p> <p>PG36/1 P202 OPTED BY STUDENTS OF COMPUTER GRAPHICS/SCULPTURE (100 MARKS)</p> <p>Course Outcomes</p> <p>Computer Graphics : The subject helps the students to shape up his/her future in the field of Advertising Designer, Creative Designer, Visualizer, Graphic Designer, Photo Editor, Logo Designer, App Designer, Digital Artist, various jobs in Advertising agency, Web industries and Animation Industry and so on.</p> <p>The same subject opted in the I Semester will continue through IV Semester.</p> <p>Theory</p> <p>Theory</p> <p>PG36/1 T203 WESTERN ART. 1945 TO THE PRESENT (100 MARKS)</p> <p>COURSE OUTCOMES</p> <p>Western Art. 1945 to the Present: This subject helps the students to know the past and present history of Western Artists life, their works and their contribution to Art World. Present activities, developments and experiments in Art field. It helps to he/her to develop their work in own style.</p> <p>2.4P,Western Art-II: 1945 to Present day</p> <ul style="list-style-type: none"> •The end of Modern Art and the beginning of Postmodernism, Conceptual Art, Contemporary Curatorial practices, the nature of and relation between Art and Activism is to be elaborated. •The changing nature of art institutions, circulation of images and the way they affected the visual arts, from Modern Museums to Contemporary Museums is to be studied. The philosophy and theory behind shows like the Biennale, Art Fairs and Documenta shows (Kassel, Germany) is to be explained. •The changing nature of cutting edge art, artist residencies, new media and the advent of film and moving images (like Video Art, Video Performance, Photo Performance), the sophistication involved in the display, catalogue and archiving of visual culture in general and visual arts in particular is to be elaborated. The 	<p style="text-align: center;">II SEMESTER – M.V.A. in PAINTING</p> <p>PG36/1 P201 CREATIVE PAINTING (200 MARKS)</p> <p>Course Outcomes</p> <p>Creative Painting : The subjects helps the students to shape up his/her future in the field of Painting Artist, Art Lecturer, Art Director and Story Board Writer in Film Industry, Creative Head, Animation Industry, Media like News Paper, Magazines, Artist, Cartoonist Jobs and so on.</p> <p>Major</p> <p>Creative Painting</p> <p>Continuing the process initiated in the previous semester there must be focused on individual approaches. Broader understanding of materials and its relation to concepts and images must be of importance now.</p> <p>Exploring and experimenting of materials and media can be the major part of the working process</p> <p>Now a study of arts specially the visual language and culture of the Post POP, Neo-POP to Conceptual in the west; Modern arts movements of India and the revival of folk and tribal, traditional arts in India(especially after Independence) will be beneficial.</p> <p>Journal: The visual record continues with more focus on the growth of personal approach to visual language. It needs to exhibit the learning process. Journal working as a source book is appreciated. 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It helps to he/her to develop their work in own style.</p> <p>Western Art 1945 to the Present</p> <ul style="list-style-type: none"> •The end of Modern Art and the beginning of Postmodernism, Conceptual Art, Contemporary Curatorial practices, the nature of and relation between Art and Activism is to be elaborated. •The changing nature of art institutions, circulation of images and the way they affected the visual arts, from Modern Museums to Contemporary Museums is to be studied. The philosophy and theory behind shows like the Biennale, Art Fairs and Documenta shows (Kassel, Germany) is to be explained. •The changing nature of cutting edge art, artist residencies, new media and the advent of film and moving images (like Video Art, Video Performance, Photo Performance), the sophistication involved in the display, catalogue and archiving of visual culture in general and visual arts in particular is to be elaborated. The continental drift of artistic practices, the Diaspora and exiledom to be specifically addressed. Theories related to visual culture from cultural study, the dialogue between art history and cultural theory is to be introduced.
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continental drift of artistic practices, the Diaspora and exiledom to be specifically addressed. Theories related to visual culture from cultural study, the dialogue between art history and cultural theory is to be introduced.

•NOTE: students are required to prepare presentations/assignments time to time on various art forms and art schools/theories, as assigned by the concerned teacher. It is mandatory to submit a minimum of TWO assignments for general students and FOUR assignments for Art History students in each paper.

PG36/1 T204 INDIAN ART.1945 TO THE PRESENT (100 MARKS)

Course Outcomes

Indian Art.1945 to the Present : This subject helps the students to know the past and present history of Indian Artists life, their works and their contribution to Art World. Present activities, developments and experiments in Art field. It helps to he/her to develop their work in own style.

Study the art movements of India post-independence like Cholamandal (Madras), Shilpi Chakra (New Delhi), Radical Group (Kerala) are to be studied with all its intricacies. The contribution of individual stalwarts is to be studied in relation to the group and school activities.

The impact of the nature of Modern Museums (like NGMA), gallery traditions and art writing practice on artistic practice is to be grasped. The influence of pedagogy, art education and its practitioners upon the making of modernism in Indian art is to be studied, with an introduction to important texts by practitioners of art (like K.G. Subramanyan's "Living Tradition", Geeta Kapoor's "When was Modernism?").

The relation between administrative and creative discourses is to be brought in, in relation to the activities of Lalitkala Akademies, art schools, art fairs (like Nandan Mela, Baroda Art Fair, Kala Goda festival, Delhi Art Fair).

The notion of Diaspora, the way postcolonial, subaltern discourses and the activities of artistic initiatives and art residencies like KHOJ (New Delhi) have affected the artistic practice is to be studied.

NOTE: students are required to prepare presentations/assignments time to time on various art forms and art schools/theories, as assigned by the concerned teacher. It is mandatory to submit a minimum of TWO assignments for general students and FOUR assignments for Art History students in each paper.

OEC

Chitrasutra in Sanskrit

III SEMESTER – M.V.A. in PAINTING

PG36/1 P301 CREATIVE PAINTING (300 MARKS)

Course Outcomes

Creative Painting : The subjects helps the students to shape up

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PG36/1 T204 INDIAN ART.1945 TO THE PRESENT (100 MARKS)

Course Outcomes

Indian Art.1945 to the Present : This subject helps the students to know the past and present history of Indian Artists life, their works and their contribution to Art World. Present activities, developments and experiments in Art field. It helps to he/her to develop their work in own style.

Indian Art.1945 to the Present

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OEC

PG36/1 P205 DRAWING OBJECT (100 MARKS)

Course Outcomes

Drawing Object: The subject helps the students to shape up his/her future in the field of Drawing to know shape study, perspective of various objects, light and shade.

Drawing :

Man made objects geometrical – solid objects, utensils, plaster casts, (parts of the human body, simple relief of design etc..) use verity of Drawing tools understand light and shade of the objects.

III SEMESTER – M.V.A. in PAINTING

PG36/1 P301 CREATIVE PAINTING (300 MARKS)

Course Outcomes

Creative Painting : The subjects helps the students to shape up his/her future in the field of Painting Artist, Art Lecturer, Art Director and Story Board Writer in Film Industry, Creative Head, Animation Industry, Media like News Paper, Magazines, Artist, Cartoonist Jobs and so on.

<p>his/her future in the field of Painting Artist, Art Lecturer, Art Director and Story Board Writer in Film Industry, Creative Head, Animation Industry, Media like News Paper, Magazines, Artist, Cartoonist Jobs and so on.</p> <p>Having arrived at their individual process concepts, language there must be plenty of practice of their works. This means plenty of complete painting/work of art. Written support to the works done is mandatory.</p> <p>References to art history must be a continuous process.</p> <p>P302 Project It can be ten-fifteen day program. Students can choose any subject of their choice under the guidance of their teacher. It must cover a wide range of subjects related to their practices. The focus on the local tradition, arts, crafts heritage sites, culture on the whole would be beneficial individually as well as on a larger context too. Report and documentation must be submitted by the end of the semester; apart a presentation too must be encouraged.</p> <p>PG36/1 P302 OPTED BY STUDENTS OF COMPUTER GRAPHICS/SCULPTURE (100 MARKS) Course Outcomes Computer Graphics : The subject helps the students to shape up his/her future in the field of Advertising Designer, Creative Designer, Visualizer, Graphic Designer, Photo Editor, Logo Designer, App Designer, Digital Artist, various jobs in Advertising agency, Web industries and Animation Industry and so on. MVA Painting students need to select one minor subject from other discipline such as graphics/applied art/sculpture, and the same subject will continue through IV Semester.</p> <p>PG36/1 T304 Synopsis (Dissertation) (100 MARKS) Course Outcomes Research Methodology : This subject will help the students to understand the research methodology in further higher studies and how to choose subject, field work about practical or theory.</p> <p>proposal for a theoretic research based on practical subjects historical or conceptual is to be submitted for dissertation. The subject must have scope for in-depth study. The subject must be pursued with the consultation and guidance of the teacher/guide. The synopsis must be done with regular and proper consultation of the guide. It must contain a brief introduction, chapter scheme, methodology, few visuals, and bibliography, all in a clear language. It must be submitted by the end of the semester.</p>	<p>Major Creative Painting Having arrived at their individual process concepts, language there must be plenty of practice of their works. This means plenty of complete painting/work of art. Written support to the works done is mandatory.</p> <p>References to art history must be a continuous process.</p> <p>Minor (Opted by the Students)</p> <p>PG36/1 P302 OPTED BY STUDENTS OF COMPUTER GRAPHICS/SCULPTURE (100 MARKS) Course Outcomes Computer Graphics : The subject helps the students to shape up his/her future in the field of Advertising Designer, Creative Designer, Visualizer, Graphic Designer, Photo Editor, Logo Designer, App Designer, Digital Artist, various jobs in Advertising agency, Web industries and Animation Industry and so on. MVA Painting students need to select one minor subject from other discipline such as graphics/applied art/sculpture, and the same subject will continue through IV Semester.</p> <p>PG36/1 T303 RESEARCH METHODOLOGY (100 MARKS) Course Outcomes Research Methodology : This subject will help the students to understand the research methodology in further higher studies and how to choose subject, field work about practical or theory. Objective: To motivate the students to conduct research on specified area or selected topic and to prepare a research proposal.</p> <p>Introduction To Research: Meaning – Objectives – Types of Research – Scope of Research – Research Approaches – Research Process — Research Methods Vs Research Methodology - Steps in Research – Problem Formulation – Statement of Research Objective – Exploratory – Descriptive – Experimental Research</p> <p>Data Collection And Measurement: Types data: Primary & Secondary, Data collection techniques, Scales of Measurement, Classification of Scales - Single Item v/s Multi Item Scales, Comparative v/s Non-Comparative scales, Continuous Rating Scales; Criteria for Good Criteria for Questionnaire Designing; Types of Questionnaire; Questionnaire Design Procedure, Pilot test, validity and reliability of Questionnaire, Cranach’s alpha, interview schedule Assignment:</p> <p>Students should submit a synopsis on current issues of advertising or marketing in the prescribed below format.</p> <ol style="list-style-type: none"> Introduction (Theoretical Background) Review of literature (as cited in synopsis) Statement of the problem/Need for the study Objectives of the study Scope of the study Hypothesis(if any) Operational definition of the concepts Methodology Sampling
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- j. Data collection
- k. Plan of analysis
- l. Limitations of the study
- m. Chapter Scheme:

Assignment: Student should prepare a research proposal/synopsis issue of proposed topic

OEC

PG36/1 P304 DRAWING OBJECT (100 MARKS)

Course Outcomes

Drawing (Still Life) : The subject helps the students to shape up his/her future in the field of Drawing to know shape study, perspective of various objects, Art materials, colours, light and shade.

Drawing (Still Life):

Man made Objects geometrical – solid objects, utensils, plaster casts, natural materials (Fruits, Vegetables, Flowers etc...) use variety of Colours Like Indian Ink, Poster Colour, Water Colours, Acrylic Colours etc.. to understand light and shade of the objects.

IV SEMESTER – M.V.A. in PAINTING

Major

PG36/1 P401 CREATIVE PAINTING (300 MARKS)

Course Outcomes

Creative Painting : The subjects helps the students to shape up his/her future in the field of Painting Artist, Art Lecturer, Art Director and Story Board Writer in Film Industry, Creative Head, Animation Industry, Media like News Paper, Magazines, Artist, Cartoonist Jobs and so on.

Painting/work of art is at an advanced stage exhibiting individuality. Continuing the previous semesters focus on completing the works like presentation display writing on their works must be practiced. Regular discussions by internal and external experts must be part of the class.

PG36/1 P402 OPTED BY STUDENTS OF COMPUTER GRAPHICS/SCULPTURE (100 MARKS)

Course Outcomes

Computer Graphics : The subject helps the students to shape up his/her future in the field of Advertising Designer, Creative Designer, Visualizer, Graphic Designer, Photo Editor, Logo Designer, App Designer, Digital Artist, various jobs in Advertising agency, Web industries and Animation Industry and so on.

The same subject opted in the III Semester will continue through IV Semester.

PG36/1 T403 DISSERTATION (100 MARKS)

Course Outcomes

Dissertation : This subject will help the students to develop research, writing skill in develop documentation in Literature. The Post-Graduate candidates continue the research based on the synopsis submitted in the previous semester. The guide too continues.

Submission: The dissertations should be prepared in the prescribed manner and handed over to the Principal, through the Head of the

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Submission: The dissertations should be prepared in the prescribed manner and handed over to the Principal, through the Head of the Department positively before the commencement of the theory examinations.

The Dissertations should be neat type written/computer/DTP/ in double line space, 12 font in New Roman, Bookman, Arial, Helvetica. The Dissertation should contain a minimum of 30 pages of type written text along with appropriate visuals. It should have the requisite bibliography and references. No web Materials allowed in downloaded form (or else this would be rejected as it would mount up to plagiarism)

T404, Viva – Voce

Viva-Voce examination will be conducted by a panel nominated by the Chairman comprising the Head of the Department, Guide and external experts.

Note :-

- Passing Marks – 35 in each paper. Total aggregate of Passing is 40%, Pass Class : 40-49% , II Class 50-59%, I Class 60% and above Distinction: Above 75%
- Any ONE of the TWO subsidiary subjects should be opted at the beginning of even semester. It is compulsory to have one subsidiary subject for at least two semesters. Subsidiary can be changed ONLY during EVEN semester.

Minor Subjects available in PG Painting Dept.

I & II Semester	III & IV Semester
Creative Painting	Creative Painting

Creative Painting

Students are expected to use critical analysis research, visual experimentation and exploration to arrive at a concept or thought, subject for their painting. Extensive research (practical) and studies in different media (applications) is to be done.

Reference Books :

1. Arts of Mankind by Van gough
2. The Story of Indian Art by S.K. Bhattacharya
3. Indian Contemporary Art
4. Indian Artists
5. History of Aesthetics by Bosanquest
6. Art Now by Herbert Read
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PG36/I P 404 DISPLAY

Notice :-At the end of 3rd and 4th Semester each student should display their works compulsory.

Note :-

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