



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)/JS/MGJ(Gen)/2023-24/59

Date: 04/09/2023

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2023-24ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಪದವಿಗಳಿಗೆ 5 ಮತ್ತು 6ನೇ ಸೆಮೆಸ್ಟರ್
NEP-2020 ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ
ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 104 ಯುಎನ್ಇ 2023, ದಿ: 20.07.2023.
2. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 2 ರಿಂದ 7, ದಿ: 31.08.2023.
3. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 04/09/2023

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2023-24ನೇ
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಎಲ್ಲ B.A./ BPA (Music) /BVA / BTM / BSW/ B.Sc./B.Sc. Pulp &
Paper Science/ B.Sc. (H.M)/ BCA/ B.A.S.L.P./ B.Com/ B.Com (CS) / BBA & BA ILRD ಸ್ನಾತಕ ಪದವಿಗಳ 5
ಮತ್ತು 6ನೇ ಸೆಮೆಸ್ಟರ್‌ಗಳಿಗೆ NEP-2020ರ ಮುಂದುವರೆದ ಭಾಗವಾಗಿ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ
ಕೋರ್ಸಿನ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ www.kud.ac.in ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ.
ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳ ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ
ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕವಿವಿ ಅಧೀನದ/ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ
ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ


ಕುಲಸಚಿವರು.

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.



KARNATAK UNIVERSITY, DHARWAD

B.V.A.

SYLLABUS

With Effect from 2023-24

DISCIPLINE SPECIFIC CORE COURSE (DSCC) FOR SEM V & VI,

SKILL ENHANCEMENT COURSE (SEC) FOR SEM V SEM

AS PER N E P - 2020

Karnataka University, Dharwad
 Four Years Under Graduate Program structure for B.V. A.
 Effective from 2023-24 V&VIth Semesters structure

5th Semester

B.V.A in Painting

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-9	Theory	Survey of Indian painting	065BVA011	3	56	2	40	60	100	4
DSC-10	Practical	Composition	065BVA012	8	96	15	50	50	100	4
DSC-11	Practical	Painting from Life	065BVA013	7	96	10	50	50	100	4
DSC-12	Practical	Indian Traditional Painting	065BVA014	8	96	15	50	50	100	4
DSE-1 (any one)	Practical	Print Making or Sculpture	065BVA021 or 065BVA022	6	76	10	50	50	100	3
Vocational -1	Theory	Project on Visual Art Teaching	065BVA101	2	42	2	40	60	100	3
SEC -3	Practical	landscape	065BVA061	2	56	5	25	25	50	2
		Total		36			305	345	650	24

6th Semester
B.V.A in Painting

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-13	Theory	Indian Aesthetics	066BVA011	3	56	2	40	60	100	4
DSC-14	Practical	Composition	066BVA012	8	96	3	50	50	100	4
DSC-15	Practical	Painting from Life	066BVA013	7	96	3	50	50	100	4
DSC-16	Practical	Indian Traditional Painting	066BVA014	8	96	3	50	50	100	4
DSE-2 (any one)	Practical	Print Making or Sculpture	066BVA021 or 066BVA022	6	76	3	50	50	100	3
Vocational -2	Theory	Western Art history	066BVA101	3	42	2	40	60	100	3
Internship /SEC -4	Practical	Study on Work Nature of Art Gallery, Art studio visit OR	066BVA061	1	56	3	25	25	50	2
		Project on visual Art industry	066BVA063							
		Total					305	345	650	24

BVA- Painting Vth Semester (NEP)

Discipline Specific Course DSC-9

Subject: Survey of Indian painting (Theory)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-9	Theory	Survey of Indian painting	065BVA011	3	56	2	40	60	100	4

Course No.1 (Theory): Title of the Course (Theory):Survey of Indian painting

Course Outcomes (COs):After the successful completion of the course, the student will be able to:

- ❖ Learning to recognize painting styles of ancient and medieval India.
- ❖ Introduction to Buddhist, Hindu, Jain Iconography, and Iconology
- ❖ Insights into making and materials.

Contents	Total Hrs: 56
UNIT:01 MURAL PAINTINGS	19
-Vijayanagar Paintings -Ellora and Ajanta Paintings	
UNIT:02 MINIACHAR PAINTINGS	19
-Mewar And Kota Paintings -Basoli and Kangra Paintings	
UNIT:03 FLOK PAINTING	18
-Worli, Madhubani, Kavi, Kaligat.	

Reference book

1. Indian Architecture- Brownj Parcy (Hindu and Islamic period)
2. The Art and architecture – Rowland & Benajan
3. History of Indian and Indonesia
4. 5000 years of Indian Art – ShivramaMurthy
5. The story of Indian Art – S.K Bhattacharya

BVA- Painting Vth Semester (NEP)

DSC-10

Subject: Composition (practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-10	Practical	Composition	065BVA012	8	96	15	50	50	100	4

Course Outcomes (COs):After the successful completion of the course, the student will be able to:

- ❖ Explore charcoal, pencil crayon in object-based compositions.
- ❖ Enhancing the skill of using colors and compositional values.
- ❖ Perspective outdoor studies that can be transposed on to Indian miniature perspective.
- ❖ Using art journals to create small sketches and outline of practice. Human, animals, study from multiple angles.
- ❖ Creative drawing composition. Sketches in direct colour with brushes.
- ❖ Improves emotional intelligence by using colour & forms.
- ❖ Display and Discussion with mentors.

Contents	96 Hrs
-Figurative composition with the support of daily sketches (subjective or objective compositions). -Creating contrast images using Monochrome and colour. Paintings with focus on exercises to compose interiors, exteriors and the like with human, animal, and with architectural elements. -More emphasis on the balance basic visual elements like -space, rhythm, contrasts etc -Composition With use at least three figures (human, animal, or birds). -Pictorial space and horizontal line, arrangements in 2D and 3D, subdivision of grouping compositions based on visual elements, landscape copy with suitable change in miniature and folk art, Using own style in their creative composition.	

Note : A total of 10 practical works should be submitted at the End of semester

BVA- Painting V Semester (NEP)

DSC-11

Subject:Painting from Life(practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-11	Practical	Painting from Life	065BVA013	7	96	10	50	50	100	4

Course Outcomes (COs):After the successful completion of the course, the student will be able to:

- ❖ Lifestudy, partial study off aceusingreal /plaster models. Perspectivestudyofheadfrom360-degree angleandthepartsofthefaceFullfigurestudy,partialstudyofthebody,360-degreeangleperspectivestudyof themodel posing in different postures.
- ❖ Painting pastels and water colour or any mediums are used as medium. Emphasize is given on theprocessof Painting, applicationofcolours, layers, Tonal judgements andother technical
- ❖ studyandexperimentation oftheMedium SuggestedReading JohnBurger'sWays ofSeeing.

Medium:pen & ink , Watercolour,Pastels,Acrylic,Oil,Mix-media.

Contents	96 Hrs
<p>A study of the (Black and white, tone tints with different media) from all angles which must be to grasp the total structure of the varies types model. Studies of human and Birds, animal is to be undertaken to understand expression, painting model keeping in view the light and shade, tonal values, likeness, and its contemporary needs. Linear drawings will be exercised using different media with an understanding of graphic quality. Exercises in :</p> <ul style="list-style-type: none">• Study of Human body in detail - Male and Female with different age.• Study of Birds& animals in detail - with different birds & animals, use of original photographs• Practice of structural drawings, different angles of head, hands. Torso and Legs.• Exploration of various possibilities of expression.	

Note : A total of 10 practical works should be submitted at the End of semester

BVA- Painting Vth Semester (NEP)
Subject: Indian Traditional Painting (Practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-12	Practical	Indian Traditional Painting	065BVA014	8	96	15	50	50	100	4

Title of the Course (practical): Indian Traditional Painting

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

To draw and paint through traditional way. To applying an understanding of line, volume, proportion, and space in a unified design. By opportunity in the field of painting, by the end of this course, student may be hired by the museum or art galleries for the private and corporate collection. You may also works in colleges as faculty, or run private workshops and classes. The visual arts programme of this course have a variety of career options available to them, including working in art studios, advertising firms, publishing houses, manufacturing departments, product design firms, magazines, television, graphic design firms, schools, and theatre productions.. Inculcation of visual communication by using folk and traditional art forms..

Contents	Total Hrs: 52
UNIT:01	
Kangra style, basoli style Mewar style	
study of miniature paintings in ornaments, dress, background, foreground, monuments and style	

Note :
Atotal
of 10
practic
al

works should be submitted at the End of semester

Reference books

- 1) Encyclopedia of the folk culture of Karnataka. Volume one:By- Institute of Asian Studies, Thiruvanmiyar, Madras.
- 2) Glimpse of Karnataka folklore by. Dr. Hebbale. K. Nagesh
- 3) Karnataka Desi Hassechittara by Raviraj Sagar.
- 4) Encyclopedia of Art and Culture in India by Gopal Bhargava.
- 5) Leather Puppetry in Karnataka by M. S. Nanjunda Rao.
- 6) Chaturmasa Rangoli in Karnataka by Srinidhi publication, Bangalore.
- 7) Rangoli design book by Sneha Amin. 8
- 8) Puppets on a String by Laura E Simms.
- 9) Art of Mehandi by Srinidhi publications. (Kannada)
- 10) Mysore Chitramala, Traditional painting by Prof. S. K. Ramachandra Rao.

BVA- Painting V Semester (NEP)

DSE-1

Subject: Print making(practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSE-1	Practical	Print Making	065BVA021	6	76	10	50	50	100	3

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

In the course of study of Printmaking, students will learn various printing techniques in relation to enrich their creative pursuits. Students will also learn basics of technical aspects of Printmaking. Printmaking-its development and use in Visual Art- as independent genre will also be explored. Edition making (replicating) is part of the learning process in Printmaking

Content	76 Hrs
<p>-A study of various figurative compositional formats (motifs based on flora, fauna, bird and animals) organic and geometric forms should be engaged, in order to come up with an effective composition. Study of 'repeated' and related patterns should be insisted and the difference in between should be experienced.</p> <p>-Creating a figurative composition (using animals, birds etc.,) using interior and exteriors is the intention of this specific semester. The constantly metamorphosing phenomena, between the Urban and the rural cultural experience would be the main intention of this query. Compositional principles of space arrangement, rendering of forms, balance and rhythm should be meticulously involved in the due process.</p>	

Note : A total of 10 practical works should be submitted at the End of semester

BVA- Painting V Semester (NEP)

DSE-1

Subject: Sculpture(practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSE-1	Practical	Sculpture	065BVA022	6	76	10	50	50	100	3

CourseOutcomes (COs):After the successful completion of the course, the student will be able to:
In the course of study of Sculpture, students will learn various Sculpture, techniques in relation to enrich their creative pursuits. Students will also learn basics of technical aspects of Sculpture,. Sculpture, -its development and use in Visual Art- as independent genre will also be explored. is part of the learning process in Sculpture,

Content	76Hrs
Creating a 3D modeling figurative composition (using humane figure, animals, birds etc..) using interior and exteriors is the intention of this specific semester. The constantly metamorphosing phenomena, between the Urban and the rural cultural experience would be the main intention of this query. Compositional principles of space arrangement, rendering of forms, balance and rhythm should be meticulously involved in the 3 D module process.	

Note:A total of 5-6 Sculptures. Works 02 Sketch books of each 200 pages should be submitted at the End of semester

BVA- Painting V Semester (NEP)
Vocational -1

Subject: PROJECT ON VISUAL ART TEACHING(Theory)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
Vocational -1	Theory	STUDY ON VISUAL ART TEACHING	065BVA101	2	42	2	40	60	100	3

Course Outcomes (COs):At the end of the course students will be able to:

CO1:Here, the student acts like teacher while taking classes to the school students according to high school curriculum

Unit	Title:	42.hrs/ sem
UnitI	<ul style="list-style-type: none"> • All Guidance Methods • No Guidance Methods • Rational Method 	
UnitII	<ul style="list-style-type: none"> • Observation Method • Copying Methods • Demonstration Methods 	
UnitIII	<ul style="list-style-type: none"> • Lecture Methods • Project Methods • Lesson Planning Methods • High school students should be given At least two lessons. and the lesson report should be submitted with the signature of the Headmaster 	

BVA- Painting V Semester (NEP)

SEC-3

Subject: Landscape (practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
SEC-3	Theory	Landscape	065BVA061	2	56	5	25	25	50	2

Course Outcomes (COs):After the successful completion of the course, the student will be able to:

CO1: Remember and identify the elements of Landscape

CO2: Develop the skill of using and integrating landscape elements and plants to transform different spaces through interior landscaping.

CO3: Visualize the ideation and concepts of Landscape Design and Execute

	Content	56.hrs
	Introduction to landscape architecture and role of landscaping design in the built environment. Study to Types of natural elements – stones, rocks, pebbles, water forms, plants and vegetation.	

BVA- Painting VIth Semester (NEP)

DSC-13

Subject: Indian Aesthetics (Theory)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-13	Theory	Indian Aesthetics	066BVA011	3	56	2	40	60	100	4

Title of the Course (Theory): Indian Aesthetics

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

- ❖ Learning to recognize architectural, sculptural, and painting styles of ancient and medieval India
- ❖ Introduction to Buddhist, Hindu, Jain Iconography, and Iconology
- ❖ Insights into making and materials

Contents	Total Hrs: 56
UNIT:01	18
Indian Aesthetic – mining, Concept, Nature and scope	
UNIT:02	19
Theory of beauty- Auchitya Siddhantha	
Theory of beauty- Alankar Riti siddhantha	
UNIT:03	19
Theores of Beauty-Shadanga siddhantha, Abhivyakhi siddhantha	

Reference book

- 1) Soundaryashatra by Dr. Kashinath Ambalage. Karnataka Lalita kala Academy, Bangalore. (Kannada)
- 2) Soundarya mattu Kale by B.K.Ramakrishnarao.(kannada)
- 3) Soundarya Sameekshe by Dr.G.S.Shivarudrappa.(kannada)
- 4) Satya mattu Soundarya by Dr. S.L..Bairappa (Kannada)
- 5) Comparative Aesthetics, Prof. Dr. Kanti Chandra Pandey, The Chowkhamba Sanskrit series, Studies Volume II.1950
- 6) Mukund Lath, 'Bharata and the fine art of mixing structures' in Bahuvachana: An occasional of the arts and ideas, K.B. Vaid, J. Swaminathan and Asik Vajpeyi, Bharat Bhawan, Bhopal.

BVA- Painting VI Semester (NEP)

DSC-14

Subject: Composition (practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-14	Practical	Composition	066BVA012	8	96	15	50	50	100	4

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

- ❖ Explore charcoal, pencil crayon in object-based compositions.
- ❖ Enhancing the skill of using colours and compositional values.
- ❖ Perspective outdoor studies that can be transposed on to Indian miniature perspective.
- ❖ Using art journals to create small sketches and out line of practice. Human animals study from multiple angles.
- ❖ Creative drawing composition. Sketches indirect colour with brushes.
- ❖ Improves emotional intelligence by using colour & forms.
- ❖ Display and Discussion with mentors.

Contents	96 Hrs
Figurative composition with the support of daily sketches (subjective or objective compositions). Creating contrast images using Monochrome and colour. Paintings with focus on exercises to compose interiors, exteriors and the like with human, animal, and with architectural elements. More emphasis on the balance of basic visual elements like -space, rhythm, contrasts etc	

Note : A total of 10 practical works should be submitted at the End of semester

Reference books

- 1) The Theory of Indian Painting: the Citrasutras, their Uses and Interpretations By. Isabella Nardi
- 2) Composition in Drawing: The Design and Composition of Drawings. by Markus Agerer.
- 3) Mastering Composition: Techniques and Principles to Dramatically Improve Your Painting. by Ian Roberts.
- 4) The Art of Composition: A Simple Application of Dynamic Symmetry (Classic Reprint) Paperback- August 24, 2018 by Michel Jacobs.
- 5) Pictorial Composition (Composition in Art) by Henry Rankin Poore
- 6) Art Fundamentals 2nd edition: Light, shape, color, perspective, depth, composition & anatomy. By 3dtotal Publishing (Editor)
- 7) Watercolor Composition Made Easy Hardcover- January 1, 1999 by David R. Becker (Author).
- 8) Line Color Form: The Language of Art and Design Kindle Edition by Jesse Day

BVA- Painting VI Semester (NEP)

DSC-15

Subject: Painting from Life(practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-15	Practical	Painting from Life	066BVA013	7	96	10	50	50	100	4

Course Outcomes (COs):After the successful completion of the course, the student will be able to:

- ❖ Life study, partial study of face using real/plaster models. Perspective study of head from 360-degree angle and the parts of the face. Full figure study, partial study of the body, 360-degree angle perspective study of the model posing in different postures.
- ❖ Painting pastels and water colour or any mediums are used as medium. Emphasize is given on the process of Painting, application of colours, layers, Tonal judgements and other technical
- ❖ Study and experimentation of the Medium Suggested Reading John Burger's Ways of Seeing.

Medium: pen & ink, Watercolour, Pastels, Acrylic, Oil, Mix-media.

Contents	96 Hrs
<p>A study of the (Black and white, tone tints with different media) from all angles which must be to grasp the total structure of the varies types model. Studies of human and Birds, animal is to be undertaken to understand expression, painting model keeping in view the light and shade, tonal values, likeness, and its contemporary needs. Linear drawings will be exercised using different media with an understanding of graphic quality. Exercises in :</p> <ul style="list-style-type: none">• Study of Human body in detail - Male and Female with different age.• Study of Birds & animals in detail - with different birds & animals, use of original photographs• Practice of structural drawings, different angles of head, hands. Torso and Legs.• Exploration of various possibilities of expression.	

Note : A total of 10 practical works should be submitted at the End of semester

BVA- Painting VIth Semester (NEP)

DSC-16

Subject: Indian Traditional Painting (Practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-16	Practical	Indian Traditional Painting	066BVA014	8	96	15	50	50	100	4

Title of the Course (practical): Indian Traditional Painting

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

To draw and paint through traditional way. To applying an understanding of line, volume, proportion, and space in a unified design. By opportunity in the field of painting, by the end of this course, student may be hired by the museum or art galleries for the private and corporate collection. You may also works in colleges as faculty, or run private workshops and classes. The visual arts programme of this course have a variety of career options available to them, including working in art studios, advertising firms, publishing houses, manufacturing departments, product design firms, magazines, television, graphic design firms, schools, and theatre productions.. Inculcation of visual communication by using folk and traditional art forms..

Contents	Total Hrs: 96
UNIT:01	
kota style, Jain style, Kishanghar style,	
study of miniature paintings in ornaments, dress, background, foreground, monuments and style	

Note : A total of 10 practical works should be submitted at the End of semester

Reference books

- 1) Encyclopedia of the folk culture of Karnataka. Volume one:By- Institute of Asian Studies, Thiruvanniyar, Madras.
- 2) Glimpse of Karnataka folklore by. Dr. Hebbale. K. Nagesh
- 3) Karnataka Desi Hassechittara by Raviraj Sagar.
- 4) Encyclopedia of Art and Culture in India by Gopal Bhargava.
- 5) Leather Puppetry in Karnataka by M. S. Nanjunda Rao.
- 6) Chaturmasa Rangoli in Karnataka by Srinidhi publication, Bangalore.
- 7) Rangoli design book by Sneha Amin.
- 8) Puppets on a String by Laura E Simms.
- 9) Art of Mehendi by Srinidhi publications. (Kannada)
- 10) Mysore Chitramala, Traditional painting by Prof. S. K. Ramachandra Rao.

BVA- Painting VI Semester (NEP)

DSE-2

Subject: Print making (practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSE-2	Practical	Print making	065BVA021	6	76	10	50	50	100	3

Course Outcomes (COs): After the successful completion of the course, the student will be able to:
In the course of study of Printmaking, students will learn various printing techniques in relation to enrich their creative pursuits. Students will also learn basics of technical aspects of Printmaking. Printmaking-its development and use in Visual Art- as independent genre will also be explored. Edition making (replicating) is part of the learning process in Printmaking

Content	76 Hrs
<p>-A study of various figurative compositional formats (motifs based on flora, fauna, bird and animals) organic and geometric forms should be engaged, in order to come up with an effective composition. Study of 'repeated' and related patterns should be insisted and the difference in between should be experienced.</p> <p>-Creating a creative composition (using objects or any patterns etc.) using interior and exteriors is the intention of this specific semester. The constantly metamorphosing phenomena, between the Urban and the rural cultural experience would be the main intention of this query. Compositional principles of space arrangement, rendering of forms, balance and rhythm should be meticulously involved in the due process.</p>	

Note : A total of 10 practical works should be submitted at the End of semester

BVA- Painting VI Semester (NEP)

DSE-2

Subject: Sculpture(practical)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSE-2	Practical	Sculpture	065BVA022	6	76	10	50	50	100	3

Course Outcomes (COs):After the successful completion of the course, the student will be able to:

In the course of study of Sculpture, students will learn various Sculpture, techniques in relation to enrich their creative pursuits. Students will also learn basics of technical aspects of Sculpture,. Sculpture, -its development and use in Visual Art- as independent genre will also be explored. is part of the learning process in Sculpture,

Content	76Hrs
Creating a 3D modeling figurative composition (using humane figure, animals, birds etc.) using interior and exteriors is the intention of this specific semester. The constantly metamorphosing phenomena, between the Urban and the rural cultural experience would be the main intention of this query. Compositional principles of space arrangement, rendering of forms, balance and rhythm should be meticulously involved in the 3 D module process.	

Note:A total of 5-6 Sculptures. Works 02 Sketch books of each 200 pages should be submitted at the End of semester

BVA- Painting VI Semester (NEP)

Vocational -2

Subject: Western Art History (Theory)

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
Vocational -2	Theory	Western Art history	066BVA101	2	42	2	40	60	100	3

Title of the Course (Theory): Western Art History

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

- Learning to recognize architectural, sculptural, and Artist art works styles of ancient Western
- Introduction to baroque Gothic rococo etc Iconography, and Iconology

Sl No	Content	Hrs 42
1	Unit 1 Christian period, Gothic Art and Architecture,	
2	Unit 2 Renaissance age in Europe Baroque Art, Rococo Art	

Reference book

Visual Art- Volumes -1to 10 Encyclopedia

Encyclopedia of Artists – Volumes- 1to 6

World of Art – Volumes- 1to 4

**B.V.A. PAINTING Semester-VI
INTERNSHIP/ SEC -4**

**Course Title : Study on Work nature of Art Gallery, Art studio Visit (Sec-4)
or Project on Visual Art Industry (Internship)**

Course Code:

Type of Course	Theory /Practical	Subject	Instru ction hour/ week	Total No. of Lectures/Hou rs /Semester	Duration of Exam	Formative Assessment Marks	Summ ative assess ment Marks	Total Marks	Credits
INTERNSHIP OR	Practical	Study on Work nature of Art Gallery, Art studio Visit	01	30	3	25	25	50	02
SEC-4	Practical	or Project on Visual Art Industry	01	30	3	25	25	50	02

- Practical -1 (Internship)and practical -3 (Sec-4) relates to Painting

In lieu of internship, 01 additional SEC/ Course based Activities may be offered

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: The student should undergo Internship/study has per the guidelines of university. Painting department students should visit Gallery, Auctions Houses, Museums, Art resources centers, and others related to Visual Arts field.

CO 2:The student should undergo Internship/study has per the guidelines of university. Applied Arts department students should visit Design Companies, and other related to Painting field..

CO 3: The main motto and concern of this internship/study is make student self motivated for his/her self earnings, Wherein the student can erge the confidence to work and further study in other States and other developing countries. Student will learn the recent trends of education and market in worldwide.

Unit	Title: for SEC	28.hrs/ sem
UnitI	History of Painting Field	
UnitII	Indian And Western Top Painting i. e Gallery, Auctions, Museums In Word	
UnitIII	-Creative Painting i.e Gallery, Auctions, Museums Agency, -Role of Painting i.e Gallery, Auctions, Museums -Function Of Painting i.e Gallery, Auctions, Museums, -Types Of Painting i.e Gallery, Auctions, Museums In India -Profile of Gallery and organization Gallery marketing strategy -Interviews and feedbacks	

Internship:

A course requiring students to participate in a professional activity or work experience, or cooperative education activity with an entity external to the education institution, normally under the supervision of an expert of the given external entity. A key aspect of the internship is induction into actual work situations for 2 credits. Internships involve working with local industry, local governments (such as panchayats, municipalities) or private organizations, business organizations, artists, crafts persons, and similar entities to provide opportunities for students to actively engage in on-site experiential learning.

Note;

- 1 credit internship is equal to 30hrs on field experience.
- Internship shall be Discipline Specific of 45-60 hours (2 credits) with duration 1-2 weeks.
- Internship may be full-time/part-time (full-time during last 1-2 weeks before closure of the semester or weekly 4 hrs in the academic session for 13-14 weeks). College shall decide the suitable method for programme wise but not subject wise.
- Internship mentor/supervisor shall avail work allotment during 6th semester for a maximum of 20 hours.
- The student should submit the final internship report (45-60 hours of Internship) to the mentor for completion of the internship.
- Method of evaluation: Presentations/Report submission/Activity etc.

Karnataka University, Dharwad
Four Years Under Graduate Program structure for B.V. A.
Effective from 2023-24 V&VIth Semesters structure
5th Semester
B.V.A in Applied Arts

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-9	Theory	History of Advertising	065BVA015	3	56	2	40	60	100	4
DSC-10	Practical	Packaging Design	065BVA016	8	96	10	50	50	100	4
DSC-11	Practical	Poster Design	065BVA017	7	96	10	50	50	100	4
DSC-12	Practical	Press Layout -1	065BVA018	8	96	10	50	50	100	4
DSE-1 (any one)	Practical	Lettering and Typography -1 OR Lettering and Calligraphy -1	065BVA023 or 065BVA024	6	96	10	50	50	100	3
Vocational -1	Theory	Project on Visual Art Teaching	065BVA102	2	42	2	40	60	100	3
SEC -3	Practical	Photography	065BVA062	2	56	5	25	25	50	2
		Total		36			305	345	650	24

6th Semester
B.V.A in Applied Arts

Type of Course	Theory/ Practical	Subject	Subject Code	Instruction hour per Week	Total hours of syllabus	Duration of Exam	Formative Assessment marks	Summative Assessment marks	Total marks	Credits
DSC-13	Theory	Advertising Art & Aides	066BVA015	3	56	2	40	60	100	4
DSC-14	Practical	Label Design	066BVA016	8	96	10	50	50	100	4
DSC-15	Practical	Point Of Sale or Window Display	066BVA017	7	96	10	50	50	100	4
DSC-16	Practical	Poster Design -1	066BVA018	8	96	10	50	50	100	4
DSE-2 (any one)	Practical	Drawing from Illustration -1 OR Packaging Design -1	066BVA023 or 066BVA024	6	76	10	50	50	100	3
Vocational -2	Theory	Business Communication	066BVA102	3	42	2	40	60	100	3
Internship /SEC -4	Practical Practical	Study on Work Nature of Ad. Agencies OR	066BVA062	1	56	3	25	25	50	2
		Project On Advertising Industry	066BVA064							
				36			305	345	650	24

B.VA. APPLIED ARTS Semester–V

Discipline Specific Course (DSC)-9

Course Title: History of Advertising

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-9	Theory	04	03	56hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course student will be able to:

CO1: Develops deep sense of understanding of the creative activities by the history of Advertising.

CO2: Ability to distinguish between the strength's limitations of Advertising activities and the culture as a whole.

CO3: Ability to interpret Advertising in the present-day context.

Unit	Title:	56.hrs/sem
Unit I	Advertising – History, Types, Medias	
Unit II	Print media and Digital Media	
Unit III	Marketing and advertising plan	
Unit IV	Creative advertising	

B.V.A.APPLIED ARTS Semester– V

DisciplineSpecificCourse (DSC)-10

Course Title: Packaging Design

Course Code:

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-10	Practical	04	8	96hrs.	10hrs.	50	50	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Designing Various Shapes of product- carton and containers boxes of domestic and non- mass - domestic purposes

CO 2: Principles at Package design approaches expo rendering techniques and other various usable form of packaging materials, Printing Possibilities, production and Packaging materials Shape, desire colour and Illustration CO 3: Packaging for different consumer durables like food and beverages cargo courier service and containers, point of Sale and purchase.

CO 4: Aims to wild understanding of brands and forms, characteristics, nature and functionality, presentation and aesthetic mass appeal to the need of industry Standards.

CO 5: This class provides a balance of experience between using a conventional and usage of Packaging, design, material and new trends in Packaging and technology used to print its limitation and possibilities are to be discussed. Students are expected to produce work Suitable for commercial market to the current industry standards emphasis is placed on use of wide variety of materials, experimentation creativity and exploring possibilities

Unit	Title:	96hrs/sem
UnitI	Food Materials	
UnitII	Industrial Product	
UnitIII	Medical Product	
UnitIV	Commercial Product	

B.V.A.APPLIED ARTS Semester– V

DisciplineSpecificCourse (DSC)-11

Course Title: Poster Design

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No.of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessmentMarks	Total Marks
DSC-11	Practical	04	7	96 hrs.	10hrs.	50	50	100

Course Outcomes (COs): At the end of the course students will be able to:

CO1: It is encouraged to study history of outdoor media, Poster design and Poster design of different movement, Student will also be constantly exposed to the examples of The work done by majorly exponents in the field.

CO2: the students are expected to develop ideas.

CO3: Concepts order to visualize translate Ideas on the paper to communicate their ideas with Power, grace, and confidence by Solving problems through visual alternatives and rough design.

CO4: Exercises in the under the Teachers guidance with regular discussion.

Unit	Title:	96hrs/sem
UnitI	Outdoor posters	
UnitII	Indoor Posters	
UnitIII	Submission of artwork: Minimum 6 works in half imperial paper.	
UnitIV	According to the size suggested by Mentors	

B.V.A.APPLIED ARTS Semester– V

Discipline Specific Course (DSC)-12

Course Title: Press Layout-1

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour perweek	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-12	Practical	04	8	96 hrs.	10hrs.	50	50	100

Course Outcomes (COs): At the end of the course students will be able to:

CO1Principles of layout designs, ingredients in Layout, elements in press Advertising and their functional aspects, preparing Visual and verbal comprehensive exercises in Type space, visuals, Ad copy pre-press and post press process for Advertising and Its applications aims to understand the basics of Print communication, element for designing and printing process.

Unit	Title:	96 hrs/ sem
UnitI	Print External – Flyers, Brochures, and other relative	
UnitII	Submission of art work: minimum 6 works in Half imperial paper	
UnitIII	According to the size suggested by Mentors.	
UnitIV	Internal Assessment Test – ONE	

B.V.A. APPLIED ARTS Semester– V

Discipline Specific Course(DSE)-1

Course Title: Lettering and Typography -1 or Lettering and Calligraphy -1

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE -1	Practical	03	6	96 hrs.	10hrs.	50	50	100

Course Outcomes (COs): At the end of the course students will be able to:

CO1:After completing this course student will be able to understand and apply principles of basics of Typographical Lettering and calligraphy in their experiment and use.

CO2:Expressive style of creating different aspects of calligraphy and lettering / Typography aesthetically explores the understanding of proper conceptual design Elements and its tower of expressive qualities.

CO3:Experiments in Typographic / calligraphic use-to explore the aesthetical aspects of- colour, decorative form and the expressionistic quality of the subject and treating it almost a creative visualized composition and design based Layouts and its Importance to the form and design, arranging them in different Medias.

Lettering and Calligraphy -1

Unit	Title:	96hrs/sem
UnitI	creating letters in the form of different colour formats	
UnitII	using different ink colours hello	
Unit III	exploring different types of calligraphy tools	
UnitIV	creating visually appealing calligraphy letters and sentences	

OR

Lettering and Typography -1

Unit	Title:	96hrs/sem
Unit I	use of different characteristics colours with the help of pen and ink	
Unit II	the letters can be of different designs should include creativity	

B.V.A. APPLIED ARTS Semester– V

Discipline Specific Course(DSE)-1

Course Title: Vocational -1 – Project on Visual Art Teaching

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
Vocational -1	Theory	03	2	42hrs.	2hrs.	40	60	100

Course Outcomes (COs):Attheend ofthecoursestudentswillbeableto:

CO1:This course will cover the basic teaching skills needed by students. Introduces children to the method of Visual Arts i.e. Painting (Basic Drawing).

CO2: The course introduces to the very basic approach to the students to learn basics of painting i.e. drawing.

CO3: After learning this course students can understand the technical aspects of teaching and executing their ideas.

CO4: Students will demonstrate confidence in experimentation in teaching techniques

CO5: Students will be able to execute independently the teaching on different themes of their choices.

Unit	Title:	42hrs/ sem
UnitI	Teaching methods in Applied Arts <ul style="list-style-type: none"> • All Guidance Methods - No Guidance Methods • Rational Method - Observation Method • Copying Methods - Demonstration Methods • Lecture Methods - Project Methods • Lesson Planning Methods 	
UnitII	Lesson notes/ Demonstration to High School Students The student should be given at least 2 lessons related to the drawing subject of the high school curriculum, and the attendance of the lesson note along with the signature of the drawing teacher / principal on the lesson.	

B.V.A.APPLIED ARTS Semester– V

Discipline Specific Course (SEC)-3

Course Title: Photography

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment	Total Marks
SEC -3	Practical	02	2	56hrs.	5 hrs.	25	25	50

Course Outcomes (COs):At the end of the course students will be able to:

CO1

Unit	Title:	56.hrs/sem
UnitI	<ul style="list-style-type: none">photography basic introductionwhat is photography?shutter speed	
UnitII	<ul style="list-style-type: none">apertureISOcompositionmetering	
UnitIII	<ul style="list-style-type: none">camera modesfocusing flashcamera settings	
UnitIV	<ul style="list-style-type: none">how to take sharp picturesphotography tips for beginnersphotography ideas	

B.V.A. APPLIED ARTS Semester–VI

Discipline Specific Course (DSC)-13

Course Title: Advertising Art & aides

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-13	Theory	04	03	56hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: It is encouraged to study Advertising Art & aides and Advertising Art & aides of different movement Student will also be constantly exposed to the examples of the work done by majorly exponents in the field.

CO 2: the students are expected to develop Advertising Art concepts in order to visualize translate Ideas on the paper to communicate their ideas with power, grace and confidence by Solving problems through visual alternatives and rough design exercises in the under the Teachers guidance with regular discussion

Unit	Title:	56hrs/sem
UnitI	Symbols About Symbol, Symbolism in India	
UnitII	Basics of Designs and Layouts Basics of Typography and Calligraphy Methods of reproduction Principles and development of relief, offset, screen, Photogravure printing process.	
UnitIII	Newspaper Brief History, Types, and Newspaper as an advertising media. Use of Newspaper as a means of VisualCommunication	
UnitIV	Magazine Brief History, Magazine as an advertising media. Use of Magazine as a means of Visual Communication.	

B.V.A. APPLIED ARTS Semester–VI

Discipline Specific Course (DSC)-14

Course Title: Label Design

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No.of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-14	Practical	04	8	96hrs.	10hrs.	50	50	100

Course Outcomes (COs):At the end of the course students will be able to:

CO1: Designing Various Shapes of Products carton and containers label design of domestic and non-domestic purposes.

CO2: Principles of Package design approaches rendering techniques, and other various usable forms of label design materials, printing possibilities, production of label design materials, shape size, color, and Illustrations.

CO3: label design for different consumer durables like food and beverages, cargo courier, service and containers, Point of Sale, and purchase.

CO4: Aims to better understanding of brands and forms, characteristics, nature and functionality, Presentation, and aesthetics mass supple appeal, to the need of industry Standards.

CO5: This class provides a balance of experience between using a conventional usage of Packaging, design material and new trends in packaging and technology used to print it's Limitation and possibilities is to be discuss - ed. Students are expected to Produce work Suitable for commercial market to the current industry standards. Emphasis is placed on use of wide variety of materials, experimentation, creativity and exploring possibilities.

Unit	Title:	96hrs/sem
UnitI	Food Materials	
UnitII	Industrial Product	
UnitIII	Medical Product	
UnitIV	Commercial Product	

B.V.A.APPLIED ARTS Semester–VI

DisciplineSpecificCourse(DSC)-15

Course Title: Point Of Sale and Window Display

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No.of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSC-15	Practical	04	7	96hrs.	10hrs.	50	50	100

Course Outcomes (COs):At the end of the course students will be able to:

CO 1: Students will be able to understand, and window display basic principles of window display.

CO 2: Advertising of retail window displays, window display should be attractive, it should attract prospects to step into the shop, effective display of products, should be clearly visible and colorful, a particular display exhibited promotes the sale of the displayed products, selling point, products well displayed build the image of the shop. Seen from outside of the store

CO 3: First contact with the customer can have a series of window. Advertising of window displays establish and maintain an image disadvantage of window displays expensive to design and maintain require space of all the elements integrated within usual merchandising window display is often the most direct in attracting potential new customers.

CO 4: Point of visual contact consumer has with a store and the preliminary steps of the retail experience.

Unit	Title:	96hrs/ sem
UnitI	Types of window display	
UnitII	Window display idea –home	
UnitIII	Window display ideas summer	
UnitIV	Living room window display Sketch of window display	

B.V.A.APPLIED ARTS Semester–VI

Discipline Specific Course (DSC)-16

Course Title: Poster Design -1

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No.of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
DSC-16	Practical	04	8	96hrs.	10hrs.	50	50	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: It is encouraged to study history of outdoor media, Poster design and poster design of different movement, Student will also be constantly exposed to the examples of the work done by majorly exponents in the field.

CO 2: the Students are expected to develop ideas.

Conceptsin order to visualize translate Ideas on the paper to communicate their ideas with Power, grace and confidence by Solving problems through visual alternatives and rough design Exercises in the under the Teachers guidance with regular discussion.

Unit	Title:	96hrs/ sem
UnitI	social awareness poster design	
UnitII	Submission of artwork: Minimum 6 works in half imperial paper.	
UnitIII	According to the size suggested by Mentors.	
UnitIV	Internal Assessment Test – ONE	

B.V.A.APPLIED ARTS Semester–VI

Discipline Specific Course(DSE)-2

Course Title: Drawing from Illustration -1 or Packaging Design -1

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No.of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
DSE-2	Practical	03	6	96hrs.	5hrs.	50	50	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: Packaging for different consumer durables like food and Beverages cargo courier service and containers, point of Sale and purchase.

CO 2: Aims to wild understanding of brands and forms, characteristics, nature and functionality, Presentation and aesthetic mass appeal to the need of industry Standards.

CO 3: basic principles off Drawing and Illustration and its visual explanation and the application to visual and communicative designing and basics of creating hand drawn Product Illustration that can beenhanced.

Drawing from Illustration -1

Unit	Title:	96hrs/ sem
Unit I	industrial illustration	
Unit II	fashion design illustration	
Unit III	interior decoration illustration	
Unit IV	creative illustration	

OR

Packaging Design -1

Unit	Title:	96hrs/ sem
Unit I	Food Materials	
Unit II	Industrial Product	
Unit III	Medical Product	
Unit IV	Commercial Product	

B.V.A.APPLIED ARTS Semester–VI

Discipline Specific Course

Course Title: Vocational -2 – Business Communication

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour per week	Total No.of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
Vocational -2	Theory	03	2	42hrs.	2hrs.	40	60	100

Course Outcomes (COs): At the end of the course students will be able to:

CO 1: After learning this course students can understand the technical aspects of Communication and executing their ideas.

CO2: Students will demonstrate confidence in experimentation in Communication techniques.

CO 3: Students will be able to execute independently the Communication different themes of their choices.

Unit	Title:	42hrs/ sem
Unit I	Communication and importance of Communication	
Unit II	Understanding culture and society Different medias of business communication	
Unit III	Resume Writing	
Unit IV	Writing professional letters to different purposes. Establish profile in various job portals i.e. Behance, LinkedIn	

B.V.A. APPLIED ARTS Semester–VI

*INTERNSHIP/ SEC -4

Course Title: Project on Advertising Industry(Internship)

: Study on Ad. Agency (Sec-4)

Course Code:

Type of Course	Theory /Practical	Credits	Instruction hour/week	Total No.of Lectures/Hours /Semester	Duration of Exam	Formative Assessment Marks	Summative assessment Marks	Total Marks
*INTERNSHIP or SEC-4	Practical-1 or	02	02	30		20	30	50
	Practical-3							

Course Outcomes (COs): At the end of the course students will be able to:

CO 1:The student should undergo Internship/study has per the guidelines of university. Applied Arts department students should visit Advertisement. Agencies, Design Companies, Packaging Companies, Branding Companies, Media Houses and other related to Applied Arts field...

CO 2: The main motto and concern of this internship/study is making student self-motivated for his/her self-earnings, Wherein the student can erg the confidence to work and further study in other States and other developing countries. Student will learn the recent trends of education and market in worldwide.

Unit	Title: for SEC	28.hrs/ sem
Unit I	History of Advertising Field	
Unit II	Indian And Western Top Advertising AgencyIn Word	
Unit III	-Creative Media -Role of Advertising Agency -Function Of Advertising Agency -Types Of Advertising Agency, Advertising AgencyIn India -Profile of company and organization -Company's products -Company's marketing strategy -Interviews and feedbacks	

UG Programme: 2023-24
GENERAL PATTERN OF THEORY QUESTION COURSE FOR DSCC/ OEC
(60 marks for semester end Examination with 2 hrs duration)

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10 marks

Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

(Minimum 1 question from each unit and 10 marks question may have sub Questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 60 Marks

Note: Proportionate weight age shall be given to each unit based on number of hours Prescribed

Formative Assessment for Practical		
Assessment Occasion/type	Weightage in Marks	Commencement
Art work Project	10	
Practical Test	20	10 th Week
Attendance	10	
Practical related activities like, display, exhibition Team activities	10	
50% of the maximum marks allotted for the paper Total	50	
<i>Formative Assessment as per NEP guidelines are compulsory</i>		

Details of Formative assessment (IA) Theory & practical

Formative Assessment for Theory		
Assessment Occasion/type	Weightage in Marks	Commencement
Theory Assignment	10	
Theory Test	20	10 th Week
Seminar	5	
Attendance	5	
40% of the maximum marks allotted for the paper Total	40	
<i>Formative Assessment as per NEP guidelines are compulsory</i>		

Formative Assessment for Theory		
Assessment Occasion/type	Weightage in Marks	Commencement
Lessen Notse	10	
Theory Test	10	10 th Week
40% of the maximum marks allotted for the paper	Total 20	
<i>Formative Assessment as per NEP guidelines are compulsory</i>		

Faculty of Arts

04 - Year UG Honours programme:2021-22
GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC
(60 marks for semester end Examination with 2 hrs duration)

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks
 (Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 60 Marks

Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.

Study on Work nature of Art Gallery, Art studio Visit (Sec-4)