

SHIVAJI UNIVERSITY, KOLHAPUR 416 004, MAHARASHTRA

PHONE: EPABX - 2609000, BOS Section - 0231-2609094, 2609487

Web : www.unishivaji.ac.in Email: bos@unishivaji.ac.ia

शिवाजी विद्यापीठ, कोल्हापूर, ४१६ ००४, महाराष्ट्र

हुरध्वनी - इपीवीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४. २६०९४८७ वेबसाईट : www.unishivaji.ac.in ईमेल : bos@unishivaji.ac.in





Ref.: SU/BOS/Voc./613

Date: 28-11-2024

To,

The Principals,

All Concerned Affiliated Colleges /Institutions.

Shivaji University, Kolhapur.

Subject: Regarding syllabi of Bachelor of Fine Arts (BFA) Part II Course under the Faculty of Inter-Disciplinary Studies as per National Education Policy 2020. (1.0)

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 syllabii of Bachelor of Fine Arts (BFA) Part II Course under the Faculty of Inter-Disciplinary Studies. as per National Education Policy, 2020. (1.0)

This syllabus and nature of question shall be implemented from the academic year 2024-2025 onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in. (NEP-2020@suk/Online Syllabus)

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

Thanking you,

Yours Faithfully

(Dr. S. M. Kubal)

Dy Registrar

Copy to:

w.			
1	The Dean, Faculty of IDS	7	Affiliation T. 1 & T. 2 Section
2	Director, Board of Examination and Evaluation	8	P.G.Admission Section
3	The Chairman, Respective Board of Studies	9	Appointment A & B Section
4	O. E. 1	10	P.G.Seminar Section
5	Eligibility Section	11	I.T.cell
6	Computer Centre		

SHIVAJI UNIVERSITY, KOLHAPUR



Established: 1962

A++ Accredited by NAAC (2021) With

New Syllabus For
Bachelor of Fine Art
(Applied Art)
B.F.A. (AA)

B. F. A. Part 2- (Semester III and IV)

STRUCTURE AND SYLLABUS
HAVING CHOICE BASED CREDIT SYSTEM

(TO BE IMPLEMENTED FROM ACADEMIC YEAR 2024 - 25 ONWARDS)

Shivaji University, Kolhapur

Structure of Syllabus

To be implemented from the academic year 2024 - 2025

1. Title of the course:

Bachelor of Fine Art (Applied Art) B.F.A. (Applied Art)

Course Duration: 4 years

- First Year Bachelor of Fine Art (Applied Art)
 F.Y.B.F.A. (Applied Art)
- Second Year Bachelor of Fine Art (Applied Art)
 S.Y.B.F.A. (Applied Art)
- Third Year Bachelor of Fine Art (Applied Art)
 T.Y.B.F.A. (Applied Art)
- Final Year Bachelor of Fine Art (Applied Art)
 Final B.F.A. (Applied Art)

2. 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 faculty, feedbacks from the core faculty and intensive discussions were done and 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 objectives for every subject and the time available. 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 expert's interaction will help to build a bridge between students and industry.

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 rise 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 interaction with experts will help to build a bridge between students and their future mentors from industry.

Objective: The second year will prepare the advance in visual arts.

- 1) To understand advertising campaign planning its structure and other aspects.
- To understand media planning traditional & new media in context to brand needs.
- 3) To enable students to plan a media mix for specific needs.
- 4) To inculcate the habit of sketching-indoor, outdoor in students.
- 5) To enhance sketching skills & techniques.

- 6) To develop drawing capability from life and human figure.
- 7) To develop various illustration techniques
- 8) To encourage students to experiment with different media & styles for illustration.
- 9) To enable students to develop handwork as well as digital rendering skills.
- 10) To enable students to understand the nuances of typography and various parameters of typography.
- 11) To enable students to understand the nuances of photography with reference to industrial, fashion, table top photography.
- 12) To understand light & exposure parameters in photographic compositions.
- 13) To understand camera controls and implementation of same in practical photography.
- 14) To enable students to undertake research for analyzing the relevant information regarding brand, its target audience etc., to arrive at Identify design solution.
- 15) To enable students to arrive at design solutions for merchandising needs.
- 16) To understand the press & magazine media of advertising and their design concerns as the communication media.
- 17) To understand brochure, folder, leaflet as media of communication and their design concerns.
- 18) To develop understanding of perspective from visual as well as technical aspects.
- 19) To understand various reproduction methods like offset & digital etc. with reference to practical implementation.
- 3. Pattern: Semester / Credit Systematic: Semester pattern credit system

4. Eligibility:

Second Year Bachelor of Fine Arts (Applied Art)

Pass First year B.F.A. Applied Art or equivalent

5. Examination

a. Pattern of Examination

50-50

50% of total marks are reserved for University examination and 50% marks reserved for internal assessment.

b. Standard of Passing:

To pass the examination a candidate must obtain:

To pass the candidate must obtain at least 40%in individual subjects, in internal assessment and University examination each in all theory and practical subjects. There should be separate passing for theory & practical examination the passing of theory paper is separate and passing of practical paper is also separate

c. ATKT Rules: Allow to Keep Term (ATKT) available for Group-I (Theory) subjects for only one consecutive attempt.

d. Award of Class:

- a. Those of the successful candidates who obtained 40% and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in Pass Class.
- b. Those of the successful candidates who obtained 50% and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in Second Class.
- c. Those of the successful candidates who obtained 55% and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in Higher Second Class.
- d. Those of the successful candidates who obtained 60% and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in First Class.
- e. Those of the successful candidates who obtained 70% and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in First Class with Distinction.

e. External Students:

Not applicable as this is a Practical oriented course.

f. Setting of Question Paper/Pattern of Question Paper

Question papers will be set by the panel of paper setters appointed by Shivaji University, Kolhapur.

h. External Assessment:

A university exam shall serve as the external assessment for theory courses. While a practical exam will not be conducted, students will participate in a viva and presentation before external / internal jury at the end of each semester. During this jury session, they will present their artworks and provide an accompanying presentation on their work. Esteemed professional artists from the field will be invited as external juries by the department.

6. Structure of Course

a. Compulsory Paper

All papers are compulsory.

b. Optional papers

No subjects are optional. However T.Y.B.F.A. and FINALYEAR B.F.A. have a choice / option in elective subjects.

c. Question paper

Theory subject: 50% Objective and 50% subjective questions.

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

(5 Questions x 5 = 25)

Practical: As per requirement of the subject.

Nature of 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 – Descriptive Questions (Word Limit: 500 - 700)

Question 5 -

Practical: Jury Pattern Time Duration: 1 hour d. Medium of Instruction

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

Nature of Question Paper BFA APPLIED ART Semester - III-IV

TIME:

SUBJECT:

SUBJECT CODE:

Date:

Durati	ion: 1 Ha	ours.			MARKS:25	
•	Expecte Expecte Draw d	stions carry equa ed Answer of Q.; ed Answer of Q, iagrams or grapl al devices, Mobi	2 & 3 (200 to 30 3 (500 to 700 w hs where ever r	ords)		
Q.1.	Fill in the	blanks CQ one mark ea	ch with four opt	ions		(5 M)
	a)	b)	c)	d)		
Q.2. a) b)		e on (any one)				(5 M)
a))))	any Three of the	of the following.	ē.		(15 M)
b) c) d) e)						

7. Equivalency of previous syllabus along with propose syllabus

The revised syllabus has some changes in the subjects offered as compared to the old syllabus. Some components are added to make the syllabus more comprehensive and modified to suitably align with the industry

8. University Terms

Academic calendar of Shivaji University, Kolhapur will be follow

Structure & Examination Pattern of Second Year, Semester -III Bachelor Fine Art (Applied Art)

B.F.A	B.F.A programme Structure (Teaching and Examination Scheme) Part - II for Semester III										
			Те		ng Scheme (in rs/week)		Exa	Examination Scheme (marks)			
Subject Type	Subject Subject	L		No. of Assignments	Total Credits /sem	I.A		U.E		Total MAX	
							MAX	MI N	MAX	MI N	
		Theory of communication	2		4	2	25	10	25	10	50
Core Theory		History of Art design (Indian & western) concise	2		4	2	25	10	25	10	50
Ability Enhancement		Environment Science	2		4	2	25	10	25	10	50
Skill Development		Printing Technology/Print Making/ Clay		2	3	2	25	10	25	10	50
		visualization		4	4	4	50	20	50	20	100
		photography		3	4	4	50	20	50	20	100
Skill Base		Typography		3	4	4	50	20	50	20	100
course		Drawing		6	4	4	50	20	50	20	100
		Identity Design		3	4	4	50	20	50	20	100
		Communication Design /media		3	2	2	25	10	25	10	50
	Total		6	24	37	30	375	150	375	150	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 be prove the core subject outputs.

	Theory Subjects : Group I									
Sr. No	Subject	Pattern of annual Exam	Exam Duration (Hours)	Description	Examination Marks(Out of) (Theory) U.E	Class work tutorials Marks (Out of) I.A	Total Marks			
1	a) Theory of Communication Design	Written	01	80 % Subjective & 20% Objective questions (25 marks)	25	25	50			
2	b) History of Art design (Indian & western) concise	Written	.01	80 % Subjective &20%Objectiv e questions (25 marks)	25	25	50			
3	c) Environment Science	Written	01	80 % Subjective & 20% Objective questions	25	25	50			
				(25 marks)						
			Practi	cal Subjects : Group II						
4	Printing Technology/Print Making/ Clay	Practical	01	Topic based explorations & final comprehensive	External Jury for Practical Presentation and portfolio assessment (25 marks)	25	50			
5	visualization	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100			
6	Photography	Practical	01	Indoor shoot in lab (Material & lights will be provided) & its digital prints For rough work 05 hours & for lab work Half an hour	Presentation and portfolio assessment (50 marks)	50	100			
7	Typography	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100			
8	Drawing	Practical	01	Drawing from life	Presentation and portfolio assessment (50 marks)	50	100			
9	CDI (a) Identity Design	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100			

10	CDI (b) Communication Media Design	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (25 marks)	25	50
	Total					375	750

Structure & Examination Pattern of Second Year, Semester - IV Bachelor Fine Art (Applied Art)

B.F.A	program	me Structure (Tea	chin	g and	l Examination	Scheme)	Part -	II for	Semes	ter IV	
			Те		ng Scheme (in rs/week)		Examination Scheme (marks)				
Subject Type	Subject code	Subject	L	L S	S No. of Assignments	Total Credits /sem	I.A		U.E		Total MAX
)		MAX	MI N	MAX	MI N	
		Theory of communication	2		2	2	25	10	25	10	50
Core Theory		History of Art design (Indian & western) concise	2		2	2	25	10	25	10	50
Ability Enhancement		Illustration		2	2	2	25	10	25	10	50
Skill Development		Printing Technology/Print Making/ Clay		2	2	2	25	10	25	10	50
		visualization		4	4	4	50	20	50	20	100
		photography		3	4	4	50	20	50	20	100
Skill Base		Typography		3	4	4	50	20	50	20	100
course		Drawing		6	4	4	50	20	50	20	100
		Identity Design		3	2	2	25	10	25	10	50
		Communication Design /media		3	4	4	50	20	50	20	100
	Total		6	24	30	30	375	150	375	150	750

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

	Theory Subjects : Group I									
Sr. No	Subject	Pattern of annual Exam	Exam Duration (Hours)	Description	Examination Marks(Out of) (Theory) U.E	Class work tutorials Marks (Out of) I.A	Total Marks			
1	a) Theory of Communication Design	Written	01	20% Subjective & 05% Objective questions	25	25	50			
2	b) History of Art design (Indian & western) concise	Written	01	Only Subjects	25	25	50			
			Practi	cal Subjects : Group II						
3	Printing Technology/Print Making/ Clay	Practical	1	Topic based explorations & final comprehensive	External Jury for Practical Presentation and portfolio assessment (25 marks)	25	50			
4	Illustration	Practical	1	Topic based explorations & final comprehensive	Presentation and portfolio assessment (25 marks)	25	50			
5	Visualization	Practical	1	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100			
6	Photography	Practical	1	Indoor shoot in lab (Material & lights will be provided) & its digital prints For rough work 05 hours & for lab work Half an hour	Presentation and portfolio assessment (50 marks)	50	100			
7	Typography	Practical	1	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100			
8	Drawing	Practical	1	Drawing from life	Presentation and portfolio assessment (50 marks)	50	100			
9	CDI (a) Identity Design	Practical	1	Topic based explorations & final comprehensive	Presentation and portfolio assessment (25 marks)	25	50			

10	CDI (b) Communication Media Design	Practical	1	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
	Total					375	750

Outcomes of theory Subject

- Theory of communication
- Makes abstract concepts visualization applications.
- Various techniques to visualize the concepts.
- Applies to the concepts expressed in the symbol.
- Recommends that designs creative solutions.
 Use methods of visual communication, concept development.
- Identifies and analyses the concept of visual communication solutions to the problem.

 Communication Design for visualizing the process uses a combination of different methods and techniques.
- Visual narrative and the message for the establishment of the relationship between problem-solving, design, and discusses the implementation process.
- Visual displays designed product.
- use vector-and pixel-based software application, developed ideas to use effectively.
- The required software and hardware allows
- Uses the ideas in digital media software required to perform.
- Explains the relationship between technology and application areas of graphic design.
- History of Art & Design (Indian & Western) Concise

Indian Art- Concise

- 1. To develop an understanding of culture and context during different historical periods in India.
- 2. To be able to identify art that belongs to different cultures and periods in Indian history.
- 3. To develop contextual understanding of traditional art forms and processes and to be able to correlate and identify its evolution in contemporary times.
- 4. To understand the semiotics and semantics of traditional and modern art forms.
- 5. To be able to research, identify and apply historical and traditional art forms and techniques to individual work

Western Art - Concise

- 1. To develop an understanding of Western philosophy, culture and art
- 2. To understand Art movements in the western world and be able to contextualize them.
- 3. To identify Western styles, principles and subjects along with correlations to art forms, movements and eminent artists.
- 4. To be able to understand and emulate techniques of Western Art as applicable.
- 5. To research principles of Western Art and authenticate findings through appropriate research methodologies.

Environmental Science

- 1) Acquire in–depth knowledge and integrate with existing knowledge to sensitize the people about global and local environmental issues.
- 2) Develop an ability to identify, critically analyse, formulate and solve environmental problems using basic principles of nature conservation. Get acquainted with environmental and social impacts of any developmental activity.
- 3) An ability to design a system and process to meet desired needs of society within realistic limitations such as health, safety, security and environmental considerations.
- 4) An ability to design and conduct experiments, interpret data, and provide well informed conclusions.
- 5) Communicate effectively socio-economic problems related to environment by appropriate documentations and

presentations.

Detailed Syllabus (Sem - 3)

Theory Subjects: Group I

Subject Category	Subject Name	Details	Justification	Marks
Theoretical Subjects	a) Theory of Communicate ion Design	-Structure of campaign Planning - History of communication media (including new media)	Definition, elaboration, objective or purpose, decisions, principles, influencing factors-prepare and present a case study for launching a new product. Principles of design, visualization concept – media - then and	50
	b) History of Art & Design (Indian & Western)- Concise	Concise history of Indian Art (Cave painting, Ajanta, Ellora, Miniatures, Folk & Tribal art)	•	
Ability Enhancement	Environment Science	Nature of Environmental Studies: Definition, scope & importance. Multidisciplinary nature of environmental studies, Environmental Pollution: Definition: Causes, effects and control measures of: Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards. Ecosystems: Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession	- To introduce Role of a individual in prevention of pollution To introduce Consumerism and waste products To introduce Population Growth and Human Health, Human Rights To introduce Study of common plants, insects, birds	50

Practical Subjects: Group II

Printing	-Techniques and	-To build a portfolio	50
Technology/	applications in screen	demonstrating technical	
Print Making/	printing	skills, creative expression and	
Clay	-printing on various	-conceptual development in	
	materials and surfaces	printmaking and print media	

Visualization -To understand meanings of shapes & elements in designs -Expression of thoughts in simplified manner -Converting ideas into visual language -Design thinking based exercises	-Visualization helps in the -Understanding & developing of conceptual thinking -understanding market research and planning accordingly, -Understanding how to create copy platforms -campaign planning for advertising & branding -	100
---	---	-----

Photo	graphy	-Handling of camera	-Photography forms yet another	100
	ייקיי,ס	through relevant exercises -Studying light &	element of visual communication	
		environment	-Its theoretical technical &	
		(indoor/outdoor lighting-	practical understanding &	
		natural & artificial lighting	practice helps to build visual	
		system)	language required for visual	
		-Tabletop photography for branded products/objects	communication	
		-Typographic &	Typography forms the visual	100
Typog	raphy	calligraphic layouts	articulation of copy content	100
7, 3	, ,	(words/lines/paragraphs)	-Its theoretical & technical	
		-Spacing, kerning	Understanding becomes the base	
		exercises	for	
		-Understanding & preparing grids as a	Typographic /calligraphic expression as a significant	
		structure to establish	element of visual	
		conventional & dynamic	communication.	
		layouts (ideally in Adobe		
		In- design).		
		Sketching- Time sketching	- Drawing forms the bases for	100
Dra	wing	(indoor/outdoor)	communication expressions.	100
	6	-Live Drawing -Human	Continues study through practice	
		figure-Drawing from life-	will not just build skills but create	
		Study of Human proportion.	confidence for design	
			articulations.	
CDI	l (a)	-Analysis of existing Identity		100
Ide	ntity	& Visual language	-Understanding the brand/Company	
Des	sign	-Refine an existing identity	ideology, vision, and mission -Target audience or user study	
		-Design	- 1 arget audience of user study	
		new(hypothetical/live projects)		
		-Research(The		
		Company/The target Group)		

CDI (b)	-2Indoor media–	Designing communication media	50
Communicat ion media Design	-2Outdoor media— (Poster/Hoarding)	generates -Learning through analysis -Contextual design application as per selected media -Significance of costing, space, location, restriction, flexibility.	

Detailed Syllabus (Sem – 4)

Theory Subjects: Group I

Subject Category	Subject Name	Details	Justification	Marks
Theoretical Subjects	a) Theory of Communicate ion Design	-Media Selection -Mix Media and its implementation	Now, print to digital. Study of function and characterization of each. Creativity common research and motivation research	50
	b)History of Art & Design (Indian &Western)- Concise	Western Art (Prehistoric, Egyptian, Medieval, Byzantine, Gothic, Renaissance & High Renaissance	understanding its origin, development & modern days status	50

Practical Subjects: Group II

Skill Based Courses	Printing	Introduction to digital	Exploring experimental and	50
	Technolo	print media techniques	contemporary approaches in	
	gy /Print	software application	printmaking and print media	
Making/		for image		
	Clay	printing methods and		
		technologies in digital		
		print media		
		integration of digital		
		and traditional		
		printmaking techniques		
	Illustration	-Series of illustrations for	Handling of various mediums &	50
		specific topics &	exploration of illustration	
		identified target audience	techniques will build strong	
		can be	visual language which is	
		developed	needed in every form of	
			communication design.	
	Visualization	- Building visual language	Visualization helps in the	100
		for relevant	-Understanding & developing	
		subjects/issues/ brands for utilization to build	of conceptual thinking	
		communication design	-understanding market	
		communication acsign	research and planning	
			accordingly,	
			-Understanding how to create	

P	Photography	Outdoor photography -Thematic compositions -Photo features on cultural and glamour	copy platforms -campaign planning for advertising & branding. -Photography forms yet another element of visual communication -Its theoretical technical & practical understanding & practice helps to build visual language required for visual communication	100
	Typography	Typographic & calligraphic layouts (words/lines/paragraphs)-Spacing, kerning exercises-Layouts for print media and -outdoor communication (understanding text and display fonts) - Info graphics for information based / thematic content-Layouts for v/c and poster/classified ads/certificates(or any other Covering varied types of layouts)	-Typography forms the visual articulation of copy content -Its theoretical & technical Understanding becomes the base for typographic/calligraphic expression as a significant element of visual communication	100
D	Drawing	-Study of shade and light Study of people in different actions/posed compositions in various environments/ costumes/character/ Profession	- Drawing forms the bases for communication expressions. Continues study through practice will not just build skills but create confidence for design articulations.	100
lo	CDI(a) dentity Design	-Nomenclature & Identity design and adaptations of the same over stationary -Single Identity -Series under umbrella brand -Identity usage specifications within user guidelines manual	-Identifying visual language (typo, image or graphic, colour, elements) -Identify design process and adaptation to collaterals	50

CDI (b) Communicate ion media Design	-One 3D Media – (Label/Packaging/Carry Bag)	-Basic of paper size, types of folds and understanding of sequential design, and awareness of Print & Production -Understanding of information structuring using information hierarchy	100
---	---	--	-----

9. Recommended Books

- Advertising Art and Ideas, Rege G.M., Himalaya Art Book
- The World of Visual Communication, Rege G.M., Himalaya Art Book
- Kleeppners Advertising Procedure, J.T.Russel, W.R.Lane, Prentice Hall Inter
- Fundamentals of Advertising, John Wilmshuxt, Adrin Mackay, ISBA
- Advertising Principles and Practice, Prentice Hall Inter
- Encyclopedia of Calligraphy Techniques, D.H.Wilson, Headline Book
- Aksharanubhav, Achyut Palav, Callographic Expressions
- Colour A Workshop for artists and designers, David Harnung, Laurence King Publishing
- Druk Kala, Shantinath Arwade
- Perspective Drawing, Milind Mulik, Jyotsna Prakashan
- Designers Poster, Rockport
- Calligraphy Today, Ajit Mukherjee, Over Publication
- Anatomy and Drawing, Victor Perard, Grace Prakash an
- Designer's Guide to Colour, James Stockton, Chronicle Books
- Type and Colour, Richard Emery, Batsford, London
- Communication Arts, International Periodical
- Archive, Walter Lurzer, Germany, International Periodical
- Introduction of the History of Fine Art in India and the West by Edith Tomory
- 10. Qualification of Teachers: Qualification of teachers as per AICTE and Shivaji University, Kolhapur Norms.
- 11. We are submitting herewith the draft syllabus, and will make changes according the board of studies committee members' recommendation if any.
- 12. The syllabus of savitribai Phule University is utilized as a point of reference