



ದಾವಣಗೆರೆ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
Davangere University



ಸತ್ಯಂ ಶಿವಂ 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
3rd & 4th Semester
(NEP-2020)

Onwards 2022-23

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

III 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.III-P	DSC-VA 7	Typography & Visual Design	5	10	Art Work Display & Presentation	75	38	75	38	150	10
2	BVA AA.III-P	DSC-VA 8	Illustration-1	4	8	Art Work Display & Presentation	50	25	50	25	100	10
3	BVA AA.III-T	DSC-VA 9	Fundamental of Advertising	3	3	Written Exam Theory	40	14	60	21	100	2
Open Elective (OE)												
4	BVA AA.III-P	OE-VA 3	OE Visual Arts-Applied Art	3	3	Art Work Display & Presentation	50	25	50	25	100	5
Audibility Enhancement Compulsory Course (AECC)												
5	BVA AA.III-L	AECC-1	Language-1 Kannada/ English / Hindi	3	4	Written Exam Theory	40	14	60	21	100	2
6	BVA AA.III-L	AECC-2	Language-2 Kannada/English / Hindi	3	4	Written Exam Theory	40	14	60	21	100	2
Skill Enhancement: Skill Based (SEC)												
7	BVA AA.III-T	SEC-1	Financial Education and Investment Awareness	2	2	Written Exam Theory	20	07	30	11	50	1
Skill Enhancement: Value Based (SEC)												
8	BVA AA.III-P	SEC-2	NSS & Sports, Cultural	2	2	Preformation/ Practical	50	25	--	--	50	---
Total				25	36		365		385		750	
OE Paper is to be offered for the Students other than BVA												

Note:

- 1) Evaluation for practical subject will be done thorough Display & Presentation in the 3rd 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
- 3) 3rd Semester Language Subjects in UG Programme prescribed Syllabus

DAVANGERE UNIVERSITY
UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE

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

III SEMESTER

Program Name	BVA in Applied Art	Semester	Third Semester
Course Title	Typography & Visual Design- 1 (practical)		
Course Code:	BVA AA.III-P	Total Marks	150
Category of Course:	DSC-VA 7		
Contact hours	180 Hours	Practical No. of Credits	05
Formative Assessment Marks	75	Summative Assessment Marks	75

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

- ❖ Imparting knowledge with Practical Assignments on visual Design.
- ❖ Enhancing the skill of using colours and Design values.
- ❖ Perspective outdoor studies that can be transposed onto Indian miniature perspective.
- ❖ Creative drawing composition. Sketches in direct colour with brushes.
- ❖ Increase patience and philosophical values through Visual art.
- ❖ Improves emotional intelligence by using colour & forms.

Course Description:

Fundamental elements of visual communication both Traditional and Contemporary design will be understood. Hand drawn rough visuals, using various instruments along with basic design software tools of computer. Logo/Visual Icon Design, its development in graphic expressions. Basic Typography construction of basic letter forms – Type Terminology & design colour, optical and mechanical spacing with type or letter form for visual message type specification for design. History of typography and type designers to be learn

Contents	180 Hrs
The content and various explorations of the visual signage reflecting the institutional and corporate on the whole. Furthermore in-depth understanding of design elements such as typography, colour layout, image and symbol/logo/icon, will be explored. This exploration will be applied to such understandings as conceptualizing and designing corporate identity, other communication materials. Basic Typography construction of basic letter forms – Type Terminology & design colour, optical and mechanical spacing with type or letter form for visual message type specification for design. History of typography and type designers to be learnt.	

Scope: To demonstrate basic learning, understanding and its application in Type Design, Logo Design, Icon Design. Visual relevance encourages students to explore and innovative approaches in type and design emphasis to study skills for communication in a most effective form.

Guidelines: The curriculum is taught in a highly motivated and supportive environment such as introduction on history of type, Type designer's role in visual communication context. Understanding of the application of art and design, Logos etc., and form of their study an basic skills in Anatomy of Type & its elements, Type face and construction. Development of ideas and practices.

Learning Objectivities:

- ❖ Thinking thorough knowledge and Exploration to enhance ability of creative skill.
- ❖ 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 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
Total	75
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Applied art hand book- S.k.luthra kareer polytechnic publication June-1996
2	Advertising art & Ideas- Dr. G.M.Rege Ashutosh Prakashan-1972
3	Foundations of Advertising Theory & practice- S.A.Chunawalla & K. C Sethia Himalaya publishing House Jan-1985

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

III SEMESTER

Program Name	BVA in Applied Art	Semester	Third Semester
Course Title	Illustration 1 (practical)		
Course Code:	BVA AA.III-P		
Category of Course	DSC-VA 8	Total Marks	100
Contact hours	120 Hours	Practical No. of Credits	04
Formative Assessment Marks	50	Summative Assessment Marks	50

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

- ❖ Studies of human figures.
- ❖ Anatomical study of Different age groups, partial study of face using real.
- ❖ 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.
- ❖ Emphasis is given on the process of drawing, study and experimentation of the medium Studies of human figures in group, organic forms

Course Description:

Illustration to develop a career as illustrator needs not only to be inventive but logical & persuasive in implementing visual language information. 'Digital' illustration is aimed at providing the students with adequate knowledge of the basic principles of Illustration & drawing (Pencil, charcoal pastels and water colour or any mediums) are used as mediums.

Emphasis is given on the process of drawing, study and experimentation of the medium

Contents	180 Hrs
<p>Tabletop photography's basics, composition, using a product arrangement and other props, digital or analogy photography (film base) and photo shoot. Re designing a major brand (Product) using variety of similar brands, emphasis on product proportion, shape, size, colour, label graphic image etc. Considering the creative process of imagination special emphasis on drawing & ideas in relation to product is to be focused. Perspective, observation, & visualization technique drawing- rendering in pencil, colour, line, ink, halftone etc. is needed for the better understanding of the subject. Students can also use digital tools for rendering digital illustration.</p>	

Scope: Traditional and contemporary way of exploring illustration. It is a trending field in the multimedia industry for a better career. The fundamentals of illustrations are developed on each individual skill in a form of 2D character design.

Guidelines: The project brief look at the comparison of skill, character development, tones, and textures. The narrative illustration is a visual clue to tell a story in a various traditional or digital form.

Learning Objectivities:

- ❖ After completing this course students will be able to execute the Illustration concepts using elements and principles of Illustration/Drawing
- ❖ Students learn the Illustration design terminologies and its usage.
- ❖ Students are enabled with observation and analytical skills.
- ❖ The creative process of imagination special emphasis on drawing & ideas in relation to product is to be focused.

Pedagogy: Instruction consists of demonstrations and presentations, Practical assignments

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
Total	50
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Applied art hand book- S.k.luthra kareer polytechnic publication June-1996
2	Advertising art & Ideas- Dr. G.M.Rege Ashutosh Prakashan-1972
3	Foundations of Advertising Theory & practice- S.A.Chunawalla & K. C Sethia Himalaya publishing House Jan-1985

DAVANGERE UNIVERSITY
UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE

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

III SEMESTER

Program Name	BVA in Applied Art		Semester	Third Semester
Course Title	Fundamentals of Advertising - 3 (Theory)			
Course Code:	BVA AA.III-T			
Category of Course	DSC-VA 9	Total Marks	100	
Contact hours	45 Hours	Theory No. of Credits	03	
Formative Assessment Marks	40	Summative Assessment Marks	60	

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

- ❖ The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.
- ❖ Understand the basic concepts of Advertising and Judge the Advertising environment.
- ❖ Analyse the systematic process of Advertising in the present scenario of marketing Decisions.
- ❖ Evaluate the Modern Advertising strategies & identify the factors affecting the Advertising system.
- ❖ Inculcate the recent developments in the field of Advertising, media plans, decisions and Strategies

Course Description:

In this course, students are introduced to the history of advertising, Introduction to Advertising & History of Indian Advertising.

Contents	45 Hrs
UNIT:01 - History of Advertising	
Pre-printing period: prior to 15 th century- early printing period: from 15 th century to 1840- period of expansion: from 1840 to 1900-period of consolidation: from 1900 to 1925- period of scientific development: from 1925 to 1945- period of business & social integration: from 1945 to the present.	
UNIT:02 - Introduction to Advertising	
Developing effective communication; Communication objectives; Meaning and Definition of Advertising, Features of Advertising, Advertising - Science, Art or Profession, Key Player in the Advertising Industry Significance of Advertising, purpose and functions of advertising; Economic, social & ethical aspects of advertising: Advertising as a communication process, types of advertising: Major Institutions of Advertising Management	

UNIT:03 - History of Indian Advertising

Advertising for religion-village economy in India- birth of newspaper & advertising- birth of advertising agency- emerge of foreign advertising agency- the growth of Indian advertising agency- growth of commercial art and printing- commercial art influence by the west- scope of creativity in advertising- various organizations connected with advertising- present & future of advertising in India.

Pedagogy: Lectures, Presentations, Seminars, discussions

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
Total	40
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Advertising art & Ideas- Dr. G. M. Rege Ashutosh Prakashan- 1972
2	Foundations of Advertising Theory & practice- S. A Chunawalla & K. C Sethia Himalaya publishing House Jan 1985
3	Advertising- C.N. Sontakki - Kalyani publishers 1989
4	Advertising practice and principal- Ruchi Prasad .
5	Advertising and Brand management- Ramana Gupta

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

III SEMESTER

Program Name	BVA in Applied Art	Semester	Third Semester
Course Title	Visual Art- Applied Art-3 (practical)		
Course Code:	BVA AA.III-P		
Category of Course	OE-VA 3	Total Marks	100
Contact hours	120 Hours	Practical No. of Credits	03
Formative Assessment Marks	50	Summative Assessment Marks	50
OE Paper is to be offered for the Students other than BVA.			

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

- ❖ Extension of painting studio works to the Printmaking / Sculpture/Ceramics/Animation/Applied art / Photography/Folk Art/ at the level of concepts, themes and forms. Or any available courses in the institute.
- ❖ Students will explore various graphic media including wood and lino cut, etching, screen printing and lithography
- ❖ Students will explore various sculptural media including clay, wood, stone, plaster, metal and epoxy.
- ❖ Students will explore various sculptural media including clay and mixtures of clay, earthen elements, powders, and water. Exercise with 2D and 3D forms.
- ❖ Understanding of excellent electrical insulation. etc.
- ❖ Understanding of Digital Soft wares and their tools with relevant themes.
- ❖ Introduction to different types of cameras, their mechanism and developments, printing, indoor and outdoor photography and darkroom practice.
- ❖ Understanding of –Rooted in traditions, community, expressing identity, community values and aesthetics. Practice with any Indian folk painting methods and materials as well with contemporary medium.

Course Description:

This is an Open Elective course offered for other discipline students not for BVA Students.

Contents	120 Hrs
A study of the 'Life study' from all angles which must be to grasp the total structure of the seated model. Studies of human face is to be undertaken to understand expression, and modelling keeping in view the light and shade, colour values, likeness, and its contemporary needs.	

Scope: Drawing helps to promote deeper and keener observations along with rendering skills. It is also a store of visual, as first-hand rendering information. It is largely to develop finer perception.

Life study is not a reproduction of the sitter but a statement about him or her and about art as such. It is also a “work of art “in its own right with aesthetic qualities coming from the composition, light, pose, tonal values, materials used and hand co-ordination.

Guideline: An introduction to the drawings of Portraiture and life study, landscape from different periods in the history of art would prove beneficial e.g.Durer, Rembrandt, Ingres, Mughal, Rajput landscape etc. Designs from Ajanta, Ellora, Halebeedu, Belur and the like can help in understanding design element. To encourage the use of studio studies to create complete drawings as a work of art (an introduction).

Introduce the early portraiture and life study from different parts of world & to discuss the need & purpose of portraiture and life study at different periods in history. Introduction to portraits from the Mughal period, alongside with that of Rembrandt is encouraging.

Learning Objectives:

Understanding of Printmaking/ Sculpture/Ceramics/Animation/ Painting / Applied art/ Photography / Folk Art / Digital Media, processes, techniques, and tools. Translating their artistic vision into two/three-dimensional form or into the comparatively indirect processes of all DSE course. Equipping students with the ability to move fluidly between a wide range of media which will come in useful for their creative work in the final semesters.

Pedagogy: Lectures, Presentations, Seminars, discussions

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

References

1	https://www.printmaker.com/links.html
2	www.info@lightspacetime.art
3	https://www.oberlo.in/blog/free-animation-software
4	https://indianfolkart.org/52-ifa/
5	https://leverageedu.com/blog/traditional-art-forms-of-india/
6	https://en.m.wikipedia.org/wiki/Applied_arts
7	https://en.m.wikipedia.org/wiki/Ceramic
8	https://en.m.wikipedia.org/wiki/Printmaking
9	https://en.m.wikipedia.org/wiki/Photography
10	https://en.m.wikipedia.org/wiki/Indian_art
11	https://en.m.wikipedia.org/wiki/Folk_art

PRACTIAL INTERNAL SUBMISSION

III Semester

50% MARKS

Sl. No.	SUBJECT	MEDIUM	NUMBER OF WORKS
1	Typography & Visual Design C-1(5) Logo Design/ Visual Icon Stationery (Business Card, Letterhead and Envelop)	Pencil/ Black & White Colour works Digital/Screen Printing (Collateral)	Visual Journal Compulsory 5 + 5 Nos. Approved Comprehensive and final prints
2	Illustration-1/(4) Two Different Product (Domestic/Lifestyle)	Different Rendering Techniques	Line, Pencil, Monochrome, Water Color, Poster Color Rendering Techniques, Black & White, Photography & Digital Etc. One of each Technique
		Total Works	25

NOTE:

- For the Internal Submission Students should submit **Minimum 25 works**.
- **Students must produce the works in studio hours.**
- Test will be conducted for all the DSC practical subjects.
- End of the semester test will be conducted for the 20% of the internal marks

INTERNAL SUBMISSION BASED ON FOLLOWING CRITERIAS:

Involvement & Punctuality	Technical Skill	Concept, Creativity, Presentation	Practical Test
20%	20%	40%	20%

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Bachelor of Visual Arts (BVA)
DEPARTMENT OF APPLIED ART
 Structure & Scheme of the Syllabus

IV 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
							Max	Min	Max	Min		
Discipline Specific Core (DSC)												
1	BVA AA.IV-P	DSC-VA 10	Environmental Graphic Design- 2	5	10	Art Work Display & Presentation	75	38	75	38	150	10
2	BVA AA.IV-P	DSC-VA 11	Illustration -2	4	8	Art Work Display & Presentation	50	25	50	25	100	10
3	BVA AA.IV-T	DSC-VA 12	Fundamentals of Marketing-4	3	3	Written Exam Theory	40	14	60	21	100	2
Audibility Enhancement Compulsory Course (AECC)												
4	BVA AA.IV-L	AECC-1	Language-1 Kannada/ English / Hindi	3	4	Written Exam Theory	40	14	60	21	100	2
5	BVA AA.IV-L	AECC-2	Language-2 Kannada/English / Hindi	3	4	Written Exam Theory	40	14	60	21	100	2
6	BVA AA.IV-T	AECC-3	Indian Constitution	3	3	Written Exam Theory	40	14	60	21	100	2
Skill Enhancement: Skill Based (SEC)												
7	BVA AA.IV-T	SEC-1	Financial Education and Investment Awareness	2	2	Written Exam Theory	20	07	30	11	50	1
Skill Enhancement: Value Based (SEC)												
8	BVA AA.IV-P	SEC-2	NSS & Sports, Cultural	2	2	Preformation/ Practical	50	25	--	--	50	---
Total							365		385		750	

Note:

1. Evaluation for practical subject will be done thorough Display & Presentation in the 4th 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
3. 4th Semester Language Subjects in UG Programme prescribed Syllabus

DAVANGERE UNIVERSITY
UNIVERSITY COLLEGE OF VISUAL ARTS, DAVANGERE

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

IV SEMESTER

Program Name	BVA in Applied Art	Semester	Fourth Semester
Course Title	Environmental Graphic Design- 2 (Practical)		
Course Code:	BVA AA.IV-P	Total Marks	150
Category of Course	DSC-VA 10		
Contact hours	180 Hours	Practical No. of Credits	05
Formative Assessment Marks	75	Summative Assessment Marks	75

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

- ❖ Execute the Environmental design concepts using elements and principles of Design.
- ❖ Students learn the Environmental design terminologies and its usage.
- ❖ Students are enabled with observation and analytical skills of Environmental design.
- ❖ Enhancing the skill of using colours and Environmental Graphic Design values.
- ❖ Improves emotional intelligence by using colour & forms

Course Description:

This course is an introduction to the Environmental Graphic Design specialty including way finding systems, architectural graphics, landscaping, signage, exhibit design, and mapped and themed environments. Students explore the human-centered experience with signage as it relates to branding, identification and direction within the built environment. In group and individual projects, students learn strategies in way-finding, sign design, fabrication techniques and sustainable materials use. Innovations and new technologies will be studied to advance user interaction in public and private spaces. Upon successful completion of this course, students demonstrate a greater understanding of communication within the built/branded environment.

Contents	180 Hrs
Environmental graphic design visually connects the society to places to improve their overall experience by making spaces more memorable, interesting, informative, or easier to navigate. Environmental design is a broad type of design containing signage, wall mural, museum exhibitions, office branding, public transportation, retail store interiors, stadium branding, event, and conference spaces. Way finding is a specific type of environmental graphic design consists of strategic signage, landmarks and visual clues that help people identify where they are and where they need to go so, they can get their without confusion.	

Scope:

- The holistic Environmental Graphic Design theory involves creating an atmosphere through the use of design fundamentals.
- Apply Environmental Graphic Design industry standards to create a user-friendly experience.
- Research and create prototypes of way finding and experiential graphics to test initial assumptions.
- Propose an environmental design plan for a large scale-built environment.

Guidelines: Right building design can organization advance their mission and goals. Our research program makes us better designers and more valuable adviser to make more strategic decisions about their working environment and public utility places.

Learning Objectivities:

- ❖ Students are capable of apply and work in Environmental design for Educational contents, Corporate Training, HR training and all training process
- ❖ This Course allow student to deeply observe and study the nature and culture and develop visual sensibilities, perceptual skills, analytical skills and Representational skills.

Pedagogy: Studio and outdoor work, demonstrations, slide shows / PPT

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
Total	75
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Applied art hand book- S.k.luthra kareer polytechnic publication June-1996
2	Advertising art & Ideas- Dr. G.M.Rege Ashutosh Prakashan-1972
3	Foundations of Advertising Theory & practice- S.A.Chunawalla & K. C Sethia Himalaya publishing House Jan-1985

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

IV SEMESTER

Program Name	BVA in Applied Art	Semester	Fourth Semester
Course Title	Illustration -2 (Practical)		
Course Code:	BVA AA.IV-P		
Category of Course	DSC-VA 11	Total Marks	100
Contact hours	120 Hours	Practical No. of Credits	04
Formative Assessment Marks	50	Summative Assessment Marks	50

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

- ❖ Develop a skill for illustration basic croqui and basic sketching.
- ❖ Learn all the illustration terminologies
- ❖ Basic Principles and techniques of 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	180 Hrs
<p>Advanced techniques for rendering colour, colour 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>Scope: 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. The student will be able to develop their own personal style by experimenting with different techniques.</p> <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.</p>	

Learning Objectivities:

- ❖ After completing this Course students are capable of Illustration
- ❖ Students are capable of using colour mediums like water colours, Acrylics and oil colours.
- ❖ Students are enabled with observation and analytical skills of Illustration/ design

Pedagogy: Instruction consists of demonstrations and presentations, Practical assignments

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
Total	50
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Applied art hand book- S.k.luthra kareer polytechnic publication, June-1966
2	Advertising art & Ideas- Dr. G.M. Rege Ashutosh Prakashan-1972
3	Foundations of Advertising Theory & practice- S.A Chunawalla & K.C Sethia Himalaya publishing House Jan-1985
4	Drawing on the Right Side of the Brain- by Betty Edwards
5	Keys to Drawing- by Bert Dodson

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

IV SEMESTER

Program Name	BVA in Applied Art	Semester	Fourth Semester
Course Title	Fundamentals Of Marketing-4 (Theory)		
Course Code:	BVA AA.IV-T		
Category of Course	DSC-VA 12	Total Marks	100
Contact hours	45 Hours	Theory No. of Credits	03
Formative Assessment Marks	40	Summative Assessment Marks	60

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

- ❖ Familiarize the students with the basic concepts, tools and techniques of fundamentals of marketing.
- ❖ Understand the basic concepts of marketing and Judge the Advertising environment.
- ❖ Analyse the systematic process of Advertising in the present scenario of marketing Decisions.
- ❖ Evaluate the Modern Marketing, Advertising strategies & identify the factors affecting the Advertising system.
- ❖ Inculcate the recent developments in the field of Marketing, Advertising, media plans, decisions and Strategies

Course Description:

In this course, students are introduced to the fundamentals of marketing, Marketing and Market Research, Social Marketing, online marketing, direct marketing.

Contents	180 Hrs
Unit: 1 - Introduction to Marketing	
Introduction-Nature-Scope-Importance of Marketing: Concepts & Approaches of Marketing: Need-Want-Demand-Customer Value-Customer Creation; Evolution of marketing, Functions of Marketing- Marketing Environment: Concept-importance-Micro and Macro Environment. Marketing Management Meaning-importance.	
Unit: 2 - Marketing and Market Research	
Marketing and Market Research - The nature & scope of marketing - the nature and scope of market research- market research & product - market research & production - market research & the market - market research & marketing policies & methods - market research & channels of distribution - market research & selling performances - market research & advertising - market research & competition - market research & product development - motivation research - brand image.	

Unit: 3 - Recent Developments in Marketing
Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing: Consumerism, Search Engine Marketing-Mobile Marketing- Marketing Analytics-Social Media Marketing-Email Marketing Live Video Streaming Marketing- Network Marketing, any other recent developments in Marketing.
Learning Objectivities: On successful completion of the course, the Students will be able to <ul style="list-style-type: none"> ❖ Understand the basic concepts of marketing and asses the marketing environment. ❖ Analyse the consumer behavior in the present scenario and marketing segmentation. ❖ Discover the new product development & identify the factors affecting the price of a Product in the present context. ❖ Judge the impact of promotional techniques on the customers & importance of channels of distribution. Outline the recent developments in the field of marketing

Pedagogy: Lectures, Presentations, Seminars, discussions

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
Total	40
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Advertising- C.N. Sontakki- Kalyani publishers 1989
2	Advertising- B.N.Ahuja & S.S. chhabra – Surjeet Publications -2001
3	Advertising Management- Jaishri-Jethwa Ney & shruti Jain. Published in India by Oxford university Press-2006
4	Advertising and Marketing Research- ChunaWalla, reddy & Appannaiah- Himalaya publishing House-2000
5	Advertising Management- B.S.Rathor - Himalaya publishing House-2010

PRACTIAL INTERNAL SUBMISSION

IV Semester

50% MARKS

Sl. No.	SUBJECT	MEDIUM	NUMBER OF WORKS
ENVIRONMENTAL GRAPHIC DESIGN: C-2			
1.	Educational Institution	Pen & Ink Water Color / Pencil Poster Color / Digital	Visual Journal Compulsory Research and Project Report Any 3 Projects
2.	Museums / Stadium		
3.	Zoological Parks		
4.	Public Utility Places		
5.	Urban & Rural Development		
ILLUSTRATION-2 C-2			
1.	Narrative Illustration	Pen & Ink	Any 3 Projects
2.	Story Board	Water Color / Pencil	
3.	Informative Illustration	Poster Color / Digital	
Total Works			35

NOTE:

- For the Internal Submission Students should submit **Minimum 25 works**.
- **Students must produce the works in studio hours.**
- Test will be conducted for all the DSC practical subjects.
- End of the semester test will be conducted for the 20% of the internal marks

INTERNAL SUBMISSION BASED ON FOLLOWING CRITERIAS:

Involvement & Punctuality	Technical Skill	Concept, Creativity, Presentation	Practical Test
20%	20%	40%	20%


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


DEAN
 Faculty of Arts
 Davangere University
 .ivagangotri, Davangere.

MODEL QUESTION PAPER

BVA-VISUAL ART: ALL SEMESTER THEORY PAPER EXAMINATIONS

Instructions to the Question Paper setters:

1. Kindly choose questions from all the units & Chapters of the syllabus given
2. Make sure the words and sentences are properly framed and the clarity of the question written is clearly understandable by the student
3. Give equal weightage to all the Chapter while framing the question
4. Do not frame the questions on subject area which is not included in the syllabus.
5. Frame the questions in such a way that, the questions shall be answerable in the given Examination duration.
6. Use the words such as; Define, Explain with suitable example, discuss briefly about, Justify, write a brief note etc., when it is necessary in question
7. Observe the below model question paper. It is only a Model question paper. You can modify the type of questions as per the subject you are supposed to set a Question paper, without deviating too much from the distribution and weightage of the marks

NEP-2020
THEORY MODEL QUESTION PAPERS

QP Code No:

Course: BVA in Sept/Oct-2022

Course Code: Course Title:

Time: 02 hours

Max: marks: 60

Instructions to the candidates: Answer all the sections

Part-A

Answers any FIVE Questions

2X5=10

- 1
- 2
- 3
- 4
- 5
- 6

Part-B

Answers any FOUR Questions

5X4=20

- 7
- 8
- 9
- 10
- 11

Part-C

Answers any THREE Questions

10X3=30

- 12
- 13
- 14
- 15

**NEP-2020
PRATICAL MODEL QUESTION PAPERS**

QP Code No:

Course: BVA in Sept/Oct-2022

Course Code: Course Title:

Time: hours

Max: marks:

Instructions to the candidates:

Question: _____

Topics:

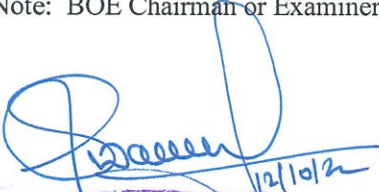
Medium:

Size:

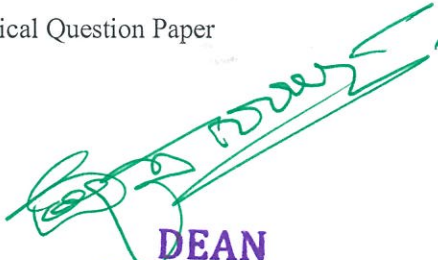
(Below Process is Compulsory)
Subject related below instructions

- a) B/W key sketch (Process-I/ Stage -I)
- b) Color key sketch (Process-II/ Stage -II)
- c) Pre Final work (Process-III/ Stage -III)
- d) Well finished Final work / Final presentation

Note: BOE Chairman or Examiner should be prepare the Practical Question Paper


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University College of Visual Arts,
Davangere.


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Shivagangotri, Davangere


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