



ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
Davangere University



ಸತ್ಯಂ ವಿಜಯಂ ಸುಂದರಂ

ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ದೃಶ್ಯಕಲಾ ಮಹಾವಿದ್ಯಾಲಯ  
(ಘಟಕ ಕಾಲೇಜು)  
ದಾವಣಗೆರೆ 577 004. ಕರ್ನಾಟಕ.

**UNIVERSITY COLLEGE OF VISUAL ARTS**  
(Constituent College of Davangere University)  
Davanagere 577 004. Karnataka.

Curriculum frame work for  
Bachelor of Visual Art in Applied Art

**BVA in Applied Art**  
**5<sup>th</sup> & 6<sup>th</sup> Semester**  
**(NEP-2020)**

**Onwards 2023-24**

**Course Structure and Syllabus for Under Graduation (UG)**

**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE**  
(Constituent College of Davangere University)  
**Bachelor of Visual Arts (BVA)**  
**DEPARTMENT OF APPLIED ART**  
Structure & Scheme of the Syllabus (NEP-2020)

**V SEMESTER**

S.N	Course Code	Category of Course	Title of the Course	Credits	Studio / Teaching hours per week	Evaluation Pattern	Internal Marks		Exam Marks		Total	Exam Hours & Submission With Display
DISCIPLINE SPECIFIC CORE (DSC)												
1	BVA AA.V-P	DSC-VA 13	Package Design	5	10	Art Work Display & Presentation	75	38	75	38	150	10
2	BVA AA.V-P	DSC-VA 14	Creative Illustrations-3	4	5		50	25	50	25	100	5
3	BVA AA.V-P	DSC-VA 15	Indoor Ad Design	4	5		50	25	50	25	100	5
4	BVA AA.V-T	DSC-VA 16	Computer Fundamentals & Graphics Design	3	3	Written Exam Theory	40	14	60	21	100	2
DISCIPLINE SPECIFIC CORE ELECTIVE (DSC-VA E) (Select Any One DSC-VA E Subject)												
5	BVA AA.V-P	DSC-VA E1.1	Indian Traditional Painting-1	3	4	Art Work Display & Presentation	50	25	50	25	100	5
6	BVA AA.V-P	DSC-VA E1.2	Print Making-1	3	4		50	25	50	25	100	5
7	BVA AA.V-P	DSC-VA E1.3	Photography-1	3	4		50	25	50	25	100	5
8	BVA AA.V-P	DSC-VA E1.4	Sculpture-1	3	4		50	25	50	25	100	5
DISCIPLINE SPECIFIC ELECTIVE VOCATIONAL (DSE-VA Voc) (Select Any One DSE-VA Voc Subject)												
9	BVA AA.V-P	DSE-VA Voc 1.1	Interior Design 1	3	4	Art Work Display & Presentation	50	25	50	25	100	5
10	BVA AA.V-P	DSE-VA Voc 1.2	Digital Art-1	3	4		50	25	50	25	100	5
11	BVA AA.V-P	DSE-VA Voc 1.3	Textile Design 1	3	4		50	25	50	25	100	5
12	BVA AA.V-P	DSE-VA Voc 1.4	Art Management 1	3	4		50	25	50	25	100	5
13	BVA AA.V-P	DSE-VA Voc 1.5	Art Education 1	3	4		50	25	50	25	100	5
SKILL ENHANCEMENT: SKILL BASED (SEC)												
14	BVA AA.V-T	SEC 1	Cyber Security	2	2	Written Exam Theory	25	9	25	9	50	1
SKILL ENHANCEMENT: VALUE BASED (SEC)												
15	BVA AA.V-P	SEC 2	NSS & Sports, Cultural	2	2	Performance/ Practical	50	25	--	--	50	---
Total				26	35		390		360		750	

**Note:-** 1) Evaluation for practical subject will be done thorough Display & Presentation in the 5<sup>th</sup> Semester  
2) Final submission with display & presentation evaluation hours within five students for one day evaluation hours & more than ten students for two days evaluation hours

**BOS Chairman**  
**UG-PG in Visual Arts**  
**Davangere**

**DEAN**  
**Faculty of Arts**  
**Davangere University**  
**Shivagangotri, Davangere.**

**Registrar**  
**Davangere University**  
**Shivagangotri, Davangere**

**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE**

**Contents of Courses for Bachelor of Visual Arts (BVA)**  
**DEPARTMENT OF APPLIED ART**

Program Name	<b>BVA in Applied Art</b>		
Course Title	<b>PACKAGE DESIGN (Practical)</b>	Semester	<b>Fifth Semester</b>
Course Code:	<b>DSC-VA 13</b>	Total Marks	<b>150</b>
Contact hours	<b>150 Hours</b>	Practical No. of Credits	<b>05</b>
Formative Assessment Marks	<b>75</b>	Summative Assessment Marks	<b>75</b>

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

- ❖ Invention using different paper products in consideration of human factors such as physical, physiological and perceptual importance.
- ❖ Developing product design with aesthetic appeal to the final product.
- ❖ To design and produce packing prototypes for common products.
- ❖ Imparting knowledge with Practical Assignments on Package Design.
- ❖ Enhancing the skill of using colors and Design values.

**Course Description:**

Fundamental elements of Package Design both Traditional and Contemporary Package Design will be understood. Hand drawn rough visuals, using various instruments along with basic design software tools of computer. Package Design, its development in graphic expressions. Basic Package Design, Types of Package Design & colour, optical and mechanical spacing with type or letter form for visual message type specification for Package Design

**Contents**

**150 Hrs**

Content: Designing various shapes of product carton and containers boxes of domestic and nondomestic purposes. Principles of package design-approaches rendering techniques. And other various usable forms of packaging materials, printing possibilities, production of packaging materials, shape, size, colour and illustrations. Packaging for different consumer durables like food and beverages, cargo courier, services and containers, point of sale and purchase.

Scope: Aims to build an understanding of brands and packaging forms, characteristics nature and functionality, presentation and aesthetic, mass appeal to the need of global industry standards. Integral to this Packaging Design is students understanding of designer's responsibility to sustainablepackage design by their designing. A packing that specifically address maximum biodegradable, environment friendly material.

**Guidelines:** 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. 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.

**Learning Objectivities:**

- ❖ Thinking thorough knowledge and Exploration to enhance ability of creative skill on Package design.
- ❖ This Subject encourages the students to apply problems-solutions suitable to various design Industries.
- ❖ Implementation of creative approach in the form of digital generated image is also part of the study.
- ❖ The course is supported by adequate theoretical & Practical knowledge.

**Pedagogy:** PPT, Demonstrations, and Advertising Company /Gallery visits

Formative Assessment for Practical C1 & C2	
Assessment Occasion/ type	Marks
Internal Test	C1-10 + C2-10=20
Practical Assignments	30
Subject related Projects	10
Subject related activities like, Quiz, seminar, Team activities	10
Attendance / Classroom Participation	05
<b>Total</b>	<b>75</b>
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	A visual Guide to a century of packaging designs Robert Opie
2	Colour Harmony workbook Rock port
3	Presentation Techniques Dick Powell
4	Graphics Packaging 4 Walter Herdeg
5	Packaging Design -4 PDC Gold Awards - Charles Biondo
6	Package form and Design -3351
7	Demographics Packaging -3743
8	S4 Packaging Part 1-4 3761
9	Structural packaging design your own boxes and 3D forms-Paul Jackson
10	Packaging Design: successful Product Boarding form, concept to shelf Marianne R Klimchuck
11	Packaging Design Chris Van Uffelen
12	Packaging Design An introduction by Lazio Roth
13	Fancy Packaging and design Templates source book - 2
14	New Approaches to Packaging designs Gestalten - 3928
15	Boxed and Labelled Two!
16	Website search

**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE**

**Contents of Courses for Bachelor of Visual Arts (BVA)**  
**DEPARTMENT OF APPLIED ART**

Program Name	<b>BVA in Applied Art</b>		
Course Title	<b>CREATIVE ILLUSTRATION-3 (Practical)</b>	Semester	<b>Fifth Semester</b>
Course Code:	<b>DSC-VA 14</b>	Total Marks	<b>100</b>
Contact hours	<b>120 Hours</b>	Practical No. of Credits	<b>04</b>
Formative Assessment Marks	<b>50</b>	Summative Assessment Marks	<b>50</b>

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

- ❖ The student will be able to develop their own personal style by experimenting with different techniques.
- ❖ The Creative Illustration aims to develop student's capacity to interpret ideas through images, providing the best creative solutions for the creation of imaginative illustrations. Imparting knowledge with Practical Assignments on various Illustration.
- ❖ Creative Illustration with special emphasis on attributes of various drawing medium.
- ❖ 'Digital' illustration is aimed at providing the students with adequate knowledge of the basic principles of Illustration.
- ❖ The study of illustration with examples of different life style. Rural, Children & Fashion Illustration.
- ❖ Illustration to develop a career as illustrator needs not only to be inventive but logical & persuasive in implementing visual language information.

**Course Description:**

The art of illustrating has been around for a long time and since the appearance of digital programs this art form has diversified itself and helped open the door for new creative jobs in many different areas like The internet, Television, Publishing, Medicine, Sciences, Newspapers, Theatre, Magazines, Cinema, Corporations, and Advertising field.

<b>Contents</b>	<b>120 Hrs</b>
<p><b>Contents:</b> Advanced techniques for rendering with color, color separation process, line and halftone methods for different media constraints. "Creativity" ideas in illustration storyboard for audio video media, book illustration, for games, transport, airways, seaways etc.</p> <p><b>Scope:</b> The Creative Illustration aims to develop capacity interpret through images, providing the best creative solutions for the creation of imaginative illustrations. The student will be able to develop their own personal style by experimenting with different techniques.</p>	

**Guidelines:** Exploring drawing with special emphasis on attributes of various drawing mediums and as the means of non-personal representation and expression. This will further leads to the exploration of various tools and materials available. An assignment on various illustration projects has to be completed under the teacher's guidelines with regular discussion and display.

**Learning Objectivities:**

- ❖ “Creativity” ideas in illustration storyboard for audio video media, book illustration, for games, transport, airways, seaways etc.
- ❖ This Subject encourages the students to apply problems-solutions suitable to various Publishing.
- ❖ Media. Like books, Magazine & Newspapers etc.
- ❖ The course is supported by adequate theoretical & Practical knowledge.
- ❖ Implementation of creative illustration approach in the form of digital generated image is also part of the study.

**Pedagogy:** PPT, Demonstrations

Formative Assessment for Practical C1 & C2	
Assessment Occasion/ type	Marks
Internal Test	C1-10 + C2-10=20
Practical Assignments	15
Subject related Projects	05
Subject related activities like, Quiz, seminar, Team activities	05
Attendance / Classroom Participation	05
<b>Total</b>	<b>50</b>
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Illusive- Contemporary illustration part 3
2	What is illustration- Lawrence Zegen - Rotovision
3	The new guide to illustration and design Simon Jennings
4	American Showcase
5	Illustrators' illustration
6	The Fundamentals of illustration-Ava-Academia - Lawrence zeegen/crush
7	Illustration workbook -31
8	Handbook of illustration - the Eleventh Annual Edward Booth Cliburn
9	Communication Arts - Illustration annual 53, 54
10	Landmarks of Twentieth century Design
11	Illustrated Handbook - Katryn / Hiesiher and George Marcus
12	European Illustration The Eleventh annual Edward Booth Clibborn
13	200 best Illustrations worldwide Archive
14	American Illustration - 06, 12 (2 books)
15	Illustrate 6 Dutch Designs
16	European Illustration

**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE**

**Contents of Courses for Bachelor of Visual Arts (BVA)**  
**DEPARTMENT OF APPLIED ART**

Program Name	<b>BVA in Applied Art</b>		
Course Title	<b>INDOOR AD DESIGN (Practical)</b>	Semester	<b>Fifth Semester</b>
Course Code:	<b>DSC-VA 15</b>	Total Marks	<b>100</b>
Contact hours	<b>120 Hours</b>	Practical No. of Credits	<b>04</b>
Formative Assessment Marks	<b>50</b>	Summative Assessment Marks	<b>50</b>

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

- ❖ The student will be able to develop their own personal style by experimenting with different Indoor advertisements Design.
- ❖ The Indoor Ad Design aims to develop student's capacity to interpret ideas through images, providing the best solutions for the creation of Indoor advertisements.
- ❖ Imparting knowledge with Practical Assignments on various Indoor Ad Medias
- ❖ The Indoor Ad Design aimed at providing the students with adequate knowledge of the basic principles of Indoor advertisements & Medias

**Course Description:**

Introduction to fundamental elements of Indoor advertisements with reference to the print media communication. This covers wide areas of print media-based publications such as magazines, newspaper, Annual Report, and other media which basically involve Printing. Columns and size restrictions, typography for editorial publication, layout design is also introduced.

<b>Contents</b>	<b>120 Hrs</b>
<p><b>Contents:</b> Exercises to understand Principles of indoor Ad design, ingredients in a layout, elements in Print advertising and their functional aspects- preparing visual and verbal comprehensive. Exercises in Typeface, Indoor Ad copy, visuals, pre-press, post-press process for advertising and its applications is to be exposed.</p> <p><b>Scope:</b> Aims to understand the basics of print communication, elements for designing and printing processes.</p> <p><b>Guidelines:</b> It is encouraged to use library facilities and indoor advertisements sources effectively to communicate different type of information. By applying this knowledge in the context of various structures of Indoor advertisement-write and edit simple copy applying principles for preparing copy for print. Students are exposed to examples of greatest copywriters in print. Exercise includes visualization and rough Comprehensives preparation and display of pre-visualization in the class under the guidance of teacher with regular discussion.</p>	

**Learning Objectivities:**

- ❖ This Subject encourages the students to apply problems-solutions suitable to various Publishing Indoor Media. Like books, Magazine & Newspapers etc.
- ❖ The course is supported by adequate theoretical & Practical knowledge about indoor Media
- ❖ Thinking thorough knowledge and Exploration to enhance ability of creative skill on Indoor advertisements design.

**Pedagogy:** PPT, Demonstrations workshop. And Advertising Company

Formative Assessment for Practical C1 & C2	
Assessment Occasion/ type	Marks
Internal Test	C1-10 + C2-10=20
Practical Assignments	15
Subject related Projects	05
Subject related activities like, Quiz, seminar, Team activities	05
Attendance / Classroom Participation	05
<b>Total</b>	<b>50</b>
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Classic guide to creating great Ads what is illustration?
2	Graphics 2 alive Graphic excellence
3	Communication Arts (series)Archives series
4	Think Design Construct
5	Classic guide to creating great Adswhat is illustration?
6	Graphics 2 alive Graphic excellence
7	Communication Arts (series)Archives series



**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE**

**Contents of Courses for Bachelor of Visual Arts (BVA)**  
**DEPARTMENT OF APPLIED ART**

Program Name	<b>BVA in Applied Art</b>		
Course Title	<b>COMPUTER FUNDAMENTALS &amp; GRAPHICS DESIGN (Theory)</b>	Semester	<b>Fifth Semester</b>
Course Code:	<b>DSC-VA 16</b>	Total Marks	<b>100</b>
Contact hours	<b>45 Hours</b>	Theory No. of Credits	<b>04</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

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

- ❖ The Computer Fundamentals & Graphics Design aims to develop student's capacity to interpret ideas Through theoretical study, providing the best solutions for the theoretical knowledge of computer graphics and software's.
  - ❖ Imparting knowledge with theatrical Practical Assignments on various computer graphics and software's
  - ❖ The Computer Fundamentals & Graphics Design aimed at providing the students with adequate knowledge of the basic principles of computer graphics and software's.
- The student will be able to develop their own personality with study of different software's

**Course Description:**

The subject offers an introduction to the world of computing with particular emphasis on the Personal Computer (PC) and its place in the wider world of networks and corporate information systems.

**Contents**

**45 Hrs**

**Contents:** The semester comprehensively covers Fundamentals of computer, History of computers, Hardware and software, Peripheral devices, basic programming using C Language, Microsoft Office, Networking and Internet, Basic Computer Graphics.

**Scope:** Introduces to the students the basic components of a PC, so they have a clear basic understanding of the main hardware units at a macro level. Introduce the relationship between information and data and the way computers use binary codes to represent data and instructions. Stimulate analysis and to develop a critical approach to the observation of IT systems and networks in everyday use in typical retail and banking sectors. Examine a wide variety of different types of software, from operating systems to development and applications packages, including an introduction to the Internet as a source of information.

**Guidelines:** It is encouraged to study concise history of computers, Networking and Internet. Students will be exposed to Technical details and functioning of the computers. The students are expected to learn Fundamentals of Computer, Hardware, Software, Networking and Internet to make them computer literate. Students have to understand the working and troubleshooting of computers through assignments in the class under teacher's guidance.

**Learning Objectivities:**

- ❖ This Subject encourages the students to apply problems-solutions suitable to various different software's etc.
- ❖ Thinking thorough knowledge and Exploration to enhance ability of creative skill on Computer Fundamentals & Graphics Design
- ❖ The course is supported by adequate theoretical & Practical knowledge about Computer Fundamentals

**Pedagogy:** PPT, Lecture, Seminar and Advertising Company

Formative Assessment for Theory C1 & C2	
Assessment Occasion/ type	Marks
Internal Tests	C1-10 + C2-10=20
Assignments/Field work/Project work/Case study	10
Theory related activities like, Quiz, seminar, Team activities	05
Attendance / Classroom Participation	05
<b>Total</b>	<b>40</b>
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

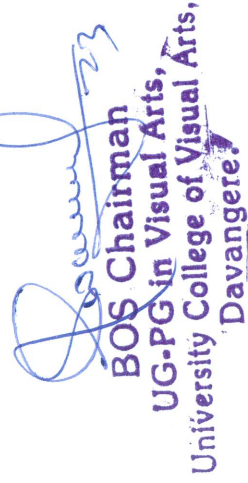
**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE**  
 (Constituent College of Davangere University)  
**Bachelor of Visual Arts (BVA)**  
**DEPARTMENT OF APPLIED ART**  
 Structure & Scheme of the Syllabus (NEP-2020)

**VI SEMESTER**

S.N	Course Code	Category of Course	Title of the Course	Credits	Studio / Teaching hours per week	Evaluation Pattern	Internal Marks		Exam Marks		Total	Exam Hours & Submission With Display
DISCIPLINE SPECIFIC CORE (DSC)												
1	BVA AA.VI-P	DSC-VA 17	Advertising Campaign	5	10	Art Work Display & Presentation	75	38	75	38	150	10
2	BVA AA.VI-P	DSC-VA 18	Creative Illustrations-4	4	5		50	25	50	25	100	5
3	BVA AA.VI-P	DSC-VA 19	Outdoor Ad Design	4	5		50	25	50	25	100	5
4	BVA AA.VI-T	DSC-VA 20	Visual Communication & Media	3	3	Written Exam Theory	40	14	60	21	100	2
DISCIPLINE SPECIFIC CORE ELECTIVE (DSC-VA E) (Select Any One DSC-VA E Subject)												
5	BVA AA.VI-P	DSC-VA E2.1	Indian Traditional Painting-2	3	4	Art Work Display & Presentation	50	25	50	25	100	5
6	BVA AA.VI-P	DSC-VA E2.2	Print Making-2	3	4		50	25	50	25	100	5
7	BVA AA.VI-P	DSC-VA E2.3	Photography-2	3	4		50	25	50	25	100	5
8	BVA AA.VI-P	DSC-VA E2.4	Sculpture-2	3	4		50	25	50	25	100	5
VOCATIONAL-2 (Select Any One VOC Subject)												
9	BVA AA.VI-P	DSE-VA Voc 2.1	Interior Design 2	3	4	Art Work Display & Presentation	50	25	50	25	100	5
10	BVA AA.VI-P	DSE-VA Voc 2.2	Digital Art-2	3	4		50	25	50	25	100	5
11	BVA AA.VI-P	DSE-VA Voc 2.3	Textile Design-2	3	4		50	25	50	25	100	5
12	BVA AA.VI-P	DSE-VA Voc 2.4	Art Management-2	3	4		50	25	50	25	100	5
13	BVA AA.VI-P	DSE-VA Voc 2.5	Art Education-2	3	4		50	25	50	25	100	5
SKILL ENHANCEMENT: SKILL BASED (SEC)												
14	BVA AA.VI-P	SEC 1	Internship	2	2	Report & Presentation	25	9	25	9	50	1
SKILL ENHANCEMENT: VALUE BASED (SEC)												
15	BVA AA.VI-P	SEC 2	NSS & Sports, Cultural	2	2	Performance/ Practical	50	25	--	--	50	---
Total				26	35		390		360		750	

**Note: -** 1) Evaluation for practical subject will be done thorough Display & Presentation in the 6<sup>th</sup> Semester

2) Final submission with display & presentation evaluation hours within five students for one day evaluation hours & more than ten students for two days evaluation hour

  
**BOS Chairman**  
**UG-PG in Visual Arts,**  
**University College of Visual Arts,**  
**Davangere.**

  
**DEAN**  
**Faculty of Arts**  
**Davangere University**  
**Shivagangotri, Davangere.**

**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE**

**Contents of Courses for Bachelor of Visual Arts (BVA)**  
**DEPARTMENT OF APPLIED ART**

Program Name	<b>BVA in Applied Art</b>		
Course Title	<b>ADVERTISING CAMPAIGN (Practical)</b>	Semester	<b>Sixth Semester</b>
Course Code:	<b>DSC-VA 17</b>	Total Marks	<b>150</b>
Contact hours	<b>150 Hours</b>	Practical No. of Credits	<b>05</b>
Formative Assessment Marks	<b>75</b>	Summative Assessment Marks	<b>75</b>

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

- ❖ The Advertising campaign Design aims to develop student's capacity to interpret ideas through theoretical and practical study, providing the best solutions for the theoretical knowledge of consume & marketing
- ❖ It aims Imparting knowledge with theoretical & Practical Assignments on various product & service Advertising campaign
- ❖ The advertising campaign Design aimed at providing the students with adequate knowledge of the basic principles of campaign planning.
- ❖ The student will be able to develop their own personality with study of different marketing & consumer behavior.

**Course Description:**

This provides a comprehensive overview of advertising campaign and promotion. From an integrated marketing communications perspective. It creates a clear understanding of traditional advertising and promotional tools, and shows how other key elements within the marketing communication mix (e.g. advertising, direct marketing, promotion and internet) can be integrated. Series of promotional ads to promote ideas or service through strongly developed ads, visually and verbally. Communicate the same content through different concept approaches and other related promotional needs. Attention is given to key subjects such as market research, media planning, creative strategies for traditional markets, advertising agency practices, competitive positioning and how each influences the effectiveness of an advertising campaign.

<b>Contents</b>	<b>150 Hrs</b>
<b>Content:</b> Advertising campaign is basically a principle of unity, continuity and harmony. Creative ideas for press advertisement campaign as a part of the total campaign plan for consumer products, ideas and services, government political parties, NGO's and other organizations	

**Scope:** The primary goal of the advertising campaign course is to shift perceptual focus of class members from an audience to creators of advertising and promotion strategies for business. There is a hand-on practicum in which students prepare advertising campaigns for various media. Create content and develop communication campaigns and presentations via multiple media platforms. To develop a clear understanding of traditional advertising and promotional tools. To know how broad cast media (e.g. Television, Radio,) print media (e.g. Magazines, Newspapers) sports media (e.g. Outdoor advertising) direct marketing (e.g. Postal media) and interactive media (e.g. the internet are used in advertising campaign and promotion.

**Guidelines:** The practical work must be supported by historical and cultural studies, and student must explore how to function within the advertising agency structure, as part of the creative team. Visual research and strategic planning will help to shape idea, so that it can be put together to create original portfolio.

**Learning Objectivities:**

- ❖ It begin with the focus on the understanding of basic elements of campaign Design And like building up to be able to use it in the individual capacity in the process of advertising campaign planning
- ❖ It is the initial step of expressing oneself with a deeper insight, and also to answer the urges of expressing yourself in advertising campaign planning
- ❖ It Thinking thorough knowledge and Exploration to enhance ability of creative Advertising campaign planning.

**Pedagogy:** PPT, Demonstrations, Lecture, Seminar, workshop.

Formative Assessment for Practical C1 & C2	
Assessment Occasion/ type	Marks
Internal Test	C1-10 + C2-10=20
Practical Assignments	30
Subject related Projects	10
Subject related activities like, Quiz, seminar, Team activities	10
Attendance / Classroom Participation	05
<b>Total</b>	<b>75</b>
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE**

**Contents of Courses for Bachelor of Visual Arts (BVA)**  
**DEPARTMENT OF APPLIED ART**

Program Name	<b>BVA in Applied Art</b>		
Course Title	<b>CREATIVE ILLUSTRATIONS-4 (Practical)</b>	Semester	<b>Sixth Semester</b>
Course Code:	<b>DSC-VA 18</b>	Total Marks	<b>100</b>
Contact hours	<b>120 Hours</b>	Practical No. of Credits	<b>04</b>
Formative Assessment Marks	<b>50</b>	Summative Assessment Marks	<b>50</b>

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

- ❖ The Creative Illustration aims to develop student's capacity to interpret ideas through theoretical and practical study.
- ❖ It aims Imparting knowledge with theoretical & Practical Assignments on various types of Creative Illustration like fashion Illustration, children Illustration product illustration etc.
- ❖ The student will be able to develop their own personality with study of different types of illustration
- ❖ This Subject aimed at providing the students with adequate knowledge of the basic principles of Drawing & Creative Illustration.

**Course Description:**

The art of illustrating has been around for a long time and since the appearance of digital programs this art form has diversified itself and helped open the door for new creative jobs in many different areas like The internet, Television, Publishing, Medicine, Sciences, Newspapers, Theatre, Magazines, Cinema, Corporations, and Advertising.

**Contents**

**120 Hrs**

**Content:** Advanced techniques for rendering with color, color separation process, line and halftone methods for different media constraints. "Creativity" ideas in illustration storyboard for audio video media, book illustration, for games, transport, airways, seaways etc.

**Scope:** The Creative Illustration aims to develop capacity interpret through images, providing the best creative solutions for the creation of imaginative illustrations. The student will be able to develop their own personal style by experimenting with different techniques.

**Guidelines:** Exploring drawing with special emphasis on attributes of various drawing mediums and as the means of non-personal representation and expression. This will further leads to the exploration of various tools and materials available. An assignment on various illustration projects has to be completed under the teacher's guidelines with regular discussion and display

**Learning Objectivities:**

- ❖ This Subject aimed at providing the students with adequate knowledge of the basic principles of Drawing & Creative Illustration.
- ❖ It make the initial step of expressing oneself with a deeper insight, and also to answer the urges of expressing yourself in Creative Illustration
- ❖ It begin with the focus on the understanding of basic elements of Drawing & Illustration And like building up to be able to use it in the individual capacity in the process of Illustration

**Pedagogy:** PPT, Demonstrations, Lecture, Seminar, workshop.

Formative Assessment for Practical C1 & C2	
Assessment Occasion/ type	Marks
Internal Test	C1-10 + C2-10=20
Practical Assignments	15
Subject related Projects	05
Subject related activities like, Quiz, seminar, Team activities	05
Attendance / Classroom Participation	05
<b>Total</b>	<b>50</b>
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Illusive- Contemporary illustration part 3
2	What is illustration- Lawrence Zegen - Rotovision
3	The new guide to illustration and design Simon Jennings
4	American Showcase
5	Illustrators illustration
6	The Fundamentals of illustration-Ava-Academia - Lawrence zeegen/crush
7	Illustration workbook -31
8	Handbook of illustration - the Eleventh Annual Edward Booth Cliburn
9	Communication Arts - Illustration annual 53, 54
10	Landmarks of Twentieth century Design
11	Illustrated Handbook - Katryn / Hiesiher and George Marcus
12	European Illustration The Eleventh annual Edward Booth Clibborn
13	200 best Illustrations worldwide Archive
14	American Illustration - 06, 12 (2 books)
15	Illustrate 6 Dutch Designs —
16	European Illustration

**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE**

**Contents of Courses for Bachelor of Visual Arts (BVA)**  
**DEPARTMENT OF APPLIED ART**

Program Name	<b>BVA in Applied Art</b>		
Course Title	<b>OUTDOOR AD DESIGN (Practical)</b>	Semester	<b>Sixth Semester</b>
Course Code:	<b>DSC-VA 19</b>	Total Marks	<b>100</b>
Contact hours	<b>120 Hours</b>	Practical No. of Credits	<b>04</b>
Formative Assessment Marks	<b>50</b>	Summative Assessment Marks	<b>50</b>

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

- ❖ The student will be able to develop their own personality with study of different of outdoor media product service ads, bill boards, translates, kiosks, hoarding with neon signs, publicity and promotional posters of different viewing range, size and scale,
- ❖ It maker major publicity and promotional needs in urban and rural space, increasing the products salesvalue.
- ❖ It aims Imparting knowledge with theoretical & Practical Assignments on various product & service outdoor advertisements.
- ❖ The outdoor ad Design aimed at providing the students with adequate knowledge of the basic principles of campaign planning.

**Course Description:**

Outdoor media (OOH out of home media) also referred to an outdoor advertising, the poster is a medium that can be used in different environments or locations and in a variety of shapes and sizes, As such posters have become an integral part of the cityscape and unlike other media, such as television and press advertising, internet, website, poster need only the street to exist.

<b>Contents</b>	<b>120 Hrs</b>
<p><b>Content:</b> Design for publicity and promotion either for business, commercial, social welfare organizations. Communication of promotional service and idea-audience, coverage, economy in production, clear message, allocation of type character in a design, such as posters, hoarding, billboards, legibility and readability. Advertising for educating masses-for health education social services, politics, environment, finance and banking etc.,</p> <p><b>Scope:</b> Outdoor media publicity and service has remained a constant medium. Promotion as a means of visually and verbally communicating content and exploring various ideas concept and design processes to communicate with broad audiences in a language that they understand.</p>	



**Guidelines:** It is encouraged to study and critically practice, to enable student to define their ideas and concepts in the topic selected, develop skills based on digital media and electronic imaging During a period of outdoor media study, it is necessary for student to investigate, collect data from information through available sources. To produce rough concepts of design and display for interaction in the class and teachers guidance

**Learning Objectivities:**

- ❖ This Subject aimed at providing the students with adequate knowledge of the basic principles of outdoor ad design
- ❖ It make the initial step of expressing oneself with a deeper insight, and also to answer the urges of expressing yourself in outdoor ad design
- ❖ It begin with the focus on the understanding of basic elements of outdoor media And like building up to be able to use it in the individual capacity in the process of outdoor ad design

**Pedagogy:** PPT, Demonstrations, Lecture, Seminar, workshop.

Formative Assessment for Practical C1 & C2	
Assessment Occasion/ type	Marks
Internal Test	C1-10 + C2-10=20
Practical Assignments	15
Subject related Projects	05
Subject related activities like, Quiz, seminar, Team activities	05
Attendance / Classroom Participation	05
<b>Total</b>	<b>50</b>
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Idea Index- Jim Krause
2	Selected from the graphics Annual Poster
3	The one show advertising best print , Radio ,TV
4	Graphic idea note nook - A Treasury of solutions to visual problems - White
5	Corporate showcase Volume-B Photography, illustration and graphic design
6	Graphics Poster 88
7	Graphics Poster - 91
8	Miro's Poster- Chartwell Book Inc
9	Visual process- Wolfgang sehmiffel
10	Graphic Design Annual 2009
11	Concise History of poster Design John Baricoate

**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE**

**Contents of Courses for Bachelor of Visual Arts (BVA)**  
**DEPARTMENT OF APPLIED ART**

Program Name	<b>BVA in Applied Art</b>		
Course Title	<b>VISUAL COMMUNICATION &amp; MEDIA (Theory)</b>	Semester	<b>Sixth Semester</b>
Course Code:	<b>DSC-VA 20</b>	Total Marks	<b>100</b>
Contact hours	<b>45 Hours</b>	Theory No. of Credits	<b>03</b>
Formative Assessment Marks	<b>40</b>	Summative Assessment Marks	<b>60</b>

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

- ❖ The course is designed to provide a more advanced framework on various aspects of communications including various tools of communication Medias.
- ❖ It includes the role of communication and media research in improving effectiveness of communication
- ❖ It also aims to provide career guidance for the students seeking suitable placements in the industry.
- ❖ It aims Imparting knowledge with theoretical Assignments on various communication medias
- ❖ The student will be able to develop their own communication personality with study of different levels.

**Course Description:**

The Course is designed to provide a broad introduction to communication media including the communication process. It also aims to imparting a basic knowledge about visual communication and media.

<b>Contents</b>	<b>45 Hrs</b>
<p><b>Content:</b> Introduction to Communication -What is communication? Definition of communication evolution of communication- system of communication- types of communication- process of communication- functions of communication- status of communication in the society-Introduction to Visual Communication - Verbal &amp; non -verbal - audio &amp; video communication- the formula- the purpose of communication etc.</p> <p><b>Scope:</b> Career Options, Personality development, Public speaking and presentation skills, personal appearance grooming and physical fitness, self-organization, good manners, and tactfulness.</p> <p><b>Guidelines:</b> Students must be encouraged to adopt learning strategies that build self-confidence and enable them to work independently as professional throughout the student life.</p>	


**Learning Objectivities:**

- ❖ It aimed knowledge of communication related theory and criticism, and understand how these relate to their own creative practice and future ambitions.
- ❖ It make the initial step of expressing oneself with a deeper insight, and also to answer the urges of expressing yourself in communication and it give Assistance and guidance by subject teachers, visiting lecturers
- ❖ It begin with the focus on the understanding of basic elements of communication and media and like building up to be able to use it in the individual capacity in the process of public relationship.

**Pedagogy:** PPT, Demonstrations, Lecture, Seminar, workshop.

Formative Assessment for Theory C1 & C2	
Assessment Occasion/ type	Marks
Internal Tests	C1-10 + C2-10=20
Assignments/Field work/Project work/Case study	10
Theory related activities like, Quiz, seminar, Team activities	05
Attendance / Classroom Participation	05
<b>Total</b>	<b>40</b>
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

  
**DEAN**  
Faculty of Arts  
Davangere University  
Shivangotri, Davangere.

  
**BOS Chairman**  
UG-PG in Visual Arts,  
University College of Visual Arts,  
Davangere.