



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVIFA  
B.F.A. Sem. VI (Batch 2017-18)

SUBJECT CODE	NAME OF SUBJECT	Teaching Scheme/Week			CREDITS	EXAMINATION SCHEME						TOTAL MARKS
		L	T	P		Theory			Practical			
						End sem university exam	Two Term Exam	Teacher Assessment	End sem university exam	Two Term Exam	Teacher Assessment	
BFA-601	History of Western Art	5	0	0	5	60	20	20	0	0	0	100

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

**Course Educational Objectives (CEOs):** The student will be able to:

- To familiarize the students to the history of fine arts in the West.
- To acquaint the students with great art movements of the West.

**Course Outcomes (COs):** The student should be able to:

- To enable the students to analyze the development fine art in the West and the life histories of great artists of the West in order to conceptualize their own artistic vocabulary and career.

### Paper I

#### BFA-601

#### History of Western Art (Theory)

##### Unit – 1

Baroque and Rococo Art Movement- Important artists including Merisi da Caravaggio, Peter Paul Rubens, Rembrandt, Bernini, Jean Antoine Watteau, [Francois Boucher](#), [Jean-Honore Fragonard](#) and [Jean-Honore Fragonard](#). Their Styles, Techniques, Subject Matter, Characteristics, etc.

##### Unit – 2

Early Renaissance Art Movement – Important artists including Leone Battista Alberti, Fra Angelico, Biagio d'Antonio, Giotto di Bondone, Donatello. Their Styles, Techniques, Subject Matter,



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Characteristics, etc. High Renaissance Art Movement – Important artists including Leonardo da Vinci, Michelangelo and Raphael. Their Styles, Techniques, Subject Matter, Characteristics, etc.

**Unit – 3**

Neoclassicism – Important artists including Antonio Canova, Jacques-Louis David, Francois Gerard, Antoine-Jean Gros, Jean-Auguste-Dominique Ingres, their Styles, Techniques, Subject Matter, Characteristics, etc.

**Unit – 4**

Romanticism- Important artists including William Blake, John Constable, Thomas Cole, Eugene Delacroix, J.M.W Turner, their Styles, Techniques, Subject Matter, Characteristics etc.

**Unit – 5**

Realism- Important artists including Gustave Courbet, Jean-François Millet, Honoré Daumier, Jean-Baptiste-Camille Corot, their Styles, Techniques, Subject Matter, Characteristics, etc.

**Recommended Readings:**

1. Cleaver, D. G. (1972). Art; an introduction. New York: Harcourt Brace Jovanovich. Chicago.
2. Tomory, Edith (2011). A History of Fine Arts in India and the West. Orient Black Swan Pvt. Ltd, New Delhi.
3. Janson, Anthony F. (2001). History of Art. Harry N. Abrams, Inc. Vendome Press, North America.
4. Buchholz, [Elke Linda](#); Kaeppele, [Susanne](#); Hille, [Karoline](#); Stotland, [Irina](#); Buhler, [Gerhard](#) (2007). Art: A World History 1st Edition. Harry N. Abrams, Inc. Vendome Press, North America



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BFA-602	Art Criticism	5	0	0	5	60	20	20	0	0	0	100

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

**Course Educational Objectives (CEOs):** The student will be able to:

- To familiarize the students to the great art critics and their works.
- To acquaint the students to the technique of writing about art.
- Develop confidence through building up knowledge and understanding of concepts and ideas in contemporary art.

**Course Outcomes (COs):** The student should be able to:

- To enable the students to analyze the development of art criticism and to enable them to write about works of artists in order to conceptualize their own artistic vocabulary and career.

**Paper II**

**BFA-602**

**Art Criticism**

**Unit – 1**



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Art Criticism of Diderot and Baudelaire. Understanding the life and work of art critics Diderot and Baudelaire. John Ruskin and the challenge of Modern Art. Understanding the life and work of art critic John Ruskin.

**Unit – 2**

Felix Fénéon's criticism of "Neo-Impressionism". Understanding the life and work of art critic Felix Fénéon.

**Unit – 3**

Guillaume Apollinaire, "Picasso, Painter and Draftsman" and "Young Artists: Picasso the painter". Understanding the life and work of art critic Guillaume Apollinaire.

**Unit – 4**

Kenyon Cox, "The Modern Spirit in Art". Understanding the life and work of art critic Kenyon Cox.

**Unit – 5**

Formalism, Experimentalism, Greenberg, Rosenberg, Interpreting art movements.

**Recommended Readings:**

1. Barrett, Terry. (1994). Criticizing Art: Understanding the Contemporary. Mayfield Publishing Company. Mountain View, California.
2. Roland Barthes. (1977). 'Rhetoric of the Image', in Image-Music-Text, ed. by Stephen Heath, London: Fontana.
3. Krauss, Rosalind E.(1985). The Originality of the Avant-Garde and Other Modernist Myths. MA: MIT Press, Cambridge.
4. Bryson, Norman. (1991). Visual Theory: Painting and Interpretation. HarperCollins Publishers, New York.



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BFA-603	Creative Landscape	0	0	8	4	0	0	0	60	0	40	100

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

**Course Educational Objectives (CEOs):** The student will be able to:

- To familiarize the students to the methods composing, drawing and perspective for Landscapes and creating imaginary landscapes from memory.
- To acquaint the students with the various techniques and mediums used to create landscapes in art and encourage experimental use of new media in landscapes.

**Course Outcomes (COs):** The student should be able to:

- To enable the students to analyze the various methods used in composing, drawing and perspective for Landscapes; in order to conceptualize their own artistic vocabulary and technique of Landscape.

### Paper III

#### BFA-603

#### Creative Landscape (Practical)

**Creative Landscape:** Innovative concepts of imaginary landscapes created in various mediums.

**Submissions required at the end of semester from each student:**

Total: 12 sheets in Full Imperial size, 3 Murals ( Canvas on Board size 2x3 ft.). One drawing copy of 50 pages A3 size.



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BFA-604	Composition	0	0	8	4	0	0	0	60	0	40	100

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

**Course Educational Objectives (CEOs):** The student will be able to:

- To familiarize the students to the use of imagination and principles of art in order to create original compositions.
- To acquaint the students about how to compose imaginary scenes on a picture plane.

**Course Outcomes (COs):** The student should be able to:

- To enable the students to apply the techniques learnt for composition and to conceptualize their own artistic techniques of composition.

## Paper IV

### BFA-604

#### Composition (Practical)

**Composition:** Creative Compositions based on Principles of art, Color Schemes, Rule of Thirds, Golden ratio, Perspective, etc. in mixed media, oil and acrylic. Experimental use of materials including textural art, fluid art, etc.

**Submissions required at the end of semester from each student:**

Total: 12 sheets in Full Imperial size. One drawing copy of 50 pages A3 size.



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BFA-605	Life Study	0	0	8	4	0	0	0	60	0	40	100

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

**Course Educational Objectives (CEOs):** The student will be able to:

- To familiarize the students to the skills of drawing human figures from life.
- To acquaint the students to anatomical details of human body, as well as the study of tonal variation and contours in human body.

**Course Outcomes (COs):** The student should be able to:

- To enable the students to sketch human figure from life as well as create (light and shade) through pencil and charcoal shading.

**Paper V**

**BFA-605**

**Life Study (Practical)**

**Life Study:** Painting of Life Study, Anatomical details of the Human Body, Proportions of body: Male, Female, Child. Watercolor and Oil study of light and shade.



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**Recommended Readings:**

- 1) Mendelowitz, Daniel Marcus (1993). A Guide to Drawing, Michigan, Harcourt Brace Jovanovich College Publishers.
- 2) Hogarth, Burne (1996). Dynamic Figure Drawing, New York: Watson-Guption Publications.

**Submissions required at the end of semester from each student:**

Total: 15 sheets in Full Imperial size (12 sheets in Oil colors and 3 sheets in Watercolor) . One drawing copy of 50 pages A3 size.

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BFA-606	Writing Skills for Media	2	0	4	4	60	20	20	0	0	50

Legends: L: Lecture, T:Tutorial, P: Practical. \*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):** The student will be able to:





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- To familiarize the students to the process of writing for various media.
- To acquaint the students to the gradual development and characteristics of writing about art for various media.

**Course Outcomes (COs):** The student should be able to:

- To enable the students to analyse the technique and characteristics of writing about art in order to create a strong foundation to conceptualize their own artistic expressions into words.
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## **PAPER- VI**

### **BFA-606**

#### **Writing Skills for Media**

### **Unit-I**

Types of media (featuring fine art information) including print, broadcast, outdoor and internet media – their characteristics, advantages, disadvantages and target audience.

### **Unit-II**

Types of fine art events Art Festivals/ Fairs, Exhibitions, Previews, Auctions, Competitions, Tours, Workshops, Conferences, Seminars, Residencies, Awards/Felicitations, Conclaves, Expert Talk and Performance- their characteristics.

### **Unit-III**



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Types of fine art content for media: Artist statement- Importance of an artist's statement. Characteristics of an Artist statement, Types of Artist statements including: Statement for artist portfolio, media and gallery. How to write an Artist statement. Artist Biography. Difference between an Artist Biography, Artist Curriculum Vitae and Artist Statement. Title of event- Techniques of giving an event a suitable title.

### Unit-IV

Literature of Art Journalism. Art journalism - Important points. Art Reporting - How to write a report about an art event. News Writing and Reporting (related to fine arts). How to write an art review and an art interview.

### Unit-V

Press Release (related to fine arts)- Parts of a press note, How to write a press note, Important do's and don'ts to write a press release for art events. Headline- Types of headlines. Press kit and its contents.

Practical:

- Writing Artist statement
- Writing Artist biography
- Ideation- Title of events
- Fine Art journalism – Event reports and writing press releases of Fine Arts Events
- News Writing and Reporting (related to fine arts) and writing art review/ interview.

Recommended readings:

1. Anton Shene, Bryn Parry. (2004). Successful Event Management. New Delhi: Thomson Learning
2. Judy, Alley. (2000). Event Planning. New Delhi: John Wiley and Sons.