



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



Tele: 0836-2215224
e-mail: academic.st@kud.ac.in
Pavate Nagar, Dharwad-580003
ಪಾವಟೆ ನಗರ, ಧಾರವಾಡ - 580003

NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/SVB-14/BOS/Music (UG/PG) /20-21/ 365

Date: 20 FEB 2021

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2020-21ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಸ್ನಾತಕೋತ್ತರ ಎಂ.ವಿ.ಎ. ಅನ್ವಯಿಕ ಕಲೆ (ಅಪ್ಲೈಡ್ ಆರ್ಟ್) ವಿಷಯದ 1 ರಿಂದ 4ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳಿಗೆ ಸಿ.ಬಿ.ಸಿ.ಎಸ್. ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿದ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸಂ. ಸಿಡಿಸಿ/ಸಂಯೋಜನೆ/2020-21/347, ದಿನಾಂಕ 09.02.2021.
2. ವಿಶೇಷ ಎಂ.ವಿ.ಎ. ಅಡ್-ಹಾಕ್ ಸಮಿತಿ ಸಭೆ ದಿನಾಂಕ 10.02.2021.
3. ಡೀನರು ಕಲಾ ನಿಖಾಯ ಇವರ ಪತ್ರ ದಿನಾಂಕ 16.02.2021.
4. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ 17.02.2021. & 19/02/2021

2020-21ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಸ್ನಾತಕೋತ್ತರ ಎಂ.ವಿ.ಎ. ಅನ್ವಯಿಕ ಕಲೆ (ಅಪ್ಲೈಡ್ ಆರ್ಟ್) ಕೋರ್ಸ್‌ನ್ನು ಗದಗದ ವಿಜಯ ಲಲಿತ ಕಲಾ ಮಹಾವಿದ್ಯಾಲಯದಲ್ಲಿ ಪ್ರಾರಂಭದ ಕುರಿತಾಗಿ ಉಲ್ಲೇಖ 01 ರಲ್ಲಿ ಅಧಿಸೂಚನೆ ಹೊರಡಿಸಿದ ಪ್ರಯುಕ್ತ, ವಿಶೇಷ ಸ್ನಾತಕೋತ್ತರ ಎಂ.ವಿ.ಎ. ಅಡ್-ಹಾಕ್ ಸಮಿತಿಯು ಪಠ್ಯಕ್ರಮವನ್ನು ರಚಿಸಿ ಸಲ್ಲಿಸಿರುತ್ತದೆ. ಕಲಾ ನಿಖಾಯದ ಸಭೆ ಮತ್ತು ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಸ್ಥಿರೀಕರಣಕ್ಕೊಳಪಟ್ಟು (Pending approval of Arts Faculty and Academic Council) 1 ರಿಂದ 4ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳ ಸದರ ಕೋರ್ಸ್ ಸಿ.ಬಿ.ಸಿ.ಎಸ್. ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಲಾಗಿದೆ.

ಆದ್ದರಿಂದ, ಸದರ ಮಾಹಿತಿಯನ್ನು ಅಧ್ಯಾಪಕರು ಹಾಗೂ ವಿದ್ಯಾರ್ಥಿಗಳ ಗಮನಕ್ಕೆ ತರಲು ಮಹಾವಿದ್ಯಾಲಯದ ಸೂಚನಾ ಫಲಕದಲ್ಲಿ ಪ್ರಚಾರ ಪಡಿಸಲು ಪ್ರಾಚಾರ್ಯರಿಗೆ ಈ ಮೂಲಕ ತಿಳಿಯಪಡಿಸಿದೆ.

ಸದರ ಪಠ್ಯಕ್ರಮವನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ (website) www.kud.ac.in ರಲ್ಲಿ ಪಡೆದುಕೊಳ್ಳಲು ಸೂಚಿಸಲಾಗಿದೆ.

(ಹಸ್ತಪ್ರತಿ)
(ಡಾ. ಹನುಮಂತಪ್ಪ ಕೆ.ಟಿ)
ಕುಲಸಚಿವರು

ಗೆ,

1. ಡೀನರು, ಕಲಾ ನಿಖಾಯ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಅಧ್ಯಕ್ಷರು, ಸ್ನಾತಕೋತ್ತರ ಎಂ.ವಿ.ಎ. ಅನ್ವಯಿಕ ಕಲೆ (ಅಪ್ಲೈಡ್ ಆರ್ಟ್) ಅಧ್ಯಯನ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಪ್ರಾಚಾರ್ಯರು, ವಿಜಯ ಲಲಿತ ಕಲಾ ಮಹಾವಿದ್ಯಾಲಯ, ರಾಜೀವಗಾಂಧಿ ನಗರ, ಟಿ.ಪಿ.ಅಕ್ಕಿ ರೋಡ, ಗದಗ.
4. ಉಪಕುಲಸಚಿವರು, ವಿದ್ಯಾಮಂಡಳ (ಪಿಜಿ/ಪಿಎಚ್‌ಡಿ) ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

ಪ್ರತಿ ಮಾಹಿತಿಗಾಗಿ:

1. ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕುಲಪತಿಗಳ ಕಾರ್ಯಾಲಯ / ಕುಲಸಚಿವರ ಕಾರ್ಯಾಲಯ / ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಕಾರ್ಯಾಲಯ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ನಿರ್ದೇಶಕರು, ಐ.ಟಿ. ಶಾಖೆ, ಕವಿವಿ, ಧಾರವಾಡ.
3. ಸಿಸ್ಟಿಮ್ ಅನಲೈಸಿಸ್, ಗಣಕಯಂತ್ರ ಪರಿಣಿತ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಸಿಡಿಸಿ (ಸಂಯೋಜನೆ) ವಿಭಾಗ, ಬಿಎ / ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ ಶಾಖೆ, ಪರಿಣಿತ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.



KARNATAKA UNIVERSITY
DHARWAD
Master in Visual Arts

MVA APPLIED ART SYLLABUS
UNDER CBCS PROGRAMME

(2020-21, 2021-22 and 2022-23 for three years)

Program Outcomes:

1. Students will explore the exciting and rapidly evolving areas of Graphic Design including the latest development in Design, Publishing, Branding, Advertising, the Internet, Screen-based and moving images and contemporary practices.
2. The Post Graduate Study enables the students to be committed from the early stages as a deep thinker, risk taker and an innovative practitioner in visual communication and Graphic Design. Students will study the same modular as under graduates but on a higher level when as they will move on to study at Master Level for four semesters.
3. Further, students will explore the exciting and rapidly evolving areas of Graphic Design including the latest development in Design, Publishing, Branding, Advertising, the Internet, Screen-based and moving images and contemporary practices. The ethical impact of practice and individuality as a 'designer', by questioning and challenging what the subject can be; and pushing boundaries is encouraged. Students will produce in-depth original, creative ideas through various design projects.

Programme Specific Outcomes:

1. This Applied Arts PG Course is a specialization.
2. It basically deals in Campaigning, Graphic design, Interior design, Fashion design, Ad. Advertising agencies, Advertising Companies, Publishing Houses, Printmaking, Animation Industry, Digital Media, Art Studios, Media and Public Relations, IT Companies, Manufacturers / Product Design, Fashion Houses, Photography, Government Sector, Schools / Colleges / Universities / Academic Institutes and visual communication.

**KARNATAKA UNIVERSITY, DHARWAD
CBCS SYLLABUS FOR MASTER OF VISUAL ART (MVA)
FOR APPLIED ARTS SPECIALISATION IST TO IVTH SEMISTER
WITH EFFECT FROM 2020-21 ONWARDS**

**PG 36/2
Master in Visual Arts
Applied Arts**

PG36/2 P101 (A) VISUALIZATION-I AND (B) ILLUSTRATION-I (200 MARKS)

Course Outcomes

1) Visualization: The subject helps the students to shape up his /her future in the field of Advertising Specialist, Marketing Specialist, Creative Designer, Visualize, Event Planner, Creative Director, Graphic Designer, Social Media Manager, Copy Writer, Brand Strategist, and Advertising Agency Jobs and so on.

2) Illustration: The subject helps the students to shape up his /her future in the field of advertising agencies as Designer , Gaming Company As A Game Developer , In Animation Area As Animator, Fashion Designer ,Cartoon Artist ,Book Illustrator ,Model Designer ,2D/3D Model Making. So job opportunities are available in various sectors.

Major

Objective: To introduce various concepts and creative strategy so as to understand the process of creativity to make the students understand the fact the Visualization/ Illustration has persuasive forms

Candidate admitted in M.V.A. Applied Arts will select any one of the following practical subjects for specialization in all semester.

(i) Visualization

(ii) Illustration

Visualization:

Course of study:

Advertising campaign, Analytical study of different product groups. Visuals to be based on the class of commodity and class of appeal. All teaching is based on the selected subject by the student.

Submission for the Project Work.

- (i) Submission of class works
- (ii) One campaign in handwork. (Compulsory *with Journal*)

All printing media in hard works/Digital Works.

- (iii) Free hand sketching - 500
- (iv) A short documentary film, TV Commercial etc.
- (v) Drawing – 20 (Related to Project Work)

Illustration :

Course of Study:

Illustrate any publications such as children story book or Educational book related with any of the appropriate medias including Print and in various techniques available. Knowledge of computer and software like Photoshop, Illustrator etc. to create illustration. Illustration for books meant for different age groups

- (i) Typography & Book Design.
- (ii) Story Illustration.
- (iii) Industrial Illustration.
- (iv) Press Illustration etc.

Submission-Assignments :

- (i) Submission of class works
- (ii) Minimum submission would be 5 illustrated books of at least 16 Pages each and 6 individual

Assignments on various types of illustrations

- (iii) Free hand sketching - 1000
- (iv) Drawing – 20

Journal

It is to be used as a visual diary. Recording and documenting the process of learning to build Visualization:/Illustration It needs to be document in both words and graphic format . It needs to be presented at each display, discussion of practical works . plenty scribbles drawing, pictures eat can be included.

Submission-Assignments :

- (i) Minimum 35 PagesA4 size
- (ii) Scribbles drawing. minimum 20

PG36/2 P102 (A) CREATIVE ILLUSTRATION (B) DIGITAL BRANDING (100 MARKS)

Course Outcomes

1. Creative Illustration: The subject helps the students to shape up his /her future in the field such as Creating Illustrated Ideas On Various Books, Graphic Designer, Story Board Designer, Textile Brand Designer, Board Artist, Freelance Illustrator , Children Book Illustrator , Animation Illustrator Etc and jobs are available in many multimedia companies.

2. Digital Branding: The subject helps the students to shape up his /her future in the field in various job opportunities like – App Development, Website Development, Digital Medias, Social Medias, Media Marketing, Multimedia Management, Advertising Agencies, Multi Media Company, Online Marketing Companies and so on.

Minor

Opted by the students

Objective : To introduce various concepts and understand the process of creativity to make the students understand, fact the in creative Illustration /Digital Branding has persuasive form

Creative Illustration:

- Different types of creative Illustration, (marketing, service, Avernus)
- Different types of media modern techniques, (colours, pen and ink, pencils, etc,)

Digital Branding:

- Objective: To enhance the knowledge of students in the current practices of digital marketing and to understand the concept of digital branding through social media.
- Digital Market: Introduction to marketing in the digital environment, Types of web presence, common e-commerce business models, pure play, hybrid and multi-channel options. Media options online, Fulfilment options and strategies.

PG36/2T103 MARKETING MANAGEMENT (100 MARKS)

Course Outcomes

1. Marketing Management: - This subject will help student in various standard steps to manage the market and to overcome with successful businessmen.

Theory

Objective: Students should gain insights of marketing approach and should understand how to market their artistic work to the customers.

Introduction To Marketing: Meaning & Definition – Goals – Concepts of Marketing – Approaches to Marketing – Functions of Marketing. Recent trends in Marketing - Green Marketing – Relationship Marketing – Retailing – Concept Marketing and Virtual Marketing.

Market Segmentation: Meaning & Definition - Bases of Market Segmentation – Types of market segmentation, Target Markets, Concept of Target Market, Positioning and differentiation strategies, Concept of positioning – Value Proposition & USP, Marketing Information System, and Strategic marketing planning.

Marketing Mix: Meaning – Elements – Product - New Product Development – Pricing – Objectives – Factors influencing Pricing Policy and Methods of Pricing. Physical Distribution – Meaning – Factors affecting Channel Selection – Types of Marketing Channels. Promotion – Meaning and Significance of Promotion – Promotion Mix

Assignment:

As assigned by the Tutor.

PG36/2T104 INTEGRATED MARKETING COMMUNICATIONS (100 MARKS)

Course Outcomes

1. Integrated Marketing Communications: This subject will help student in various communication methods, procedures and to overcome various hurdles which occur during the communication process. To communicate in proper manner.

Objective: To familiarize the students with the different elements of Integrated marketing communications, so that they can look at marketing communications with a holistic approach. The course is designed to enable the students to learn the basics of marketing communications.

Integrated Marketing Communication (IMC): Marketing Communication, Objectives of Marketing Communication, Factors contributing to IMC, Participants in IMC, IMC Promotion Mix, IMC Management & Planning Model, Challenges in IMC,

Emerging Concepts and Issues in Marketing Communications Sponsorship: POP: Supportive Communication, Role of E-Commerce in Marketing Communication. Corporate Communication, Public Relations – Types of PR, Sales Promotion – Different types of Sales Promotion, relationship between Sales promotion and advertising, Publicity – Types of Publicity, relationship between advertising and publicity, Personal Selling, Direct marketing and direct response methods, Event Management.

Assignment:

As assigned by the Tutor.

**MASTER OF VISUAL ARTS
APPLIED ARTS
MVA APPLIED ART SEMESTER II**

PG36/2 P201 (A)VISUALIZATION-II AND (B) ILLUSTRATION -II (200 MARKS)

Course Outcomes

1. Visualization: The subject helps the students to shape up his /her future in the field of Advertising Specialist, Marketing Specialist, Creative Designer, Visualize, Event Planner, Creative Director, Graphic Designer, Social Media Manager, Copy Writer, Band Strategist, and Advertising Agency Jobs and so on.

2. Illustration: The subject helps the students to shape up his /her future in the field of advertising agencies as Designer , Gaming Company As A Game Developer , In Animation Area As Animator, Fashion Designer ,Cartoon Artist ,Book Illustrator ,Model Designer ,2D/3D Model Making. So job opportunities are available in various sectors.

Major

The same subject opted in the Ist Semester will continue through IV semester

(i) Visualization

(ii) Illustration

Visualization :

Course of study:

Advertising campaign, Analytical study of different product groups. Visuals to be based on the class of commodity and class of appeal.

Submission-Assignments :

(i) Execution of any 2 advertising campaign with report (*market survey & about your campaign*) on consumer's product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for each Advertising Campaign is 10 works.)

(ii) Project Work (*with report*): Students has to submit a project work (campaign) based on contemporary social issues, any industry, corporation, public services/Govt. services.

Submission for the Project Work.

(iii) Submission of class works

(iv) One campaign in handwork. (Compulsory *with report*)

All printing media in hard works.

(v) Free hand sketching - 500

(vi) A short documentary film, TV Commercial etc.

(vii) Drawing – 20.

Illustration :

Course of Study:

Illustrate any publications such as children story book or Educational book related with any of the appropriate medias including Print and in various techniques available. Knowledge of computer and software like Photoshop, Illustrator etc. to create illustration. Illustration for books meant for different age groups

- (i) Typography & Book Design.
- (ii) Story Illustration.
- (iii) Industrial Illustration.
- (iv) Press Illustration etc.

Submission-Assignments :

- (i) Submission of class works
- (ii) Minimum submission would be 5 illustrated books of at least 16 Pages each and 6 individual

Assignments on various types of illustrations

- (iii) Free hand sketching - 500
- (iv) Drawing – 20 (Related To Project Work)

PG36/2 P202 (A) CREATIVE ILLUSTRATION AND (B) DIGITAL BRANDING –II (100 MARKS)

Course Outcomes

1. Creative Illustration: The subject helps the students to shape up his /her future in the field such as Creating Illustrated Ideas On Various Books, Graphic Designer, Story Board Designer, Textile Brand Designer, Board Artist, Freelance Illustrator , Children Book Illustrator , Animation Illustrator Etc and jobs are available in many multimedia companies.

2. Digital Branding: The subject helps the students to shape up his /her future in the field in various job opportunities like – App Development, Website Development, Digital Medias, Social Medias, Media Marketing, Multimedia Management, Advertising Agencies, Multi Media Company, Online Marketing Companies and so on.

Minor

Opted by the students

The same subject opted in the I semester will continue for II semester.

Creative Illustration

- Different types of creative Illustration, (marketing, service, Avernus)
- Different types of media modern techniques, (colours, pen and ink, pencils, etc.)

Digital Branding -II

- Digital Medias - The New Media Environment – Building and managing online Brands - Marketing Communication Options – Using Social Media to Build Brands – E-Commerce & Brands
- Using Facebook, Linked-in, twitter, you tube including creating a channel on You Tube, Content guidelines for online communications, Social Media measuring, monitoring & reporting, Tracking & Monitoring platforms. Content seeding, How to use blogs, forums and discussion boards, Blogs, forums and communities, Viral campaigns and the social graph. Building relationships with different stakeholders online

PG36/2 T203 ADVERTISING MANAGEMENT (100 MARKS)

Course Outcomes

1. Advertising Management This subject will help the student to learn and manage advertisement through procedures and theories.

Theory

Objective: To understand evolution of advertisement and basic concepts from the following contents is useful to the art students for their intensive study about advertising.

Origin Of Advertising: Pre- Printing Period, The invention of the printing press, Period of Expansion, Period of Scientific Development, Period of Business and Social Integration, The origin of commercial advertising, History of Advertising agencies, technological advancement in media. Modernization of media, Ancient India Advertising techniques.

Advertising Management: Meaning, Nature and Scope of Advertising, Advertising – Classification of advertising, Types of advertising, advertising appropriation, advertising campaigns, Process of Advertising. Advertising Agencies – their role, functions, organization, Remuneration, client agency relationship. Management of Advertising Agencies, Testing of Advertising Effectiveness, Preparation and Choice of Methods of Advertising Budget, Ethical and Social Issues in Advertising.

Assignment:

As assigned by the Tutor.

PG36/2 T204 ADVERTISING MEDIA STRATEGY (100 MARKS)

Course Outcomes

1. Advertising Media Strategy This subject will help student to learn how to plan, how to select the strategy and implement the best Advertising Media Strategy.

Objective: Advertising Media Management program prepares the students for the role of strategic media planning and buying within the advertising and communications industry and to achieve strategic results and to expand their knowledge of emerging media.

Advertising and Campaign Planning: Marketing strategy & Situation analysis; Advertising plan; Advertising objectives; DAGMAR approach; Advertising strategy; Advertising campaign-planning process. Economic, social & ethical aspects of advertising.

Media Plan – reach and frequency of advertisements – cost of advertisements related to sales –and scheduling. Measuring impact of advertisements, Message development.

Advertising Media Strategy: Role of media; types of media; their advantages and disadvantages; Media research & advertising decisions; selection & scheduling strategies. Media Planning: Type and choice criteria, Research, Frequency and Continuity, Media information and selection, media plan frame work -Advertising and Media Vehicles: Newspaper, Radio, Television, Outdoor Ads, Exhibitions, Boardings, Hand Bills etc., Computerized media selection - determining the size and timing of insertion -determining the reach and frequency and GRP goals - creativity in media planning – media strategy, scheduling and patterns of scheduling.

PG36/2T205 OEC MEDIA AND PUBLIC RELATION-I (100 MARKS)
Course Outcomes

1. OEC (Opted by the Student)

PRODUCT:-The Student can select any existing product for study purpose.

MARKET: - The Student can select any existing market for study purpose.

MEDIA: - The Student can select any existing media for study purpose.

Case study:-Product, Market, Media (The Student can select any one subject which is given)

Product :

Brandimages, Creative products, Types of products,

Market :

Product promotional market, Consumer related product in market

**MASTER IN VISUAL ARTS
APPLIED ARTS
MVA APPLIED ART SEMESTER III**

PG36/2 P301 (A) VISUALIZATION AND (B) ILLUSTRATION-III (300 MARKS)

Course Outcomes

1. Visualization: The subject helps the students to shape up his /her future in the field of Advertising Specialist, Marketing Specialist, Creative Designer, Visualize, Event Planner, Creative Director, Graphic Designer, Social Media Manager, Copy Writer, Brand Strategist, and Advertising Agency Jobs and so on.

2. Illustration: The subject helps the students to shape up his /her future in the field of advertising agencies as Designer , Gaming Company As A Game Developer , In Animation Area As Animator, Fashion Designer ,Cartoon Artist ,Book Illustrator ,Model Designer ,2D/3D Model Making. So job opportunities are available in various sectors.

The same subject opted in the 1st Semester will continue through IV semester

* Visualization

*Illustration

Visualization

Course of Study

Deeper understanding of market and marketing techniques (4 P's), concept building,building of brand image, creation of U.S.P.

Submission of Assignments :

(i) Execution of any 2 advertising campaign with report (*market survey and about your campaign*) on consumer's product or institutional (Services or Social) related withany of the appropriate media including Print and various techniques available.

(Minimum Submission for each Advertising Campaign is 10 works.)

(ii) Project Work (*with report*): Students has to submit a project work (campaign) basedon contemporary social issues, any industry, corporation, public services/Govt.services. (Minimum submission for the Project Work is 10 works.)

(iii) Submission of class works

(iv) One campaign in handwork. (Compulsory *with report*)

(v) A short documentary film, TV Commercial etc.

(vi) Free hand sketching - 500

(vii) Drawing – 20. (Related to Project Work)

Illustration:**Course of Study**

Advance Study in illustration for Graphic Expression. Emphasis on forming of individual style of creating illustration, cartooning/caricature. Knowledge of computer and software like Photoshop, Illustrator etc. to create illustration.

Advance techniques in book illustration, Creation of Characters.

(i) Typography & Book Design.

(ii) Story Illustration.

(iii) Editorial Illustration.

(iv) Press Illustration etc.

Submission-Assignments :

(i) Submission of class works including theory assignments

(ii) Minimum submission would be 5 books with minimum 16 pages.

(iii) Free hand sketching - 500

(iv) Drawing – 20 (related to project work)

(v) Minimum 35 Pages A4 size

(vi) Scribbles drawing . minimum 20

PG36/2 P302 (A) OUTDOOR MEDIA AND (B) INDOOR MEDIA-I(100 MARKS)

Course Outcomes

1. Outdoor Media: The subject helps the students to shape up his /her future in the field in various job opportunities in Ad. Agencies such like Banner, Holding and various digital ads and various creative developments.

2. Indoor Media: The subject helps the students to shape up his /her future in the field in various job opportunities in Ad. Agencies such like Office materials, Stationery and various print media, various digital ads and various creative developments.

Minor

Objective : Impress specializes in the production of promotional of media for the print of seal materials marketing tool for campaigns. Exhibitions or presentation which can attract consumer attention and promote brand

Outdoor media: Promotional Posters , Bill board, Vehicle graphics etc.

Indoor media: Shop windows, Dangers, label& packaging etc.

PG36/2 T303 RESEARCH METHODOLOGY (100 MARKS)

Course Outcomes

1. Research Methodology: - There the student gets specific guidelines to be followed during the research procedure. Such as, Field, Problem, Scope, Methodology, Survey, ethics and other steps.

Objective: To motivate the students to conduct research on specified area or selected topic and to prepare a research proposal.

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

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:

Students should submit a synopsis on current issues of advertising or marketing in the prescribed below format.

- a. Introduction (Theoretical Background)
- b. Review of literature (as cited in synopsis)
- c. Statement of the problem/Need for the study
- d. Objectives of the study
- e. Scope of the study
- f. Hypothesis(if any)
- g. Operational definition of the concepts
- h. Methodology
- i. Sampling
- 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

PG36/2T304 OEC MEDIA AND PUBLIC RELATION-I (100 MARKS)
Course Outcomes

1. OEC (Opted by the Student)

PRODUCT:-The Student can select any existing product for study purpose.

MARKET: - The Student can select any existing market for study purpose.

MEDIA: - The Student can select any existing media for study purpose

Case study :-Media :

Print media, Point of sale, Window display, Packaging label, Tag, Dangers

Need to Public Promotional Relation

MASTER OF VISUAL ARTS
APPLIED ARTS
MVA APPLIED ART SEMESTER IV

PG36/2 P401 (A) VISUALIZATION-I AND (B) ILLUSTRATION-IV (300 MARKS

Course Outcomes

1. Visualization: The subject helps the students to shape up his /her future in the field of Advertising Specialist, Marketing Specialist, Creative Designer, Visualize, Event Planner, Creative Director, Graphic Designer, Social Media Manager, Copy Writer, Brand Strategist, and Advertising Agency Jobs and so on.

2. Illustration: The subject helps the students to shape up his /her future in the field of advertising agencies as Designer , Gaming Company As A Game Developer , In Animation Area As Animator, Fashion Designer ,Cartoon Artist ,Book Illustrator ,Model Designer ,2D/3D Model Making. So job opportunities are available in various sectors.

Major

* Visualization

* Illustration

Visualization

Course of Study

Deeper understanding of market and marketing techniques (4 P's), concept building, building of brand image, creation of U.S.P.

Submission of Assignments:

(i) Execution of any 2 advertising campaign with report (*market survey and about your campaign*) on consumer's product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available.

(Minimum Submission for each Advertising Campaign is 10 works.)

(ii) Project Work (*with report*): Students has to submit a project work (campaign) based on contemporary social issues, any industry, corporation, public services/Govt. services.

(Minimum submission for the Project Work is 10 works.)

(iii) Submission of class works

(iv) One campaign in handwork. (Compulsory *with report*)

(v) A short documentary film, TV Commercial etc.

(vi) Free hand sketching - 500

(vii) Drawing – 20. (Related to Project Work)

Illustration:**Course of Study**

Advance Study in illustration for Graphic Expression. Emphasis on forming of individual style of creating illustration, cartooning/caricature. Knowledge of computer and software like Photoshop, Illustrator etc. to create illustration.

Advance techniques in book illustration, Creation of Characters.

(i) Typography & Book Design.

(ii) Story Illustration.

(iii) Editorial Illustration.

(iv) Press Illustration etc.

Submission-Assignments :

(i) Submission of class works including theory assignments

(ii) Minimum submission would be 5 books with minimum 16 pages.

(iii) Free hand sketching - 500

(iv) Drawing – 20. (Related to project work)

Art journal

It is to be used as a visual diary. Recording and documenting the process of learning to build Visualization:/Illustration It needs to be document in both words and graphic format . It needs to be presented at each display, discussion of practical works . plenty scribbles drawing, pictures eat can be included.

Submission-Assignments :

(i) Minimum 35 Pages A4 size

(ii) Scribbles drawing . minimum 20

PG36/2 P402 (A) OUTDOOR MEDIA-II AND (B) INDOOR MEDIA-II(100 MARKS

Course Outcomes

1. Outdoor Media: - The subject helps the students to shape up his /her future in the field in various job opportunities in Ad. Agencies such like Banner, Holding and various digital ads and various creative developments.

2. Indoor Media: - The subject helps the students to shape up his /her future in the field in various job opportunities in Ad. Agencies such like Office materials, Stationery and various print media, various digital ads and various creative developments.

Minor

Opted by the students

The same subject opted in the III semester will continue for IV semester.

PG36/2 P403 DISSERTATIONS (100 MARKS)

Course Outcomes

1. Dissertation:-Student improves the skills in writing, develops research nature, helps in developing literature.

It is a researched work on selected topic by the Masters' Student. It helps to develop the research interest in the subjects of Art History and allied subjects.

The Post-Graduate candidates should continue the research based on the synopsis submitted in the previous semester. The guide too continues.

Submission:

The dissertations/research 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/research should be neat type written/computer/DTP/ in double line space, 12 font in New Roman, Bookman, Book Antiqua, 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).

Assignment: final three copies in Book format A4 size, and PDF : soft copy of the dissertation.

Note

2400 Hrs in semester. Total Contact Hours: 2432 (7 Hrs a Day) 32 Hrs may be used for library/ Workshop / study trip / gallery visit/ Industry Visit/Sports/ Extra Curricular Activities. Remaining hours should be appropriately used for reference purposes.

PG36/2 P404 DISPLAY / SUBMISSION OF CLASS WORK (100 MARKS)

Course Outcomes

1. Display: - There the student will display all the works done throughout the course, thus student will get exposure to general market and general public. Wherein, the student gets experience, trends.

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

MVA Applied Arts Course Outcome

Today's Era Of Education As Drastically Changed Towards World Class Trends And Pattern. Master In Applied Art Course In CBCS KUD As Updated According To UGC Norms. This Courses Comprises With Four Semesters And Two Years Course. The Course As Core Practical Subjects Such As Visualization And Illustration, Theory Subjects Such Marketing Management, Integrated Marketing Communications, Advertising Management, Advertising Media Strategy And Project Work Such As Writing Journal For Each Work, Minor Subjects Such Creative Illustration, Digital Branding, Outdoor And Indoor Media And Also Dissertation Where Real Nature Of Work Can Be Studied In Live Projects. Therefore, This Course Nurtures The Student To Different Fields Like Ad.Agencies, Manufacturing, Industrial, Fashion, Interior Designing And Various Designing Companies With Good Packages. The Course Enables Student Start Up Own Entrepreneurship Also.

Course Specific Outcomes.

This Applied Arts PG Course is a specialization basically deals in Campaigning, Graphic design, Interior design, Fashion design, Ad. Advertising agencies, Advertising Companies, Publishing Houses, Printmaking, Animation Industry, Digital Media, Art Studios, Media and Public Relations, IT Companies, Manufacturers / Product Design, Fashion Houses, Photography, Government Sector, Schools / Colleges / Universities / Academic Institutes and visual communication.

It also, gives exposure to print media, electronic media and advertising. Applied arts can include architecture, pottery, basket weaving, costumes, interior design, jewelry, tools, weapons, web site Development, Application Development and bookbinding as well.

The key career opportunists after completing this course, the student enables him/her to become Art Teacher, Artist , Applied Artist ,Craft Artist , Freelance Artist, Illustrator, Graphic Designer ,Animator, Editor, Visualizer, Composer, Modeler, Layout Designer, Exhibition Designer, Furniture Designer, Professional Photographer, Production Artist, Professor / Lecturer, Design Company Director, Event Manager and So on..

Reference Books for 1 Semester

- (i) Packaging Design: Graphics , Material Technology – Steven Sonsino.
- (ii) Sign Design : Graphics, Materials & Techniques – Mitzi Sims
- (iii) Paste up for Graphic Arts Production – Kenneth F. Hird
- (iv) Making a Good Layout – Lorisieber& Lisa Balla
- (v) Type in Use – Alex White
- (vi) The Image and the Eye – E.H. Gombrich
- (vii) Air Brushing and Photo Retouching – Brett Breckon

Reference Books for 2 Semester

- (i) Advertising theory and practical – S.A.Chanavalla.
- (ii) Advertising Management -Manendra Mohan.
- (iii) Advertising and Media Management – I.L.Gupta – Arun Mittal
- (iv) Mass Communication.
- (v) Applied Art Handbook – Prof. S.K. Luthra
- (vi) Letter Assembly in Printing – D. Wooldridge
- (vii) Graphic Designing end Reproduction Techniques – Peter Croy.

QUESTION PAPER PATTERN

PG 36/2 MVA A/A

First Semester MVA Applied Art Degree Examination.....2021

(CBCS)

VISUAL ART

Title of the Paper.....

(Theory)

Time : 3 Hrs

Maximum Marks : 75

Instructions : Answer any five questions. All the questions carry equal marks.

Question no 7 is compulsory

1

2

3

4

5

6

7 Write short notes on any two of the following.

a.

b.

c.

d.