



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore.

SVIFA

B.F.A

Course Code	Course Name	Teaching Scheme/Week			CREDITS	EXAMINATION SCHEME				
		L	T	P		Theory			Practical	
						End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher * Assessment
BFA-401	History of Art-IV	4	0	0	4	60	20	20	0	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***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:

- To familiarize the students to the History of Folk & Tribal Paintings in India.
- To acquaint the students to regional arts of each state of India.

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

- To enable the students to analyse the development Folk and Tribal Art in India in order to conceptualize their own artistic language and technique based on roots of indigenous Indian art.

Paper I

BFA-401

HISTORY OF ART -IV

Unit – 1

Definition and differences between Folk art, Tribal art, Primitive art, and Pre Historic art. Folk & Tribal Arts of India- Chattisgarh, Bihar. Their Styles, Techniques, Subject Matter, Characteristics etc.

Unit – 2

Orissa, Bengal - Folk & Tribal Art. Their Styles, Techniques, Subject Matter, Characteristics etc.

Unit – 3

Maharashtra, Andhra Pradesh- Folk & Tribal Art. Their Styles, Techniques, Subject Matter, Characteristics etc.

Unit – 4

Rajasthan, Gujarat - Folk & Tribal Art. Their Styles, Techniques, Subject Matter, Characteristics etc.



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Unit – 5

Bundelkhand, Madhya Pradesh- Folk & Tribal Art. Their Styles, Techniques, Subject Matter, Characteristics etc.

Recommended Readings:

1. Chaitanya, Krishna (1994) A History Of Indian Painting- The. Modern Period, New Delhi: Abhinav Publications.
2. Asher, F. M. 2003. Art of India; Prehistory to the Present. Chicago: Encyclopaedia Britannica.
3. Rai, Uday Narayan (2008). Bhartiya Kala, New Delhi: Rajkamal Prakashan.
4. Sharma, L.C. (2014). A Brief History of Indian Painting, Meerut: Krishna Prakashan.
5. Craven, Roy C. (1997). A Concise History of Indian Art, London, United Kingdom: Thames Hudson.



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BFA-402	Aesthetics-I	4	0	0	4	60	20	20	0	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***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:

- To familiarize the students to Indian Aesthetics and Art appreciation.
- To acquaint the students the relation of art with Nature, Mythology, Religion, Society, Life, etc.

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

- To enable the students to analyse the Indian Aesthetics that form the basis of artistic practice as well as criticism.

Paper II

BFA-402

Aesthetics-I

Unit- 1

What is Beauty? Definition of Beauty. Indian theories of Aesthetics.

Unit- 2

Chitra Sutra, Chitra Lakshana.

Unit-3

Rasa Siddhanta (Theory) by Bharata Muni, Abhinavgupta.

Unit-4

Religion and Art, Nature and Art.

Unit-5

Art and Society, Art and Life.

Recommended Readings:

1. Alsen, Albert. (1972) Purposes of art. International Thomson Publishing.
2. Tinio, Pablo P. L. (2014). The Cambridge Handbook of the Psychology of Aesthetics and the Arts, Cambridge University Press.
3. Veereshwar, Prakash. (2014) 'Aesthetics' . Krishna Prakashan.



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		L	T	P		Theory			Practical	
						End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher * Assessment
BFA-403	Landscape	0	0	8	4	0	0	0	60	40

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***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:

- To familiarize the students to the art of Landscape Painting.
- To acquaint the students with the various styles of Landscape Painting.

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

To enable the students to analyse the various styles and techniques of Landscape Painting and develop their own original technique of landscape painting.

Paper III

BFA-403

Landscape

Landscape: Perspective drawing techniques for landscapes, composing a landscape, watercolour landscape on paper, aerial perspective.



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		L	T	P		Theory			Practical	
						End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher * Assessment
BFA-404	Composition	0	0	8	4	0	0	0	60	40

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***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 students will be able to:

- To familiarize the students how to create realistic compositions.
- To acquaint the students with various techniques of creating realistic compositions.

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

To enable the students to create realistic compositions based on their imagination as well as principles and techniques of composition.

Paper IV
BFA-404
Composition

Composition: Realistic Compositions using five human figures based on Indian mythological Stories and Daily Life (Bus Stand, Auto Stand, Railway Station, Bank, Market Place, Festival Celebration, etc.)



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		L	T	P		Theory			Practical	
						End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher * Assessment
BFA-405	Portrait	0	0	8	4	0	0	0	60	40

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***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 students will be able to:

- To familiarize the students to create portraits in oil.
- To acquaint the students the various techniques and styles of oil portraits.

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

To enable the students to analyse the techniques and styles of oil portraits in order to create their individual technique of making oil portraits.

Paper V
BFA-405
Portrait

Portrait: Oil study - Portrait - Male, Female, Child. Self Portrait.

Project work: Outdoor sketching.

Recommended Readings:

1. Scott, Marilyn (2009). Oil Painter's Bible: An Essential Reference for the Practicing Artist, USA: Chartwell Books.
2. Gorst, Brian (2004). The Complete Oil Painter: The Essential Reference for Beginners to Professionals, New York: Watson,-Guptill Publications.
3. Macpherson, Kevin (2000). Fill Your Oil Paintings with Light & Color, United States: North Light Books.
4. Thompson, Daniel V. (1962). The Practice of Tempera Painting: Materials and Methods, USA: Dover Publications.



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SUBJECT CODE	NAME OF SUBJECT	Teaching Scheme/Week			CREDITS	EXAMINATION SCHEME				
		L	T	P		Theory			Practical	
						End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher* Assessment
BFA-606	Writing Skills for Media	2	0	4	4	60	20	20	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:

- 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.

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

Unit-III

Types of fine art content for media including:



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Artist statement- Importance of an artist's statement. How to write an Artist statement. Characteristics of an Artist statement, Types of Artist statements including: Statement for artist portfolio, media and gallery.

Artist biography- What to include in an 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 Arts Journalism. Art journalism - Important points. Arts Reporting - How to write a report about an art event. News Writing and Reporting (related to fine arts). How to write an art review. How to write 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- What to include in a press kit.

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.