



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**

**BVA in Applied Art**

**5<sup>th</sup> to 6<sup>th</sup> Semester**

**2024-25 Onwards**

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

**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS**  
(Constituent College of Davangere University)

**Bachelor of Visual Arts (BVA) Semester Scheme**

**Course Structure, Scheme of Teaching and Evaluation**  
**Onwards 2024-25**

**BVA APPLIED ART COURSE**

<b>V SEMESTER</b>								
<b>Course Code</b>	<b>Title of the Course</b>	<b>Course Category</b>	<b>Credits</b>	<b>Per Week</b>	<b>Exam Hours</b>	<b>Exam Marks</b>	<b>IA</b>	<b>Total Marks</b>
<b>Major Courses</b>								
BVA AA V.1	Graphic Design : Indoor media	P	6	8	10	100	100	<b>200</b>
BVA AA V.2	Product Illustration-I	P	4	4	5	50	50	<b>100</b>
BVA AA V.3	Typography & Design-I	P	4	4	5	50	50	<b>100</b>
<b>Minor Courses</b>								
BVA AA V.4	Advertising Management	T	3	3	3	80	20	<b>100</b>
BVA AA V.5	Photography	P	3	3	5	50	50	<b>100</b>
<b>Total</b>			<b>20</b>	<b>34</b>		<b>330</b>	<b>270</b>	<b>600</b>

**Note:**

- BVA** - Bachelor of Visual Arts  
**AA** - Applied Art  
**V** - Fifth Semester  
**1** - Course One  
**T** - Theory  
**P** - Practical

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

  
**Registrar**  
Davangere University  
Shivangotri, Davangere.

  
**DEAN**  
Faculty of Arts  
Davangere University  
Shivangotri, Davangere-07

**DAVANGERE UNIVERSITY**  
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**Bachelor of Visual Arts (BVA)**  
**BVA V Semester Course Content Onwards 2024-25**

<b>Program Name</b>	<b>BVA Applied Art</b>	<b>Semester</b>	<b>Fifth Semester</b>
<b>Course Title</b>	Graphic Design : Indoor media (Practical)		
<b>Course Code</b>	BVA AA V.1	<b>Total Marks</b>	200
<b>Contact hours</b>	128 Hours	<b>No. of Credits</b>	06
<b>Internal Marks</b>	100	<b>Exam Marks</b>	100

**Learning Objectivities:** The students will be able to:

- 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.

<b>Contents</b>	<b>8 Hours per week</b>
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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.

**Scope:** Aims to understand the basics of print communication, elements for designing and printing processes.

**Guidelines:** 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.

**Medium:** Color & mixed media. (Manual-5 & System work-5)

**Submission:** 10 nos. finished works

**Size:** Suitable to the Indoor media

**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

**Pedagogy:** Demonstrations, PPT and visit to Corporate Company

<b>Formative Assessment for Practical C1 &amp; C2</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Test	C1-10 + C2-10=20
Practical Assignments	55
Subject related Projects	10
Subject related activities like, Quiz, seminar, Team activities	10
Attendance / Classroom Participation	05
<b>Total</b>	<b>100</b>

**Bachelor of Visual Arts (BVA)**  
**BVA V Semester Course Content Onwards 2024-25**

<b>Program Name</b>	<b>BVA Applied Art</b>	<b>Semester</b>	<b>Fifth Semester</b>
<b>Course Title</b>	Product Illustration-I (Practical)		
<b>Course Code</b>	BVA AA V.2	<b>Total Marks</b>	100
<b>Contact hours</b>	64 Hours	<b>No. of Credits</b>	04
<b>Internal Marks</b>	50	<b>Exam Marks</b>	50

**Learning Objectivities:** The students will be able to:

- Execute the Product Illustration concepts using elements and principles of Product Illustration.
- Students learn the Product Illustration design terminologies and its usage.
- Students are enabled with observation and analytical skills of product illustration.
- The creative process of imagination special emphasis on product illustration.

<b>Contents</b>	<b>4 Hours per week</b>
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Preparing the Illustration for varieties of consumer durables / products. Study of the same to be finished in different rendering styles. Application of medium like black & white or color (flat tone or half tone or mixed medium) suitable for reproduction purposes. Advanced techniques for rendering with color, color separation process, line and halftone methods for different media constraints. Creativity ideas in product illustration.

**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 illustration 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.

**Medium:** Pencil, pen & ink, monochrome color and mix-media with different techniques, etc.

**Submission:** 10 nos. finished works.

**Size:** Half imperial

**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 of product illustration.
- The Product 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 Product Illustrations.
- Product Illustration with special emphasis on attributes of various medium.
- Illustration to develop a career as illustrator needs not only to be inventive but logical & persuasive in implementing visual language information.

**Pedagogy:** Studio and outdoor work, demonstrations, slide shows.

<b>Formative Assessment for Practical C1 &amp; C2</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Test	C1-10 + C2-10=20
Practical Assignments with 400 sketches	25
Attendance / Classroom Participation	05
<b>Total</b>	<b>50</b>

**Bachelor of Visual Arts (BVA)**  
**BVA V Semester Course Content Onwards 2024-25**

<b>Program Name</b>	<b>BVA Applied Art</b>	<b>Semester</b>	<b>Fifth Semester</b>
<b>Course Title</b>	Typography & Design-I (Practical)		
<b>Course Code</b>	BVA AA V.3	<b>Total Marks</b>	100
<b>Contact hours</b>	64 Hours	<b>Credits</b>	04
<b>Internal Marks</b>	50	<b>Exam Marks</b>	50

**Learning Objectivities:** The students will be able to:

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

<b>Contents</b>	<b>4 Hours per week</b>
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The content and various explorations of the visual signage reflecting the institutional and corporate on the whole. Further more in-depth understanding of design elements such as typography, color 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 color, 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 a basic skill in Anatomy of Type & its elements, type face and construction. Development of ideas and practices.

**Medium:** Pen & Ink / brush and color.

**Submission:** 10 nos. finished works.

**Size:** Half imperial

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

- Imparting knowledge with Practical Assignments on typography design.
- Enhancing the skill of using colors and Design values.
- Improves emotional intelligence by using color & forms.

**Pedagogy:** Demonstrations, PPT /slide shows and museum/gallery visit

<b>Formative Assessment for Practical C1 &amp; C2</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Test	C1-10 + C2-10=20
Practical Assignments	25
Attendance / Classroom Participation	05
<b>Total</b>	<b>50</b>

**Bachelor of Visual Arts (BVA)**  
**BVA V Semester Course Content Onwards 2024-25**

<b>Program Name</b>	<b>BVA Applied Art</b>	<b>Semester</b>	<b>Fifth Semester</b>
<b>Course Title</b>	Advertising Management (Theory)		
<b>Course Code</b>	BVA AA V.4	<b>Total Marks</b>	100
<b>Contact hours</b>	48 Hours	<b>No. of Credits</b>	03
<b>Internal Marks</b>	20	<b>Exam Marks</b>	80

**Learning Objectivities:** The students will be able to:

- Understand the basic concepts of advertising and asses the Management
- Analyze the present scenario of advertising and Management segmentation.
- Discover the new advertising & Management development.
- Outline the recent developments in the field of advertising and Management
- Within this lesson you will understand the basics of advertising
- This lesson will give you an insight about advertising as a communication process.

<b>Contents</b>	<b>3 Hours per week</b>
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**Unit-1: Concepts of Advertising:** The Field of Advertising, Introduction, Integrated Marketing Communication, Advertising and its types, Comparative Advertising, Communication Models in Advertising

**Unit-2: Understanding Message Strategy:** Message & Copy in Advertising, Headlines in Print & TV Advertising, Visualization & Layout, Ad Appeals.

**Unit-3: The Advertising Management Process:** Market Research, Campaign Planning, Budgeting, Media Planning.

**Unit-4: Organization and Control Of Advertising Effort:** Role of advertising agency- advertising agency & client relationship- evaluating advertising effectiveness - pre & posttests of advertising.

**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 of advertising Management.
- Understand the basic concepts of Advertising and Management
- Analyze the systematic process of Advertising Management in the present scenario of marketing Decisions.
- Evaluate the Modern Advertising Management strategies & identify the factors affecting the Advertising system.

<b>Formative Assessment for Theory C1 &amp; C2</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Test	C1-05 + C2-05=10
Theory Assignments	05
Attendance / Classroom Participation	05
<b>Total</b>	<b>20</b>

**Bachelor of Visual Arts (BVA)**  
**BVA V Semester Course Content Onwards 2024-25**

<b>Program Name</b>	<b>BVA Applied Art</b>	<b>Semester</b>	<b>Fifth Semester</b>
<b>Course Title</b>	Photography (Practical)		
<b>Course Code</b>	BVA AA V.5	<b>Total Marks</b>	100
<b>Contact hours</b>	64 Hours	<b>Credits</b>	03
<b>Internal Marks</b>	50	<b>Exam Marks</b>	50

**Learning Objectivities:** The students will be able to:

- Demonstrate by creating images that evoke an emotional response.
- Apply the principles of lighting and color theory to a variety of photographic scenarios by evaluating and adjusting light and color to create quality images.
- Apply the mechanics of exposure to control light and influence the final product.
- Apply principles of composition to produce professional images.
- Select and use photographic equipment and technologies appropriate to the task.
- Work effectively individually and as a member of team, demonstrating time management, organizational, and interpersonal skills.

<b>Contents</b>	<b>4 Hours per week</b>
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Introduction to photography, History of Photography, Introduction to advanced photography, Evolution of cameras, Photography as Industry, Importance of Photography. Introduction to Light and Advanced Lighting, Introduction to composition and its complexities, Introduction to Different types Cameras & Accessories. Understanding different kinds of Lenses, Mastering Exposure Triangles, Advanced Camera controls, Professional approach for Shooting People, product and places. Sports, Travel, Environment, Photo journalism, Fashion, Science photography, Wedding photography, Model, Product, planning photograph, Advanced Digital workflow. (Post production techniques - Introduction to soft wares, file formats and understanding color.

**Medium:** Photo Print

**Submission:** 10 nos. finished works.

**Course Outcomes (COs):** After the successful completion of the course, the student will be able to: Student can work as a wildlife photographer, fashion photographer, wedding photographer, travel photographer, commercial photographer and much more. Photographers can work in the advertising industry for newspaper publishers, press and magazines.

**Pedagogy:** Demonstrations, PPT /slide shows and museum/gallery visit

<b>Formative Assessment for Practical C1 &amp; C2</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Test	C1-10 + C2-10=20
Practical Assignments	25
Attendance / Classroom Participation	05
<b>Total</b>	<b>50</b>

  
**DAVANGERE UNIVERSITY**

**Course: ELEMENTORY RESEARCH METHODOLOGY BA/BSW/BVA Programs as per SEP-2024**

Course Credit	No. of Hours Per Week	Total No. of Teaching Hours
2 Credits	2 Hrs	32 Hrs

**Course Objectives**

1. To gain understanding of nature and relevance of social science research and its application in the study of social phenomena
2. To learn steps and process of formulation of research design and carry out the same
3. To develop familiarity with qualitative and quantitative research methods
4. To learn how to prepare tools for collection of data
5. To learn process of data collection, organization, presentation, analysis and report writing

**Learning Outcomes**

1. Able to conduct research, and to do this with an understanding of the application of different methods and tools
2. Able to develop skills of data collection, organization, presentation, analysis and report writing

**Unit I: Introduction to Research:**

**Chapter-1:** Research: Concepts, Meaning, Definitions, Objectives, Characteristics, and Scope.

**Chapter-2:** Basic Elements and types of Research: Concepts, Constructs, Variables, Hypothesis. Types of Research: Pure (basic, fundamental) and applied research, qualitative and quantitative.

**Chapter-3:** Research Process: Identification and Formulating a Research Problem, Research objectives, Review of literature, Research designs, Sampling, Data Collection, Analysis & Interpretation

**Unit II: Research Design and Sampling:**

**Chapter-4:** Research Design: Concept and its importance in research, Features of a good research design. Types of Research Design – Exploratory, Explanatory, Descriptive, Experimental and Case study method

**Chapter-5:** Sampling Framework – Universe, Population, Sample, and Sampling Techniques

**Chapter-6:** Types of Sampling: Probability and Non-Probability Sampling

**Unit III: Sources of data and Data Collection:**

**Chapter-7:** Sources of Data: Primary and Secondary

**(P.T.O)**

**Chapter-8:** Tools and Techniques of Data Collection: Quantitative: Survey, Interview Schedule, Interview Guide and Questionnaire

**Chapter-9:** Qualitative: Observation, In-depth Interview and Focus Group Discussion, and Case Study

**Unit IV:** Data Processing and Report Writing:

**Chapter-10:** Processing and Presentation of Data (Analysis and Interpretations)

**Chapter-11:** Statistics: Meaning, Definition, Scope, Functions and Limitations, Application of Basic statistics in research

**Chapter-12:** Research Report: Significance of Research report, abstract and keywords, structure and contents.

**REFERENCES:**

An Introduction to Research Methodology: Authored by B.L. Garg, R. Karadia, F. Agarwal, and U.K. Agarwal (2002),

Black, J. and Champion, D. (1976). Methods and Issues in Social Research. New York, N.Y.: Wiley.

Bryman, Alan (2016), Social Research Methods. 5th Edition. London: Oxford University Press.

Cook, Thomas D Cook and Reichardt, eds (1979). Qualitative and Quantitative Methods in Evaluation Research. CA: Sage

Creswell, JW (1994). Research Design: Qualitative and Quantitative Approaches. CA: Sage Publications.

Denzin, N.K. and Lincoln, Y.S. Eds (2017). The Sage Handbook of Qualitative Research. Sage

Gupta, S.C., (2012), Fundamentals of Statistics, 7th revised ed., Himalaya Publishing House, New Delhi.

Kerlinger, F. (1986). Foundations of Behavioral Research. New York: Holt, Rinehart and Winston.

Kothari, C.R., (2004), Research Methodology – Methods and Techniques, 2nd ed.,

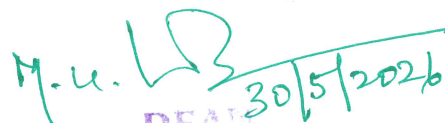
Kumar, R., (2006), Research Methodology, 2nd ed., Pearson Education, New Delhi.

Laldas, D. K., (2000), Practice of Social Research, Rawat Publication, New Age International (P) Ltd., New Delhi.

Neuman, W. L. (2014). Social Research Methods- Qualitative and Quantitative Approach. 7th Edition. New Delhi: Pearson Education India.

**Note; Elementary Research Methodology course shall be allotted by the Principal, considering the workload of the faculty members of different streams and within the faculty.**

  
**Registrar**  
Davangere University  
Shivangotri, Davangere

  
**DEAN**  
Faculty of Arts  
Davangere University  
Shivangotri, Davangere-07  
30/5/2026

**DAVANGERE UNIVERSITY**  
**UNIVERSITY COLLEGE OF VISUAL ARTS**  
(Constituent College of Davangere University)

**Bachelor of Visual Arts (BVA) Semester Scheme**


**Course Structure, Scheme of Teaching and Evaluation**  
**Onwards 2024-25**

**BVA APPLIED ART COURSE**

<b>VI SEMESTER</b>								
Course Code	Title of the Course	Course Category	Credits	Per Week	Exam Hours	Exam Marks	IA	Total Marks
<b>Major Courses</b>								
BVA AA VI.1	Graphic Design : Outdoor media	P	6	8	10	100	100	<b>200</b>
BVA AA VI.2	Product Illustration - II	P	4	4	5	50	50	<b>100</b>
BVA AA VI.3	Typography & Design-II	P	4	4	5	50	50	<b>100</b>
<b>Minor Courses</b>								
BVA AA VI.4	Marketing Management	T	3	3	3	80	20	<b>100</b>
BVA AA VI.5	Computer Graphic Design	P	3	3	5	50	50	<b>100</b>
<b>Total</b>			<b>20</b>	<b>34</b>		<b>330</b>	<b>270</b>	<b>600</b>

**Note:**

- BVA** - Bachelor of Visual Arts  
**AA** - Applied Art  
**VI** - Sixth Semester  
**1** - Course One  
**T** - Theory  
**P** - Practical

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

(Constituent College of Davangere University)

**Bachelor of Visual Arts (BVA)**

**BVA VI Semester Course Content Onwards 2024-25**

<b>Program Name</b>	<b>BVA Applied Art</b>	<b>Semester</b>	<b>Sixth Semester</b>
<b>Course Title</b>	Graphic Design: Outdoor media (Practical)		
<b>Course Code</b>	BVA AA VI.1	<b>Total Marks</b>	200
<b>Contact hours</b>	128 Hours	<b>No. of Credits</b>	06
<b>Internal Marks</b>	100	<b>Exam Marks</b>	100

**Learning Objectivities:** The students will be able to:

- 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 upto be able to use it in the individual capacity in the process of outdoor ad design

<b>Contents</b>	<b>8 Hours per week</b>
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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 read ability. Advertising for educating masses-for health education social services, politics, environment, finance and banking etc.,

**Scope:** 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.

**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.

**Medium:** Color & mixed media. Manual-5 & System work-5

**Submission:** 10 nos. finished works

**Size:** Suitable to the outdoor media.

**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 principlesof campaign planning.

**Pedagogy:** Demonstrations, PPT and visit to Corporate Company

<b>Formative Assessment for Practical C1 &amp; C2</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Test	C1-10 + C2-10=20
Practical Assignments	55
Subject related Projects	10
Subject related activities like, Quiz, seminar, Team activities	10
Attendance / Classroom Participation	05
<b>Total</b>	<b>100</b>

**Bachelor of Visual Arts (BVA)**  
**BVA Applied Art VI Semester Course Content Onwards 2024-25**

<b>Program Name</b>	<b>BVA Applied Art</b>	<b>Semester</b>	<b>Sixth Semester</b>
<b>Course Title</b>	Product Illustration-II (Practical)		
<b>Course Code</b>	BVA AA VI.2	<b>Total Marks</b>	100
<b>Contact hours</b>	64 Hours	<b>No. of Credits</b>	04
<b>Internal Marks</b>	50	<b>Exam Marks</b>	50

**Learning Objectivities:** The students will be able to:

- Execute the Product Illustration concepts using elements and principles of Product Illustration.
- Students learn the Product Illustration design terminologies and its usage.
- Students are enabled with observation and analytical skills of product illustration.
- The creative process of imagination special emphasis on product illustration.

<b>Contents</b>	<b>4 Hours per week</b>
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Preparing the Drawings for different types of Objects and creating the 3-D objects rendering with pencil, pen & ink, Black & White/ Color, in line half tone. Study of medium simple products / consumer durables and the same to be rendering with black & white / color tones. Rendering mediums in different techniques and its application to advertising based on reproduction purpose.

**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.

**Medium:** Pencil, pen & ink, monochrome color and mix-media with different techniques, etc.

**Submission:** 10 nos. finished works.

**Size:** Half imperial

**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 of product illustration.
- The Product 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 Illustrations.
- Product Illustration with special emphasis on attributes of various drawing medium.
- Illustration to develop a career as illustrator needs not only to be inventive but logical & persuasive in implementing visual language information.

**Pedagogy:** Studio and outdoor work, demonstrations, slide shows.

<b>Formative Assessment for Practical C1 &amp; C2</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Test	C1-10 + C2-10=20
Practical Assignments with 400 sketches	25
Attendance / Classroom Participation	05
<b>Total</b>	<b>50</b>

**Bachelor of Visual Arts (BVA)**  
**BVA VI Semester Course Content Onwards 2024-25**

<b>Program Name</b>	<b>BVA Applied Art</b>	<b>Semester</b>	<b>Sixth Semester</b>
<b>Course Title</b>	Typography & Design-II (Practical)		
<b>Course Code</b>	BVA AA VI.3	<b>Total Marks</b>	100
<b>Contact hours</b>	64 Hours	<b>Credits</b>	04
<b>Internal Marks</b>	50	<b>Exam Marks</b>	50

**Learning Objectivities:** The students will be able to:

- 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.

<b>Contents</b>	<b>4 Hours per week</b>
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The Study of fundamental of different type faces and have the knowledge of legibility of writing, spacing, and readability of typography. Exercises of simple layout as the aspect of composition and perceptive sense of typographic layout. Advanced practice of the creativity in typographic & calligraphic layouts with its different Indian languages- suitable to print ads, like press ad, poster, hoarding, and various purposes.

**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 a basic skill in Anatomy of Type & its elements, type face and construction. Development of ideas and practices.

**Medium:** Pen & Ink / brush and color.

**Submission:** 10 nos. finished works.

**Size:** Half imperial

**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 colors and Design values.
- Perspective outdoor studies that can be transposed onto Indian miniature perspective.
- Creative drawing composition. Sketches in direct color with brushes.
- Increase patience and philosophical values through Visual art.
- Improves emotional intelligence by using color & forms.

**Pedagogy:** Demonstrations, PPT /slide shows and museum/gallery visit

<b>Formative Assessment for Practical C1 &amp; C2</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Test	C1-10 + C2-10=20
Practical Assignments	25
Attendance / Classroom Participation	05
<b>Total</b>	<b>50</b>

**Bachelor of Visual Arts (BVA)**  
**BVA VI Semester Course Content Onwards 2024-25**

<b>Program Name</b>	<b>BVA Applied Art</b>	<b>Semester</b>	<b>Sixth Semester</b>
<b>Course Title</b>	Marketing Management (Theory)		
<b>Course Code</b>	BVA AA VI.4	<b>Total Marks</b>	100
<b>Contact hours</b>	48 Hours	<b>No. of Credits</b>	03
<b>Internal Marks</b>	20	<b>Exam Marks</b>	80

**Learning Objectivities:** The students will be able to:

- Understand the basic concepts of marketing management and asses the marketing environment.
- Analyze the consumer behavior in the present scenario of marketing management and marketing segmentation.
- Discover the new marketing management development.
- Outline the recent developments in the field of marketing management.

<b>Contents</b>	<b>3 Hours per week</b>
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**Unit-1:** Definition of marketing, marketing management, concepts and process, creating a marketing plan, complete model of the marketing process.

**Unit-2:** Customer-oriented marketing strategy- selecting target markets, product, service and brand, types of consumer products.

**Unit-3:** New product development- process of developing a new product, product life cycle (PLC),

**Unit-4:** Advertising strategy, advertising media, evaluating results- pre-testing, post testing.

**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 management used in marketing.
- Understand the basic concepts marketing management environment.
- Analyze the systematic process of marketing management in the present scenario of marketing.
- Evaluate the Modern marketing management strategies & identify the factors affecting the Advertising system.
- Inculcate the recent developments in the field of marketing management.

<b>Formative Assessment for Theory C1 &amp; C2</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Test	C1-05 + C2-05=10
Theory Assignments	05
Attendance / Classroom Participation	05
<b>Total</b>	<b>20</b>

**Bachelor of Visual Arts (BVA)**  
**BVA VI Semester Course Content Onwards 2024-25**

<b>Program Name</b>	<b>BVA Applied Art</b>	<b>Semester</b>	<b>Sixth Semester</b>
<b>Course Title</b>	Computer Graphic Design (Practical)		
<b>Course Code</b>	BVA AA VI.5	<b>Total Marks</b>	100
<b>Contact hours</b>	64 Hours	<b>Credits</b>	03
<b>Internal Marks</b>	50	<b>Exam Marks</b>	50

**Learning Objectivities:** The students will be able to:

- Computer graphics within an Applied Art program focuses on developing practical design skills using digital tools for various commercial applications like advertising, branding, and illustration.
- Techniques for translating anatomical accuracy into expressive visual forms and creating digital illustrations for various platforms.
- To familiarize students with the diverse professional applications of computer graphics, such as advertising design, packaging, corporate identity, animation, web design, and multimedia art.
- To develop the practical and entrepreneurial skills needed to produce work for commercial and social contexts, ensuring designs meet professional standards and can be developed for various media, including web-based platforms, print, and video.

<b>Contents</b>	<b>4 Hours per week</b>
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**Unit-1:** Introduction to Corel draw, Adobe illustrator - practicing the tools & creating special effects. The most impressive art work in the digital media, like drawings, vector arts, designs, logos and corporate designs, etc. The visuals and own concept the illustrated on digital format.

**Unit-2:** Introduction to Adobe Photoshop - practicing the tools and to develop skills in creating images, photographs, Image creation, manipulation, photo retouching, and digital painting. Layout designs for press media, poster and others media etc. Creative Visualization for the better understanding of Print and Publishing Media.

**Unit-3:** Introduction to Adobe InDesign- For page layout and desktop publishing.

**Unit-4:** Introduction to web designing - the presentation, web page designing, basics web designing, Portfolio designing.

**Medium:** Computer / Laptop


**Submission:** 08 works with open files.

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

- Understand the basics computer graphic design, different graphics systems and applications of computer graphic design.
- Use of geometric transformations on graphics objects and their application in composite form.
- Extract scene with different clipping methods and its transformation to graphics display device.

**Pedagogy:** Demonstrations, PPT /slide shows and museum/gallery visit

<b>Formative Assessment for Practical C1 &amp; C2</b>	
<b>Assessment Occasion/ type</b>	<b>Marks</b>
Internal Test	C1-10 + C2-10=20
Practical Assignments	25
Attendance / Classroom Participation	05
<b>Total</b>	<b>50</b>

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