

**KURUKSHETRA UNIVERSITY,
KURUKSHETRA**

**MASTER OF FINE ARTS
IN THE FACULTY OF INDIC STUDIES**

SCHEME AND SYLLABUS

(Based on CBCS-LOCF Pattern)

In Phased Manner Campus Course



DEPARTMENT OF FINE ARTS

VISION AND MISSION OF THE DEPARTMENT

Vision

To be recognized as Centre of Excellence in Fine Arts in Teaching & Research while ensuring quality result in field of Creative and Research.

Mission

To conserve and propagate all area of art and art History and imbibing the latest advances in the field of Fine Arts.

Kurukshetra University Kurukshetra
(“A+” Grade, NAAC Accredited)
Department of Fine Arts
CHOICE BASED CREDIT SYESTEM (CBCS-LOCF Pattern)
Scheme of Examinations M.F.A.
(w.e.f. the academic session 2020-21)

Program Outcome(P.O) for Post Graduate Courses of faculty of Indic Studies.

1. Scientific & Logical knowledge of ancient Indian wisdom.
2. Enhancing knowledge of Indian art & cultural traditions.
3. Knowledge of vedic, medieval & modern Philosophies.
4. Inculcation of nationalism and other moral values.
5. Enhancing mental relaxation and peace by adopting prayer, chanting, yoga and meditation.
6. Preservation of Indian arts & heritage by using modern technology.
7. To impart knowledge of different sanskaras & philosophies.
8. Imparting knowledge of folk traditions in different disciplines of the faculty.
9. Developing aesthetics, creativity & skills like singing, painting, dancing.
10. Improving the emotional intelligence through Geeta.

Program Specific Outcome(PSO,s) for M.F.A

The program outcomes (PSO) are the statement of competencies/abilities. PSOs are the statement that describes the knowledge and the abilities the post-Graduate have by the end of program studies.

PSO1: The detailed function knowledge of Theoretical, Historical and experimental aspects of Fine Arts.

PSO2: To integrate the gained knowledge with various contemporary and evolving areas in Fine Art like Visualization, painting, Advertisement, Sculpture, Graphic(Printmaking), Photography.

PSO3: To understand, analyze, plan and implement practical knowledge of art with developing Artistic skill & concept.

PSO4: Provide opportunities to excel in academics, research or Industry

Department of Fine Arts
Kurukshetra University Kurukshetra

(“A+” Grade, NAAC Accredited)

CHOICE BASED CREDIT SYESTEM (CBCS)

Scheme of Examinations M.F.A.

(w.e.f. the academic session 2020-21 onwards)

M.F.A - APPLIED ART (M.F.A – A)

M.F.A - GRAPHICS - PRINT MAKING (M.F.A – G)

M.F.A - PAINTING (M.F.A – P)

M.F.A - SCULPTURE (M.F.A – S)

Kurukshetra University Kurukshetra

("A+" Grade, NAAC Accredited)

Department of Fine Arts

CHOICE BASED CREDIT SYSTEM (CBCS – LOCF Pattern)

Scheme of Examinations M.F.A. Applied Art (w.e.f. the academic session 2020-21)

1st Semester

Scheme of Examinations Master Of Fine Art Specialization- Applied Art (w. e. f. the academic session 2020 onwards)												
S No.	Course Code/ Paper No.	Course Nomenclature		Contact Hours per Week		Examination Marks				Total Marks	Credit	Duration of Exam (in Hours)
				T	P	Theory		Practical				
						Internal Asst.	Examination	Internal Asst.	Examination			
1	MFA-P-101	History of Modern Western Art	Theory	4	-	20	80	-	-	100	4	3
2	MFA-A-102	Advertising Foundation & Dimension	Theory	4	-	20	80	-	-	100	4	3
3	MFA-A -103	Visualization	Practical	-	24	-	-	100	-	100	4	-
4	MFA-A-104	New Media Art	Practical	-	24	-	-	100	-	100	4	-
				8	48	-	-	-	-	400	16	-

2nd Semester

Scheme of Examinations Master Of Fine Art Specialization- Applied Art (w. e. f. the academic session 2020-2021 onwards)												
Sr. No.	Course Code/ Paper No.	Course Nomenclature		Contact Hours per Week		Examination Marks				Total Marks	Credit	Duration of Exam (in Hours)
				T	P	Theory		Practical				
						Internal Asst.	Examination	Internal Asst.	Examination			
1	MFA-P-201	History of Modern Western Art	Theory	4	-	20	80	-	-	100	4	3
2	MFA-A-202	Advertising Foundation & Dimension	Theory	4	-	20	80	-	-	100	4	3
3	MFA-A-203	Visualization	Practical	-	24	-	-	100	200	300	12	24
4	MFA-A-204	New Media Art	Practical	-	24	-	-	100	-	100	4	-
5	MFA-E-205	Pictorial Composition-I/ Clay Modelling-I/ Relief Composition-I/(Elective)	Practical	-	2	-	-	50	-	50	2	6
6	MFA-OE-206	Fundamental of Visual Arts-I Open Elective	Practical & Theory	-	2	-	-	10	40	50	2	6
				8	52	-	-	-	-	700	28	-

Kurukshetra University Kurukshetra

("A+" Grade, NAAC Accredited)

Department of Fine Arts

CHOICE BASED CREDIT SYSTEM (CBCS – LOCF Pattern)

Scheme of Examinations M.F.A. Applied Art (w.e.f. the academic session 2021-22 onwards)

3rd Semester

Scheme of Examinations Master Of Fine Art Specialization- Applied Art (w. e. f. the academic session 2021-2022 onwards)												
Sr. No.	Course Code/ Paper No.	Course Nomenclature		Contact Hours per Week		Examination Marks				Total Marks	Credit	Duration of Exam (in Hours)
				T	P	Theory		Practical				
						Internal Asst.	Examination	Internal Asst.	Examination			
1	MFA-P- 301	History of Modern Indian Art	Theory	04	-	20	80	-	-	100	04	03
2	MFA - A-302	Visualization	Practical	-	24	-	-	100	-	100	04	-
3	MFA -A- 303	New Media Art	Practical	-	24	-	-	100	-	100	04	-
4	MFA -E-304	Composition-II /Clay Modelling-II/ Intaglio Composition-II (Elective)	Practical	-	02	-	-	50	-	50	02	6
5	MFA-OE-305	Fundamental of Visual Arts-II (Open Elective)	Practical & Theory	-	02	-	-	10	40	50	02	6
				04	52	-	-	-	-	400	16	-

4th Semester

Scheme of Examinations Master Of Fine Art Specialization- Applied Art (w. e. f. the academic session 2021- 2022 onwards)												
Sr. No.	Course Code/ Paper No.	Course Nomenclature		Contact Hours per Week		Examination Marks				Total Marks	Credit	Duration of Exam (in Hours)
				T	P	Theory		Practical				
						Internal Asst.	Examination	Internal Asst.	Examination			
1	MFA - P - 401	History of Modern Indian Art	Theory	04	-	20	80	-	-	100	04	03
2	MFA -A - 402	Dissertation	-	-	-	-	100	-	-	100	04	-
3	MFA -A- 403	Visualization	Practical	-	24	-	-	100	200	300	12	24
4	MFA - A- 404	Exhibition +Viva -voice +Report	Practical	-	24	-	-	100 (50+25 +25)	-	100	04	-
				4	48					600	24	-

Grand Total of All Semesters = **2100** Grand Total of all credits = **84**

Department of Fine Arts
Kurukshetra University Kurukshetra
 ("A+" Grade, NAAC Accredited)
 CHOICE BASED CREDIT SYESTEM (CBCS – LOCF Pattern)
M.F.A. (MASTER OF FINE ARTS), Applied Arts
 (w. e. f. the academic session 2020-21)

Examination : **M.F.A. (First Semester)**

Paper : **MFA-P-101 (Group P, A, G & S)** Theory: **History of Modern Western Art**

Time Allowed: 3 Hours Max. Marks : 80+20 Internal Assessment **Credit – 4**

For Detail Syllabus and Instructions please See the syllabus of Group –P (MFA-P-101)

Examination : **M.F.A. (First Semester)**

Paper : **MFA-A-102 (Group A)** Theory : **Advertising Foundation & Dimension** Time

Allowed: 3 Hours Max. Marks : 80+20 Internal Assessment **Credit - 4**

Instructions:

- (i) No. of Questions to be set: 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
- (ii) No. of Questions to be attempted : 05 .Question No. 01 is compulsory
- (iii) All Questions will be of equal marks.

(Theory) MFA-A-102 : Advertising Foundation & Dimension	
Cos#	Course Outcome
MFA-A-102.1	Ability to utilize the advertising to society, culture, history and the economy.
MFA-A-102.2	Ability to develop new, useful ideas; original, imagination for artistic or aesthetic value in advertising.
MFA-A-102.3	Ability to develop a critical understanding about the current development in information technology and its impact on advertising.
MFA-A-102.4	Enhance the knowledge of artistic and creative photographic techniques.

Courses of Study:

Unit – 1 - Introduction to Advertising – Define Advertising, Origin and growth of modern advertising, Functions of Advertising, **Trademark:** Logo/ Logotype, signature, seal, Monogram, Symbol, Emblem, Insignia, **Advertising and Society:** Advertising business offers employment, Advertising promotes freedom of press, Information and Freedom of choice, Advertising creates demand and consequently sales, advertising reduces selling cost, Truth in advertising, Advertising tries to raise the standard of living.

Unit –2 - Creative side of the Advertising - Creative side of the Advertising – creative Advertising, Creative concept & Creative leap, Creative brief and big Idea, Creative Strategy, Creative thinking, Visual thinking. Art direction and its functions. U.S.P.

Unit – 3 – Campaign planning, objectives and basic principles – Campaign objectives & Types, Factors influencing the planning of advertising campaign. The selling methods, Advertising Appeal. Modern advertising agencies and its structure, the Advertiser, The target

audience, Publicity, Propaganda. Radio & T.V. advertising and Jingles, Interactive Advertising.

Unit- 4 – Photography: Introduction, brief history and meaning. Role of photography & Drawings in Advertising. Photographers of India; Raja Deen Dyal, Raghu Rai, Sudharak Olwe, Hardesh Dhingra, Prabudha Das Gupta, Prashant Godbole.

Note: - Internal Assessment 20% in each theory paper based on the following criteria:

- (i) Two handwritten Assignments : 10%
(1st Assignment after one month & 2nd after two months)
- (ii) One Class Test (One period duration) : 5%
- (iii) Attendance : 5%
- Marks for attendance will be given as under:-
- | | | | |
|-----------------|-----------|----------------|-----------|
| (1) 91% onwards | : 5 Marks | (4) 70% to 74% | : 2 Marks |
| (2) 81% to 90% | : 4 Marks | (5) 65% to 69% | : 1 Marks |
| (3) 75% to 80% | : 3 Marks | | |

Reading Books

- Contemporary advertising: william F. arens, courtland L. bovee.
- Foundation of advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and sales promotion: S.H.H kazmi, satish batra.
- Social Dimension of advertising: S.S kaptan.
- Advertising theory and practice: C.H sandage, vernon fryburger.
- Advertising and Promotion AN IMC Approach, Shimp Cengage Learning India Pvt. Ltd., New Delhi*
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CO-PO matrix for the course MFA-A-102 (Advertising Foundation & Dimension)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-A-102.1	3	3	2	2	1	3	3	3	1	-
MFA-A-102.2	3	-	2	-	1	3	-	-	3	-
MFA-A-102.3	-	-	-	-	-	2	-	-	-	-
MFA-A-102.4	1	2	-	-	-	3	-	-	3	-
Average	2.33	2.5	2	2	1	2.75	3	3	2.33	0

CO-PSO matrix for the course MFA-A-102 (Advertising Foundation & Dimension)

COs	PSO1	PSO2	PSO3	PSO4
MFA-A-102.1	3	2	2	2
MFA-A-102.2	2	3	3	3
MFA-A-102.3	3	3	2	2
MFA-A-102.4	3	3	3	3
Average	2.75	2.75	2.5	2.5

DETAILED SYLLABUS (Practical)

Examination : M.F.A. (First Semester) Paper : MFA–A-103 (Group A)

Practical: Visualization Max. Marks : -100 Internal Practical Assessment Credit – 4

Size : As per requirements Medium : Poster Colours Or other with the permission of the concern teacher

Instructions: Internal Examiner/ Committee will evaluate the Sessional work at the end of the semester.

(Practical) MFA-A-103 : Visualization	
Cos#	Course Outcome
MFA-A-103.1	Ability to communicate messages visually through a combination of words, artworks, graphic and media.
MFA-A-103.2	Ability to develop knowledge of color, design as well as techniques of drawing, photo editing, visual & aesthetic experiences.
MFA-A-103.3	Enhancing knowledge of creative art and improving the scientific & logical intelligence.
MFA-A-103.4	Ability to enrich aesthetic and artistic experience to cultivate positive, social values through the learning of visualization.

Course of study

Advertising campaign, Analytical study of different product groups. Visuals to be based on the class of commodity and class of appeal.

Assignments :

- Execution of any 2 advertising campaign with report (*market survey and about your campaign*) on consumer's product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for each Advertising Campaign is 10 works.)
- One campaign in handwork and 2 campaigns in computer.
- Free hand sketching - 500
- A short documentary film/TV Commercial etc.
- Drawing - 10 (Full figure human study, portrait, animal study etc.)

CO-PO matrix for the course MFA–A-103 (Visualization)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-A-103.1	3	2	1	-	-	3	1	3	3	1
MFA-A-103.2	-	3	-	1	1	3	1	3	3	1
MFA-A-103.3	3	2	-	-	-	3	-	2	3	-
MFA-A-103.4	-	2	1	3	1	3	3	3	3	1
Average	3	2.25	1	2	1	3	1.66	2.75	3	1

CO-PSO matrix for the course MFA-A-103 (Visualization)

COs	PSO1	PSO2	PSO3	PSO4
MFA-A-103.1	2	3	3	3
MFA-A-103.2	3	3	3	3

MFA-A-103.3	3	3	2	2
MFA-A-103.4	3	3	3	2
Average	2.75	3	2.75	2.5

DETAILED SYLLABUS (Practical)

Examination : **M.F.A. (First Semester)**

Paper : **MFA-A- 104 (Group A)** Practical: **New Media Art**

Max. Marks : 100 (Internal Assessment) **Credit – 4** Size : As per requirements.

Instructions:

- (i) The examiner will evaluate the work of examinee at the end of semester.
- (ii) Internal examiner will evaluate the Sessional work.
- (iii) Any material can be used to create art work which support his/her artistic concept.

(Practical) MFA-A-104 : New Media Art	
Cos#	Course Outcome
MFA-A-104.1	Develops the artistic skill to work interdisciplinary and collaborative discipline that focuses on our relationship with technology, visual culture, emotion, and performance in contemporary art.
MFA-A-104.2	Enhances the knowledge to find possibilities of creating artwork using emerging technologies within the context of a hands-on studio art environment
MFA-A-104.3	This inculcates to execute projects challenge, tradition and embrace new forms of aesthetic thinking.
MFA-A-104.4	Inculcates the Moral values with emotional intelligence through the knowledge of art and aesthetics.

Course of Study – This practice is based with the traditions of avant-garde processes and experimental art making, and responds to the rapid pace of technological development. Student have to create Two Art work/Project work i.e. Installation Art, Film and Video Art, Photography, Digital Art, Interactive Art, Performance Art, Animation Art, Immersive Installations Art, Kinetic Art, Light & Sound Art, by using modern technology, Electronic devices, with their core subject.

Students should also integrate the language of art and technology through an integrated and informed critical practice. The Project work consist the report of working method of practical-based art work, on contemporary concept, performance studies, research finding with creative inputs in the constructed art work.

CO-PO matrix for the course : MFA–A-104 (New Media Art)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-A-104.1	-	3	1	1	1	2	1	2	3	1
MFA-A-104.2	1	-	1	1	1	1	1	-	2	1
MFA-A-104.3	3	2	3	-	1	2	-	2	3	1
MFA-A-104.4	-	1	-	2	-	-	3	-	3	2
Average	2	2	1.66	1.33	1	1.66	1.66	2	2.75	1.25

CO-PSO matrix for the course MFA-A-104 (New Media Art)

COs	PSO1	PSO2	PSO3	PSO4
MFA-A-104.1	2	3	2	3
MFA-A-104.2	3	3	3	2
MFA-A-104.3	2	2	2	3
MFA-A-104.4	3	3	3	2
Average	2.5	2.75	2.5	2.5

Department of Fine Arts
Kurukshetra University Kurukshetra
 ("A+" Grade, NAAC Accredited)
 CHOICE BASED CREDIT SYESTEM (CBCS – LOCF Pattern)
Scheme of Examinations M.F.A. (MASTER OF FINE ARTS), Applied Arts
 (w. e. f. the academic session 2020-21)

Examination : M.F.A. (Second Semester)

Paper : MFA-P-201 (Group P, A, G & S) Theory: **History of Modern Western Art**
 Time Allowed: 3 Hours Max. Marks : 80+20 Internal Assessment **Credit – 4**
(For Detail Syllabus and Instructions please See the syllabus of Group –P (MFA-P-201))

Examination : M.F.A. (Second Semester)

Paper: MFA-A-202 (Group A) Theory: **Advertising Foundation & Dimension**
 Time Allowed: 3 Hours Max. Marks : 80+20 Internal Assessment **Credit - 4**

Instructions:

- (i) No. of Questions to be set: 09 (02 Questions from each unit) and Question No. 01 is to be set from all over the Units i.e. short type Questions.
- (ii) No. of Questions to be attempted : 05 .Question No. 01 is compulsory
- (iii) All Questions will be of equal marks.

(Theory) MFA-A-202 : Advertising Foundation & Dimension	
Cos#	Course Outcome
MFA-A-202.1	Development of different creative copy and effective Typography in advertising media.
MFA-A-202.2	Ability to develop knowledge of Indian marketing related research and its impact on advertising.
MFA-A-202.3	Improving theoretical & Logical Knowledge of Advertising Media and Printing Techniques.
MFA-A-202.4	Inculcation of Social, Moral & Ethical Values and perceived social responsibilities through contemporary advertising.

Courses of Study:

Unit – 1 - Copy writing & Typography – Introduction of copy, types of copy, copy formats : Headlines, Sub headlines, body copy, Slogan etc. Typography and its role in Advertising. Calligraphy.

Unit – 2 –Marketing, Advertising & Market Research: Nature and scope of Marketing, Advertising role in Marketing, Types of market., Marketing mix, 4P’s of Marketing Transportation, Insurance, Direct Marketing, Motivational Research.

Unit –3 - Types of Advertising Media – Press Advertising (Newspapers, Magazines & Journals), Outdoor Advertising (Posters, Hoardings, Painted Display, Electric Display, Neon- Signs, Stickers etc.), Direct Mail Advertising (Sales Letters, Personal Letters, Circulars, Booklets, Catalogue, etc.), Entertainment Advertising (Radio, Television, Films, Puppets Shows, etc.) Promotional Advertising (Interior Display, Show-Rooms, Window Display, Show-cases, coupons etc.), Famous Mascots, Layout stages, Layout design principles, Major different printing techniques in brief: offset, letterpress, lithography, gravure or intaglio, screen printing laser printing etc.

Unit –4–Ethics, Regulations and Social Responsibilities – Taste and Advertising, Stereotyping in Advertising: Women in advertisement, Advertising to children, Ethical Aspects of Advertising, Advertising controversial products & legal aspects of advertising, Copyright, Trade Mark

Note: - Internal Assessment 20% in each theory paper based on the following criteria:

- (i) Two handwritten Assignments : 10%
(1st Assignment after one month & 2nd after two months)
- (ii) One Class Test (One period duration) : 5%
- (iii) Attendance : 5%

Marks for attendance will be given as under:-

- (1) 91% onwards : 5 Marks
- (2) 81% to 90% : 4 Marks
- (3) 75% to 80% : 3 Marks
- (4) 70% to 74% : 2 Marks
- (5) 65% to 69% : 1 Marks

Reading Books

1. Contemporary Advertising: William F. Arens, Courtland L. Bovee.
2. Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
3. Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
4. Social Dimension of Advertising: S.S Kaptan.
5. Advertising theory and practice: C.H Sandage, Vernon Fryburger.
6. Advertising and Promotion AN IMC Approach, Shimp Cengage Learning India Pvt. Ltd., Delhi.
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CO-PO matrix for the course MFA-A-202 (Advertising Foundation & Dimension)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-A-202.1	-	2	-	1	-	3	-	-	1	1
MFA-A-202.2	2	2	-	2	-	2	-	-	-	-
MFA-A-202.3	1	-	2	-	2	3	2	2	2	-
MFA-A-202.4	-	2	2	3	2	3	3	1	1	2
Average	1.5	2	2	2	2	2.75	2.5	1.5	1.33	3

CO-PSO matrix for the course MFA-A-202 (Advertising Foundation & Dimension)

COs	PSO1	PSO2	PSO3	PSO4
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MFA-A-202.1	3	3	3	2
MFA-A-202.2	3	3	3	3
MFA-A-202.3	3	3	2	2
MFA-A-202.4	3	2	2	2
Average	3	2.75	2.5	2.25

DETAILED SYLLABUS (Practical)

Examination : M.F.A. (Second Semester)

Paper : MFA–A-203 (Group A) Practical: Visualization

Max. Marks : 300 (Examination-200 and Internal Assessment -100) Credit – 12

Medium : Poster Colours Time Allowed : 24 Hours Size : As per requirements.

Instructions:

- (i) The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in a sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- (ii) Internal Examiner/ Committee will evaluate the Sessional work.

(Practical) MFA-A-203 : Visualization	
Cos#	Course Outcome
MFA-A-203.1	Ability to communicate the content, process of work visually, orally through a combination of artworks, graphic and media.
MFA-A-203.2	Ability to utilize the visual message as a tool of social, moral and scientific awareness
MFA-A-203.3	Enhancing knowledge of visual arts, visual studies and the media.
MFA-A-203.4	Ability to utilize the art and technology interface for creative outcomes.

Course of study

Advertising campaign, Analytical study of different product groups. Visuals to be based on the class of commodity and class of appeal.

Assignments :

- Execution of any 2 advertising campaign with report (*market survey and about your campaign*) on consumer's product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for each Advertising Campaign is 10 works.)
- One campaign in handwork and 2 campaign in computer.
- Free hand sketching - 500
- A short documentary film/TV Commercial etc.
- Drawing - 10 (Full figure human study, portrait, animal study etc.)

CO-PO matrix for the course : MFA–A-203 (Visualization)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-A-203.1	-	-	1	-	1	1	1	-	2	1
MFA-A-203.2	2	-	2	3	1	-	2	-	-	1
MFA-A-203.3	1	3	-	1	1	3	-	1	2	1
MFA-A-203.4	-	1	-	-	-	3	-	1	3	-
Average	1.5	2	1.5	2	3	2.33	1.5	1	2.33	3

CO-PSO matrix for the course MFA-A-203 (Visualization)

COs	PSO1	PSO2	PSO3	PSO4
MFA-A-203.1	3	3	2	2
MFA-A-203.2	2	2	3	3
MFA-A-203.3	3	3	3	3
MFA-A-203.4	3	2	2	2
Average	2.75	2.5	2.5	2.5

DETAILED SYLLABUS (Practical)

Examination : **M.F.A. (Second Semester)**

Paper : **MFA-A- 204** Practical: **New Media Art**

Max. Marks :100 Internal Assessment **Credit – 04** Size : As per requirements

Instructions:

- (i) The examiner will evaluate the work of examinee at the end of semester.
- (ii) Internal examiner will evaluate the Sessional work.
- (iii) Any material can be used to create art work which support his/her artistic concept.

(Practical) MFA-A-204 : New Media Art	
Cos#	Course Outcome
MFA-A-204.1	Ability to enhance visual sophistication and interpretation through the development of craftsmanship, the refinement of conceptual issues, and the expansion of artistic awareness.
MFA-A-204.2	Enhance the Knowledge of handling New Art method, equipments, and other communication inputs.
MFA-A-204.3	Ability to plan, conceptualize and execute an original and creative work of New Media Art.
MFA-A-204.4	Enhance the Knowledge of visual and physical interaction at a New Media interface.

New Media Art is an interdisciplinary and collaborative discipline that focuses on our relationship with technology, visual culture and performance in contemporary art. This practice is rooted in the traditions of avant-garde processes and to fine new methods of art making, and responds to the rapid pace of technological development.

Students in this program work closely with dedicated faculty and technicians to explore diverse methods of making in both the virtual and physical world. Projects challenge tradition and embrace new forms of aesthetic

thinking, while all courses emphasize artistic excellence, active learning, and socially engaged practices. Students in this major enjoy adjacency to disciplines across the department and access to both digital and analog tools.

Whether it is installation, film and video, advance photography, physical computing, performance based art, animation, immersive installations, sound art, sensing devices, or participatory media, our students integrate the language of art and technology through an integrated and informed critical practice.

Course of Study –This practice is based with the traditions of avant-garde processes and experimental art making, and responds to the rapid pace of technological development. Student have to create Art work, by using traditional & modern technology, installation, photography project, film and video, physical structure, net-art, performance, animation, immersive installations, sound, devices, social practice, using these with their core subject, students should also integrate the language of art and technology through an integrated and informed critical practice.

The Project work consist the report of working this practice-based art work, based on contemporary concept, performance studies, research finding with creative inputs in the constructed art work.

CO-PO matrix for the course : MFA–A-204 (New Media Art)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-A-204.1	1	1	1	2	2	2	1	2	1	1
MFA-A-204.2	1	1	-	1	1	3	1	1	2	-
MFA-A-204.3	1	-	1	1	1	2	1	-	2	1
MFA-A-204.4	-	1	-	-	2	2	-	-	1	-
Average	1	1	1	1.33	1.5	2.25	1	1.5	1.5	1

CO-PSO matrix for the course MFA-A-204 (New Media Art)

COs	PSO1	PSO2	PSO3	PSO4
MFA-A-204.1	2	2	2	3
MFA-A-204.2	3	3	3	2
MFA-A-204.3	3	3	3	3
MFA-A-204.4	2	3	2	2
Average	2.5	2.75	2.5	2.5

Kurukshetra University, Kurukshetra
MA & M.F.A. (FINE ARTS)
CHOICE BASED CREDIT SYESTEM (CBCS), Elective Paper

Painting (A), Semester: 2nd
(w.e.f. the academic session 2020-21)

Examination: MFA 2nd Sem. (Elective)

Paper: MFA-E -205 Pictorial Composition-I(Painting)

Time: 6 Hrs.

Max. Marks: 50

Credit-2

MFA -205 Pictorial Composition I (Painting)	
Cos#	Course Outcome
MFA -205.1	Practicing and creating art with different painting medium and developing artistic skill.
MFA -205.2	Functional knowledge of tradition, conventions, and evolution of the discipline as related to issue of representation and illusion.
MFA -205.3	Ability to synthesize the use of drawing, two dimensional compositions and colour
MFA -205.4	Enhances the emotional intelligence.

Basic Studies in specialized mediums of Pictorial Composition-I Syllabus of Elective

1. Study of Landscape
Medium –Pastel/ Poster/ water colour/ Oil Colour/ Acrylic Colour.
Size- ½ Size and ¼ Size
Total Number of Assignment - 2 Marks : 20
2. Study of Indian Miniature and Folk art
Size – ¼ and ½ Imp.
Total Number of assignment - 2 Marks : 20
3. Copy of famous art work
Size (2”x2”) paper on canvas
Medium – oil colour, acrylic, poster colour
Total no. of assignment - 1 Marks : 10

Table 2: CO – PO matrix for the course MFA -205 – Pictorial Composition I (Painting)

Cos#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA -205.1	2	1	-	1	1	-	-	-	2	-
MFA -205.2	3	2	-	2	-	2	-	-	2	-
MFA -205.3	2	2	2	2	1	2	1	-	-	-
MFA -205.4	1	2	2	1	1	3	2	1	2	-
Average	2	1.75	2	1.5	075	1.75	0.75	0.25	2	-

Table 3: CO – PO matrix for the course MFA -205 Pictorial Composition I (Painting)

	PSO1	PSO2	PSO3	PSO4
MFA -205.1	2	3	3	3
MFA -205.2	3	3	3	1
MFA -205.3	3	2	3	3
MFA -205.4	3	1	2	3
Average	2.75	2.25	2.75	2.5

MA & M.F.A. (FINE ARTS)
CHOICE BASED CREDIT SYESTEM (CBCS), Elective Paper

Sculpture (S), Semester: 2nd
 (w.e.f. the academic session 2020-2021)

Examination: MFA 2nd Sem. (Elective)

Paper: MFA-E-205 Clay Modeling-I (Sculpture)

Time: 6 Hrs.

Max. Marks: 50

Credit-2

Course Outcome-

Paper: MFA -205 Clay Modeling-I (Sculpture)	
Cos#	Course Outcome
MFA -205.1	knowledge to manipulate, integrate and use material to build three dimensional sculpture.
MFA -205.2	Understand to research form, materials and techniques as need by the direction of their sculptural work.
MFA -205.3	Observation and understanding of Natural objects transforming in sculpture art
MFA -205.4	Enhance the belongingness towards mother earth.

Basic Studies in specialized mediums of Caly Modeling

Details of course study:

Practical

1. Introduction to sculpture-basic elements and their relationships-sculptural exercises
2. Knowledge about the clay(preparation of clay)
3. Study of medium like clay with animals, birds, human figure (parts of body) and other object.(round & relief)

Size:-12"x12" x18"

Medium: Clay

Total No. of Assignment – 05 (10 marks each)

Table 2: CO – PO matrix for the course MFA -205 Clay Modeling-I (Sculpture)

Cos#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-205.1	2	1	-	1	1	-	-	-	2	-
MFA -205.2	1	2	-	2	-	2	-	-	2	-
MFA -205.3	2	2	1	2	2	2	1	1	2	-
MFA -205.4	1	2	1	1	1	3	2	1	2	-
Average	1.5	1.75	0.5	1.5	1	1.75	0.75	1	2	-

Table 3: CO – PSO matrix for the course MFA -205 Clay Modeling-I (Sculpture)

	PSO1	PSO2	PSO3	PSO4
MFA -205.1	2	3	1	2
MFA -205.2	3	3	2	3
MFA -205.3	2	3	2	1

MFA -205.4	2	2	2	3
Average	2.25	2.75	1.75	2.25

M.F.A. (FINE ARTS)
CHOICE BASED CREDIT SYESTEM (CBCS), Elective Paper

Graphics- (Print Making) (G), Semester: 2nd
(w.e.f. the academic session 2020- 21)

Examination: MFA 2nd Sem. (Elective)

Paper: MFA-E-205 Relief Composition-I (Print Making)

Time: 6 Hrs.

Max. Marks: 50

Credit-2

MFA-205 Relief Composition (Print Making)	
Cos#	Course Outcome
MFA -205.1	Develop Artistic Ability with tools, materials and techniques inherent to basic printmaking processes.
MFA -205.2	Knowledge of solving visual problems with equal emphasis on combining both concept and physical process of Relief printmaking.
MFA-205.3	Understand and discuss the historical and contemporary role of relief printmaking in art, design & culture building.
MFA -205.4	Enhances the knowledge of Indian print culture & tradition.

Course of Study:

Basic Studies in specialized mediums of Printmaking

1. Printmaking emphasis on composition and individual technique working in all the following mediums.

(a) Relief Process (No. of Assignment: 02, 25 Marks each)

- i. Selection of Materials, preparation of surface for various textures.
- ii. Preparing design and transferring on selected materials, cutting of material and preparing the printing surface.
- iii. Printing of prepared block. Determine registration for printing of editions.
- iv. Woodcut Black & White Print method and Colour Wood cut Print method.
- v. Relief Printing on other Surfaces. **Size: 8"x 8"**,

Table 2: CO – PO matrix for the course MFA -205 – Relief Composition(Print Making)

Cos#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-205.1	2	1	-	1	1	-	-	-	2	-
MFA-205.2	1	2	-	2	1	2	-	-	2	-
MFA-205.3	2	2	2	2	2	2	1	1	-	1
MFA -205.4	1	2	2	1	1	3	2	1	2	1

Average	1.5	1.75	2	1.5	1.25	1.75	1.5	1	2	1
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Table 3: CO – PO matrix for the course MFA -205- Relief Composition(Print Making)

	PSO1	PSO2	PSO3	PSO4
MFA -205.1	2	3	3	3
MFA -205.2	3	3	3	1
MFA -205.3	2	2	3	3
MFA -205.4	3	1	2	3
Average	2.5	2.25	2.75	2.5

Kurukshetra University Kurukshetra
 ("A+" Grade, NAAC Accredited)
Department of Fine Arts
 CHOICE BASED CREDIT SYSTEM (CBCS – LOCF Pattern)
M.F.A. (MASTER OF FINE ARTS), Applied Arts
 (w. e. f. the academic session 2021-22)

Examination : **M.F.A. (Third Semester)**

Paper : **MFA-P-301 (Group P and A)** Theory: **History of Modern Indian Art**

Time Allowed: 3 Hours Max. Marks : 80+20 Internal Assessment **Credit – 4**

For Detail Syllabus and Instructions please See the syllabus of Group –P (MFA-P-301)

DETAILED SYLLABUS (Practical)

Examination : **M.F.A. (Third Semester)**

Paper : **MFA–A-302 (Group A)** Practical: **Visualization**

Max. Marks : 100 Internal Assessment **Credit – 4** Size : As per requirements.

Medium : **Poster Colours** or other with the permission of concern teacher

Instructions:

Internal Examiner/ Committee will evaluate the Sessional work at the end of the semester.

(Practical) MFA-A-302 : Visualization	
Cos#	Course Outcome
MFA-A-302.1	To impart knowledge of innovative and creative ideas.
MFA-A-302.2	Development of design for products to make aesthetically pleasing and captivating.
MFA-A-302.3	To impart knowledge of appropriate design needed for successfully contributing to the modern world of art.
MFA-A-302.4	To utilize artistic techniques, artistic elements in designs and promotions used in Applied Arts.

Course of Study- Deeper understanding of market and marketing techniques (4P's), concept building, building of brand image, creation of U.S.P.

Assignments:

- Execution of any 2 advertising campaign with report (*market survey and about your campaign*) on consumer's product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for each Advertising Campaign is 10 works.)
- One campaign in handwork and 2 campaigns in computer.
- A short documentary film/ TV Commercial etc.
- Free hand sketching - 500
- Drawing – 10 (Full figure human study, portrait, animal study etc.)

CO-PO matrix for the course : MFA-A-302 (Visualization)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-A-302.1	1	1	2	-	1	3	-	1	3	1
MFA-A-302.2	1	1	-	1	-	1	1	2	3	1
MFA-A-302.3	1	-	1	1	3	-	1	2	3	-
MFA-A-302.4	-	-	-	1	-	3	-	-	2	1
Average	1	1	1.5	1	2	2.33	1	1.66	2.75	1

CO-PSO matrix for the course MFA-A-302 (Visualization)

COs	PSO1	PSO2	PSO3	PSO4
MFA-A-302.1	2	3	3	2
MFA-A-302.2	3	3	2	2
MFA-A-302.3	3	3	3	2
MFA-A-302.4	2	2	3	3
Average	2.5	2.75	2.75	2.25

DETAILED SYLLABUS (Practical)

Examination : **M.F.A. (Third Semester)**

Paper : **MFA-A-303 (Group A)**

Practical: **New Media Art**

Max. Marks : 100 Internal Assessment Credit – 4 Size : As per requirements.

Instructions:

- The examiner will evaluate the work of examinee at the end of semester.
- Internal examiner will evaluate the Sessional work.
- Any material can be used to create art work which support his/her artistic concept.

(Practical) MFA-A-303 : New Media Art	
Cos#	Course Outcome
MFA-A-303.1	Enhance the skill of experimenting with media and materials in two and three dimensional processes, taking risks and improving technical skills to develop a personal artistic style.

MFA-A-303.2	Responsible, taking charge of their own development as practitioners, with an independent approach to the creative process.
MFA-A-303.3	Develop Reflective, recording ideas and critically evaluating their work as they continually review, refine and adapt.
MFA-A-303.4	Engaged, enriching their work by exploring different artists, movements and concepts. Innovative, combining approaches and techniques and developing the skills to solve problems creatively.

Experimentation with materials and processes builds confidence, and helps develop awareness of spatial, textural and colour relationships, which are fundamental to art and design. A skilful artist or designer selects the materials and processes that communicate their message in the most effective way.

Provides opportunities for learners to develop their personal practice, enrich their understanding of key concepts and improve their practical skills in a wide range of traditional and contemporary techniques. It allows learners to explore and build on their interests. The syllabus encourages independent expression and the development of a critical, reflective practice. It is designed to accommodate a wide range of abilities, materials and resources, and allows the different skills of teachers to be fully exploited.

Course of Study –

This practice is based with the traditions of avant-garde processes and experimental art making, and responds to the rapid pace of technological development. Student have to create Art work, by using traditional & modern technology, installation, photography project, film and video, physical structure, net-art, performance, animation, immersive installations, sound, devices, social practice, using these with their core subject, students should also integrate the language of art and technology through an integrated and informed critical practice.

The Project work consist the report of working this practice-based art work, based on contemporary concept, performance studies, research finding with creative inputs in the constructed art work.

CO-PO matrix for the course : MFA–A-303 (New Media Art)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-A-303.1	1	1	1	1	-	2	1	1	3	-
MFA-A-303.2	-	1	-	1	1	-	1	2	3	1
MFA-A-303.3	1	-	1	1	1	-	-	-	2	1
MFA-A-303.4	-	1	-	1	-	1	1	-	3	1
Average	1	1	1	1	1	1.5	1	1.5	2.75	1

CO-PSO matrix for the course MFA-A-303 (New Media Art)

COs	PSO1	PSO2	PSO3	PSO4
MFA-A-303.1	3	3	3	3
MFA-A-303.2	3	3	3	3
MFA-A-303.3	2	3	3	2
MFA-A-303.4	3	3	2	3
Average	2.75	3	2.75	2.75

Painting (A), Semester: 3rd (w.e.f. the academic session 2021-22)

Examination: MFA 3rd Sem. (Elective)

Paper: MFA-E-304 Composition-II

Time: 6 Hrs.

Max. Marks: 50

Credit-2

Paper: MFA -304 Composition-II (Painting)	
Cos#	Course Outcome
MFA -304.1	Enhances the creative process through studio exercise and assignments.
MFA -304.2	Understand to control visual and physical control of medium used in the application of colour, Texture & tones, concepts
MFA -304.3	knowledge to develop drawing and painting Skills for creative composition in art.
MFA -304.4	Inculcates Emotional attachment towards nature & society.

Basic Studies in specialized mediums of Composition-II

Syllabus of Elective

1. Study of portraiture and composition based on portrait, object, figure, interior and landscape

Medium – Poster colour, acrylic and oil

Size- 2’x2” (Paper and Canvas)

Total No. of assignment – 3

Marks: 30

2. Study of developing own style in Composition

Medium – Any medium

Only canvas

Total no. of assignment- 2

Marks: 20

Table 2: CO – PO matrix for the course MFA -304 Composition-II (Painting)

Cos#	PO1	PO2	PO3	PO4	PO	PO	PO	PO8	PO9	PO1
MFA -304.1	2	3	-	1	-	2	-	-	3	-
MFA -304.2	2	3	-	-	1	2	-	-	3	-
MFA -304.3	1	1	2	1	-	2	1	2	2	1
MFA -304.4	2	2	-	2	1	2	-	-	2	-
Average	1.75	2.25	0.5	1	0.5	2	1	0.5	2.5	0.25

Table 3: CO – PSO matrix for the course MFA -304 Composition-II (Painting)

	PSO1	PSO2	PSO3	PSO4
MFA -304.1	2	3	1	2
MFA -304.2	2	3	2	2
MFA -304.3	2	3	2	3
MFA -304.4	2	2	2	3
Average	2	2.75	1.75	2.5

Sculpture (S), Semester: 3rd

(w.e.f. the academic session 2021-22)

Examination: MFA 3rd Sem. (Elective)

Paper: MFA-E-304 Clay Modeling-II (Sculpture)

Time: 6 Hrs.

Max. Marks: 50

Credit-2

Course Outcome-

Paper: MFA -304 Clay Modeling-II (Sculpture)				
Cos#	Course Outcome			
MFA-304.1	Develop Clay Modeling skills with different medium and handling the techniques			
MFA -304.2	Understand to research form, materials and techniques as need by the direction of their sculptural work.			
MFA -304.3	Inculcation of visual communication by using Clay Modeling			
MFA -304.4	Imparting knowledge of using natural and metal materials for execution of mural works.			
Average	2.25	2.75	1.75	2

Basic Studies in specialized mediums of Clay Modeling-II

Details of course study:

Practical

1. Knowledge about technique and using clay modeling tools for portrait & composition (round & relief)
2. Knowledge about pottery in clay.
3. Fabrication finishing , colouring and polishing
4. Size 12"x12"18
5. Medium : Clay
6. Total No. of Assignment – 05 (10 marks each)
- 7.

8. Table 2: CO – PO matrix for the course MFA -304 Clay Modeling-II (Sculpture)

Cos#	PO1	PO2	PO3	PO4	PO	PO	PO	PO8	PO9	PO1
MFA -304.1	2	3	1	1	-	2	-	-	3	-
MFA -304.2	2	3	1	-	1	2	-	-	3	-
MFA -304.3	2	1	-	1	-	2	1	-	1	-
MFA -304.4	2	2	-	2	-	2	-	-	2	-
MFA -304.1	2	2.25	0.5	1	1	2	1	-	2.25	-

9.

10. Table 3: CO – PSO matrix for the course MFA -304 Clay Modeling-II (Sculpture)

	PSO1	PSO2	PSO3	PSO4
MFA -304.1	2	3	1	2
MFA -304.2	2	3	2	2

MFA -304.3	3	3	2	1
MFA -304.4	2	2	2	3

Graphics- (Print Making) (G), Semester: 3rd
(w.e.f. the academic session 2021-22)

Examination: MFA 3rd Sem. (Elective)

Paper: MFA-E-304 Intaglio Composition-II (Print Making)

Time: 6 Hrs.

Max. Marks: 50

Credit-2

Paper: MFA -304 Intaglio Composition (Print Making)	
Cos#	Course Outcome
MFA -305.1	Develop creative ways to solve problems using a variety of strategies for making prints by intaglio processes.
MFA -305.2	Enhancing to Create personal hand-printed artwork, which demonstrate an introductory level of understanding printmaking ideas, and the processes, materials, and techniques associated with different method.
MFA -305.3	Establish self-critiquing skills to develop autonomous expression through printmaking.
MFA -305.4	Scientific and logical knowledge of reproduction of art works.

Basic Studies in specialized mediums of Printmaking

1. Intaglio Printmaking process emphasis on composition and individual technique working in the following medium.
 - i. Intaglio Process (Etching, Dry point & Aquatint), Selection of materials preparations and application of dry and liquid grounds. Study of various chemicals and mordents.
 - ii. Preparation of composition on plate with various experiments for textural and tonal values. Different techniques like Dry Point, Etching & Aquatint.
 - iii. Different Printing techniques, with the help of Rollers, Stencils and Inks.
 - iv. Art Work Size: 8" x 8"
 - v. **(No. of Assignment: 02, 25 Marks each)**

Table 2: CO – PO matrix for the course MFA -304 Intaglio Composition (Print Making)

Cos#	PO1	PO2	PO3	PO4	PO	PO	PO	PO8	PO9	PO1
MFA -305.1	2	3	-	1	-	2	-	-	3	-
MFA -305.2	2	3	-	-	1	2	-	-	3	-
MFA -305.3	1	1	2	1	-	2	1	-	2	1
MFA -305.4	2	2	-	2	-	2	-	-	2	-
Average	1.75	2.25	2	1.34	1	2	1	-	2.5	1

vi.

Table 3: CO – PSO matrix for the course MFA -304 Intaglio Composition (Print Making)

	PSO1	PSO2	PSO3	PSO4

MFA -305.1	2	3	1	2
MFA -305.2	2	3	2	2
MFA -305.3	2	3	2	1
MFA -305.4	2	2	2	3
Average	2	2.75	1.75	2

Kurukshetra University Kurukshetra
 ("A+" Grade, NAAC Accredited)
Department of Fine Arts
 CHOICE BASED CREDIT SYESTEM (CBCS – LOCF Pattern)
Scheme of Examinations M.F.A. (FINE ARTS) Applied Arts
 (w.e.f. the academic session 2021-22 Onwards)

Examination : **M.F.A. (Fourth Semester)**

Paper : **MFA-P-401 (Group P and A)**

Theory: History of Modern Indian Art

Time Allowed: 3 Hours Max. Marks :80+20 Internal Assessment **Credit – 04**

For Detail Syllabus and Instructions please See the syllabus of Group –P (MFA-P-401)

Examination: MFA (Fourth Semester)

MFA–A -402: (Group A) Dissertation MM :100 Credit – 04

Instructions

Synopsis presentation & approval of subject – August.

Presentation & Seminar - January.

Final submission – 31st March.

The evaluation of Dissertation and Viva-voce will be conducted by External & Internal Examiner.

(Practical) Paper - MFA-A- 402: - (Dissertation)	
Cos#	Course Outcome
MFA-A-402.1	Ability to develop a research aptitude and engage with monuments of historical significance, archeological sites or any other space or site of cultural importance.
MFA- A -402.2	Research ability to engage critically with social issues and develop a project.
MFA- A -402.3	Ability to develop research methodology and writing skills to review an archeological site, monument or museum.
MFA- A -402.4	A consciousness of the ethical aspects of research and development work.

Course of Study

- (i) A critical and analytical aspect of Painting, Applied Arts, Sculpture, Graphics (Print Making) etc.
- (ii) A critical and analytical aspect of History of Art.
- (iii) Folk, Tribal Art and Popular form of Art.
- (iv) Concept of Aesthetics or Philosophy.
- (v) Contemporary Artists.
- (vi) New trends in Contemporary Art.
- (vii) Any other new relevant topic including experimentation etc.

CO – PO matrix for the course MFA-A- 402: - (Dissertation)

Cos#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA- A -402.1	2	3	3	1	-	3	1	1	-	2
MFA- A -402.2	-	-	-	1	-	-	1	-	1	1
MFA- A -402.3	2	3	2	-	-	3	-	1	1	2
MFA- A -402.4	-	-	1	1	-	-	1	-	-	-
Average	2	3	2	1	0	3	1	1	1	1.66

CO – PSO matrix for the course MFA-A- 402: - (Dissertation)

	PSO1	PSO2	PSO3	PSO4
MFA- A -402.1	3	3	3	3
MFA- A -402.2	2	3	2	2
MFA- A -402.3	3	2	2	3
MFA- A -402.4	2	2	2	3
Average	2.5	2.5	2.25	2.75

DETAILED SYLLABUS (Practical)

Examination : **M.F.A. (Fourth Semester)**

Paper : **MFA–A-403 (Group A) Practical: Visualization**

Max. Marks : 300 (Examination-200 and Internal Assessment -100) **Credit – 12**

Medium : **Poster Colours Or any other with the permission of concern teacher**

Time Allowed : 24 Hours Size : As per requirements.

Instructions:

- (i) The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in a sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- (ii) Internal Examiner/ Committee will evaluate the Sessional work.

(Practical) MFA-A-403 : Visualization

Cos#	Course Outcome
MFA-A-403.1	Ability to communicate the content, process of work visually, orally through a combination of artworks, graphic and media.
MFA-A-403.2	Ability to utilize the visual message as a tool of social, moral and scientific awareness.
MFA-A-403.3	Enhancing knowledge of visual arts, visual studies and the media.
MFA-A-403.4	Ability to utilize the art and technology interface for creative outcomes.

Course of study

Advertising campaign, Analytical study of different product groups. Visuals to be based on the class of commodity and class of appeal.

Assignments :

- Execution of any 2 advertising campaign with report (*market survey and about your campaign*) on consumer's product or institutional (Services or Social) related with any of the appropriate media including Print and various techniques available. (Minimum Submission for each Advertising Campaign is 10 works.)
- One campaign in handwork and 2 campaign in computer.
- Free hand sketching - 500
- A short documentary film/TV Commercial etc.
- Drawing - 10 (Full figure human study, portrait, animal study etc.)

CO-PO matrix for the course : MFA-A-403 (Visualization)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-A-403.1	2	2	-	1	2	2	1	-	3	-
MFA-A-403.2	3	-	2	3	2	-	3	-	-	1
MFA-A-403.3	1	2	2	-	1	2	-	2	3	1
MFA-A-403.4	-	2	-	-	-	3	-	1	2	-
Average	2	2	2	2	1.66	2.5	2	1.5	2.66	1

CO-PSO matrix for the course MFA-A-403 (Visualization)

COs	PSO1	PSO2	PSO3	PSO4
MFA-A-403.1	3	3	3	2
MFA-A-403.2	2	2	3	3
MFA-A-403.3	3	3	3	3
MFA-A-403.4	3	2	3	2
Average	2.75	2.5	3	2.5

DETAILED SYLLABUS (Practical)

Examination : **M.F.A. (Fourth Semester)**

Paper : **MFA-A-404 (Group A)** Practical: **Exhibition + viva + Report**

Max. Marks : 100 Internal Assessment(50+25+25) **Credit – 04**

Instructions

Instructions

- (i) One Solo Exhibition of his/her own Art work done during 1st 2nd 3rd & 4th Semester will be Conducted at the end of 4th semester. Internal Examiner will evaluate their technical & aesthetics performance of each candidate at the time of exhibition.
- (ii) Viva-Voice will be conducted by Internal & External Examiner.
- (iii) A Seminar paper will be present in seminar on topic related to Painting /Applied Art/Sculpture/ Graphics. Candidate can choose his/her own journey of during study & new invention and experimental asp

(Practical) Paper - MFA-A-404 - (Exhibition + Viva+ Report)

Cos#	Course Outcome
MFA-A-404.1	Ability to utilize thoughts creatively and articulate clearly and precisely.
MFA-A-404.2	An opportunity to reach an audience with a distinct interest in the market and the products on display.
MFA-A-404.3	Creates awareness and develops relationship with new prospects.
MFA-A-404.4	Ability to develop effective communication skills and work effectively as a member of a team.

Course of Study

Project: Students have to write about his/ her art work created during this semester and the internal committee will evaluate his/ her project displayed through exhibition.

CO – PO matrix for the course MFA-A-404 - (Exhibition + Viva + Report)

Cos#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-A-404.1	1	2	3	1	-	2	3	1	2	1
MFA-A-404.2	1	1	2	1	2	1	1	-	1	1
MFA-A-404.3	-	-	1	-	1	1	1	1	1	1
MFA-A-404.4	1	1	-	-	1	-	-	-	3	-
Average	1	1.33	2	1	1.33	1.33	1.66	1	1.75	1

CO – PSO matrix for the course MFA-A-404 - (Exhibition + Viva + Report)

	PSO1	PSO2	PSO3	PSO4
MFA-A-404.1	2	3	2	3
MFA-A-404.2	2	3	3	2
MFA-A-404.3	3	3	2	3
MFA-A-404.4	3	3	3	3
Average	2.5	3	2.5	2.75

Kurukshetra University, Kurukshetra
CHOICE BASED CREDIT SYSTEM (CBCS),
Fundamental of Visual Arts (OPEN ELECTIVE)_w.e.f. 2020-21
Opted by Students from other departments of Faculty of Indic Studies

Semester- 2nd

Examination:- Fundamental of Visual Art-I
MFA-E-206 Credit: 2

Max. Marks:- 40 +10 internal assesment
Time: 6 Hrs.

Course Outcome-

MFA-OE-206.1 An understanding of basic principal of art & colour, concept, media and formats, and the ability to apply them to a specific aesthetic intent.

MFA-OE-206.2 Knowledge of different element of Arts studies and continuing throughout the degree program towards the development of advance capabilities.

MFA-OE-206.3 Understanding the basic fundamentals of arts with its merits and demerits.

MFA-OE-206.4 Progress towards developing the knowledge of consistent, personal direction and style.

Details of course works: (Theory)

- Practice of Element of Art (Line, Form, Color, Tone, Texture, Shape etc.)
- Basic Introduction of Art, Fine Art, Types of Art, Definition Of Art

Practical

1. Still Life- Object Drawing (Medium- Pencil, Pastel, Poster Colour)- **Total no. of Assignment-2**
2. Nature Drawing -Tree Study, Animal Study etc. (Medium- Pencil, Poster, Pestle)-
Total no. of Assignment-2
3. Design- 2D, 3D, Letter writing (Medium- Poster Coloure)- **Total no. of Assignment-1**
4. Sketches – 20 (Object/ Figure/ Nature etc.)

CO-PO mapping matrix for the course MFA-OE-206 (Name of the Course: Open Elective

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-OE -206.1	2	3	1	2	1	3	-	1	3	-
MFA-OE-206.2	2	2	-	2	-	3	1	2	3	-
MFA-OE -206.3	1	2	1	-	-	2	-	1	3	-
MFA-OE-206.4	1.25	1.75	1	2	0.25	-	1	1	3	-
Average	1	2	0.75	1.5	0.75	2	0.5	1.25	3	-

CO-PSO mapping matrix for the course MFA-OE-206 (Name of the Course: Open Elective

PSO	PSO1	PSO2	PSO3	PSO4
MFA-OE -206.1	3	2	3	2
MFA-OE-206.2	2	3	3	1
MFA-OE -206.3	2	2	2	3
MFA-OE-206.4	3	3	3	3
Average	2.5	2.5	2.75	2.25

Semester- 3rd Open Elective

Examination:- Fundamental of Visual Art-II Max. Marks: - 40+10 Internal assessment
MFA-OE-305 Credit: 2 Time: 06 Hours

Instructions:

- 1) Themes/Subject matters/topics will be of multiple choices.
- 2) Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

Course Outcome –

MFA-OE-305.1 Practicing and creating art with different painting medium and developing artistic skill.

MFA-OE-305.2 Functional knowledge of tradition, conventions, and evolution of the discipline as related to issue of representation and illusion.

MFA-OE-305.3 Ability to synthesize the use of drawing, two dimensional compositions and colour.

MFA-OE-305.4 Enhances the emotional intelligence.

Details of course works:**Theory (2 Assignments)**

- Study of Colors, Medium of Color, pen and ink, water Colour, Oil Colour and Acrylic colour
- Knowledge of Principal of Arts (Balance, Unity, Harmony, Contrast, Dominance etc.)

Practical

1. Copy from master Art -Indian and Western painter (Medium-Water Color, Poster Color)-
Total no. of Assignment-2.
2. Landscape Painting Outdoor And Indoor, Nature Study (Poster Colour, Water Colour, Pencil Colour, Oil Colour, Acrylic Colour)- **Total no. of Assignment-3.**
3. **Sketches: - 20** (Object/ Figure/ Nature etc.)

CO-PO mapping matrix for the course MFA-OE-305 (Name of the Course: Open Elective)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
MFA-OE -305.1	2	3	1	2	1	3	-	1	3	-
MFA-OE-305.2	2	2	-	2	-	3	1	2	3	-
MFA-OE -305.3	1	1	1	-	-	2	-	1	1	-
MFA-OE-305.4	1	1	1	1	2	-	1	1	3	-
Average	1	1.75	0.75	1.25	0.75	2	0.5	1.25	2.5	-

CO-PSO mapping matrix for the course MFA-OE-305 (Name of the Course: Open Elective)

PSO	PSO1	PSO2	PSO3	PSO4
MFA-OE -305.1	3	2	3	2
MFA-OE-305.2	3	3	3	2

MFA-OE -305.3	2	3	2	3
MFA-OE-305.4	3	3	3	3
Average	2.75	2.75	2.75	2.5

CO-PO-PSO mapping matrix for all the course of MFA – Applied Art (Group- A)

Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3	PSO 4
MFA-P-101	01	01	01	01	0	0	01	02	02	0	03	2.75	2.75	2.75
MFA-A-102	2.33	2.5	2	2	1	2.75	3	3	2.33	0	2.75	2.75	2.5	2.5
MFA-A-103	3	2.25	1	2	1	3	1.66	2.75	3	1	2.75	3	2.75	2.5
MFA-A-104	2	2	1.66	1.33	1	1.66	1.66	2	2.75	1.25	2.5	2.75	2.5	2.5
MFA-P-201	01	01	01	01	0	0	01	02	02	0	3	03	2.75	2.75
MFA-A-202	1.5	2	2	2	2	2.75	2.5	1.5	1.33	3	3	2.75	2.5	2.25
MFA-A-203	1.5	2	1.5	2	3	2.33	1.5	1	2.33	3	2.75	2.5	2.5	2.5
MFA-A-204	1	1	1	1.33	1.33	2.25	1	1.5	1.5	1	2.5	2.75	2.5	2.5
MFA-A-205	1.5	1.75	2	1.5	1	1.75	1	0.5	2	0.25	2.5	2	2.75	2.5
MFA-P-206	1.25	1.75	1	2	0.25	-	1	1	3	-	2.5	2.5	2.75	2.25
MFA-A-301	03	03	01	03	02	02	01	01	03	01	03	2.5	2.5	03
MFA-A-302	1	1	1.5	1	2	2.33	1	1.66	2.75	1	2.5	2.75	2.75	2.25
MFA-A-303	1	1	1	1	1	1.5	1	1.5	2.75	1	2.75	3	2.75	2.75
MFA-A-304	1	2.25	2	1	1	2	0.5	0.25	2.5	0.25	2	2.75	1.75	2.5
MFA-P-305	1	1.75	0.75	1.25	0.75	2	0.5	1.25	2.5	-	2.75	2.75	2.75	2.5
MFA-A-401	03	03	01	03	02	02	01	01	03	01	03	2.5	2.5	03
MFA-A-402	2	3	2	1	0	3	1	1	1	1.66	2.5	2.5	2.25	2.75
MFA-A-403	2	2	2	2	1.66	2.5	2	1.5	2.66	1	2.75	2.5	3	2.5
MFA-A-404	1	1.33	2	1	1.33	1.33	1.66	1	1.75	1	2.5	3	2.5	2.75