



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore.

SVIFA

B.F.A. – Animation

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-501	History of Art-V	4	0	0	4	60	20	20	0	0

Legends: L - Lecture; T -

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 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-501

History of Art -V

Unit – 1

Prehistoric Art of Franco Cantabrian area including Spain, France and England. Their Styles, Techniques, Subject Matter, Characteristics, etc.

Unit – 2

Egyptian Art-Tombs, Pyramids, Sculptures and Paintings. Their Styles, Techniques, Subject Matter, Characteristics, etc. Art of Mesopotamia.



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Unit – 3

Greek art- Including four phases of Greek sculptures and Greek classical art.

Unit – 4

Romanesque art and Early Christian art.

Unit – 5

Byzantine art, Gothic art. 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.

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
BFAAN-502	Script Writing	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 students will be able to:

- To understand the concepts of script writing
- To learn the art of writing script for different types of media.

Course Outcomes (COs): After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- Students would be able to design newsletters, tabloids and newspapers.



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- Students would be able to design brochures, visiting cards.

Paper II

BFAAN-502

Script Writing

Unit I

Language & Communication- Introduction of script, Script: Meaning, Types of Stages, Language: Verbal & Non-Verbal, History of language, Development & concept of Print, Radio, Television/ Video and Web Script, Theory writing: Concept & Format, Indian Popular Script Writers.



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Unit II

Fundamental for scripting- role of script writer in media, Process of scripting; Idea, research, sequencing, opening & concluding, Principles of script writing, Types of stories; Character & plot, Basic quality for script writer.

Unit III

Scripting for Television- Writing visuals & different stages of script, Visual grammar, Concept of spoken languages, Different layouts of Television scripts; Full page & split page scripts; shooting & editing scripts. Writing for different Television Programs, News, Talk, Newsreel, Documentary, Drama, Music.

Unit IV

Scripting for Radio- Writing for Ear, Audio Grammar, Concept for Spoken Language, Writing for different radio programs, News, Talk, Newsreel, Writing for Documentary, Drama.

Unit V

Scripting for web- Use of sound, Visual, And Graphics to complement of words, Feature of scripting, Style, popular forms of scripting in web, Writing for different web formats, News, Articles, Feature, Advertisement etc. Convergence of Media.

Recommended Readings:

1. Carolyn M. Connally. (Latest Edition)., PygeMaker I .The Complete Reference.
2. Ted Alspach, . (Latest Edition). Pngeññner 7 for Windows .Visual Quickstart Guide.
3. Straczynski J. Michael, (2002). The Complete Book of Scriptwriting, Writer's Digest Books.



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		L	T	P		Theory			Practical	
						End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher * Assessment
BFAAN-503	Two Dimensional Animation-I	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 stages of two dimensional animation.
- To acquaint the students the relation of two dimensional animation with concept, character, composition, etc.

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

- To enable the students to develop two dimensional animation skills.

Paper III

Two Dimensional -I

Creating characters and applying animation principles to create two-dimensional animation.



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Course Code	Course Name	Teaching Scheme/Week			CREDITS	Theory			Practical	
		L	T	P		End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher * Assessment
		BFA-504	Composition	0		0	8	4	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 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-504
Composition

Composition: Creative Compositions based on Principles of Art, Focal Point, Golden Section, Color Schemes, Tonal Balance.

Submissions required at the end of semester from each student:

Total: 12 sheets in Full Imperial size. 3 Stretched Canvas (size:3ft.x2ft). One drawing copy of 50 pages A3 size.



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						End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher * Assessment
BFA-505	Life Drawing	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 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, charcoal shading and other dry mediums.
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Paper V

BFA-505

Life Drawing

Life Study: Drawing of Life Study, Anatomical details of the Human Body, Proportions of body: Male, Female, Child. Study of light and shade in Graphite, Charcoal and dry mediums.

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.
- 3) Dodson, Bert (2013). Keys to drawing, United States: FW Media Publications.
- 4) Enstice, Wayne (2011). Drawing: Space, Form, and Expression, India: Pearson Education.

Submissions required at the end of semester from each student:

Total: 15 sheets in Full Imperial size. One drawing copy of 50 pages A3 size.



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BBAI-501	Human Values and Professional Ethics	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 Objectives

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

Course Outcomes

- Help the learners to determine what action or life is best to do or live.
- Right conduct and good life.
- To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.

Paper VI BBAI-501

Human Values and Professional Ethics Unit I

Human Value

1. Definition, Essence, Features and Sources
2. Sources and Classification
3. Hierarchy of Values
4. Values Across Culture

Unit II

Morality

1. Definition, Moral Behaviour and Systems
2. Characteristics of Moral Standards
3. Values Vs Ethics Vs Morality
4. Impression Formation and Management



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Unit III

Leadership in Indian Ethical Perspective.

1. Leadership, Characteristics
2. Leadership in Business (Styles), Types of Leadership (Scriptural, Political, Business and Charismatic)
3. Leadership Behaviour, Leadership Transformation in terms of Shastras (Upanihads, Smritis and Manu-smriti).

Unit IV

Human Behavior – Indian Thoughts

1. Business Ethics its meaning and definition
2. Types, Objectives, Sources, Relevance in Business organisations.
3. Theories of Ethics, Codes of Ethics

Unit V

Globalization and Ethics

1. Sources of Indian Ethos & its impact on human behavior
2. Corporate Citizenship and Social Responsibility – Concept (in Business),
3. Work Ethics and factors affecting work Ethics.

Suggested Readings

1. Beteille, Andre (1991). Society and Politics in India. Athlone Press: New Jersey.
2. Chakraborty, S. K. (1999). Values and Ethics for Organizations. oxford university press
3. Fernando, A.C. (2009). Business Ethics - An Indian Perspective .India: Pearson Education: India
4. Fleddermann, Charles D. (2012). Engineering Ethics. New Jersey: Pearson Education / Prentice Hall.
5. Boatright, John R (2012). Ethics and the Conduct of Business. Pearson. Education: New Delhi.
6. Crane, Andrew and Matten, Dirk (2015). Business Ethics. Oxford University Press Inc: New York.
7. Murthy, C.S.V. (2016). Business Ethics – Text and Cases. Himalaya Publishing House Pvt. Ltd:Mumbai
8. Naagrajan, R.R (2016). Professional Ethics and Human Values. New Age International Publications: New Delhi



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