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With CGPA 3.52

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दूरध्वनी - इपीबीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४. २६०९४८७
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Ref.: SU/BOS/ *IDS* /380 **Date: 17 - 09- 2026**

The Principal,
All concerned Affiliated Colleges/Institutions
Shivaji University, Kolhapur

Subject : Regarding revised syllabi of **Bachelor of Fine Art (BFA) Part 4** degree programme under the Faculty of Inter- Disciplinary Studies

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi, nature of question paper, equivalence etc. of **Bachelor of Fine Art (BFA) Part 4** degree programme under the Faculty of Inter-Disciplinary Studies.

This syllabus nature of question paper, equivalence etc. shall be implemented from the academic year **2026-2027** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in NEP-2020 (Online Syllabus)

The question papers on the pre-revised syllabi of above-mentioned programme will be set for the examinations to be held in October /November 2026 & March/April 2027. These chances are available for repeater students, only.

You are therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,

Dy Registrar

Encl. : as above

Copy to: For information and necessary action

1	The I/C Dean, Faculty of I D S	7	P. G. Admission Section
2	Director, Board of Examination and Evaluation	8	Affiliation T. 1 & T. 2 Section
3	The Chairman, Respective Board of Studies	9	Appointment A & B Section
4	O. E. 01 Exam Section	10	P. G. Seminar Section
5	Eligibility Section	11	I. T. Cell
6	Computer Centre	12	Internal Quality Assurance Cell (IQAC)

SHIVAJI UNIVERSITY, KOLHAPUR

ESTABLISHED :1962

A++ Accredited by NAAC (2021) with

New Syllabus for

Bachelor Of Fine Art

(APPLIED ART)

B.F.A.(A.A)

B.F.A (Applied Art) Part 4- (Semester VII & VIII)

STRUCTURE & SYLLABUS
HAVING CHOICE BASED CREDIT SYSTEM (0.1)

(TO BE IMPLIMENTED FROM ACADEMIC YEAR 2026-27 ONWARDS)

Shivaji University, Kolhapur

To be implemented from the academic year 2026-2027

Title of the course:

Bachelor of Fine Arts BFA (Applied Art)

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Preamble of the syllabus:

The proposed curriculum is with the view to enhance the existing syllabus and make it more contextual, industry affable and suitable to cater the needs of society and nation in present day context. The committee examined the drawbacks of the existing syllabus and after analyzing other curricula of existing universities in respective subjects in terms of content, relevance, quality and pattern of teaching and examination has synthesized the present proposal. After guidance from industry professionals and senior academicians, feedbacks from the core faculty and intensive discussions the syllabus was suitably finalized.

Globalization has reduced distances. Many of our students aspire to seek admissions and jobs overseas, or even in India in multinational corporations. Thus there is an urgent need to elevate the syllabus to International levels, to facilitate easier transitions for Post Graduate Courses and Job prospects, overseas.

The syllabus needs revision in terms of preparing the student for the professional scenario with relevance to practical needs and requirements. The number of assignments also requires re-consideration with reference to learning objects for every subject and the time available. Technical advancement is the key to a substantial teaching system in today's world and thus a great responsibility lies on the art curriculum to prepare students to uplift to meet global standards and align seamlessly to changing trends.

The modern world seems to be growing exponentially in the digital domain, and yet the print is also evolving like never before. Thus the syllabus needs to be structured with balance in learning skills in both the domains of design. The syllabus needs to be made to promote flexibility and freedom of approach in teaching, within the structure of learning objectives.

A holistic approach includes providing industry training via internships, handling live projects, visits to advertising and design houses and also print and production units. Regular expertise interaction will help to build a bridge between students and their future mentors from industry.

Program Outcome : The Fourth year (Semester VII & VIII) will bridge the basic skill with in Applied Arts.

- This will be a bridge between skill base and digital understanding.
- To develop overall understanding of how basic skills are applicable in various subjects and how to elevate them for further understanding.
- To create an elevated understanding about drawing, 2D, 3D, Calligraphy, Typography, Layouts, and Color and to understand their relevance in visual communication design.
- To develop understanding about history and evolution of visual art and advertising and to create base for practical application in further years.
- To introduce to all elective/specializations subjects and form a base for the same.
- To create a base for creative thinking and learning the ways to utilize the primary tools for the same.
- To put into practice of detail observation and implementation through visual aids.
- To be able to demonstrate familiarity with established knowledge in the field of Applied Arts and awareness of current development therein.
- Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.
- To be able to to demonstrate Critical Thinking Take informed actions after identifying the assumptions that frame our thinking and actions.
- To be able to to engage in independent and contextually-informed artistic practice.
- Students will Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.
- To be able to to understand the issues of environmental contexts and sustainable development.
- Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.
- To be able to to understand the function of presentation skills and/or the exhibition process of personal works in public gallery or other cultural venue.
- To be able to to apply basic managerial and entrepreneurial skills in Applied Arts field.

- Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.
- Students will demonstrate a proficiency of techniques, knowledge of vocabulary, and an exploration of various media.
- To be able to acquire a practical understanding of the processes of rehearsing, performing, in live and filmed/recorded media.
- Interpret & illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.
- An understanding of professional and ethical values.
- Student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic software and graphic software, which are widely used for the graphical representation.
- Ability to communicate effectively in diverse groups and exhibit leadership qualities.
- To develop an understanding of global environment and its protection.
- Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

The Fourth year (Semester VII & VIII) will prepare the base for application oriented design with theoretical understanding.

Course Objectives

- To analyze various communication models used in advertising and media.
- To develop critical thinking in interpreting design messages.
- To introduce research methodologies in design studies.
- To develop skills in academic writing and documentation.
- To understand the importance of research in advertising campaigns.
- To analyze target audience and market behavior.
- To develop strategies based on research insights.
- To explore research approaches specific to elective subjects.
- To enhance analytical and observational skills.
- To integrate research into practical work.
- To provide real-world industry exposure.
- To develop professional work ethics and discipline.
- To enhance teamwork and communication skills.
- To understand the process of designing advertising campaigns.
- To execute campaigns across multiple media platforms.
- To present integrated campaign solutions effectively.
- To apply design thinking for social problem-solving.
- To create awareness through visual communication.
- To develop socially responsible design solutions.
- To understand principles of user-centered design.
- To study UX design processes and methodologies.
- To analyze case studies of UX applications.

- To explore and experiment within the chosen elective field.
- To develop technical and creative skills in specialization.
- To build subject-specific expertise.
- To understand advanced communication strategies in branding.
- To conduct in-depth research on selected topics.
- To present research findings effectively.
- To understand advanced UX research techniques.
- To integrate UX principles with design projects.
- To understand branding concepts and strategies.
- To conduct research for brand positioning.
- To advance skills in chosen specialization.
- To apply knowledge in complex projects.
- To understand brand creation and development process.
- To create consistent and impactful brand designs.
- To develop personal branding through portfolio.
- To prepare for placements and career opportunities.
- To improve communication and interpersonal skills.
- To develop confidence and professional attitude.
- To manage time and responsibilities effectively.

Rule No.1: Eligibility and Admission

To be promoted and admitted into the **Fourth Year (Semester VII)** of the BFA program, a student must meet the following criteria:

- **1st & 2nd Year Clearance:** Must have fully passed/cleared **all subjects and credits** of First Year (Semesters I & II) and Second Year (Semesters III & IV).
- **Third-Year Backlog Limit (ATKT):** Allowed a backlog of **no more than two subjects** (theory, practical) from Third Year (Semesters V & VI combined).
- **Attendance Requirement:** Minimum **75% attendance** in each course that constitutes a head of passing.

Rule No.2: Duration and stages of the course (as per UGC)

Academic Duration & Semester Structure

- **Total Duration:** Minimum of **4 academic years** divided into **8 semesters**.
- **Semester Length:** Each semester consists of approximately **15 working weeks** or **90 instructional days**.

Practical Training & Internship

- **Duration: 2 months** of mandatory practical training/internship.
- **Timeline:** Conducted during the vacation break between
- **Semester VII and Semester VIII**.

Rule No.3: Scheme of Assessment

To be eligible for the award of the **Bachelor of Fine Arts (BFA)** degree, a candidate must appear for, fulfill term work requirements, and successfully pass the evaluation in all eight individual semesters (Semester I through Semester VIII).

1. Evaluation Architecture

The assessment framework is divided into two main evaluation components:

- **Internal Assessment (IA) / Continuous Internal Evaluation (CIE):** Conducted continuously at the college/department level throughout each semester based on studio assignments, class tests, attendance, and term work.
- **University Examination (UE) / End-Semester Examination (ESE):** Conducted at the end of each semester under university jurisdiction, comprising written theory papers and external practical juries.

Rule No. 4: Granting of Academic Term

Each semester of the Bachelor of Fine Arts (BFA) course shall comprise **15 weeks**

(a minimum of **90 working/instructional days**).

A candidate will be permitted to appear for the end-semester university examination only if they meet all of the following requirements:

- **Attendance:** A minimum of **75% attendance** in each course that constitutes an independent head of passing prescribed by the university.
- **Term Work Submission:** Satisfactory and timely completion of **100% of the prescribed term work**, studio assignments, portfolio submissions, and practical projects for each course.
- **Student Conduct:** Satisfactory character and conduct as a bona fide student of the institution

Rule No. 5: Rules of ATKT

- **Heads of Passing:** Theory Written Exam, Practical Studio Exam, and Term Work/Sessional Submission each constitute **independent heads of passing**. Failing in any single head counts as one backlog.

- **Clearing Backlogs:** Backlog examinations for odd semesters (I, III, V, VII) are held during odd-semester university exam cycles, and backlogs for even semesters (II, IV, VI, VIII) are held during even-semester cycles.

- **Term Work Re-submission:** If a candidate fails specifically in the **Term Work / Practical Submission** head, they must resubmit the required studio assignments/sheets or present their portfolio before the appointed internal and external jury during the supplementary examination.

- **Time Limit (Span Period):** All backlogs across all semesters must be cleared within the maximum allowable duration of the course (typically **6 to 7 years** from the date of initial admission). Failure to do so results in cancellation of admission.

Rule No 6: Examinations

6.1. Conduct of Examinations

- **Frequency & Authority:** University examinations for all eight semesters (Semesters I through VIII) are conducted at the end of each respective semester under the jurisdiction of the University.

6.2. Evaluation Pattern

The assessment framework for each course consists of two distinct components:

1. **University Examination (UE)**
2. **Internal Assessment (IA)**

6.2.1. University Examination (UE) Details

- **Syllabus Coverage:** The end-semester examination covers the complete syllabus prescribed for the respective semester course.
- **Practical & Jury Evaluation Structure:**
    - Evaluation is based on two primary elements: **Academic Classwork/Studio Submissions** and a formal **Presentation/Display** of the portfolio.
    - Assessment is conducted jointly by a panel of **Internal and External Examiners (Jury Panel)** with equal weightage given to both.

6.2.3. Question paper

Theory subject: Written Exam

Total five question having equal marks (5 marks each question)

(5 Question X 5 = 25*)

Question 1 – Objectives (Fill in the Blanks/Answer in One sentence/Match the following)

Question 2 – Short Notes (Word Limit: 200-300)

Question 3 , Question 4, Question 5

Descriptive Questions (Word Limit: 500-700)

Rule No. 7: Credits

7.1. Definition and Credit Structure

Credit is a unit by which course work is measured. It defines the required hours of instruction per week over a semester of approximately 15 working weeks:

- **1 Theory Credit:** Equivalent to **1 hour** of classroom lecture/instruction per week.
- **1 Practical / Studio Credit:** Equivalent to **2 hours** of practical studio work training per week.
- The total credits to be earned by the student to achieve B.F.A.(AA)degree will be 240 credits.

Semester	I	II	III	IV	V	VI	VII	VIII
Credits	30	30	30	30	30	30	30	30

Rule No.8: Criteria for Passing

To pass in every semester examination and earn the assigned credits, a candidate must obtain minimum 40% marks in each head of passing.

a) For all courses, both UE and IA constitute separate heads of passing. In order to pass in such courses and earn the assigned credits. The student must obtain minimum grade point of 5.0 (40% marks) at UE and also minimum grade point of 5.0 (40%) marks at IA.

b) A student who fails at UE in a course has to reappear at UE as a backlog candidate and clear the head of passing. Similarly, a student who fails in a course at IA has to reappear only at IA as a backlog and clear head of passing.

c) Students with backlog in IA will have to present themselves and their work for progressive marking throughout the semester for which they intend to appear.

Rule No.9: Grading system

9.1 Conversion of Marks to Grade points and Grades.

The marks shall be converted to grade points and grades as given in table below.

Marks Percentage Range	Letter Grade	Grade Point (Gi)	Qualitative Description
90% – 100%	O	10	Outstanding
80% – 89%	A+	9	Excellent
70% – 79%	A	8	Very Good
60% – 69%	B+	7	Good
55% – 59%	B	6	Above Average
50% – 54%	C	5	Average
40% – 49%	P	4	Pass
Below 40%	F	0	Fail

9.2 Performance

The performance of a student will be evaluated in terms of two indices, viz

a) Semester Grade Point average (SGPA) which is grade point average for all the semester

b) Cumulative Grade point average (CGPA) which is the grade point average for all the completed semesters at any point.

9.3 Semester Grade point average (SGPA)

SGPA measures the cumulative performance of a learner in all courses in a particular semester. SGPA is calculated by the formula

$$SGPA = \frac{\sum C_k \times GP_K}{\sum C_k}$$

Where Ck is the credit-value assigned to a course and $GPK$is a GPA obtained by the learner in the course.The SGPA shall be calculated up to two decimal place accuracy.

9.4 Cumulative Grade point average (CGPA)

CGPA measures the cumulative performance of a learner in all courses since his/her enrolment. CGPA is calculated by the formula

$$SGPA = \frac{\sum C_k \times GP_K}{\sum C_k}$$

a) Where Ck is the credit-value assigned to a course and $GPK$is a GPA obtained by the learner in the course.
b) The CGPA shall be calculated up to two decimal place accuracy.
c) The CGPA calculated after the minimum credits specified for the program are earned will be the final result.

9.5. Award of Final Degree Classification

The final BFA degree is awarded based on the final CGPA accumulated across all 8 semesters:

Cumulative Grade Point Average (CGPA)	**Awarded Class / Division**
7.75 and above	First Class with Distinction
6.75 to 7.74	First Class
6.25 to 6.74	Higher Second Class
5.75 to 6.24	Second Class
5.00 to 5.74	Pass Class
Below 5.00	Fail / Re-appear required

Rule No.10: Introduction of this Curriculum

0.1. Preamble and Objectives

The revised curriculum for the Bachelor of Fine Arts (BFA) program is introduced to align visual arts education with modern industry practices, technological advancements, and evolving artistic mediums. The core objectives include:

- **Contextual & Industry-Relevant Learning:** Balancing traditional artistic skills (drawing, painting, sculpture, visual study) with contemporary digital applications (computer graphics, UI/UX, animation, digital illustration).
- **Skill Dexterity & Research:** Fostering creative problem-solving, critical thinking, aesthetic perception, and practical studio mastery.
- **Professional Readiness:** Incorporating industry exposure, client-focused campaign design, portfolio development, and mandatory internships.

10.2. Phase-Wise Implementation Schedule

The revised curriculum comes into force progressively across academic years as per the following university rollout timeline:

- **First Academic Year:** Applicable for First Year BFA (Semesters I & II)
- **Second Academic Year:** Applicable for Second Year BFA (Semesters III & IV)
- **Third Academic Year:** Applicable for Third Year BFA (Semesters V & VI)
- **Fourth Academic Year:** Applicable for Fourth Year BFA (Semesters VII & VIII)

Rule No 11: Completion

- Degree of Bachelors in Fine Arts shall be awarded only after successful completion of 4 years/8 semesters.
- Earned credits: A candidate who has successfully completed all the Core courses and elective courses, not less than minimum number of credits prescribed shall be eligible to receive the degree.

Rule No.12: Medium of Instruction & Examination

- Medium of Instruction for the course will be English/Hindi/Marathi
- Medium of Examination for the course will be English/Hindi/Marathi

Structure and Contents

For

Bachelor of Fine Arts – Applied Arts

Structure of semesters

Detailing of

B.F.A (AA)- **Semester VII** & B.F.A (AA)- **Semester VIII**

Structure & Examination Pattern of Fourth Year, Semester -VII

Bachelor of Fine Art (Applied Art)

Semester VII			Teaching Scheme: (in hours/Week)			Total Credits/ sem	Total Hours/ sem	Total Duration: 15 weeks / 90 days Hours: 36hrs / week Total Credits: 30			
Subject type	Subject code	Subject						No. of Assignments	Examination Scheme (marks)		
			L	S	Total				I.A	U.E (Jury)	Total
Core Theory	FA-AA-T701	Theory of Communication Design	2		2	2	30	5	25	25	50
	FA-AA-T702	Advanced Copywriting & Brand Communication	2		2	2	30	1	25	25	50
	FA-AA-T703	Research for Campaign for Advertising	2		2	2	30	2	25	25	50
Elective Practical	FA-AA-T704	Research for Elective	2		2	2	30	2	25	25	50
Core Practical	FA-AA-P701	Live Project / Internship		4	4	4	60	-	50	50	100
	FA-AA-P702	Campaign for Advertising		8	8	8	120	6	100	100	200
	FA-AA-P703	Publication Design		10	10	10	150	3	125	125	250
	Total		8	22	30	30	450	19	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Structure & Examination Pattern of Fourth Year, Semester –VIII

Bachelor of Fine Art (Applied Art)

Semester VII			Teaching Scheme: (in hours/Week)			Total Credits/ sem	Total Hours/ sem	Total Duration: 15 weeks / 90 days Hours: 36hrs / week Total Credits: 30			
Subject type	Subject code	Subject						No. of Assignments	Examination Scheme (marks)		
			L	S	Total				I.A	U.E (Jury)	Total
Core Theory	FA-AA-T701	Theory of Communication Design -	2		2	2	30	5	25	25	50
	FA-AA-T702	Dissertation	2		2	2	30	1	25	25	50
	FA-AA-T703	Research for Elective	2		2	2	30	2	25	25	50
	FA-AA-T704	Research for Brand	2		2	2	30	2	25	25	50
Core Practical	FA-AA-P701	Elective Illustration, photography, Visualization UI,UX		12	12	12	180	3	150	150	300
Elective Practical	FA-AA-P702	Communication Campaign		10	10	10	150	6	125	125	250
	Total		8	22	30	30	450	19	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Fourth Year Bachelor of Fine Art – Applied Art
Semester-VII

Subject Name	Content & Details	Course Outcome	Hrs	Credits
Theory of Communication Design	**Research Methodologies** **Qualitative Research Methodologies:** 1. User Interviews and Focus Groups 2. Ethnographic Studies 3. Visual Analysis and Semiotics 4. Case Studies and Best Practices **Quantitative Research Techniques** 1. Surveys and Questionnaires 2. Usability Testing and User Experience (UX) Research 3. Analytics and Data Visualization **Creative Research Practices** 1. Design Thinking and Iterative Prototyping 2. Cross-disciplinary Collaboration 3. Ethical Considerations and Social Responsibility**.**	**Students will be able to** -Develop a strong foundation in qualitative and quantitative research methodologies, including diverse research designs, methods, and techniques. -Acquire practical skills in conducting and analyzing qualitative and quantitative research, emphasizing data collection and analysis techniques for informed decision making.	30	2
Advanced Copywriting & Brand Communication	**Introduction to Advanced Copywriting & Brand Communication** Basic copywriting tells audiences what a product is; advanced copywriting reframes how audiences view their own needs, aligning those needs with a brand's core purpose. • **Psychological Resonance:** Leverages behavioral economics, cognitive biases (e.g., loss aversion, social proof, anchoring), and subconscious emotional triggers to motivate action. • **Strategic Alignment:** Ensures every piece of micro-copy	**Strategic Brand Messaging & Architecture** • **Formulate Brand Manifestos & Positioning:** Draft core brand manifestos, value propositions, and positioning frameworks that differentiate a brand in crowded markets. • **Construct Messaging Hierarchies:** Build comprehensive messaging frameworks that align macro brand goals with granular channel-specific copy. • **Modulate Tone Across**	30	2

	(headlines, CTAs, button text) serves macro business goals and reinforces positioning. • **Audience Nuance:** Moves beyond basic demographics (age, location) to target granular psychographics, internal monologues, and specific stages of the customer journey. **Strategic Pillars of Brand Communication** Brand communication establishes the rules, voice, and narrative framework within which all copywriting operates. **1. Brand Positioning & Narrative** Every enduring brand requires a central narrative arc. Advanced copywriters craft a brand's **Value Proposition** and **Brand Manifesto**, defining three core elements: • **The Transformation:** What unique evolution does the brand enable for the customer? • **The Antagonist:** What status quo, inefficiency, or belief is the brand standing against? • **The Authority:** Why should the market trust this brand over alternatives	**Channels:** Adapt a singular brand voice across high-intent sales channels, relationship-focused email campaigns, and frictionless UX microcopy without compromising brand identity. **2. Advanced Persuasion & Psychological Application** • **Leverage Behavioral Economics:** Integrate cognitive biases (such as loss aversion, social proof, anchoring, and authority) into high-stakes sales copy to ethically increase conversion rates. • **Master High-Order Storytelling Frameworks:** Apply advanced narrative structures (e.g., StoryBrand SB7, PASTOR, BAB) to frame the customer as the hero and the product as the essential catalyst for transformation. • **Execute Emotional & Logical Framing:** Balance subconscious emotional hooks with concrete logical rationales to overcome complex audience objections.		
	Campaign Planning 1. Campaign Planning Frameworks 2. Target Audience Analysis	**Students will be able to** -Develop a thorough understanding of fundamental principles in campaign	30	2

Research for Campaign for Advertising	3. Brand Strategy and Positioning 4. Message Development and Creative Briefing 5. Media Planning and Channel Strategy 6. Creative Strategy and Execution 7. Campaign Evaluation and Measurement 8. Ethical and Social Responsibility Considerations	development, including market analysis to identify brands in need of advertising campaigns. -Understand the importance of various research methods in advertising campaign design, including competitor analysis and identifying competitive advantages. - Acquire comprehensive knowledge of target audience (TA) analysis and segmentation strategies for effective campaign planning. Explore various positioning strategies for brands and understand the suitability of different media channels in diverse advertising campaigns.		
Research for Elective	-Introduction to Research in Elective -Selection of topics and formulation of research design -Research of Targeted audience, market, market positioning etc . -Identifying key concepts -Developing a conceptual framework -Choosing appropriate data collection methods, such as surveys, interviews, observations, or experiments -Data Analysis and Interpretation through visual aids -Interpreting research findings in relation to the conceptual framework -Drawing conclusions and implications for complete design solution design solution -Execution	-This elective course offers final year students the opportunity to delve into advanced research topics and methodologies within their chosen specialization in communication design. -Students will explore relevant literature, develop research proposals, and conduct empirical investigations to deepen their understanding of key concepts and emerging trends in Specialization. -Emphasis will be placed on critical analysis, creative inquiry, and the application of research findings to design practice.	30	2
Live Project / Internship	During the internship, students will undertake a project under the supervision of an industry mentor. Two reports and attendance record sheets are required: one mid-internship report to be submitted at the beginning of the fourth year, and the second upon completion of the internship.	-As part of their graduation requirements, students are encouraged to engage in experiential learning beyond the academic curriculum, which fosters a broader perspective essential for the design industry. -The primary objective of this	60	4

		project is to actively participate in design 25 implementation processes, contribute insights, and glean valuable lessons from real-world scenarios. - Designed to align with the student's area of interest, the project aims to immerse them in practical design practices. Ultimately, the experience is expected to inspire students to explore career opportunities within their chosen field.		
Campaign for Advertising	The advertising campaign for brand promotion aims to create awareness and generate interest in the product or service offered by the brand. It will focus on highlighting the unique selling points, benefits, and values associated with the brand to attract the target audience. -Key Components: • Promotional Strategy: • Media Channels: • Overall Goal • Campaign Duration • Budget Allocation • Identify the Audience • Choose Effective Communication • Channels • Outline Measurable Goals • Develop Strategies • Craft the Message • Ideation • Tone of Voice Execution Style • Execute the Campaign	-On the basis of prior research students shall attain practical skills in creating compelling campaign proposals, utilizing ideation techniques, executing ideas through visual representation, applying copywriting techniques, and fostering effective communication for advertising communication.	120	8
Publication Design	Anatomy of Multi-Page Architecture & Grid Systems • Advanced Grid Theory • Page Elements • Pacing and Rhythm	**Synthesize Complex Grids:** Apply advanced modular and baseline typographic grids to orchestrate large bodies of text and imagery coherently across	150	10

	• Magazines • Newspapers/Tabloids • Coffee Table Books / Art Catalogues: • Annual Reports **Pre-Press, Production & Print Technology** • Paper Engineering • Color Management • Imposition & Binding • Industrial Output	multi-page documents. **Establish Editorial Voice:** Translate written editorial copy into powerful visual narratives, matching the typography, imagery, and pacing to the target audience and genre. **Command Industry Pre-Press Standards:** Author flawlessly constructed, error-free technical print files containing accurate bleeds, registration marks, and color profiles ready for commercial offset printing presses. **Execute Cross-Platform Publishing:** Critique and pivot design methodologies between physical tactile print media and dynamic, interactive screen-based digital publications. **Articulate Production Decisions:** Defend material choices (such as paper stock, binding mechanics, and special finishes like spot UV or foil stamping) based on budget, aesthetic intent, and structural longevity.		

Recommended Books :

- Students can explore any media and medium to achieve the goal.
- Fundamentals of Advertising, John Wilmshuxt, Darin Mackay, ISBA
- Advertising Principles and Practice, Prentice Hall Inter
- Encyclopedia of Calligraphy Techniques, D.H. Wilson, Headline Book
- Designer's Guide to Color, James Stockton, Chronicle Books
- Communication Arts, International Periodical
- Archive, Walter Lurker, Germany, International Periodical

Fourth Year Bachelor of Fine Art – Applied Art
Semester-VIII

Subject Name	Content & Details	Course Outcome	Hrs.	Credits
Theory of Communication Design	**Study of New & emerging Media** 1. Media Ecology 2. Technological Determinism 3. Digital Culture 4. Convergence Culture 5. Ratification and Surveillance 6. Virtual Reality and Augmented Reality 7. Impact of current trends and technologies on media and communication design like Artificial Intelligence and Machine Learning 8. Media Futures and Speculative Design	**Students will be able to** -Explore the evolution of media, including traditional and new-age forms such as print, broadcast, digital, social media, AR, VR, and others. -Understanding Media Dynamics: Comprehend the impact of emerging media platforms on communication and society. -Technological Proficiency: Acquire skills in using and analyzing new media technologies like VR, AR, AI. -Strategic Application: Develop strategies for integrating new media into communication designs to enhance user engagement. –Ethical Awareness: Understand the ethical considerations and social responsibilities associated with new media usage. -Innovative Thinking: Foster innovative thinking through speculative design exercises to envision future media scenarios.	30	2
Dissertation	**Introduction to Research-Based Thesis in Communication Design** 1 Data Analysis: 2 Discussion: 3 Conclusion: 4 APA Formatting: 5 Editing and Proofreading Assessment through the process of completing a research-based thesis in communication design, emphasizing the	-This course provides final year students with the opportunity to conduct in-depth research on a relevant design subject of their choice, selected in consultation with faculty. -Students will learn the process of conceptualizing, planning, and executing a research-based thesis, approximately 5000-	30	2

	acquisition of research skills, critical thinking abilities, and academic writing proficiency	7000 words in length, following the guidelines of the American Psychological Association (APA) format. -Emphasis will be placed on developing critical thinking, research, and academic writing skills within the context of communication design.		
Research for Elective	**Translating Insights into Design Prototypes** • The Research-to-Design Bridge • Evidence-Based Design • Usability Testing, Field Diagnostics & Feedback Loops • ask Analysis & UX Diagnostics • Final Thesis Synthesis & Viva Preparation	**Validate Designs via Empirical Testing:** Deploy advanced usability testing frameworks, A/B testing, and focus group mechanics to measure the real-world performance of visual communication assets. **Iterate Based on User Data:** Systematically modify and refine artistic layouts, UI wireframes, or advertising copy in direct response to user feedback and diagnostic metrics. **Align Creative Output with Market Regulations:** Evaluate and integrate legal compliances, copyright laws, intellectual property protections, and economic production constraints into their final design deliverables. **Formulate a Comprehensive Thesis:** Author a professional-grade, multi-chapter research dissertation that harmonizes abstract design methodologies with empirical data and final creative conclusions. **Defend Strategic Design Choices:** Articulate and defend complex creative decisions	30	2

		before an external panel of industry specialists, proving that the final BFA campaign is both conceptually sound and commercially viable.		
Research for Brand	**Research for Brands** 1. Branding Fundamentals 2. Brand archetypes 3. Brand prisms 4. Brand Architecture and Portfolio Strategy 5. Brand Equity and Brand Valuation 6. Consumer Behavior and Brand Perception 7. Market Research Methodologies 8. Brand Positioning and Differentiation 9. Brand Communication and Integrated Marketing Communications (IMC) 10. Brand Measurement and Performance Metrics 11. Brand Innovation and Brand Experience	-Develop a profound comprehension of research's essential role in branding projects, including evaluating existing market brands for branding requirements. -Obtain inclusive skills in problem solving within the branding process, with a focus on identifying and diagnosing branding issues. -Develop ability in employing the Golden Circle framework to define a brand's "why," "how," and "what," alongside SWOT analysis and competitor evaluation. -Excel in identifying target audience characteristics and needs, comprehending brand elements including personality traits, values, and culture. -Broadly understand the branding project scope, ideation process, and creative development, emphasizing effective collaboration, communication, and feedback.	30	2
Elective Illustration, photography, Visualization UI UX	**Illustration** Illustration exploration in various advertising medias like Illustration, as a potent tool in modern advertising, has reshaped the way brands communicate with their audience. In an era where visual content reigns supreme, the use of illustrations has become increasingly	**Students will be able to** Advanced Technical Skills: Master advanced illustration techniques and digital tools to create professional level artwork. -Concept Development: Develop strong conceptual thinking skills to create original and	180	12

	significant in creating engaging, memorable, and effective advertising campaigns. Unlike traditional photography or text-based ads, illustrations offer a unique blend of creativity and flexibility, allowing advertisers to convey complex messages in an easily digestible and visually appealing manner. -Illustration exploration in games industry, fashion, movie -Motion graphics -Digital Illustration Exploring digital software for illustrations and getting hold of it. - Advanced Book Illustration -Illustrating for Surface Design -Advanced Sequential Art -New Media for Illustrators -Animated Figure -Digital Painting -(Non advertising project) -Story books/Series of illustration -event/space graphics -Graphic novels -Advertising Illustration Indoor Outdoor Media -Publication Illustration -Developing Story Characters -Variety of Backgrounds in ref to continuality **Photography**: - Applied photography is a field that covers a broad range of our visual communication and aesthetic culture. This means that the current conditions for image production and dissemination require having a specific visual identity, one that can assert itself confidently and critically. **Theme based project** in a particular subject (exp.-Ganesh Festival) Capture story telling photograph which can fill the environment of festival	compelling visual narratives. -Style and Expression: Cultivate a unique artistic style and voice, capable of effectively conveying messages and emotions. -Market Relevance: Understand market trends and apply illustration skills in various industries, including publishing, advertising, and entertainment. -Professional Practices: Gain proficiency in the business aspects of illustration, including client communication, project management, and portfolio development. **Students will be able to** -Utilize photography in communication: Proficiency in various photographic practices and software utilization. -Develop critical and technical skills applicable across media industry job roles. -Technical Mastery: Achieve advanced proficiency in photography techniques, including lighting, composition, and post-processing. -Creative Vision: Develop a unique photographic style and vision, capable of producing compelling and original visual content. -Conceptual Skills: Enhance the ability to conceptualize and execute photography projects that effectively communicate specific messages or themes. -Professional Practices: Gain knowledge of professional		

	Projects Photojournalism Creative Photography Photo Story Fashion Photography, Wildlife Photography, Macro Photography, Landscape Photography, **Visualization** -Deconstructing communication design solutions: visual analysis techniques -Identifying target audience appeal and messaging strategies. - Adapting visual content for different advertising mediums (print, digital, social media) -Understanding the unique considerations of each platform. -Ethical considerations in visual advertising -Cultural and societal implications of visual messaging **UI UX :** Introduction to User Experience (UX) vs. User Interface (UI). The Design Thinking Process: Empathize, Define, Ideate, Prototype,	practices, including client relations, project management, and portfolio development. **Market Application:** Understand the application of photography in various industries such as fashion, advertising, editorial, and fine art, and adapt skills to meet industry standards. **Students will be able to** -Understand the significance of visualization in communication design. -Analyze visual elements in communication design to decode messaging and appeal to target audiences. -Develop skills in crafting visually compelling ads using design principles. -Explore the impact of color, typography, imagery, and layout on communication effectiveness. -Investigate visualization techniques across various mediums. -Critically evaluate communication design for cultural, social, and ethical implications. -Apply acquired skills to create and present original communication design solutions. -Establish proficiency in conceptualization and visual expression through the developmental process. **Analytical Research (UX):** Conduct empathetic user research, synthesize behavioral		

	Test. Conducting User Research: User Personas, Empathy Mapping, and Customer Journey Mapping. Information Architecture (IA): Card sorting, sitemaps, and navigational taxonomy.	data into functional user personas, and structurally map out clear, user-centric navigation architectures. **Ideation & Structural Wire framing:** Translate abstract product concepts into functional low-and-mid-fidelity wireframes using established interaction design principles. **Aesthetic Visual Execution (UI):** Apply high-level fine arts sensibilities (color balance, typography hierarchy, screen grids) to build visually stunning, pixel-perfect, and accessible digital interfaces. **Interactive Prototyping:** Build fully interactive, high-fidelity digital prototypes featuring micro-interactions and transitions ready for validation testing. **Professional Portfolio Readiness:** Package a comprehensive end-to-end UI/UX case study that meets competitive commercial art and tech industry design standards.		
Communication Campaign	-The course covers various aspects of branding design, including key elements like logos, color schemes, and typography that define a brand's identity. -Students explore brand strategy, vision, and mission, as well as brand personality and consumer needs. They learn about the brand development	**Students will be able to** -Understand the significance of brand design, analyse brands, and apply brand strategy to create brand identity. -Study the importance of brand designing and strategy of well known brands, and develop a process to create a brand with	150	10

	process, including research, positioning, naming, and identity design. Visual aspects of branding, such as style direction, logo design, and color psychology, are also examined. -The course outlines a step-by-step process for creating a brand identity, emphasizing core values, market research, and emotional appeal. -Throughout, students are guided to ensure their brand designs align with clear goals and resonate with target audiences, culminating in the establishment of a strong online presence.	identity. -Develop a business proposal backed by research of targeted audience and market study. -Understand what a brand is and learn how to build successful ones, while segmenting consumers appropriately. -Explore positioning and its importance to successful brands, using perceptual maps and the iceberg model. Develop real brand houses applicable to the working world, emphasizing the importance of selecting the right name, colours, and logo for a brand's success. -Learn the entire brand development process, including identifying the audience, choosing a brand name, and creating brand identity. -Gain knowledge of creating brand visuals and the entire logo design process.		

Recommended Books :

- Fundamentals of Advertising, John Wilmshuxt, Adrin Mackay, ISBA
- Advertising Principles and Practice, Prentice Hall Inter
- Encyclopedia of Calligraphy Techniques, D.H. Wilson, Headline Book
- Designer’s Guide to Colour, James Stockton, Chronicle Books
- Communication Arts, International Periodical
- Archive, Walter Lurzer, Germany, International Periodical
- Basic Principal of UX, Don Norman
- Design of everyday things, Don Norman
- Milton Glaser Graphic Design, Milton Glaser
- Inspiration & Process in Design, Milton Glaser
- Emotional Design: Why We Love (or Hate) Everyday Things
- Ogilvy on Advertising - Book by David Ogilvy
- Advertising Media Planning: A Brand Management Approach

- Book by Donald W Jugenheimer, Kim Bartel Sheehan, and Larry D. Kelley
- Advertising Media Planning, Seventh Edition - Book by Jack Zanville Sissors and Roger Baron
- Advertising Media Planning - Book by Jack Zanville Sissors
- A Stakeholder Framework for Designing and Directing Effective Marketing Internships, Sean Goffnett, Jeff Hoyle
- Intercultural Design Basics: Advancing Cultural and Social Awareness Through Design, Author: Susanne Radtke
- The Typography Idea Book: Inspiration from 50 Masters, Author: Gail Anderson Steven Heller
- Design Thinking for Social Innovation, By Tim Brown & Jocelyn Wyatt
- Design for Need, The Social Contribution of Design
- Marketing to Mindstates: The Practical Guide to Applying Behavior Design to Research and Marketing, By Will Leach
- Brands and Brand Management, Contemporary Research Perspectives, Edited By Barbara Loken, Rohini Ahluwalia
- Handbook of Online and Social, By Ray Poynter
- Consumerology, By Philip Graves
- Brands Laid Bare, By Kevin Ford