

Scheme & Syllabus of UNDERGRADUATE DEGREE COURSE

III Semester

Fine Art

(Specialization in Applied Art)



Rajasthan Technical University, Kota

Effective from session: 2024-25



RAJASTHAN TECHNICAL UNIVERSITY, KOTA

Scheme & Syllabus

II Year-III Semester: Fine Art

Teaching and Examination Scheme: BFA

II Year - III 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	3BFA-01	History of Indian art-II	2	0	-	2	30	70	100	2.0
2	Applied Art & Craft	3BFA-02	Photography-II	3	1	-	4	30	70	100	4.0
3	Applied Art & Craft	3BFA-03	Print & Reproduction process-I	3	-	-	3	30	70	100	3.0
4	Applied Art & Craft	3BFA-04	Theory of Graphic Design-I	2	-	-	2	30	70	100	2.0
5	Applied Art & Craft	3BFA-05	Theory of Advertising-I	3	-	-	3	30	70	100	3.0
			Sub Total	13	1	-	14	150	350	500	14.0
PRACTICAL & SESSIONAL											
6	Applied Art & Craft	3BFA-06	Drawing & Illustration-I	-	-	3	3	60	40	100	1.5
7	Applied Art & Craft	3BFA-07	Basics of photography Lab-I	-	-	2	2	60	40	100	1.0
8	Applied Art & Craft	3BFA-08	Graphic design Lab-II	-	-	3	3	60	40	100	1.5
9	Applied Art & Craft	3BFA-09	Digital Art Lab-II	-	-	4	4	60	40	100	2.0
10	Applied Art & Craft	3BFA-10	Advertising design-I	-	-	3	3	60	40	100	1.5
11	Applied Art & Craft	3BFA-11	Industrial Training	-	-	1	1	60	40	100	1
12	Applied Art & Craft	FECxx	Foundation course	-	-	-	-	-	-	100	0.5
			Sub Total	-	-	16	16	300	200	700	9.0
			TOTAL OF III SEMESTER	13	1	16	30	450	550	1200	23.0

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

ETE: End Term Exam, **IA:** Internal Assessment.

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II Year-III Semester: Fine Art

3BFA-01: History of Indian 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.	Udaygiri and Khandgiri Caves:- i.) Introduction to Udaygiri and Khandgiri Caves. ii.) Study of Famous Stone relief and Sculptures of Udaygiri and Khandgiri Caves (Hathi Gumpha, Rani Gumpha, Ganesha Gumpha, Navmuni Gumpha)	6
2.	Buddhist Art:- Ajanta Caves i.) Introduction to Ajanta Caves. ii.) Techniques of Ajanta Mural Paintings. iii.) Main features of Ajanta Paintings. iv.) Famous Paintings of Cave No. 1, 2, 16, 17. v.) Relief and Sculptures of Ajanta Caves.	10
3.	Ellora Caves:- i.) Introduction to Ellora Caves. ii.) Kailash Temple. iii.) Stone carving and Sculpture of Ellora Caves.	6
4.	Elephanta Caves:- i.) Introduction to Elephanta Caves. ii.) Famous Sculptures of Elephanta Caves.	4

Reference Books:

1. A Concise History of Indian Art–Roy C Craven
2. Indian Art–Dr. Alka Pandey
3. Art and Visual Culture in India, 1857-2007 Gayatri Sinha
4. Indian Art and Overview Gayatri Sinha
5. History of Indian Art by Vidya vachaspati Gerola

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II Year-III Semester: Fine Art

3BFA-02: Photography –II

Credit: 4
3L+1T+0P

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

Sr. no.	Topic	No. of Hours
1.	Photography Lighting:- i.) Natural Light. ii.) Artificial Light.	12
2.	Camera Lens:- i.) How does a Lens work? ii.) Focal Length. iii.) Different Type of Camera Lenses a) Prime Lens. b) Wide angle Lens. c) Telephoto Lens. d) Zoom Lens. e) Macro Lens.	12
3.	Camera Functions in Detail:- i.) Focus Modes in Digital Camera. ii.) Focus Points in Digital Camera. iii.) Different Shooting Modes in Digital Camera.	12
4.	Exposure Metering in Camera:- i.) Exposure meter in a Camera. ii.) Different types of Exposure Metering in Digital Camera.	12
5.	White Balance in Digital Camera.	4

Reference Books:

1. Photography Made Simple Subhadeep Kundu.
2. Practical Photography course A.H. Hashmi.
3. Complete Guide to Digital Photography-Rick Sammon.
4. Digital Photography: An Introduction-Tom Ang.

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II Year-III Semester: Fine Art

3BFA-03: Print & Reproduction process-I

Credit: 3
3L+0T+0P

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

Sr. no.	Topic	No. of Hours
1.	History of Printing:- i.) Early History of Printing (Before Invention of Printing Press). ii.) Ancient Printing Methods (Early Civilization). iii.) Invention of Paper and movable type.	12
2.	Printing Press:- i.) History & development of Printing Press in the world. ii.) History & development of Printing Press in India.	8
3.	Introduction to Artistic Print Production Techniques (By Hand):- i.) Etching. ii.) Lino Cut. iii.) Wood Cut.	8
4.	Screen Printing:- i.) Origin & Development of Screen Printing. ii.) Screen Printing Process. iii.) Tools and Materials used in Screen Printing.	8

Reference Books:

1. Silk Screen printing for artists & craftsman-Mathilda V. Schwalbach & James A. Schwalbach.
2. Creative print making-Michael Andrews.
3. The Art of the print-Fritz Eichenberg.



RAJASTHAN TECHNICAL UNIVERSITY, KOTA

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II Year-III Semester: Fine Art

3BFA-04: Theory of Graphic Design–I

Credit: 2
2L+0T+0P

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

Sr. no.	Topic	No. of Hours
1.	Graphic Design:- i.) History of Graphic Design. ii.) Define Graphic Design. iii.) Role of Graphic Designer.	6
2.	Layout:- i.) Define Layout. ii.) Grids in Layout Design. iii.) Layout importance in Graphic Design.	6
3.	Corporate Identity:- i.) Sign & Symbol. ii.) Logo & Logotype. iii.) Characteristics of good Logo. iv.) Importance of Logo. v.) Define corporate identity. vi.) Elements of corporate identity design.	8
4.	Typography:- i.) Define Typography. ii.) The origin and development of Typography. iii.) Type Face and fonts. iv.) Classification of Type Face. v.) Type/Type Face Anatomy. vi.) Importance of Typography in Graphic Design.	6

Reference Books:

1. Making a Good Layout – Lorisieber and Lisa Balla.
2. Type in Use–Alex White.
3. Twentieth century graphics –Jean & Aphember.
4. Graphic Design -Narendra Singh Yadav.
5. Sign Design: Graphics, Material Techniques–Mitzi Sims.
6. A history of graphic design'-By Meggs, Philip B. Meggs.

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II Year-III Semester: Fine Art

3BFA-05: Theory of Advertising-I

Credit: 3
3+0T+0P

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

Sr. no.	Topic	No. of Hours
1.	History of Advertising:- i.) Origin of Modern Advertising. ii.) Development of Modern Advertising. iii.) Evolution of Indian Advertising.	13
2.	Advertising & Communication:- i.) Define Advertising & Communication, Types of Communication. ii.) Advertising as a tool of communication. iii.) Basic model of Advertising (Communication Process) iv.) AIDA model of Communication. v.) Define Integrated marketing Communication.	14
3.	Basics of Advertising:- i.) Functions of Advertising. ii.) Classification of Advertising. iii.) Role of Advertising in Modern Business World. iv.) Benefits of Advertising to consumers, manufacturers and society.	12

Reference Books:

1. Foundations of Advertising - Chunawalls & Sethia.
2. Kleppner's advertising Process - J Thomas, Russell, W. Ronald lane.
3. Advertising—its role in modern marketing –S.W. Dunn.
4. Advertising theory and practice- C.H. Sandage.
5. Advertising Art & Ideals -G. N. Rege.

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Scheme & Syllabus

II Year-III Semester: Fine Art

3BFA-06: Drawing & Illustration Lab-I

Credit: 1.5
0L+0T+3P

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

Sr. no.	Topic
1.	Drawing Techniques(Shading) i.) Smudge. ii.) Stippling. iii.) Hatching. iv.) Scribble. v.) Contour. Apply above techniques on any object shape or form.
2.	Still Life:- i.) Detail Study of still life object with drapery. Emphasis should be given to textures (Any still life composition) ii.) Change of Treatment of above still life.
3.	Perspective Drawing:- i.) One point perspective. ii.) Two point perspective. iii.) Three point perspective. Apply above perspective rules on any one of the topic like i.e. land scape/Countryside/Architectural Buildings.

Reference Books:

1. Realistic Figure Drawing by Joseph Sheppard
2. Complete art foundation course, Curtis Tappenden, Nick Tindam.
3. The art of Drawing Philip S. Rawson.
4. How to Paint & Draw Bodo W. Jaxtheirmer.
5. How to Paint & Draw Series Walter T. Foster.

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3BFA-07: Basics of photography Lab-I

Credit: 1.0
0L+0T+2P

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

Sr. no.	Topic
1.	Shutter Speed:- i.) Slow shutter speed photography. Practice with slow shutter speed in camera and submit a photograph of slow shutter speed effect (Blur Effect) on any topic. ii.) Fast shutter speed photography. Practice with fast shutter speed in camera and submit a photograph of fast shutter speed effect (Freeze the Motion) on any topic.
2.	Aperture:- i.) Photograph with deep depth of field and shallow depth of field. ii.) Practice and submit a photograph of Reep Depth of field and one of shallow depth of field on any topic.
3.	Still Life Photography available light. Photography of well composed small group of objects in artistic style.

Reference Books:-

1. Photography Made Simple-Subhadeep Kundu.
2. Practical Photography course-A.H. Hashmi.
3. Complete Guide to Digital Photography-Rick Sammon.
4. Digital Photography: An Introduction-Tom Ang.

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3BFA-08: Graphic design Lab-II

Credit: 1.5
0L+0T+3P

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

Sr. no.	Topic
1.	Design Sign:- Safety Sign/Traffic Sign/Community Sign. (Flat Icon in colour)
2.	Monogram (Letter Marks) Design a logo of a company which consist of Letters only.
3.	Redesign any existing logo (In Flat color only)
4.	Design a graphic based logo (Pictorial Mark) on any organization/company in color.

Reference Books:-

1. Advertising graphics–H. Willams Bockus.
2. Sign Design: Graphics, Material Techniques – Mitzi Sims.
3. Past up for Graphic Arts Production – Kenneth F. Hird.
4. Type in Use–Alex W. White.
5. Twentieth century graphics – Jean Adhemar.
6. Graphic Design -Narendra Singh Yadav.
- 8 A history of graphic design'-By Meggs, Philip B. Meggs.

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3BFA-09: Digital Art Lab–II

Credit: 2
0L+0T+4P

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

Sr. no.	Topic
1.	Introduction to Vector Graphics software:- (Open Sours software/coral draw) i.) Introduction to Vector Graphics software. ii.) Define Vector Art.
2.	Software Interface:- i.) Menu Bar, Tool Bar, Property Bar. ii.) Save, Save as, Import & Export of File.
3.	Tools:- i.) Introduction of Tool Box. ii.) Select, Transform, Cropping, Navigation, Align, and Distribute. iii.) Lines & Curves. iv.) Edit Shapes/curves(by nodes) and drawing by editing path/shape tool.
4.	Drawing Tools and their properties/option:- i.) Create rectangle, Square, circle, polygon, basic shapes. ii.) Draw free hand drawing, Bezier curve. iii.) Calligraphic and Brush strokes tools.
5.	Color:- i.) All coloring, fill and tools, their properties and option
6.	Text Tool, Their properties and Text Formatting.

Reference Books:

1. The Digital Designer's Jargon Buster Alastair Campbell.
2. Design Made Easy with Inkscape Christopher Rogers.
3. Teach Yourself Corel Draw Nirranjan Jha Showman.
4. The Book of Inkscape Dmitry Kirsanov.

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3BFA-10: Advertising Design-I

Credit: 1.5
0L+0T+3P

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

Sr. no.	Topic
1.	News Paper Advertisement:- i.) Prepare Black & White Typographical newspaper advertisement with the effective use of Typography on any type. ii.) Create a colorful Typographical newspaper advertisement with the creative use of Typography on any type.
2.	Re-Design any Two existing newspaper print advertisement in colour.

Reference Books:

1. The Uncommon Sense of Advertising -Sanjay Tiwari.
2. Confessions of an advertising man – Ogilvy.
3. Foundation of Advertising (Theory and Practice) – SA Chunawala & KC Sethia.
4. Advertising and Sales Management – Mukesh Trehan & Ranju Trehan.



RAJASTHAN TECHNICAL UNIVERSITY, KOTA
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II Year-III Semester: Fine Art

3BFA-11: Industrial Training

Credit: 1

Sr. no.	Topic
1.	Practical Training of 15 days in Relevant Industry.

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