

# Scheme & Syllabus of UNDERGRADUATE DEGREE COURSE

## IV Semester

### Fine Art

(Specialization in Applied Art)



Rajasthan Technical University, Kota

Effective from session: 2024-25



# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

## Scheme & Syllabus II Year- IV Semester: Fine Art

### Teaching and Examination Scheme: BFA

#### II Year - IV Semester

THEORY											
Sr. No.	Category	Course		Contact hrs./week				Marks			Credits
		Code	Title	L	T	P	Total Hrs.	IA	ETE	Total	
1	Applied Art & Craft	4BFA-01	History of Western Art-II	2	-	-	2	30	70	100	2.0
2	Applied Art & Craft	4BFA-02	Basics of Video Production-I	3	1	-	4	30	70	100	4.0
3	Applied Art & Craft	4BFA-03	Print & Reproduction Process-II	3	-	-	3	30	70	100	3.0
4	Applied Art & Craft	4BFA-04	Theory of Graphic Design-II	3	-	-	3	30	70	100	3.0
5	Applied Art & Craft	4BFA-05	Theory of Advertising- II	3	-	-	3	30	70	100	3.0
Sub Total				14	1	-	15	150	350	500	15.0
PRACTICAL & SESSIONAL											
6	Applied Art & Craft	4BFA-06	Drawing & Illustration –II	-	-	4	4	60	40	100	2.0
7	Applied Art & Craft	4BFA-07	Video Production Lab-II	-	-	3	3	60	40	100	1.5
8	Applied Art & Craft	4BFA-08	Graphic design Lab-II	-	-	3	3	60	40	100	1.5
9	Applied Art & Craft	4BFA-09	Digital Art Lab – III	-	-	4	4	60	40	100	2.0
10	Applied Art & Craft	4BFA-10	Advertising Design Lab-II	-	-	4	4	60	40	100	2.0
11	Applied Art & Craft	FECxx	Foundation course	-	-	-	-	-	-	100	0.5
Sub Total				-	-	18	18	13	200	600	9.5
TOTAL OF IV SEMESTER				14	1	18	33	450	550	1100	24.5

L: Lecture, T: Tutorial, P: Practical.

ETE: End Term Exam, IA: Internal Assessment



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### II Year-IV Semester: Fine Art

#### 4BFA-01: History of Western art-II

**Credit: 2**  
**2L+0T+0P**

**Maximum Marks: 100 (IA: 30, ETE: 70)**  
**End Term Exam: 3 Hours**

Sr. no.	Topic	No. of Hours
1.	Medieval Art:- i.) Early Christian Art. ii.) Understand Early Christian Art & Architecture.	6
2.	Byzantine Art:- i.) Byzantine Art. ii.) Short history of Byzantine Empire. iii.) Byzantine Architecture. iv.) Byzantine Iconoclasm. v.) Macedonian Art (Byzantine). vi.) Byzantine Mosaics.	6
3.	Romanesque Art:- i.) Introduction of Romanesque Art Architecture. ii.) Romanesque Art characteristics. iii.) Sculpture and Paintings of Romanesque Art.	8
4.	Gothic Art:- i.) Introduction to Gothic Art. ii.) Gothic Architecture. iii.) Sculpture and Paintings of Gothic Art.	6

#### Reference Books:

1. Concise History of Art (vol. I & II) – Germain Bazin.
2. Europe Ki Chitrakalaby G.K. Agrawal, Ashok Prakashan Mandir, Aligarh.
3. Art Now – Herbert Read.
4. Grassroot of Art – Herbert Read.
5. Key Monuments of the History of Art – H.W. Janson.
6. European Painting and sculpture – Eric Newton.

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## Scheme & Syllabus

### II Year-IV Semester: Fine Art

#### 4BFA-02: Basics of Video Production-I

**Credit: 4**  
**3L+1T+0P**

**Maximum Marks: 100 (IA: 30, ETE: 70)**  
**End Term Exam: 3 Hours**

Sr. no.	Topic	No. of Hours
1.	Introduction to Digital Video Camera. How does a digital video Camera work?	8
2.	Parts of Digital Video Camera.	6
3.	Type of Video Camera- Compact, DSLR, Mirrors, Drones, Cinema (Movie Camera), Adventure Camera, Smart Phone.	8
4.	Difference Between (In context of Video):- i.) Compact vs DSLR. ii.) DSLR vs Mirror. iii.) Smart phone VS DSLR Video Camera.	10
5.	Type of Video Camera Shots:- Establishment Shot, Wide Shot, Close-up Shot, Over the Shoulder Shot.	10
6.	Type of Video Camera movement techniques:- Panning, Tilting, Zooming (Zoom In-Out), Trucking.	10

#### Reference Books:

1. The Technique of Television Production, Gerald Millerson Focal Press, London, 2001.
2. Digital Cinematography, Paul Wheeler, Focal Press, London. First edition, 2001.
3. An Introduction to digital Video, John Watkinson, Focal Press, London, 1994.

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## Scheme & Syllabus

### II Year-IV Semester: Fine Art

#### 4BFA-03: Print & Reproduction Process-II

**Credit: 3**  
**3L+0T+0P**

**Maximum Marks: 100 (IA: 60, ETE: 40)**

Sr. no.	Topic	No. of Hours
1.	Letter Press Printing:- i.) Introduction to letter press. ii.) Types of Letter Press Printing Machine. iii.) Letter Press Printing Process.	12
2.	Lithography:- i.) Introduction to Lithography. ii.) History of Lithography. iii.) Lithography on Stone (Stone Lithography). iv.) Lithography printing process stone.	12
3.	Offset Printing:- i.) Introduction to Offset Printing. ii.) Offset Printing Plate. iii.) Offset plate making Process. iv.) Type of Offset Printing Machine. v.) Process of Offset Printing vi.) Types of paper used for Offset Printing.	12

#### Reference Books:

1. Principles of Lithography–Harry J. Levinson.
2. The art of the print– Fritz Eichenberg.
3. A short history of The printing press – Robert Hoe.
4. The complete book on Printing Technology –Asia Pacific Business Press, 3<sup>rd</sup> revised edition.
5. Graphic Design Narendra Singh Yadav.

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# RAJASTHAN TECHNICAL UNIVERSITY, KOTA

## Scheme & Syllabus

### II Year-IV Semester: Fine Art

#### 4BFA-04: Theory of Graphic Design – II

**Credit: 3**  
**3L+0T+0P**

**Maximum Marks: 100 (IA: 30, ETE: 70)**  
**End Term Exam: 3 Hours**

Sr. no.	Topic	No. of Hours
1.	Grid:- i.) What is grid in Graphics Designing? ii.) Early history of Grids. iii.) Types of Grid. iv.) Importance of Grids in Graphic Design.	10
2.	Social Media Design:- i.) Social Media. ii.) Social Media Design. iii.) Importance of Graphic Design in Social Media/Social Media Marketing.	8
3.	Image:- i.) What is Bitmap and vector Image? ii.) Bitmap vs Vector Image. iii.) Understanding Image resolution (High & Low)). iv.) Image file format. v.) Type of Image file format (Like JPEG, PNG, GIF, TIFF, PSD, EPS, AI, CDR, RAW).	10
4.	Colour:- i.) RGB and CMYK colour Model (Additive & Subtractive). ii.) RGB vs CMYK. iii.) The usage of RGB and CMYK colour models.	11

#### Reference Books:

1. Best Practices for Graphic Designers, Grids and pagelayout – Amy graver & ben jura.
2. The graphic design Bible by Theo Inglis , publisher-Ilex press.
3. GraphicDesignandReproductionTechniques-PeterCroy.
4. Encyclopedia of Graphics File Formats-James D,murray & William Vanryper.

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### II Year-IV Semester: Fine Art

#### 4BFA-05: Theory of Advertising- II

**Credit: 3**  
**3L+0T+0P**

**Maximum Marks: 100 (IA: 30, ETE: 70)**  
**End Term Exam: 3 Hours**

Sr. no.	Topic	No. of Hours
1.	Advertising and Promotion:- i.) Direct Marketing. ii.) Sales Promaton. iii.) Personal Selling. iv.) Publicity/Public Relation.	10
2.	Advertising & Marketing:- i.) Define Marketing. ii.) 4Psof Marketing. iii.) Role of Advertising in Marketing.	10
3.	Types of Advertising Media:- i.) Print Media. ii.) Electronic Media. iii.) Direct Mail. iv.) Trainsit Media. v.) Outdoor Media. vi.) Speciality Advertising. vii.) Digital Media/Online Advertising.	10
4.	Economical Aspect of Advertising.	6

#### Reference Books:

1. Advertising Management Rajeev Batra, John & Myers, David A. Saker.
2. Kleppner's Advertising Process J Thomas, Russell, W. Ronald lane.
3. Advertising -John S. Wright, Daniel S Warner.
4. Foundation of Advertising by Chunawalla & Sethia.
5. Advertising & Sales Promotion - Kazmi & Batra.

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## Scheme & Syllabus

### II Year-IV Semester: Fine Art

#### 4BFA-06: Drawing & Illustration Lab-II

**Credit: 2.0**  
**0L+0T+4P**

**Maximum Marks: 100 (IA: 60, ETE: 40)**

Sr. no.	Topic
1.	Drawing & Coloring Technique:- i.) Wash Technique in water color (Land Scape). ii.) Mixed Media (Any one composition).
2.	Perspective Drawing:- i.) Linear Perspective (Any topic in pencil/pen & Ink). ii.) Aerial Perspective (Land Scape / country side in water color)
3.	Figure Drawing:- i.) Male and female proportion. ii.) Geometric form of male and female. iii.) Gesture Drawing of Human Head and face with neck in different angles. iv.) Rapid sketches of human figure.

#### Reference Books:

1. Artists and illustrators encyclopedia—John Quick.
2. A manual of painting material and techniques—Mark David Gottsegen.
3. Illustration showcase (American) - American Showcase inc.

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### II Year-IV Semester: Fine Art

#### 4BFA-07: Video production Lab-I

**Credit: 1.5**  
**0L+0T+3P**

**Maximum Marks: 100 (IA: 60, ETE: 40)**

Sr. no.	Topic
1.	Fundamental of Video Shooting:- i.) Understand the basic function of DSLR/Mirrorless camera for Video Shooting like FPS, Focusing, Exposure (Shutter, aperture, ISO) white Balance.
2.	Type of shots in videography:- i.) Establishing Shot. ii.) Wide shot. iii.) Close-up Shot. iv.) Extreme Close-up Shot. v.) Over the Shoulder Shot. vi.) POV Shot (Point of View).
3.	Camera Movement techniques in Video Shooting:- i.) Panning. ii.) Tilting. iii.) Zooming (Zoom in –Zoom out). iv.) Trucking

#### Reference Books:-

1. Single camera video production by Robert B. Musburger.
2. The DSLR Filmmaker's Hand book by Berry Adersson and Janie L. Geyen.
3. How to shoot video by Steve Stockman.

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### II Year-IV Semester: Fine Art

#### 4BFA-08: Graphic Design Lab-II

Credit: 1.5  
0L+0T+3P

Maximum Marks: 100 (IA: 60, ETE: 40)

Sr. no.	Topic
1.	Abstract Logo:- i.) Create an abstract logo of any Company/Brand.
2.	Corporate identity Design:- Design Corporate identity on any company/organization/brand. Corporate identity includes logo, logotype, Color palette, graphic, Brand/Corporate name. Implement the above corporate identity design on the following items. i.) Business Card. ii.) Letter Head. iii.) Envelop. iv.) T-Shirt. v.) Cap. vi.) Coffee Mug.  Note: Mockups of above items can be used to implement the Design.

#### Reference Books:

1. Designing Brand Identity Alina Wheeler & Rob Meyerson.
2. Creative Source Wilcord Publication.
3. The Best Of Business Card Design Rockport Publication Inc.
4. Graphic Design Narendra Singh Yadav.
5. Practical Graphic Design Technique Ladia Derbyshire.

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**RAJASTHAN TECHNICAL UNIVERSITY, KOTA**  
**Scheme & Syllabus**  
**II Year-IV Semester: Fine Art**

**4BFA-09: Digital Art Lab – III**

**Credit: 2**  
**0L+0T+4P**

**Maximum Marks: 100 (IA: 60, ETE: 40)**

<b>Sr. no.</b>	<b>Topic</b>
1.	Image Editing Software (Any image editing software/open source software).  Study of Tools and command:- i.) Study of Tools like clone stamp tool, pattern tool, Healing Tool. ii.) Dodge, Burn, Smudge, Blur, Sharpen. iii.) Gradient tool and all image colour adjustment command. iv.) All transform tools, their options and command. v.) Pen tool and their options and command.
2.	Study of Layers:- i.) Study of Layer includes layer, Layer Mask, Layer effects and all Layer blending modes.
3.	Study of Filters in Filter Menu.

**Reference Books:**

1. Adobe creativeteam, Adobe Photoshop CS6 classroom in a book, Adobe Press; Mac Win Pa edition, 2012.
2. Martin Evening, Adobe Photoshop CS3 for photographers: A Professional image editors guide to the creative use of Photoshop for Macintosh and PC, 2007.
3. The book of GIMP- A Complete Guide to Nearly Everything By Olivier lecarne & Karine Delvare.
4. Beginning Photo Retouching and Restoration Using GIMP By Phillip Whitt.

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## **Scheme & Syllabus**

**II Year-IV Semester: Fine Art**

### **4BFA-10: Advertising Design Lab-II**

**Credit: 2**  
**0L+0T+4P**

**Maximum Marks: 100 (IA: 60, ETE: 40)**

<b>Sr. no.</b>	<b>Topic</b>
1.	Magazine Advertisement:- Design a colour magazine advertisement with the creative use of text and type only. (Sale/Discount Advertisement on any consumer product.)
2.	Design a colorful full page magazine advertisement with the help of text and image both. ( Topic: Service/Product.)
3.	Design a illustrative magazine advertisement in color on any social topic.

#### **Reference Books:**

1. Modern Advertising-Earnest Elmo Calkins.
2. Advertising-its role in modern marketing-S.W.Dunn.
3. Advertising theory and practice-C.H. Sandage.
4. Advertising graphics-H. Williams Bockus.
5. Confession of an advertising man-Ogilvy.
6. Foundation of Advertising (Theory and Practice)-S.A. Chunawala & K.C. Sethia.
7. Advertising and Sales Management-Mukesh Trehan & Ranju Trehan.

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