



**KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION**

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾವಿಭಾಗ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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

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'A' Grade 2014

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No. KU/Aca(S&T)/JS/MGJ(Gen)/2024-25/436

Date: 11 NOV 2024

ಅಧಿಸೂಚನೆ

ವಿಷಯ: ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿಯನುಸಾರ 2024-25ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕೋತ್ತರ ಪದವಿಗಳಿಗೆ / ಸ್ನಾತಕೋತ್ತರ ಡಿಪ್ಲೋಮಾಗಳಿಗೆ ಪಠ್ಯಕ್ರಮವನ್ನು ಪ್ರಕಟಣೆ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 2 ರಿಂದ 9, ದಿ: 08.11.2024.
2. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಅನುಮೋದನೆ ದಿನಾಂಕ: 11.11.2024.

ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿಯನುಸಾರ 2024-25ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಎಲ್ಲ ಸ್ನಾತಕೋತ್ತರ ಪದವಿಗಳಾದ M.A./M.Sc / M.Com / MBA / M.Ed 1 ರಿಂದ 4ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳಿಗೆ ಮತ್ತು 1 & 2ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳ ಸ್ನಾತಕೋತ್ತರ ಡಿಪ್ಲೋಮಾಗಳಿಗೆ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದನೆಯೊಂದಿಗೆ ಈ ಕೆಳಗಿನಂತೆ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳಲಾಗಿದೆ. ಕಾರಣ, ಸಂಬಂಧಪಟ್ಟ ಎಲ್ಲ ಸ್ನಾತಕೋತ್ತರ ವಿಭಾಗಗಳ ಅಧ್ಯಕ್ಷರು / ಸಂಯೋಜಕರು / ಅಡಳಿತಾಧಿಕಾರಿಗಳು / ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳು / ಶಿಕ್ಷಕರು ಸದರಿ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಅನುಸರಿಸುವುದು ಮತ್ತು ಸದರಿ ಪಠ್ಯಕ್ರಮವನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ www.kud.ac.in ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆಯನ್ನು ಸಂಬಂಧಪಟ್ಟ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸೂಚಿಸುವುದು.

Arts Faculty

Sl.No	Programmes	Sl.No	Programmes
1	Kannada	8	MVA in Applied Art
2	English	9	French
3	Folklore	10	Urdu
4	Linguistics	11	Persian
5	Hindi	12	Sanskrit
6	Marathi	13	MPA Music
7	MVA in Painting		

Faculty of Science & Technology

Sl.No	Programmes	Sl.No	Programmes
1	Geography	10	M.Sc (CS)
2	Chemistry	11	MCA
3	Statistics	12	Marine Biology
4	Applied Geology	13	Criminology & Forensic Science
5	Biochemistry	14	Mathematics
6	Biotechnology	15	Psychology
7	Microbiology	16	Applied Genetics
8	Zoology	17	Physics
9	Botany	18	Anthropology

Faculty of Social Science

Sl.No	Programmes	Sl.No	Programmes
1	Political Science	8	Journalism m & Mass Commn.
2	Public Administration	9	M.Lib. Information Science
3	History & Archaeology	10	Philosophy
4	A.I.History & Epigraphy	11	Yoga Studies
5	Economics	12	MTTM
6	Sociology	13	Women's Studies
7	MSW		

Management Faculty

Sl.No	Programmes	Sl.No	Programmes
1	MBA	2	MBA (Evening)

Faculty of Commerce

Sl.No	Programmes	Sl.No	Programmes
1	M.Com	2	M.Com (CS)

Faculty of Education

Sl.No	Programmes	Sl.No	Programmes
1	M.Ed	2	M.P.Ed

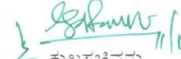
OEC subject for PG

Sl.No	Programmes	Sl.No	Programmes
1	Russian	5	Veman Peetha
2	Kanaka Studies	6	Ambedkar Studies
3	Jainology	7	Chatrapati Shahu Maharaj Studies
4	Babu Jagajivan Ram	8	Vivekanand Studies

PG Diploma

Sl.No	Programmes	Sl.No	Programmes
1	PG Diploma in Chatrapati Shahu Maharaj Studies	2	P.G. Diploma in Women's Studies
3	P.G. Diploma in Entrepreneurial Finance		

ಅಡಕ: ಮೇಲಿನಂತೆ


ಕುಲಸಚಿವರು.

ಗೆ,

1. ಕ.ವಿ.ವಿ. ಸ್ನಾತಕೋತ್ತರ ಅಧ್ಯಕ್ಷರುಗಳಿಗೆ / ಸಂಯೋಜಕರುಗಳಿಗೆ / ಆಡಳಿತಾಧಿಕಾರಿಗಳಿಗೆ / ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ
2. ಎಲ್ಲ ನಿಖಾಯದ ಡೀನರು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ/ ಸಿಸ್ಟಮ್ ಅನಾಲಿಸಿಸ್ಟ್ / ಸಂಬಂಧಿಸಿದ ಪದವಿಗಳ ವಿಭಾಗಗಳು, ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
6. ನಿರ್ದೇಶಕರು, ಐ.ಟಿ. ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ ಇವರಿಗೆ ಕ.ವಿ.ವಿ. ಅಂತರಜಾಲದಲ್ಲಿ ಪ್ರಕಟಿಸುವುದು.



KARNATAKA UNIVERSITY
DHARWAD
Master in Visual Arts

Two Years PG Programme

MVA APPLIED ART SYLLABUS

**SYLLABUS FOR MASTER OF VISUAL ART (MVA)
FOR APPLIED ARTS SPECIALISATION IST TO IVTH SEMESTER
WITH EFFECT FROM 2024-25 ONWARDS**

GENERAL INSTRUCTIONS

I. CREDIT, WORKLOAD AND SYLLABUS EQUIVALENCE

1. One credit is equal to 1 hour theory teaching per week.
2. One credit is equal to 2 hour practical teaching per week.
3. One credit is equal to 15 hours theory syllabus per semester (1 Unit is equal to 15 Hours)
4. One credit is equal to 30 hours practical syllabus per semester (1 credit practical is equal to 2 hours/ week)

A. Workload for theory subjects

1. There shall be 16 hrs/week workload for Assistant Professor
2. There shall be 14 hrs/week workload for Associate Professor/ Professor/Senior Professor.
3. There shall be 2hrs/week workload relaxation for Guiding Ph.D. students

B. Workload for practical subjects

1. There shall be 20 hrs/week workload for Assistant Professor
2. There shall be 18 hrs/week workload for Associate Professor/ Professor/Senior Professor.
3. There shall be 2hrs/week workload relaxation for Guiding Ph.D. students

C. Workload for practical batches

1. A batch of 10-12 students shall have 1 teacher

D. Workload for Project

1. Students for projects / internship shall be preferably guided by permanent faculty for atleast 10 students by sharing equally among the permanent faculty. If remained excess shall be allotted to other teacher's on roll on temporary basis.
2. If there are no permanent faculty, the students shall be distributed among the temporary teachers on roll.
3. There shall be maximum of 4 hrs/week workload for guiding the students for project work irrespective of number of students.

II. ALLOTMENT OF SPECIALIZATION: While allotting specialization in 3rd and 4th semester, minimum of 10 students shall have to select the specialization.

III. ATTENDANCE: 75% attendance is mandatory for every course (paper). No marks are reserved for attendance. If the candidates fail to fulfill 75% attendance in any one of the course (paper) in the given semester, such candidate is not eligible to appear for examination in all the papers and candidate has to get the readmission for such semester. However, up to 20% attendance may be condoned with the supportive documents for a student who represents University /State / National level sports, cultural and other events. Monthly attendance shall be displayed on noticeboard.

IV. CREDIT AND MARKS EQUIVALENCE

1. Generally, 20% weightage for Formative assessment and 80% weightage for Summative assessment.
2. Up to 2 credits equal to 50 marks (10 marks Formative assessment and 40 marks summative assessment).
3. 3-4 credits equal to 100 marks (20 marks Formative assessment and 80 marks summative assessment).
4. 5-6 credits equal to 150 marks (30 marks Formative assessment and 120 marks summative assessment).
5. Example for 100 marks out of which 20 marks for Formative assessment i.e., Formative Assessment shall be in two internal assessments i.e.: 10 marks I.A. for 8th week and 10 marks for 14th week of every semester.

V. Conduct of Examination

1. Formative assessment examination shall be conducted for 1hr. There shall not be any provision for improvement. A special Formative assessment examination shall be conducted for a student who represents University /State / National level sports, cultural and other events if a schedule is overlapping.
2. 80 marks summative theory examination shall be conducted for 3 hrs and 40 marks for 1.5 hrs.
3. 80/ 40 marks Formative / Summative Practical examination shall be conducted for 4 hrs.
4. There shall be a single examiner for both even and odd semesters' Formative Practical examination.
5. There shall be a single examiner for odd semester Summative Practical examination and two examiners for even semester Summative Practical examination; one from internal and other shall be external examiner.

VI. Assessment

1. **Theory papers:** There shall be a single valuation for odd semester theory papers preferably internal examiner and double valuation for even semesters; one from internal and other shall be external examiner.

2. Project/Internship assessment

A) For 100 marks Project/Internship assessment (Wherever applicable)

- i. **Formative Assessment:** Project/Internship assessment carrying 20 marks out of 100 marks. Candidate has to submit two Progress Reports; each carries 10 Marks. i.e. $10 \times 2 = 20$ marks.
- ii. **Summative Assessment:** Project/Internship assessment carrying 80 marks out of 100 marks
 - a. Project Report : 35
 - b. Presentation : 25
 - c. Viva-voce : 20

B) For 150 marks Project/Internship assessment (Wherever applicable)

- i. **Formative Assessment:** Project/Internship assessment carrying 30 marks out of 150 marks. Candidate has to submit two Progress Reports; each carries 15 Marks. i.e. $15 \times 2 = 30$ marks.
- ii. **Summative Assessment:** Project/Internship assessment carrying 120 marks out of 150 marks
 - a. Project Report : 60
 - b. Presentation : 35
 - c. Viva-voce : 25

VII. Passing criteria:

1. There shall be no minimum passing marks for Formative assessment.
2. Candidate has to score minimum 40% in summative examination and fulfill 40% of the maximum marks including Formative assessment marks. For example: for 80 marks summative examination, candidate has to score minimum of 32 marks (40%) and should score cumulatively 40 marks including formative assessment in every course.

VIII. DECLARATION OF RESULT

1. Candidate has to score 40% as above in all the courses to pass the semester end examination to declare pass.
2. **Percentage and Grading:** Result shall be declared in terms of SGPA and at the end of four semesters as CGPA. The calculation of CGPA is as under
3. If P is the percentage of marks secured (IA + semester end score) by the candidate in a course which is rounded off to the nearest integer, the grade point (GP) earned by the candidate in that course will be given as below.

Percentage (%)	Grade(GP)	Percentage (%)	Grade(GP)
40	4.0	71-75	7.5
41-45	4.5	76-80	8.0
46-50	5.0	81-85	8.5
51-55	5.5	86-90	9.0
56-60	6.0	91-95	9.5
61-65	6.5	96-100	10.0
66-70	7.0		

Grade point of less than 4 shall be considered as fail in the course, hence, GP=0 and for the absent candidate also GP=0

4. A student's level of competence shall be categorized by grade point (GP), Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of the programme.
5. **Semester Grade Point Average (SGPA):** The SGPA is a ratio of sum of the number of Credit Grade Points scored from all the courses (subject) of given semester to the total credits of such semester in which the candidate studied. (Credit Grade Points of each course = Credits x GP).
6. **Cumulative Grade Point Average (CGPA):** It is calculated as below for 4 semester programme.

$$CGPA = \frac{(\text{Credit}_1 \times SGPA_1) + (\text{Credit}_2 \times SGPA_2) + (\text{Credit}_3 \times SGPA_3) + (\text{Credit}_4 \times SGPA_4)}{\text{Total credits of programme (sum of credits of 4 semesters)}}$$
7. After studying and passing, all the credits prescribed for the programme the degree shall be awarded with CGPA score after rounding off to second decimal and class distinguishing as second class, first class, and distinction along with grade letter as under:

CGPA of the programme(Degree)	Class obtained	Grade Letter
9.5 to 10.00	Outstanding	A ⁺⁺
7.00 to 9.49	Distinction	A ⁺
6.00 to 6.99	First Class	A
5.50 to 5.99	Second class	B ⁺
5.00 to 5.49		B
4.00 to 4.99	Pass	C
Less than 4.0	Fail/ Reappear	D

8. Each semester Grade Card shall have marks and SGPA and final Grade Card shall have semester wise marks obtained in all semesters, CGPA and % of cumulative marks obtained from all semesters.
9. There shall be Revaluation / Challenge valuations provisions as per the prevailing rules and regulations.
10. Marks obtained from the OEC shall not be considered for award of CASH PRIZE / RANK / GOLD MEDAL.

IX. MAXIMUM DURATION FOR COMPLETION OF THE PROGRAMME

A candidate admitted to any P.G. Programme shall complete it within a period, which is double the duration of the programme from the date of admission.

ANY OTHER TERMS AND CONDITIONS

Apart from the above, the prevailing rules and regulation are valid for any other matters which are not addressed in this regard.

Program Outcomes:

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

Program Specific Outcomes:

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

KARNATAKA UNIVERSITY, DHARWAD

MVA Applied art 1stSemester Program Structure

Sl no		Subject Code	Subject Description	Introducti on	IA Mark s	Exam Hours	Final Submission And exam			Total Marks	Credits
			Major Practical				viva	Journal	Exam		
1	DSC	C1APT001P	Visualization	12	40	5+5+5	30	30	100	200	8
			Minor Practical								
2	DSC	C1APT002P	Window display	8	20	10	----	----	80	100	4
3	DSE	C1APT101AP	Opted by the Students Creative Illustration	8	20	10	---	---	80	100	4
		C1APT101BP	OR Story Illustration								
			Theory								
4	DSC	C1APT003T	Advertising Management	4	20	3	---	---	80	100	4
5	DSC	C1APT004T	Integrated Marketing Communication	4	20	3	---	----	80	100	4
				36					Total	600	24

KARNATAKA UNIVERSITY, DHARWAD
Applied art IInd Semester
Program Structure

Sl no		Subject Code	Subject Description	Intro ducti on Hrs/ Week	IA Marks	Exam Hours	Final Submission And exam			Total Marks	Credit s
							viva	Journal	Exam		
			Major Practical				viva	Journal	Exam		
1	DSC	C2APT001P	Visualization	16	40	5+5+5	30	30	100	200	8
			Minor Practical								
2	DSE	C2APT101AP	Opted by the Students Creative Illustration OR Story Illustration	8	20	10	---	---	80	100	4
		C2APT101BP									
3	OEC	C2ATP203P	Media and Public Relation For Other Component	4	20	5	---	---	80	100	4
			Theory								
4	DSC	C2APT002T	Principles of Advertising art	4	20	3	---	---		100	4
5	DSC	C2APT003T	Advertising Media Strategy	4	20	3	---		80	100	4
				36					Total	600	24

KARNATAKA UNIVERSITY, DHARWAD
MVA Applied art IIIrd Semester
Program Structure

Sl no		Subject Code	Subject Description	Introduction Hrs/Week	IA Marks	Exam Hours	Final Submission And exam			Total Marks	Credits
							viva	Journal	Exam		
			Major Practical								
1	DSC	C3APT001P	Visualization	12	40	5+5+5	30	30	100	200	8
			Minor Practical								
2	DSE	C3APT102AP	Opted by the Students Creative Illustration	8	20	10	---	---	80	100	4
		C2APT102BP	OR Story Illustration								
3	OEC	C3APT203P	Media and Public Relation -III (For Other Component)	4	20	5	---	---	80	100	4
			Theory								
4	DSC	C3APT002T	Research Methodology	4	20	3	---	---	80	100	4
5	DSC	C3APT003T	Principles of Media Communication	4	20	3	---		80	100	4
				36					Total	600	24

KARNATAKA UNIVERSITY, DHARWAD
MVA Applied art IVth Semester
Program Structure

Sl no	Type of Course	Subject Code	Subject Description	Introduction Hrs/Week	IA Marks	Exam Hours	Final Submission And exam			Total Marks	Credits
			Major Practical				viva	Journal	Exam		
1	DSC	C4APT001 P	Visualization	20	60	5+5+5	30	30	180	300	8
			Minor Practical								
2	DSE	C4APT102 AP	Opted by the Students Creative Illustration	8	20	10	---	---	80	100	4
		C4APT102 BP	OR Story Illustration								
3	DSC	C4APT002 T	Dissertation	8	20	5	---	---	80	100	4
4	DSC	C4APT003 T	Display and Submission	0	--	5	20		80	100	4
				36					Total	600	24

.....MVA Applied art 1st Semester.....

Subject :Visualization-

DSC- C1APT001P

(Campaign planning)(200 MARKS)

Course Outcomes

1) Visualization and Campaign planning - I: The subject helps the students to shape up his /her future in the field of Advertising Specialist, Marketing Specialist, Creative Designer, Visualize, Event Planner, Creative Director, Graphic Designer, Social Media Manager, Copy Writer, Brand Strategist, and Advertising Agency Jobs and so on. The subject helps the students to shape up his her future in the field of advertising agencies as Designer , Gaming Company As A Game Developer , In Animation Area As Animator, Fashion Designer ,Cartoon Artist ,Book Illustrator ,Model Designer ,2D/3D Model Making. So job opportunities are available in various sectors.

- **Major--**

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

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

(i) Visualization

Visualization:

Course of study:

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

- **Submission for the Project Work.**

- (i) Submission of class works
- (ii) One campaign works(Compulsory *with Journal*)
- (iii) One campaign in Digital. i.e. 10 works (Compulsory *with Journal*)
- (iv) Free hand sketching – 500
- (v) A short documentary film or Advertising TV Commercial etc.
- (vi) Drawing – 20 (Related to Project Work)

(i) Typography & Book Design.

- (ii) Outdoor or indoor media advertising
- (iii) Industrial. advertising
- (iv) print and electronic media

Contents	84
<p>Submission-Assignments:</p> <ul style="list-style-type: none"> (i) Submission of class works (ii) Minimum submission would be 5 illustrated books of at least 16 Pages each and 6 individual Assignments on various types of (iii) Free hand sketching - 1000 (iv) Drawing – 20 <p>Journal</p> <p>It is to be used as a visual diary. Recording and documenting the process of learning to build Visualization It needs to be document in both words and graphic format . It needs to be presented at each display, discussion of practical works . plenty scribbles drawing, pictures eat can be included.</p> <p>Submission-Assignments :</p> <ul style="list-style-type: none"> (i) Minimum 35 Pages (ii) Scribbles drawing. 20 Pages 	

Subject : **Window display**

DSC- C1APT002P

(**100 MARKS**)

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

Window displays

- Window displays are a form of advertisement that allow stores to display what they have to offer, both in stock and creativity.
- How a store chooses to design their window display shows potential customers how much effort they put into their business and the quality of service customers will receive
- Create an experience: Make the display interactive and experiential to encourage customers to engage with the brand. You can use touch screens or QR codes to allow customers to learn more about the products.
- Use lighting: Position lighting carefully to highlight the products you want to promote.
- Use props: Props like mannequins can help enhance storytelling and make the display more engaging.
- Maintain balance: Avoid making the display too busy with too many focal points.
- Change regularly: Rotate the display to keep it fresh and engage new customers.
- Use perforated window film: This allows you to print graphics on one side of the window while still allowing people to see through the other side.

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

	Content	56.hrs
	<p>Content: concert Window displays with the support of daily sketches (subjective or objective compositions). Creating water and poster, etc, using colours. And Materials Window displays are a form of advertisement that allow stores to display what they have to offer, both in stock and creativity. Use the any materials How a store chooses to design their window display shows potential customers how much effort they put into their business and the quality of service customers will receive (i) Product , Service, Awareness illustration / Window displays& Book Cover Design. (ii) 3D Model Design . Window displays (iii) Board Display (iv) models displays etc.</p>	

Creative illustrations or Story Illustration

Subject : **Creative Illustrations –**

DSE-C1APT101AP

(**100 MARKS**)

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

- Creative illustrations are a key part of advertising campaigns because they can help a product stand out and make a lasting impression on consumers. Here are some ways that creative illustrations can be used in advertising:
- Draw attention: Illustrations can use unique visual effects, such as diagonal lines, frames, perspective, or asymmetry to make the image dynamic and unusual.
- Elicit an emotional response: Illustrations can be used to communicate a feeling to the audience.
- Convey the product's USPs: Illustrations can depict the features and utilities of a product.
- Foster a distinctive brand identity: Illustrations can help establish a brand as a leader in visual innovation.
- Create a meaningful connection: Illustrations can help consumers feel like part of a brand narrative that is continually evolving.
- Launch a brand: Illustrations can be used to launch a brand, such as a company without any offline store.

Content: concert **Creativellustration**with the support of daily sketches (subjective or objective compositions). Creating water and poster, etc, using colours. And Materials

Creative illustrations are a key part of advertising campaigns because they can help a product stand out and make a lasting impression on consumers. Here are some ways that creative illustrations can be used in advertising:

Any product.Service. Awareness in ads .

Elicit an emotional response: Illustrations can be used to communicate a feeling to the audience

Subject: **Story Illustration**

DSE- C1APT101BP

(100 MARKS)

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

- three examples of drawing – these can include observational drawing, life drawing, developmental drawing, location drawing, drawing from life.three images showing technical skills or experimentation that may include photography, printmaking, 3D, films, animation, digital imagery. Use props: Props like mannequins can help enhance storytelling and make the display more engaging.
- Maintain balance: Avoid making the display too busy with too many focal points.
- Change regularly: Rotate the display to keep it fresh and engage new customers.
- Use perforated window film: This allows you to print graphics on one side of the window while still allowing people to see through the other side.

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

- Product , Awareness or story illustration
- Hand work , digital or any media – 10 works
- Key sketch and assignment

Subject : Advertising Management –
DSC- C1APT003P
(100 MARKS)

Course Outcomes

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

Theory

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

Introduction To Advertising: Meaning & Definition – Advertising Goals – Concepts of Marketing – Approaches to Target audience– Functions of Marketing. Recent trends Advertising in Marketing – Ad agency Relationship and public Relation and TV Commercial ads

Advertising Segmentation: Meaning & Definition - Bases of Advertising Segmentation – Types of media segmentation, Target Markets, Concept of Target ordinance and costumer , Positioning and differentiation media strategies, Concept of positioning – Value Proposition & USP, Marketing Information System, and Strategic Advertising Management planning.

Advertising management is a complex process. However, at its simplest level, advertising management can be reduced to four key decision areas:

Target audience definition: Who do we want to talk to?

Message (or creative) strategy: What do we want to say to them?

Media strategy: How will we reach them?

Measuring advertising effectiveness: How do we know our messages were received in the form intended and with the desired outcomes?

- Overall understanding of Advertisements
- Origin of the Advertisements
- About the earlier style of Advertisements
- What were the first products that were advertised
- About the earlier printing techniques of Advertisements
- How Advertisements have flourished over the years

Assignment:

As assigned by the Tutor.

	Content	42
	<p>Advertising Management</p> <ul style="list-style-type: none"> • History of Advertising Management • Advertising Campaign Planning • Buying Motives. <u>Future of Advertising</u> • Process of Advertising Agency and <u>Advertising Budget</u> • <u>Industrial Advertising</u> , <u>Measuring Advertising Effectiveness</u> • <u>Future of Advertising</u> 	

Reference Books

- 1) Advertising Management 3rd semester B com
- 2) Advertising Management by Jaishri Jethwaney (Author), Shruti Jain (Author)
- 3) Marketing Management by Philip Kotler
- 4) Advertising and Media Management (Sem 6, BBA, NEP)

Subject :Integrated Marketing Communication-

DSC-C1APT004P

(100 MARKS)

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

Promotion is one of the four major elements of the marketing mix. Therefore, an integrated marketing communications (IMC) strategy consisting of a combination of promotional tools could be an essential element of the businesses' overall marketing strategy. Different promotional tools could foster an increased awareness of a company's products or services, inform people about features and benefits, and move them to make a purchase. In this light, this chapter examines these promotional tools, individually. It suggests that effective IMC plans promote the companies' products and services, by sending clear, consistent and complementary messages that are ultimately intended to turn prospects into customers. In conclusion, it posits that the marketing managers must consider the 6Ms (including the market, the mission, the message, the media, money and measurement) when they are preparing an IMC plan.

- Overall understanding of Advertisements
- Origin of the Advertisements
- About the earlier style of communications
- What were the first products that were advertised
- About the earlier printing techniques of Advertisements
- How Advertisements have flourished over the year

Course Content

- 1) The Bauhaus, ULM School of Design. What was the invention during both the schools? Politician and economical condition during these period. Artist which flourish during these schools. What was change in society during this school?
- 2)Invention of Printing, Metal Type in Korea(Jikji) & Gutenberg, Pioneer Designer, William Morris, Caslon, Baskerville, Jenson, Badoni, William Blake, etc
- 3 History of Papers. Brief Introduction on how paper was made. Process of paper making.
- 4 Type Classification. What is type classification, How types are classified, Detail understanding of types and its family.
- 5 Methods of Reproduction Process.Offset, silk screen, lithography, etching, linocut, wood block, and Digital printing.
- 6 Indian script and Asian contribution to writing. How Scripts have contributed in writing system and further communication.

	Content	42
	<p>Integrated Marketing Communication</p> <ul style="list-style-type: none"> • Introduction Integrated Marketing Communication • History of Integrated Marketing Communication • The Marketing Communications Mix • Advertising (out door indoor media and print & Electronic media) • Outsourcing Marketing Communications to an Advertising Agency • Social mediaMarketing Communication 	

Reference Books

1. The Bauhaus idea and Bauhaus politics
2. A graphic Arts production.
3. Indian script history
4. Classification type by Dhriti Jain
- 5 Integrated Marketing Communication; by Thomas R. Flynn
- 6 Principles of Integrated Marketing Communications
by Lawrence Ang (Author)

.....MVA Applied art IIndSemester.....

Subject: Visualization –
DAC- C2APT001P
(Campaign planning)(200 MARKS)

Course Outcomes -----

1) Visualization and Campaign planning - I: The subject helps the students to shape up his /her future in the field of Advertising Specialist, Marketing Specialist, Creative Designer, Visualize, Event Planner, Creative Director, Graphic Designer, Social Media Manager, Copy Writer, Band Strategist, and Advertising Agency Jobs and so on. The subject helps the students to shape up his /her future in the field of advertising agencies as Designer , Gaming Company As A Game Developer , In Animation Area As Animator, Fashion Designer ,Cartoon Artist ,Book Illustrator ,Model Designer ,2D/3D Model Making. So job opportunities are available in various sectors.

- **Major--**

Objective:To introduce various concepts and creative strategy so as to understand the process of creativity to make the students understand the fact the Visualization/ Illustration has persuasive forms
Candidate admitted in M.V.A. Applied Arts will select any one of the following practical subjects for specialization in all semester.

(i) Visualization

Visualization:

Course of study:

Advertising campaign, Analytical study of different product groups. Visuals to be

based on the class of commodity and class of appeal. All teaching is based on the selected subject by the student

- **Submission for the Project Work.**

(vii) Submission of class works

(viii) One campaign works(Compulsory *with Journal*)

(ix) One campaign in Digital. i.e. 10 works (Compulsory *with Journal*)

(x) Free hand sketching – 300

(xi) A short documentary film or Advertising TV Commercial etc.

(xii) Drawing – 20 (Related to Project Work)

Contents	84
<p>Submission-Assignments:</p> <p>(i) Submission of class works</p> <p>(ii) Minimum submission would be 5 illustrated books of at least 16 Pages each and 6 individual Assignments on various types of illustrations</p> <p>(iii) Free hand sketching - 1000</p> <p>(iv) Drawing – 20</p> <p>Journal</p> <p>It is to be used as a visual diary. Recording and documenting the process of learning to build Visualization:/Illustration It needs to be document in both words and graphic format . It needs to be presented at each display, discussion of practical works . plenty scribbles drawing, pictures eat can be included.</p> <p>Submission-Assignments :</p> <p>(i) Minimum 35 Pages</p> <p>(ii) Scribbles drawing. 20 Pages</p>	

	Content	56.hrs
	<p>Content: concert Creative Illustrationwith the support of daily sketches (subjective or objective compositions). Creating water and poster, etc, using colours. And Materials</p> <p>Creative illustrations are a key part of advertising campaigns because they can help a product stand out and make a lasting impression on consumers. Here are some ways that creative illustrations can be used in advertising:</p> <p>Any product. Service. Awareness in ads .</p> <p>Elicit an emotional response: Illustrations can be used to communicate a feeling to the audience</p> <p>Illustration programs teach students how to visually communicate through drawing and artistic design. The curriculum can include: Fundamentals: Color theory, composition, anatomy, and illustration design principles</p> <p>(i) Product , Service, Awareness illustration</p> <p>(ii) Industrial Illustration.</p> <p>iii) Creative Illustration etc.</p>	

Creative Illustration or Story Illustration
Subject :Creative Illustration - C2APT102AP
(100 MARKS)

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

- Creative illustrations are a key part of advertising campaigns because they can help a product stand out and make a lasting impression on consumers. Here are some ways that creative illustrations can be used in advertising
- Draw attention: Illustrations can use unique visual effects, such as diagonal lines, frames, perspective, or asymmetry to make the image dynamic and unusual.
- Elicit an emotional response: Illustrations can be used to communicate a feeling to the audience.
- Convey the product's USPs: Illustrations can depict the features and utilities of a product.
- Foster a distinctive brand identity: Illustrations can help establish a brand as a leader in visual innovation.
- Create a meaningful connection: Illustrations can help consumers feel like part of a brand narrative that is continually evolving.
- Launch a brand: Illustrations can be used to launch a brand, such as a company without any offline store.

Not.....

- Hand work , digital or any media – 10 works
- Key sketch and assignment

Subject :Story Illustration-

DSE- C2APT101BP (100 MARKS)

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

Story Illustration

- three examples of drawing – these can include observational drawing, life drawing, developmental drawing, location drawing, drawing from life. three images showing technical skills or experimentation that may include photography, printmaking, 3D, films, animation, digital imagery. Use props: Props like mannequins can help enhance storytelling and make the display more engaging.
- Maintain balance: Avoid making the display too busy with too many focal points.
- Change regularly: Rotate the display to keep it fresh and engage new customers.
- Use perforated window film: This allows you to print graphics on one side of the window while still allowing people to see through the other side.

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

Content

- (i) **Product , Service, Awareness cartoon illustration**
- (ii) **Excretions , (bird , animals , man)**
- (iii) **Hand work , digital or any media – 10 works**

Not.....

- Hand work , digital or any media – 10 works
- Key sketch and assignment

Subject : Media and Public Relation- (OEC) -C2APT203P (100 MARKS)

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

- -Imparting knowledge with Practical Assignments News peppers , Magazineon Press layout , Poster design , logo
- Explore charcoal, pencil and poster colour &etc on Press layout
- Enhancing the skill of using colours and compositional values.’
- Perspective outdoor media studies that can be transposed onto illustration and sub illustration perspective.
- Using ads journals to create fundamental and design of practice. Press layout Poster design study .
- Creative design, composition. from dark and light colours deep study
- Study of portraits done by old masters and recreating them through personal interpretations.
- Increase patience and philosophical values through art.

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

	Content	56.hrs
	<p>Content: concert Media and Public Relationwith the support of advertising Media communication(outdoor or Indoor media). Creating water and poster, using colours</p> <p>Media and Public Relationkey part of advertising Media because they can help a product stand out and make a lasting impression on consumers. Here are some ways that Media can be used in advertising: Any product. Service. Awareness Creation ads . Elicit an emotional response: Media can be used to communicate a feeling to the audienceHow a store chooses to design their window display shows potential customers how much effort they put into their business and the quality of service customers will receive</p> <p>(i) Product , Service, Awareness Ads /Window displays& Book Cover Design.(ii) Press layout (iii) poster Design &etc (iv) outdoor or Indoor media</p> <p>10 work submission and Assignments</p>	

**Subject: PRINCIPLES OF ADVERTISING ART-
DSC-C2APT002T
(100 MARKS)**

Course Outcomes.....

In order to build your brand image, you must know about the five principles of design in display advertising. Read on to know more. Advertising design is a booming field. However, to communicate your message through display ads without causing a disaster, it is critical to understand the fundamental principles of design in advertising. All the fundamental principles of design work in conjunction with each other and not in silos.

The principles of design are the foundation for creating visual mediums, from fine art to display advertising, from book covers to modern websites. This blog will guide you through the basic principles of design in advertising and help you make your next project stand out.

- Overall understanding of Advertisements
- Origin of the Advertisements
- About the earlier style of Advertisements
- What were the first products that were advertised
- About the earlier printing techniques of Advertisements
- How Advertisements have flourished over the years

Course Content

- History of Advertising PRINCIPLES
- PRINCIPLES OF ADVERTISINGART
- PRINCIPLES Campaign Planning
- Buying Motives Unique selling proportion

	Content	56.hrs
	Content: concert PRINCIPLES OF ADVERTISING with the support of advertising Media	

Unit: 1 History of Advertising PRINCIPLES	
Unit: 2 PRINCIPLES OF ADVERTISING Design and Their Application	
Unit: 3 PRINCIPLES Campaign Planning	
Unit: 4 Unique selling preparation	
Unit: 5 Principles of Design in branding Advertising	

Reference Books

1. The Bauhaus idea and Bauhaus politics
2. A graphic Arts production.
3. Indian script history
4. Classification type by Dhriti Jain
- 5 Integrated Marketing Communication; by Thomas R. Flynn
- 6 Principles of Integrated Marketing Communications
by Lawrence Ang (Author)
- 7 The Art of Advertising bookby: ErnastineGmellar

Subject :ADVERTISING MEDIA STRATEGY-

DSC- C2APT003T

(100 MARKS)

Course Outcomes

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

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

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

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

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

Reference Books.....

- 1 Advertising Media Planning Author: ; by Larry D. Kelley, Kim Bartel Sheehan, Donald W. Jugenheimer
 - 2 The Bauhaus idea and Bauhaus politics
 - 3 A graphic Arts production. by Dhriti Jain
 - 4 Integrated Marketing Communication; by Thomas R. Flynn
 - 6 Principles of Integrated Marketing Communications by Lawrence Ang (Author)
 - 7 The Art of Advertising bookby: ErnastineGmellar
 - 8 Advertising Strategy, Creativity And Mediaby: Graham Hughes, Chris Fill, Scott De Francesco
-

	Content	56 hrs
	Content: ADVERTISING MEDIA STRATEGY	
	Unit: 1 History of Advertising Media Strategy	
	Unit: 2 MEDIA DEVELOPMENT PLANING	
	Unit: 3 Advertising Boarding's Coolers & Concept	
	Unit: 4 Creative media (print, digital & electronic media)	
	Unit: 5 <u>Social Media Strategy: Marketing, Advertising, and Public</u>	

.....MVA Applied art IIIrd Semester.....

Subject: Visualization-

DSC-C3APT001P

(Campaign planning)(200 MARKS)

Course Outcomes

1) Visualization and Campaign planning - I: The subject helps the students to shape up his /her future in the field of Advertising Specialist, Marketing Specialist, Creative Designer, Visualize, Event Planner, Creative Director, Graphic Designer, Social Media Manager, Copy Writer, Brand Strategist, and Advertising Agency Jobs and so on. The subject helps the students to shape up his /her future in the field of advertising agencies as Designer , Gaming Company As A Game Developer , In Animation Area As Animator, Fashion Designer ,Cartoon Artist ,Book Illustrator ,Model Designer ,2D/3D Model Making. So job opportunities are available in various sectors.

• **Major--**

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

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

(i) Visualization

(ii) Illustration

Visualization:

Course of study:

Advertising campaign, Analytical study of different product groups. Visuals to be

based on the class of commodity and class of appeal. All teaching is based on the selected subject by the student

• **Submission for the Project Work.**

(xiii) Submission of class works

(xiv) One campaign works(Compulsory *with Journal*)

(xv) One campaign in Digital. i.e. 10 works (Compulsory *with Journal*)

(xvi) Free hand sketching – 500

(xvii) A short documentary film or Advertising TV Commercial etc.

(xviii) Drawing – 20 (Related to Project Work)

(i) Typography & Book Design.

- (ii) (ii) Story Illustration.
- (iii) Industrial Illustration.
- (iv) Press Illustration etc.

Contents	84
<p>Submission-Assignments:</p> <ul style="list-style-type: none"> (i) Submission of class works (ii) Minimum submission would be 5 illustrated books of at least 16 Pages each and 6 individual Assignments on various types of illustrations (iii) Free hand sketching - 1000 (iv) Drawing – 20 <p>Journal</p> <p>It is to be used as a visual diary. Recording and documenting the process of learning to build Visualization:/Illustration It needs to be document in both words and graphic format . It needs to be presented at each display, discussion of practical works . plenty scribbles drawing, pictures eat can be included.</p> <p>Submission-Assignments :</p> <ul style="list-style-type: none"> (i) Minimum 35 Pages (ii) Scribbles drawing. 20 Pages 	

Creative Illustration or Story Illustration

Subject :Creative Illustration –

DSE- C3APT102AP

(100 MARKS)

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

- Creative illustrations are a key part of advertising campaigns because they can help a product stand out and make a lasting impression on consumers. Here are some ways that creative illustrations can be used in advertising
- Draw attention: Illustrations can use unique visual effects, such as diagonal lines, frames, perspective, or asymmetry to make the image dynamic and unusual.
- Elicit an emotional response: Illustrations can be used to communicate a feeling to the audience.
- Convey the product's USPs: Illustrations can depict the features and utilities of a product.
- Foster a distinctive brand identity: Illustrations can help establish a brand as a leader in visual innovation.
- Create a meaningful connection: Illustrations can help consumers feel like part of a brand narrative that is continually evolving.
- Launch a brand: Illustrations can be used to launch a brand, such as a company without any offline store.

	Content	56.hrs
	<p>Content: concert Creative Illustrationwith the support of daily sketches (subjective or objective compositions). Creating water and poster, etc, using colours. And Materials</p> <p>Creative illustrations are a key part of advertising campaigns because they can help a product stand out and make a lasting impression on consumers. Here are some ways that creative illustrations can be used in advertising: Any product. Service. Awareness in ads .</p> <p>Elicit an emotional response: Illustrations can be used to communicate a feeling to the audience</p> <p>...Window displays are a form of advertisement that allow stores to display what they have to offer, both in stock and creativity. Use the any materials</p> <p>How a store chooses to design their window display shows potential customers how much effort they put into their business and the quality of service customers will receive</p> <p>Illustration programs teach students how to visually communicate through drawing and artistic design. The curriculum can include: Fundamentals: Color theory, composition, anatomy, and illustration design principles</p> <p>(i) Product , Service, Awareness illustration / Story Illustration.& Book Cover Design.</p> <p>(ii) Digital brand Illustration..</p> <p>(iii) Industrial Illustration.</p> <p>(iv) Creative Illustration etc.</p>	

Subject :Story Illustration –

DSE-C3APT102BP

(100 MARKS)

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

- three examples of drawing – these can include observational drawing, life drawing, developmental drawing, location drawing, drawing from life.three images showing technical skills or experimentation that may include photography, printmaking, 3D, films, animation, digital imagery. Use props: Props like mannequins can help enhance storytelling and make the display more engaging.
- Maintain balance: Avoid making the display too busy with too many focal points.
- Change regularly: Rotate the display to keep it fresh and engage new customers.
- Use perforated window film: This allows you to print graphics on one side of the window while still allowing people to see through the other side.

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

Subject : Media and Public Relation-

OEC-C3APT203P

(100 MARKS)

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

- -Imparting knowledge with Practical Assignments News peppers , Magazineon Press layout , Poster design , logo
- Explore charcoal, pencil and poster colour &etc on Press layout
- Enhancing the skill of using colours and compositional values.’
- Perspective outdoor media studies that can be transposed onto illustration and sub illustration perspective.
- Using ads journals to create fundamental and design of practice. Press layout Poster design study .
- Creative design, composition. from dark and light colours deep study
- Study of portraits done by old masters and recreating them through personal interpretations.
- Increase patience and philosophical values through art.

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

	Content	56.hrs
	<p>Content: concert Media and Public Relation with the support of advertising Media communication(outdoor or Indoor media). Creating water and poster, using colours</p> <p>Media and Public Relation key part of advertising Media because they can help a product stand out and make a lasting impression on consumers. Here are some ways that Media can be used in advertising: Any product. Service. Awareness Creation ads . Elicit an emotional response: Media can be used to communicate a feeling to the audience How a store chooses to design their window display shows potential customers how much effort they put into their business and the quality of service customers will receive (i) Product , Service, Awareness Ads / Window displays& Book Cover Design. (ii) Press layout (iii) poster Design &etc (iv) outdoor or Indoor media 10 work submission and Assignments</p>	

Subject :RESEARCH METHODOLOGY-
DSC-C3APT002T
(100 MARKS)

Course Content

- 1. Research Methodology:** - There the student gets specific guidelines to be followed during the research procedure. Such as, Field, Problem, Scope, Methodology, Survey, ethics and other steps.
- 2. Objective:** To motivate the students to conduct research on specified area or selected topic and to prepare a research proposal.
- 3. Introduction To Research:** Meaning – Objectives – Types of Research – Scope of Research – Research Approaches – Research Process — Research Methods Vs Research Methodology - Steps in Research – Problem Formulation – Statement of Research Objective – Exploratory – Descriptive – Experimental Research
- 4. Data Collection And Measurement:** Types data: Primary & Secondary, Data collection techniques, Scales of Measurement, Classification of Scales - Single Item v/s Multi Item Scales, Comparative v/s Non-Comparative scales, Continuous Rating Scales; Criteria for Good Criteria for Questionnaire Designing; Types of Questionnaire; Questionnaire Design Procedure, Pilot test, validity and reliability of Questionnaire, Cranach's alpha, interview schedule

1. Assignment:
2. Students should submit a synopsis on current issues of advertising or marketing in the prescribed below format.
3. a. Introduction (Theoretical Background)
4. b. Review of literature (as cited in synopsis)
5. c. Statement of the problem/Need for the study
6. d. Objectives of the study
7. e. Scope of the study
8. f. Hypothesis(if any)
9. g. Operational definition of the concepts
- 10.h. Methodology
- 11.i. Sampling
- 12.j. Data collection
- 13.k. Plan of analysis
- 14.l. Limitations of the study
- 15.m. Chapter Scheme:
16. Assignment: Student should prepare a research proposal/synopsis issue of proposed topic

Subject: Principles of Media Communication-
DSC- C3APT003T
(100 MARKS)

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

- Learning to recognize ancient and medieval communication art and history
- Communication Objectives and Types Introduction to Communication Media
- Media and advertising insights
- Communication art is concerned with the economic development of communication and communication, media communication and advertising communication market

Contents	56 Hrs
Unit: 1	
7 Principles of Communication. Introduction <u>Consumer Decision Making</u> . Principles of Communication: Meaning and Definitions of Communication. Features, Objectives, Need, Process and Types of Communication, Models, Importance of Communication, Barriers of Communication, How to make Communication Effective, Differences between Oral and Written Communication, 7C's in Communication	
Unit: 2	
<u>Basic Principles of Advertising</u>	
Unit: 3	
steps may be taken to minimize barriers to communication and more Effective	
Unit: 4	
Principles of Media & Marketing Communication	

References

- Nonviolent communication and language. By Deepak Chopra
- Levels in communication relationships Michael J. Maher (Author)
- Everyone communicates, few connect John C. Maxwell (Author)
- Art of Communication. Dr Niranjanvanalli (Author)
- Communication Media
- Interplay interpersonal communication Ronald B. Adler (Author)
- Effective Communication Skills

.....MVA Applied art IVth Semester.....

Subject: Visualization -
(Campaign planning)(300 MARKS)

Course Outcomes

1) Visualization and Campaign planning - I: The subject helps the students to shape up his /her future in the field of Advertising Specialist, Marketing Specialist, Creative Designer, Visualize, Event Planner, Creative Director, Graphic Designer, Social Media Manager, Copy Writer, Band Strategist, and Advertising Agency Jobs and so on. The subject helps the students to shape up his /her future in the field of advertising agencies as Designer , Gaming Company As A Game Developer , In Animation Area As Animator, Fashion Designer ,Cartoon Artist ,Book Illustrator ,Model Designer ,2D/3D Model Making. So job opportunities are available in various sectors.

- **Major--**

Objective:To introduce various concepts and creative strategy so as to understand the process of creativity to make the students understand the fact the Visualization/ Illustration has persuasive forms
Candidate admitted in M.V.A. Applied Arts will select any one of the following practical subjects for specialization in all semester.

- (i) Visualization
- (ii) Illustration

Visualization:

Course of study:

Advertising campaign, Analytical study of different product groups. Visuals to be

based on the class of commodity and class of appeal. All teaching is based on the selected subject by the student

- **Submission for the Project Work.**

- (xix) Submission of class works
- (xx) One campaign works(Compulsory *with Journal*)
- (xxi) One campaign in Digital. i.e. 10 works (Compulsory *with Journal*)
- (xxii) Free hand sketching – 500
- (xxiii)A short documentary film or Advertising TV Commercial etc.
- (xxiv) Drawing – 20 (Related to Project Work)

Course of Study:

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

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

Contents	84
<p>Submission-Assignments:</p> <ul style="list-style-type: none"> (i) Submission of class works (ii) Minimum submission would be 5 illustrated books of at least 16 Pages each and 6 individual Assignments on various types of illustrations (iii) Free hand sketching - 1000 (iv) Drawing – 20 <p>Journal</p> <p>It is to be used as a visual diary. Recording and documenting the process of learning to build Visualization:/Illustration It needs to be document in both words and graphic format . It needs to be presented at each display, discussion of practical works . plenty scribbles drawing, pictures eat can be included.</p> <p>Submission-Assignments :</p> <ul style="list-style-type: none"> (i) Minimum 35 Pages (ii) Scribbles drawing. 20 Pages 	

Creative Illustration or Story Illustration

Subject :Creative Illustration PG 55P402 A(100 MARKS)

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

- Creative illustrations are a key part of advertising campaigns because they can help a product stand out and make a lasting impression on consumers. Here are some ways that creative illustrations can be used in advertising
- Draw attention: Illustrations can use unique visual effects, such as diagonal lines, frames, perspective, or asymmetry to make the image dynamic and unusual.
- Elicit an emotional response: Illustrations can be used to communicate a feeling to the audience.
- Convey the product's USPs: Illustrations can depict the features and utilities of a product.
- Foster a distinctive brand identity: Illustrations can help establish a brand as a leader in visual innovation.
- Create a meaningful connection: Illustrations can help consumers feel like part of a brand narrative that is continually evolving.
- Launch a brand: Illustrations can be used to launch a brand, such as a company without any offline store.

	Content	56.hrs
	<p>Content: concert CreativeIllustrationwith the support of daily sketches (subjective or objective compositions). Creating water and poster, etc, using colours. And Materials</p> <p>Creative illustrations are a key part of advertising campaigns because they can help a product stand out and make a lasting impression on consumers. Here are some ways that creative illustrations can be used in advertising:</p> <p>Any product. Service. Awareness in ads .</p> <p>Elicit an emotional response: Illustrations can be used to communicate a feeling to the audience</p> <p>...Window displays are a form of advertisement that allow stores to display what they have to offer, both in stock and creativity. Use the any materials</p> <p>How a store chooses to design their window display shows potential customers how much effort they put into their business and the quality of service customers will receive</p> <p>Illustration programs teach students how to visually communicate through drawing and artistic design. The curriculum can include: Fundamentals: Color theory, composition, anatomy, and illustration design principles</p> <p>(i) Product , Service, Awareness illustration / Story Illustration.& Book Cover Design.</p> <p>(ii) Book illustration</p> <p>(iii) Industrial Illustration.</p> <p>(iv) Creative Illustration etc.</p>	

Story Illustration- 100 MARKS)

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

- As niche as it might seem, there are a few sub-categories of guerrilla advertising, as outlined by the firm ALT TERRAIN
- Outdoor guerrilla advertising adds something to pre-existing urban environments, like putting something removable onto a statue or putting temporary art work on sidewalks and streets.
- Indoor guerilla advertising. Like outdoor guerrilla marketing, it occurs in indoor locations like train stations, shops, and university campus buildings.
- Event ambush guerrilla advertising . This tactic engages the audience of an in-person event — like a concert or a sporting game — to promote a product or service noticeably, usually without permission from the event sponsors
- .Experiential guerilla advertising. This includes all of the above but is executed in a way that requires the public to interact with the brand.

Without context, guerrilla marketing can be a little confusing, how been executed by a few other brands.

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

NOT ; Gorilla Advertising Installation in this semester

Subject : - DISSERTATIONS(100 MARKS)

Course Outcomes

Dissertation:-Here the student should go to internship for Ad. Agency Compulsory for one month. Student should select the company with coordination with the Faculty. Here, Student improves the skills in writing, develops research nature, helps in developing literature.

It is a researched work on selected Applied Arts topic by the Masters' Student. It helps to develop the research interest in the subjects of Applied Arts and allied subjects. The Post-Graduate candidates should continue the research based on the synopsis submitted in the previous semester. The guide too continues.

Submission:

- The dissertations/research should be prepared in the prescribed manner and handed over to the Principal, through the Head of the Department positively before the commencement of the theory examinations.
- The Dissertations/research should be neat type written/computer/DTP/ in double line space, 12 font in New Roman, Bookman, Book Antiqua, Arial, Helvetica. The Dissertation should contain a minimum of 30 pages of type written text along with appropriate visuals.
- It should have the requisite bibliography and references. No web Materials allowed in downloaded form (or else this would be rejected as it would mount up to plagiarism).
- Assignment: final four copies in Book format A4 size, and PDF : soft copy of the dissertation.

Note

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

**Subject : - DISPLAY AND SUBMISSION
(100 MARKS)**

Course Outcomes

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

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

MVA Applied Arts Course Outcome

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

Course Specific Outcomes.

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

Universities / Academic Institutes and visual communication.

- It also, gives exposure to print media, electronic media and advertising. Applied arts can include architecture, pottery, basket weaving, costumes, interior design, jewelry, tools, weapons, web site Development, Application Development and bookbinding as well.
-
- The key career opportunities after completing this course, the student enables him/her to become Art Teacher, Artist , Applied Artist , Craft Artist , Freelance Artist, Illustrator, Graphic Designer , Animator, Editor, Visualizer, Composer, Modeler, Layout Designer, Exhibition Designer, Furniture Designer, Professional Photographer, Production Artist, Professor / Lecturer, Design Company Director, Event Manager and So on..

QUESTION PAPER PATTERN

PG 55/2 MVA A/A

First Semester MVA Applied Art Degree Examination.....2024

(CBCS)

VISUAL ART

Title of the Paper.....

(Theory)

Time : 3Hrs

Maximum Marks : 80

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

Question no 7 is compulsory

1

2

3

4

5

6

7 Write short notes on any two of the following.

a.

b.

c.

d.