



Mangalore University

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Accredited by NAAC

VISUAL ARTS

BACHELOR OF VISUAL ART

04-YEAR BVA -UG PROGRAM

08 SEMESTER AS PER NEP NORMS

FOR 2023-24 BATCH

**AS PER- A7-a MODEL-KSHEC
(WITHOUT RESEARCH)**

VIII SEMESTER

PAINTING,APPLIED ART

SYLLABUS

(2024-25)

AS PER NEP EFFECTED FROM 2021-22

A7-a. Curriculum and Credit Framework for Undergraduate Programme in Visual Arts: Bachelor of Visual Arts (BVA)
Programmes in different Streams of Visual Arts.

Sem.	Discipline Specific - Core (DSC), Elective (DSE) Courses (Credits) (L+T+P)	Minor/Multidisciplinary/Open Elective (OE) Courses (Credits) (L+T+P)	Ability Enhancement Courses (AEC) (Credits) (L+T+P) (Languages)	Skills Enhancement Courses (SEC) (Credits) (L+T+P)/Value Added Courses (Credits) (L+T+P) (common for all UG Programs)/Summer Internship.	Total Credits
I	DSC-VA1(4), VA2(3), VA3(3), VA4(3).	OE-1 (3)	L1-1(3), L2-1(3) (4 hrs each)	SEC-1: Digital Fluency(2) (1+0+2)/Env.Studies(3)	25/26
II	DSC-VA5(4), VA6(3), VA7(3), VA8(3).	OE-2 (3)	L1-2(3), L2-2(3) (4 hrs each)	Env.Studies(3)/SEC-1: Digital Fluency(2) (1+0+2)	26/25
Students exiting the programme after securing 46 credits are awarded UG Certificate in Visual Arts, provided they secure 4 credits in work-based vocational courses during summer term or internship/Apprenticeship in addition to 6 credits from skill-based courses earned during first year					
III	DSC-VA9(5), VA10(4), VA11(3)	OE-3 (3)/ India and Indian Constitution(3)	L1-3(3), L2-3(3) (4 hrs. each)	SEC-2: AI/Financial Edu.&Inv.Aw. (2) (1+0+2)	25
IV	DSC-VA12(5), VA13(4), VA14(3)	India and Indian Constitution(3)/OE-3(3)	L1-4(3), L2-4(3) (4 hrs. each)	SEC-3: Financial Edu.& Inv.Aw./AI/Cyber Security (2) (1+0+2)	25
Students exiting the programme after securing 92 credits will be awarded UG Diploma in Visual Arts, provided they secure additional 4 credits in skill-based vocational courses offered during first-or second-year summer term.					
V	DSC-VA15(5), VA16(4), VA17(4), VA18(3).	DSE-VAE1(3) Vocational-1(3)		SEC-4: Employability Skills(3) (2+0+2)	25
VI	DSC-VA19(5), VA20(4), VA21(4), VA22(3).	DSE-VAE2(3), Vocational-2(3)		Internship(2)	24
Students exiting the programme after 3-years will be awarded B.A. Degree in Visual Arts Disciplines upon securing 136 credits and satisfying the minimum credit requirements under each category of courses prescribed.					
BVA (with Research) in a Visual Arts Discipline			BVA in a Visual Arts Discipline		
VII	DSC-VA23(5), VA24(4), VA25(3); Res. Methodology(4)	DSE-VAE3(3); Vocational-3(3) Res. Proposal formulation(2*)	DSC-VA21(5), VA22(4), VA23(3), Res. Methodology (4)	DSE-VAE3(3); Vocational-3(3)	22
VIII	Internship(4)	DSE-VAE4(3), Vocational-4(3), Research Project(10+2*)	DSC-VA24(4), VA25(4), Internship & project work(4+4)	DSE-VAE4(3), Vocational-4(3)	22
Bachelor of Visual Arts Degree with or without research, BVA (with Research) or BVA in a Visual Arts Discipline will be awarded upon securing 176 credits and satisfying the minimum credit requirements under each category of courses.					

Note: Only those students who secure 75% marks or CGPA of 7.5 and above in the first six semesters may choose to undertake research in the fourth year

VIII SEMESTER PAINTING

Contents of Courses for Bachelor of visual Arts (BVA)

VIII SEMESTER –PAINTING DEPARTMENT

S.N	Title of the Course	Studio/ study hours Per Semester	Total Credits	Duration of Exam	Marks		
					IA	Exam Display & Viva	Total marks
DISCIPLINE SPECIFIC CORE - DSC							
01	CREATIVE PAINTING-2	240	4	20 Hrs	50	50	100
02	HISTORY OF WESTERN MODERN ART	48	4	10 Hrs	40	60	100
DSE-VA E 4 (DISCIPLINE SPECIFIC ELECTIVE)							
03	LANDSCAPEPAINTING	80	3	02Hrs	40	60	100
PROJECT WORK							
04	PROJECT WORK	128	8	02Hrs	80	120	200
VOCATIONAL-4							
05	DIGITAL ART	80	3	02 Hrs	40	60	100

VIII SEMESTER BVA 4th YEAR PAINTING 2024-25 onwards(**Without Research**) (Model:A7a)

Sl. No	Course Code	Course Category	Title of the Course	Mode	Credits	Instruction Hours per week	Exam Duration	Evaluation Pattern	Internal Marks	External Marks	Total
									Max	Max	
1	BVA-VIII-01	DSC-VA 24	CREATIVE PAINTING-2	P	04	15	20 Hrs	Display Viva (Practical)	50	50	100
2	BVA-VIII-02	DSC-VA 25	HISTORY OF WESTERN MODERN ART	T	04	03	02 Hrs	Written Exam (Theory)	40	60	100
3	BVA-VIII-03	DSE VA E 4	LANDSCAPE PAINTING	P/T	03	05	02 Hrs	Written Exam (Theory)	40	60	100
4	BVA-VIII-04	Project Work	PROJECT WORK	T	08	08	Submission Viva	Submit to University. [Evaluation-Center]	80	120	200
5	BVA-VIII-05	Vocational-4	DIGITAL ART	P/T	03	05	02 Hrs	Written Exam (Theory)	40	60	100
					22	36	26 Hrs		250	350	600



Government of Karnataka

Model Curriculum

Program Name	BVA in Painting		
Course Code	BVA-VIII-01	Semester	VIII Semester
CourseCategory	DSC-VA 24	Total Marks	100
Course Title	CREATIVE PAINTING -2		
Contact hours	240 Hours	Practical No. of Credits	04
Formative Assessment Marks	50	Summative Assessment Marks	50

Course Outcomes (COs):

- 1.Create personal works of art,which demonstrate to understanding of the painting and the processes, materials, and techniques associated with creating imagery with paint.
- 2.Enhance the knowledge of using art mediums, Colours, Form, Tones and proportions with advance compositional skills.
- 3.Understand,interpret and enjoy painting from different cultures to initiate a life-long process of expanding knowledge on the diversity of our culture and heritage.
- 4.Establish self-critiquing skills to develop autonomous expression throughpainting..

Course Description:

This is a practical Course and there are inputs about the creative process, thinking, engagingthe mind etc. The course allows students to learn and experiment with different artistic medias. In thiscourse students are exposed to different elements of senses such as sound, Light, Colour , Space etc.The mentor will take students through different stages of image making and technology involved inPainting.

Contents

208 Hrs

1. The student develops his own style and creates works of art in a modern style with an emphasis on realistic forms.
2. Pictorial space and horizon line, arrangements in 2D and 3D, sub-division and grouping, compositions based on objects, figures, interior and landscape. Copy with suitable change in miniature and folk art. using own style in their composition
2. Studying the Western and Indian artist's abstract works of art to understand their technique, styles and inspiring students to express themselves in new ways.
3. Analytical study of objective forms for thematic development in painting. exploration of various media.
4. Advance exercises in composition with emphasis on formal either Realistic (Representational) or Abstract (Non Representational) manner
5. To understand the criteria for aesthetic standards.
6. Professionalism in both work ethic and quality of project
7. Integrating the previous years studies.

Learning Objectivities:

- (a) In this course students are learning different aspects of creative engagement like Visual thinking visual narratives, Visual language
- (b) Students are also learning by practicing different painting techniques.
- (c) Students are capable of using different mediums effectively
- (d) Students after completing this course capable of expressing their ideas, concepts successfully.

Media: Water colour, Acrylic Colour, Oil Colour, Mix media. Experimental works. Etc.

Submission Work: 10 Composition. 02 Sketch books of each 200 pages. 02 Digital Art works

Pedagogy: Lecture, Studio and outdoor work, demonstrations, workshop, slide shows and museum/gallery/educational study tour/visits. etc.

Formative Assessment for Practical	
Assessment Occasion/ type	Weightage in Marks
Practical Assignments	50%
Project works on Creative Painting	25%
Composition related activities like, Quiz, seminar, Team activities	25%
Total	100%
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

Reference Books

1.Composition in Art: An Introduction (Dover Art Instruction)by Henry Rankin Poore (Author) 2.Principles Of Composition In Hindu Sculpture Cave Temple PeriodBy.Alice Boner. 3.The Spirit Of Indian Painting: Close Encounters With 100 Great Works, 1100- 1900 (2014), Penguin. By. B.N. Goswamy. 4.A Guide To 101 Modern And Contemporary Indian Artists (2005), India Book House.By. Amrita Jhaveri. 5.The Theory of Indian Painting:theCitrasutras, their Uses and InterpretationsBy. Isabella Nardi 6.Mural Paintings OfAndhraBy.MeneniKrishnamurti. 7.Composition in Drawing: The Design and Composition of Drawings.by Markus Agerer. 8.Mastering Composition: Techniques and Principles to Dramatically Improve Your Painting.by Ian Roberts. 9.Pictorial Composition (Composition in Art)by Henry Rankin Poore 10.The Art of Composition: A Simple Application of Dynamic Symmetry (Classic Reprint) Paperback - August 24, 2018by Michel Jacobs. 11.Art Fundamentals 2nd edition: Light, shape, color, perspective, depth, composition & anatomy. by 3dtotal Publishing (Editor) 12.Watercolor Composition Made Easy Hardcover- January 1, 1999by David R. Becker (Author). 13.Line Color Form: The Language of Art and Design Kindle Edition by Jesse Day. 14.The Painter's Secret Geometry: A Study of Composition in Art.by Charles Bouleau. 15.Learning Art Composition: A Step by Step Guide to Composition in Art (Become an Artist Book 4). by Dr. John Lumley. 16.A manual of painting material and technique by Mark David Goattsegen. 17.Notes of the techniques of paintings by Hilaire Hilder http://www.smashingmagazine.com/tag/usability/ http://painting.answers.com/abstract.
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Government of Karnataka
Model Curriculum

Program Name	BVA in Painting		
Course Code	BVA-VIII-02	Semester	VIII Semester
Course Category	DSC-VA 25	Total Marks	100
Course Title	HISTORY OF WESTERN MODERN ART.		
Contact hours	48 Hours	Theory No. of Credits	04
Formative Assessment Marks	40	Summative Assessment Marks	60

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

- 1.Studying important different art forms and styles, to understand Western Cultural Phenomenon. Enhancing the knowledge of historical importance of Western art movements and artists and their Contributions to Western Art.
- 2.Analytical study of different Modern Western Artist and their work details, helps to know the development in Western Art.
- 3.Analytical study of different Modern movements,Isams, groups and their work details, helps to know the development in Western Art,etc

Course Description:

This course introduces Modern art in West and the socio-political situations, class and cultural issues which influenced the artists of that period. It will introduce the students about the various artists, groups who worked towards finding an identity in Western art. It will also speak about the establishment of art Isams and movements,art pedagogy that contributed towards shaping the thinking of generation of artists. The course will also introduce the students to several artists, their works and the thought process, influences of the East, prominent art writers/critics works will also be introduced.

Contents	48 Hrs
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HISTORY OF WESTERN MODERN ART

Isams - Western Modern Art

Unit:;01

Impressionism,
Expressionism,
Cubism.
Realism

Unit:02

Pointillism,
Installation art,
Pop art

Major Modern Artists of the West. Studying the background of their works.

Unit:03

Pablo Picasso,
Vincent Van Gogh,
Henri Matisse
Paul Gauguin.

Unit:04.

Paul Cezanne
Cloud Monet,
Salvador Dali.

Learning Objectivities:

- ((a) By studying this course, students will be able to define Modern Western Art
- (b) Students will be able to interpret the different schools, groups and movements in different parts of West and
- (c) Students will be able to explain the major shifts in Western Art and artists and their art works.
- (d) Students will be able to understand different isims of thoughts and the influences on Individual artists.

Pedagogy: Lectures, Presentations, Assignments.

Assessment Occasion/ type	Weightage in Marks
Theory Assignments	10%
Tests	20%
Theory related activities like, Quiz, seminar, Team activities	10%
Total	40%
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

Reference Books

1. Western Art and the New Era: An Introduction to Modern Art
2. A New History of Western Art: From Antiquity to the Present Day by Koenraad Jonckheere (Author)
3. Theories of Modern Art: A Source Book by Artists and Critics.
4. isms: Understanding Art by Stephen Little (Author).
5. Contemporary western artists by Samuels Harold (Author), Samuels Peggy (Author)
6. Contemporary Western Artists by Peggy Samuels, Harold
7. "Seven Days in the Art World" by Sarah Thornton
8. "Art Since 1900: Modernism, Antimodernism, Postmodernism" by Hal Foster, Rosalind Krauss, Yve-Alain Bois, and Benjamin H.D. Buchloh
9. "Contemporary Art: A Very Short Introduction" by Julian Stallabrass
10. "Art in Theory 1900-2000: An Anthology of Changing Ideas" edited by Charles Harrison and Paul Wood
11. "Ways of Seeing" by John Berger.
12. Themes Of Contemporary Art: Visual Art After 1980 by Jean Robertson & Craig McDaniel
13. Philosophy Of The Art: An Introduction To Aesthetics by Gordon Graham
14. What Is Contemporary Art by Terry Smith.
15. Art Of The Deal: Contemporary Art in a Global Financial Market by Noah Horowitz



Model Curriculum

Program Name	BVA in Painting		
Course Code	BVA-VIII-03	Semester	VIII Semester
Course Category	DSE-VA E4	Total Marks	100
Course Title	LANDSCAPE PAINTING		
Contact hours	80 Hours	Theory No. of Credits	03
Formative Assessment Marks	40	Summative Assessment Marks	60

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

- Analyse the difference between space and natural object.
- Illustrate Scale, Proportion
- Apply sketches in advance field.
- Experiment with Landscape methods and its implement in professional field.
- Develop Ideas and concepts in landscape painting.

Course Description:

Landscape painting, also known as landscape art, is the depiction of natural scenery such as mountains, valleys, trees, rivers, and forests, especially where the main subject is a wide view—with its elements arranged into a coherent composition

Contents	80Hrs
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THEORY PART:

- *Brief History of Western Landscape Paintings.
- *Brief History of Indian Landscape Paintings.
- *Different Classification of Landscape Paintings
- *Techniques of Landscape Paintings.
- *Abstract Landscape Paintings.
- *The Play Of Colors In Landscape Paintings.

Landscape Artists:

Western Artists - J. M. W. Turner, Claude Monet,
 Indian Artists - Ram Kumar, Milind Mulick

PRACTICAL PART:

NOTE: One original work based on the works of old masters.

PART:01 • Time sketch, • Rapid sketch, • Study of Natural and Manmade objects •

*Architectural sketching • Daily events sketching

PART:02 • Cityscape • Seascape • Architectural landscape • Rural scape. Etc

PART:03: * Abstract Landscapes.

Learning Objectivities:

Students will gain a greater understanding of how different art materials can work together to create a cohesive artwork. Students will also learn how the landscape genre can be used to discuss themes of identity and place.

Pedagogy: Lectures, Presentations, Assignments

Formative Assessment for Theory	
Assessment Occasion/ type	Weightage in Marks
Theory Assignments	20%
Tests	10%
Theory related activities like, Quiz, seminar, Team activities	10%
Total	40%
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

Reference Books

1.Dalal, D.D. (2000). A brush with beauty. Dinnath Memorial Committee.
2., R. (1981). Rendering with Pen and Ink. The Thames and Hudson
3.Hondell, A. & Louise, A. (2000). Painting the Landscape in Pastel. Amazon.in, Watson-Guptill.
4.Keith, F. (2020). The Fundamental of Watercolor Landscape painting for all season. Arcturus Publication.
5.Mulick, M. (2016). Expressions in Water colour. Jyotsna Publication.
6.Mulick, M. (2021). Water Landscape Step by Step. Jyotsna Publication.
.Mulick, P. (2006). Sketching. Draft
8.Paranjape, R. (2008). Sketching and Drawing: A personal view. JyotsanaPrakashan.
9.Shelar, S. (2008). Sketching and Drawing: A personal view. Jyotsna Publication.
10.Taylor, Richard S. (2021). Water color Landscape: The Complete guide to painting landscape. Batsford Publication
11.Terry, H. (2011). Painting Acrylic Landscape the easy way: Brush with Acrylic. Search Press Ltd.



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Model Curriculum

Program Name	BVA in Painting		
Course Code	BVA-VIII-04	Semester	VIII Semester
Course Category	PROJECT WORK	Total Marks	200
Course Title	PROJECT WORK		
Contact hours	128 Hours	Theory No. of Credits	08
Formative Assessment Marks	80	Summative Assessment Marks	120

Course Outcomes (COs): Course outcomes: On successful completion of the course, the students will be able to

1. Explore innovative concepts and relevant Literature study from the field
2. Do Research and Analysis of the topic related to the Specialization,
3. Arrive at a Problem statement
4. Identify and apply relevant Visual art forms Process
5. Present the Graduation Thesis with greater details and able to connect with larger context

Course Description:

Students undertake a significant experiential learning opportunity, typically with a company, non-profit, governmental, or community-based organization. The project work represents an educational strategy that links classroom learning and student interest with the acquisition of knowledge in an practiced work setting.

Contents	128 Hrs
Project Work In addition to all the passing standards prescribed before, all candidates will have to produce a certificate in prescribed form of having attained the required 32 Hours –time or in combination to fulfill full time. (excluding University holidays) Mini Project Work experience of working in the professional. And it is duly enclosed by the principal of the college. The candidates shall have to produce to the college the certificate of completing the Project Work from the firm they worked with before starting the Internals. Note: Submit along with documentation such as video, audio etc. Project Work 1) Visiting Visual artists/Studio/ Institutions: Students go to the studio/professional working places of senior visual art artists and get hands-on experience with the artists. Artists - Works of Art like - Drawing, Portrait / Full Portrait / Nature Painting, Realism and Creative Composition Works, Printmaking art, Sculpture, Mural/Sculpture, Gaining experience and documentation in commercial art, Digital art studio, Photo studio, any art related industry Visit art gallery, museum, art college and art selling centers, art exhibition Centre etc. to get hands-on experience with documents. 2) Folk Arts: Meet Karnataka and Indian folk artists and study folk art forms - such as Hasechitra, Rangoli, Mehndi art, Kaudikale, Togalugombe, Sutradagombe, Tattoo painting, Yakshagana face painting - Studying folk art forms like costume, Kinnal art, Handlooms, Kalaghatagi art and any folk art form of India etc. with hands-on experience. 3) Handicrafts: Visit the artisans or institutions to study and experience their skills. Art forms such as: Pottery works, terracotta, Jewellery, Centers on making utility items artistically, Chennapatnam doll, Mysore, Thanjavur paintings, masks, embroidery, carpentry, sculpture / Framing Art - Studying handicrafts etc. 4) Agency visit: Gaining experience and documentation in ad agency Graphic design /Pre & post Production Knowledge. Marketing Strategy. Selection of Media Planning etc. 5) Printing Press: Gaining experience and in Printing press Local/ Regional newspaper & Magazine. Gaining Knowledge of layout Design Note : Students can select any one of the above topics. According to the project work scheme, a report book containing 100 to 150 Pages of Writing and 30 to 40 Photographs should be HardBinded (Book Format) and submitted to Mangalore University. (Evaluation Center)	

Learning Objectivities:

- Learning objectives are specific, measurable statements of what you hope to accomplish or learn during your mini project work
- Each objective should be clear and concise.
- Think about what you want to gain from this project work experience.
- Setting goals and learning objectives provides a means for evaluation of your experience.

Pedagogy: Lecture, Studio and outdoor work, demonstrations, workshop, slide shows and museum/gallery/educational study tour/visits.etc.

Formative Assessment for Practical	
Assessment Occasion/ type	Weightage in Marks
Project Work Assignments	40%
Project Work Test/viva	20%
Project Work related activities like, Quiz, seminar, Team activities.	20%
Total	80%
<i>Formative Assessment as per NEP guidelines are compulsory</i>	



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Model Curriculum

Program Name	BVA in Painting		
Course Code	BVA-VIII-05	Semester	VIII Semester
Course Category	Vocational 04	Total Marks	100
Course Title	DIGITAL ART		
Contact hours	80 Hours	Theory No. of Credits	03
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Outcomes:

- ❖ It helps to understand modern life as a sensitive expression in itself.
- ❖ It helps the students to understand the quality of digital art skill & life.
- ❖ It aims to develop confidence to self-employ ability.
- ❖ It Develops skill and its use to express thoughts

Course Description:

The way art in different forms is being created nowadays has undergone a sea change in the digital era. While retaining our love for aesthetics and art for the art's sake, we need to respond to the demands of the capitalist world order. Hence, there is an urgent need for creating artistic expressions in digital forms. In this respect, to introduce a skill oriented vocational course

Contents

80 Hrs

THEORY AND PRACTICAL

UNIT: 01

1. Brief History of Digital Art.
2. What is Digital Art.
3. Benefit of Digital Art .

UNIT: 02**1.Classification of Digital Art:****Theory:**

1.Digital Painting. 2.Vector art. 3.Digital Photography, 4.Pixel art.5.Fractal art.
 6. Digital Collage.7.3D Artwork. 8. 2D Animation. 9.3D Animation 10.Concept Art.
 11. CGI Art. 12.Anime Art. 13.VR Art. 14.Datamoshing.15. Photobashing 16. Webcomics.
 17.AI Art.

PracticalAssignment:*Digital Painting. *Vector art.*Pixel art.*Fractal art.
 *2D Animation(Use Softwares – Photoshop, Illusrator ,Blender-Free software)

Submission :05 WORKS.

UNIT:03

2.Digital Art v/s Traditional Art.
 3.Hardware & Software for Digital Art.

Unit:04

4.Role of AI in Digital Art.
 5.Famous examples of Digital Artists .

Learning Objectives:

- ❖ Thinking thorough knowledge and Exploration to enhance ability of creative skill on Digital art
- ❖ It is the initial step of expressing oneself with a deeper insight,
- ❖ And also to answer the urge so If expressing yourself in Digital art.
- ❖ It begins with the focus on the understanding of basic elements of Digital art Composition. And like building up of grammar to be able to use it in the individual capacity in the process of Digital art

Pedagogy: Lecture, Studio and outdoor work, demonstrations, workshop, slide shows and museum/gallery/educational study tour/ visits. etc.

Formative Assessment for Practical	
Assessment Occasion/ type	Weightage in Marks
Digital Art Assignments	20%
Digital Art project	10%
Digital Art related activities like, Quiz, seminar, Team activities	10%
Total	40%
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

Reference Books

1	Designing with Accessibility in Mind (Design Thinking) by Regine M. Gilbert
2	Digital Art: A Complete Guide to Making Your Own Computer Art works by David Cousens
3	Digital Painting Techniques by 3d total. Com
4	Digital Art by Christiane Paul

VIII SEMESTER

APPLIED ART

Contents of Courses for Bachelor of visual Arts (BVA)

VIII SEMESTER –APPLIED ART DEPARTMENT

					IA	Exam Display & Viva	Total marks
DISCIPLINE SPECIFIC CORE - DSC							
01	PROMOTIONAL DESIGN-II	240	4	20 Hrs	50	50	100
02	THE PRACTICE OF ADVERTISING AND BRAND MANAGEMENT	48	4	10 Hrs	40	60	100
DSE-VA E 4 (DISCIPLINE SPECIFIC ELECTIVE)							
03	LANDSCAPEPAINTING	80	3	02Hrs	40	60	100
PROJECT WORK							
04	PROJECT WORK	128	8	02 Hrs	80	120	200
VOCATIONAL-4							
05	DIGITAL ART	80	3	02 Hrs	40	60	100

VIII SEMESTER BVA 4th YEAR APPLIED ART 2024-25 onwards (**Without Research**) (Mode: A7a)

Sl. No	Course Code	Course Category	Title of the Course	Mode	Credits	Instruction Hours per week	Exam Duration	Evaluation Pattern	Internal Marks	External Marks	Total
									Max	Max	
1	BVA-VIII-01	DSC-VA 24	PROMOTIONAL DESIGN-II	P	04	15	20 Hrs	Display Viva (Practical)	50	50	100
2	BVA-VIII-02	DSC-VA 25	THE PRACTICE OF ADVERTISING AND BRAND MANAGEMENT	T	04	03	02 Hrs	Written Exam (Theory)	40	60	100
3	BVA-VIII-03	DSE- VA -4	LANDSCAPE PAINTING	P/T	03	05	02 Hrs	Written Exam (Theory)	40	60	100
4	BVA-VIII-04	Project Work	PROJECT WORK	T	08	08	Submission Viva	Submit to University(Evaluation Center)	80	120	200
5	BVA-VIII-05	Vocational-4	DIGITAL ART	P/T	03	05	02 Hrs	Written Exam (Theory)	40	60	100
					22	36	26 Hrs		250	350	600



Government of Karnataka

Model Curriculum

Program Name	BVA in Applied Art		
Course Code	BVA-VIII-01	Semester	VIII Semester
CourseCategory	DSC-VA 24	Total Marks	100
Course Title	PROMOTIONAL DESIGN-II		
Contact hours	240 Hours	Practical No. of Credits	04
Formative Assessment Marks	50	Summative Assessment Marks	50

Course Outcomes (COs):

After the successful completion of the course, the student will be able to:

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

Course Description:

This phase of study is directly linked to the design research as an art form and as a commercial product, explores design as an historical, social, and cultural institution-and get to the depth of what design means. A Student will produce an academic/creative portfolio, exhibit to the prospective employer upon graduation. To ensure that the final year is oriented towards career goals, in whatever the student's aspiration in the respective field, helping them in gaining knowledge and confidence.

Contents	240 Hrs.
Content: Advanced marketing techniques to boost up sales of a product increases visibility of a product-induce immediate sales-based on the principle of promotional aspects which attract people most often. At the time of purchase-point of purchase displays like counter units, chain store outlets, product dispensers, mirrors, neon signs, menus and menu boards., Table tents, sign in metal, wood, etc., CD listening station-coupons-refund-rebates-price deals-cents off and price pack deals-contests -stall design-tradeshow-exhibitions-models with paper make and thermo Cole. Scope: To develop an understanding of visual design research experimentation and exploration to define research project, its audience and publishing possibilities. Guidelines: The program aims to develop student's creative potential and to enable them to develop knowledge of the art and design, related theory and criticism, and understand how these relate to their own creative practice and future ambitions. Assistance and guidance by practical teachers, visiting lecturers and design, parishioners students will production on an academic and /creative portfolio to show to prospective employers upon graduation. Final year is oriented towards career goals	
Learning Objectivities: ❖ Thinking thorough knowledge and Exploration to enhance ability of creative skill on Promotional design. ❖ This Subject encourages the students to apply problems-solutions suitable to various design Industries. ❖ Implementation of creative approach in the form of digital generated image is also part of the study. ❖ The course is supported by adequate theoretical & Practical knowledge.	

Pedagogy: PPT, Demonstrations, and corporate industry visits.

Formative Assessment for Practical	
Assessment Occasion/ type	Weightage in Marks

Formative Assessment for Practical	
Assessment Occasion/ type	Weightage in Marks
Practical Assignments	50%
Promotional design.Project Work	25%
Promotional design. related activities like, Quiz, seminar, Team activities	25%
Total	100%
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Designs since - 1945
2	Advertising principles andPractice,
3	The Fundamentals ofAdvertisings
4	VMR&D,
5	Business Word, BusinessOutlook,
6	RecentTrends inAdvertising,
7	POP,
8	www.advertisingindia.com.
9	www.timesnowadvertising. In
10	www.logobee.com
11	www.visualcommunication.cpm
12	www.emarketeducation,in



Government of Karnataka

Model Curriculum

Program Name	BVA in Applied Art		
Course Code	BVA-VIII-02	Semester	VIII Semester
CourseCategory	DSC-VA 25	Total Marks	100
Course Title	THE PRACTICE OF ADVERTISING AND BRAND MANAGEMENT		
Contact hours	48 Hours	Theory No. of Credits	04
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Outcomes (COs):

After the successful completion of the course, the student will be able to:

- ❖ The practice of advertising and brand management aims to develop student's capacity to interpret ideas through theoretical study, providing the best solutions for the theoretical knowledge of modern marketing
- ❖ Imparting knowledge with theatrical Practical Assignments on various modern advertising and brand management
- ❖ The Advertising Media and brand management aimed at providing the students with adequate basic knowledge of the marketing
- ❖ The student will be able to develop their own personality with study of different types of advertising and brand management

Course Description:

The course is designed to provide a more advanced framework on various aspects of advertising and marketing communications including various tools of communication. It includes the role of marketing research and advertising research in improving effectiveness of ad campaigns. It also aims to provide career guidance for the final year students seeking suitable placements in the industry

Contents	48 Hrs.
Contents: Recent trends in marketing: Strategic planning, new product introduction, brand building. Campaign planning, media planning, evolution of the creative mix, and classification of visualization techniques. Role of photography in packaging, print ads and TV commercials. Tools of communication: personal selling, sales promotion, direct marketing, PR. The production process-impact of computers on print production. Typography preparing artwork for print advertising and brochures catalogues etc. • Printing processes for newspapers, magazines and advertising campaigns selecting the paper for print jobs. Principles of colour separation. • Marketing research - Definition and scope of research. Sources of primary and secondary data. • Sales for casting. Classification of research designs. Types of surveys, Steps in conducting surveys. Sampling theory: Techniques of samplings, sources of sampling errors. • Advertising research: concept testing, media research, and projective techniques. Scope: Career Options, Personality development, Public speaking and presentation skills, personal appearance grooming and physical fitness, self-organization, good manners, and tactfulness. Guidelines: Students must be encouraged to adopt learning strategies that build self-confidence and enable them to work independently as professionals throughout the student life.	
Learning Objectivities: ❖ This Subject encourages the students to apply problems-solutions suitable to various advertising and brand management. ❖ Thinking thorough knowledge and Exploration to enhance ability of creative skill on various brand management. ❖ The course is supported by adequate theoretical & Practical knowledge about modern marketing, social marketing & advertising and brand management.	

Pedagogy: PPT, Lecture, Seminar and Advertising Company.

Assessment Occasion/ type	Weightage in Marks
C1+C2	50%
Assignments	25%
The practice of advertising and brand management related activities like, Quiz, seminar, Team activities	25%
Total	100%
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References	
1	Marketing Management,,
2	brand management
3	Visual Merchandising
4	Marketing and BrandManagement
5	Advertising Moneymanagement
6	Practice of advertising Theory& Practical
8	www.teleadvertising.in
9	www.media2win.com
10	www.volkswagen.co.in
11	www.inredebleindia.org
12	www.mudra.com



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Model Curriculum

Program Name	BVA in Applied Art		
Course Code	BVA-VIII-04	Semester	VIII Semester
Course Category	DSE-VA E4	Total Marks	100
Course Title	LANDSCAPE PAINTING		
Contact hours	80 Hours	Theory No. of Credits	03
Formative Assessment Marks	40	Summative Assessment Marks	60

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

- Analyse the difference between space and natural object.
- Illustrate Scale, Proportion
- Apply sketches in advance field.
- Experiment with Landscape methods and its implement in professional field.
- Develop Ideas and concepts in landscape painting.

Course Description:

Landscape painting, also known as landscape art, is the depiction of natural scenery such as mountains, valleys, trees, rivers, and forests, especially where the main subject is a wide view—with its elements arranged into a coherent composition

Contents

80 Hrs

THEORY PART:

- *Brief History of Western Landscape Paintings.
- *Brief History of Indian Landscape Paintings.
- *Different Classification of Landscape Paintings
- *Techniques of Landscape Paintings.
- *Abstract Landscape Paintings.
- *The Play Of Colors In Landscape Paintings.

Landscape Artists:

Western Artists - J. M. W. Turner, Claude Monet,
 Indian Artists - Ram Kumar, Milind Mulick

PRACTICAL PART:

NOTE: One original work based on the works of old masters.

PART:01 • Time sketch, • Rapid sketch, • Study of Natural and Manmade objects •

*Architectural sketching • Daily events sketching

PART:02 • Cityscape • Seascape • Architectural landscape • Rural scape. Etc

PART:03: * Abstract Landscapes.

Learning Objectivities:

Students will gain a greater understanding of how different art materials can work together to create a cohesive artwork. Students will also learn how the landscape genre can be used to discuss themes of identity and place.

Pedagogy: Lectures, Presentations, Assignments

Assessment Occasion/ type	Weightage in Marks
Theory Assignments	20%
Tests	10%
Theory related activities like, Quiz, seminar, Team activities	10%
Total	40%
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

Reference Books

1.Dalal, D.D. (2000). A brush with beauty. Dinnath Memorial Committee. 2., R. (1981). Rendering with Pen and Ink. The Thames and Hudson 3.Hondell, A. & Louise, A. (2000). Painting the Landscape in Pastel. Amazon.in, Watson-Guptill. 4.Keith, F. (2020). The Fundamental of Watercolor Landscape painting for all season. Arcturus Publication. 5.Mulick, M. (2016). Expressions in Water colour. Jyotsna Publication. 6.Mulick, M. (2021). Water Landscape Step by Step. Jyotsna Publication. .Mulick, P. (2006). Sketching. Draft 8.Paranjape, R. (2008). Sketching and Drawing: A personal view. JyotsanaPrakashan. 9.Shelar, S. (2008). Sketching and Drawing: A personal view. Jyotsna Publication. 10.Taylor, Richard S. (2021). Water color Landscape: The Complete guide to painting landscape. Batsford Publication 11.Terry, H. (2011). Painting Acrylic Landscape the easy way: Brush with Acrylic. Search Press Ltd.
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Model Curriculum

Program Name	BVA in Applied Art		
Course Code	BVA-VIII-04	Semester	VIII Semester
Course Category	PROJECT WORK	Total Marks	200
Course Title	PROJECT WORK		
Contact hours	128 Hours	Practical No. of Credits	08
Formative Assessment Marks	80	Summative Assessment Marks	120

Course Outcomes (COs): Course outcomes: On successful completion of the course, the students will be able to

1. Explore innovative concepts and relevant Literature study from the field
2. Do Research and Analysis of the topic related to the Specialization,
3. Arrive at a Problem statement
4. Identify and apply relevant Visual art forms Process
5. Present the Graduation Thesis with greater details and able to connect with larger context

Course Description:

Students undertake a significant experiential learning opportunity, typically with a company, non-profit, governmental, or community-based organization. The project work represents an educational strategy that links classroom learning and student interest with the acquisition of knowledge in an practiced work setting.

Contents	128 Hrs
Project Work In addition to all the passing standards prescribed before, all candidates will have to produce a certificate in prescribed form of having attained the required 32 Hours –time or in combination to fulfill full time. (excluding University holidays) Mini Project Work experience of working in the professional. And it is duly enclosed by the principal of the college. The candidates shall have to produce to the college the certificate of completing the Project Work from the firm they worked with before starting the Internals. Note: Submittal along with documentation such as video, audio etc. Project Work 1) Visiting Visual artists/Studio/ Institutions: Students go to the studio/professional working places of senior visual art artists and get hands-on experience with the artists. Artists - Works of Art like - Drawing, Portrait / Full Portrait / Nature Painting, Realism and Creative Composition Works, Printmaking art, Sculpture, Mural/Sculpture, Gaining experience and documentation in commercial art, Digital art studio, Photo studio, any art related industry Visit art gallery, museum, art college and art selling centers, art exhibition Centre etc. to get hands-on experience with documents. 2) Folk Arts: Meet Karnataka and Indian folk artists and study folk art forms - such as Hasechitra, Rangoli, Mehndi art, Kaudikale, Togalugombe, Sutradagombe, Tattoo painting, Yakshagana face painting - Studying folk art forms like costume, Kinnal art, Handlooms, Kalaghatagi art and any folk art form of India etc. with hands-on experience. 3) Handicrafts: Visit the artisans or institutions to study and experience their skills. Art forms such as: Pottery works, terracotta, Jewellery, Centers on making utility items artistically, Chennapatnam doll, Mysore, Thanjavur paintings, masks, embroidery, carpentry, sculpture / Framing Art - Studying handicrafts etc. 4) Agency visit: Gaining experience and documentation in ad agency Graphic design /Pre & post Production Knowledge. Marketing Strategy. Selection of Media Planning etc. 5) Printing Press: Gaining experience and in Printing press Local/ Regional newspaper & Magazine. Gaining Knowledge of layout Design Note : Students can select any one of the above topics. According to the project work scheme, a report book containing 100 to 150 Pages of Writing and 30 to 40 Photographs should be HardBinded (Book Format) and submitted to Mangalore University. (Evaluation Center)	

Learning Objectivities:

- Learning objectives are specific, measurable statements of what you hope to accomplish or learn during your mini project work
- Each objective should be clear and concise.
- Think about what you want to gain from this project work experience.
- Setting goals and learning objectives provides a means for evaluation of your experience.

Pedagogy: Lecture, Studio and outdoor work, demonstrations, workshop, slide shows and museum/gallery/educational study tour/visits.etc.

Formative Assessment for Practical	
Assessment Occasion/ type	Weightage in Marks
Project Work Assignments	40%
Project Work Test/viva	20%
Project Work related activities like, Quiz, seminar, Team activities.	20%
Total	80%
<i>Formative Assessment as per NEP guidelines are compulsory</i>	



Government of Karnataka

Model Curriculum

Program Name	BVA in Applied Art		
Course Code	BVA-VIII-05	Semester	VIII Semester
Course Category	Vocational 04	Total Marks	100
Course Title	DIGITAL ART		
Contact hours	80 Hours	Theory No. of Credits	03
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Outcomes:

- ❖ It helps to understand modern life as a sensitive expression in itself.
- ❖ It helps the students to understand the quality of digital art skill & life.
- ❖ It aims to develop confidence to self-employ ability.
- ❖ It Develops skill and its use to express thoughts

Course Description:

The way art in different forms is being created nowadays has undergone a sea change in the digital era. While retaining our love for aesthetics and art for the art's sake, we need to respond to the demands of the capitalist world order. Hence, there is an urgent need for creating artistic expressions in digital forms. In this respect, to introduce a skill oriented vocational course

Contents

80 Hrs

THEORY AND PRACTICAL

UNIT: 01

1. Brief History of Digital Art.
2. What is Digital Art.
3. Benefit of Digital Art .

UNIT: 02**Classification of Digital Art:****Theory:**

1.Digital Painting. 2.Vector art. 3. Digital Photography, 4. Pixel art. 5.Fractal art.
6. Digital Collage.7.3D Artwork. 8. 2D Animation. 9.3D Animation 10. Concept Art.
11. CGI Art. 12. Anime Art. 13. VR Art. 14. Datamoshing.15. Photobashing 16. Webcomics.
17.AI Art.

Practical Assignment:*Digital Painting. *Vector art.*Pixel art.*Fractal art.
*2D Animation(Use Softwares – Photoshop, Illustrator ,Blender-Free software)

Submission : 05 WORKS.

UNIT:03 (Theory)

2.Digital Art v/s Traditional Art.
3.Hardware & Software for Digital Art.

Unit:04 (Theory)

4.Role of AI in Digital Art.
5.Famous examples of Digital Artists .

Learning Objectives:

- ❖ Thinking thorough knowledge and Exploration to enhance ability of creative skill on Digital art
- ❖ It is the initial step of expressing oneself with a deeper insight,
- ❖ And also to answer the urge so If expressing yourself in Digital art.
- ❖ It begins with the focus on the understanding of basic elements of Digital art Composition. And like building up of grammar to be able to use it in the individual capacity in the process of Digital art

Pedagogy: Lecture, Studio and outdoor work, demonstrations, workshop, slide shows and museum/gallery/educational study tour/ visits. etc.

Formative Assessment for Practical	
Assessment Occasion/ type	Weightage in Marks
Digital Art Assignments	20%
Digital Art project	10%
Digital Art related activities like, Quiz, seminar, Team activities	10%
Total	40%
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

Reference Books

1	Designing with Accessibility in Mind (Design Thinking) by Regine M. Gilbert
2	Digital Art: A Complete Guide to Making Your Own Computer Art works by David Cousens
3	Digital Painting Techniques by 3d total. Com
4	Digital Art by Christiane Paul