



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-501	History of Art-V	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 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.

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.

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BFA-502	Art Criticism-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 the History of Art Criticism.
- 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:

- Select and analyze artworks using the steps of art criticism to form precise conclusions.
- Compare and contrast contemporary and historical styles, identifying themes and trends.

Paper II
BFA-502
Art Criticism-I
Unit – 1

Art Criticism in India and the West: Definitions, Functions and examples.

Unit – 2

Origin and Historical development of art criticism in India and the West.

Unit – 3

Importance and purpose of art criticism. Art & Society, Art & Religion, Art & Imagination.

Unit – 4

Steps of art criticism including: Description, Analysis, Interpretation and Judgment.

Unit – 5

Important Theories of Art Criticism including: Imitationalism Theory of Art Criticism, Formalism Theory of Art Criticism, Emotionalism Theory of Art Criticism, Expressive Theory of Art Criticism.

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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						End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher * Assessment
BFA-503	Creative 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 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-503

Creative Landscape

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 Stretched Canvas (size: 1.5 ft.x2ft). One drawing copy of 50 pages A3 size.

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-504	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 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.

Course Code	Course Name	Teaching Scheme/Week			CREDITS	EXAMINATION SCHEME				
		L	T	P		Theory			Practical	
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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.

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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						End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher * Assessment
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

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