School of Design
Syllabus and Course Structure

B.V.A (Painting)
(2023-2027)

Academic Programmes

INTRODUCTION

Sovereignty is essential for any artist to form art. Making of art is a responsible act. Art Reaches to society and is perceived with immense sensitivity.

Art is Valuable and Immortal. Inspirations of work (art) boost the morale of artists to deliver on indefinite chain of culture. To build the cultural train even in the world on rapid digitization. Pure Art and ART & CRAFT. The profound creativity of our students is supported with and environment. The school of Design encourages the environment of classrooms or studios, which help them, Practice as a professional in the competitive world of rapid changes.

• **RESEARCH METHODOLOGY**
• **LETREATURE**
• **MOTIVATIONAL LECTURE**
• **WRITING & THINKING in ART**
• **TALK & SLIDES**

Through guidelines above initiative helped students to understand the possibilities of exploring the education in art in professional practices. In the world of severe competition, we understand the importance of expansion with good vision and strength. Reason behind opening up all the avenues of collaborations in India& abroad.

Internships various organization including government bodies & enterprises, collaborative programme with ministry of tribal affairs & msme etc. Government of India.

Students are encouraged for study tours to understand our legacy & heritage. Students are encouraged to document the art & culture at the length & breadth of the country not only to perceive but also to help the waning art sustain in the changing times.

both faculty & students are given all the possible support to participate in art shows & festivals all over India. The faculty members take active part in various lectures & demonstrations outside the campus spreading the culture of art education.

Graphic Design /graphic design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic design has a purpose or function. Usually its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience.

This subject introduces the student to art intended to communicate information and advertising. The focus is on studying and using layout and design concepts used in the graphic design field. The students will employ both analog media (drawing with pencil and paper, etc.) and digital media --

using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, and photography).

Photography, Advertising design, graphic design, illustration and animation/automation all disciplines that focus on effective and arresting visual communication. Advertising majors delve deeply into all aspects of the advertising process, from research/strategy, creative brief development, and campaign development to teamwork and presentation. Graphic design majors are challenged to research, develop, and refine projects that combine meaning with image-making and typographic form. Illustrators develop a strong personal style in their images and use their image-making skills to support the communication needs of a variety of clients in multiple contexts.

Mission Statement
The mission of the School of design is to build a successful career of its students. The school provides a prolific and dynamic program designed to meet individual needs of students with diverse aspirations, learning capacities, scope regimes, artistic sensibilities and innovations.

Program Mission Statement
The Program aims to encourage, foster and expose the students to a more diverse art and design practice through new research and developments within academic and professional parameters. From multidisciplinary approaches to self-directed studies, students initiate and integrate assimilated knowledge from a diverse range of subjects to arrive at innovative and challenging solutions to previously explored and unexplored notions including new technologies and techniques. Students are introduced to different ways of approaching, perceiving and appreciating advertising through studio and theory components within the course structure. Workshops, Seminars and Field visits help students to source trends and modern contexts through a critical eye. Fundamental knowledge of tools, materials and processes is complemented with development of ideas and concepts, leading to development of wearable and non-wearable portfolios, for the market as well as art Education.

Program Objectives:
An ability to apply profound understanding art of design methodology.
1. An ability to design and Production.
2. An ability to design a advertising Campaign.
3. An ability to Idea to output.
4. An ability to identify, Target audience and Market.
5. An understanding of professional and ethical responsibility.
6. An ability to communicate effectively.
7. An ability to understand photography and its tools.
8. The broad education necessary to understand the impact of Design in global, economic, environmental, and societal context
9. A recognition of the need for, and an ability to engage in life-long learning
10. A knowledge of contemporary issues to address present scenario.
11. Students demonstrate how elements of time and place influence the visual characteristics, content, purpose and message of works of art.

Strategic Plan

The School of Design at JECRC University is a platform for integrating contemporary design sensibilities with traditional aesthetic values. We provide a space for highly skilled crafts women/men, designers and new entrants who aspire to become professional in the field of graphic and design.

Program Objective's Assessment

The following table illustrates how each of the above program objectives is measured and the actions taken as a result of these measurements.

The three tools for assessments of program objectives are:

1. Employer Survey
2. Alumni Survey
3. Graduating Students Survey
4. Existing student Survey
5. Parents Survey

Objectives	How Measured	When to be Measured	Improvement Identified	Improvement Made
1	Graduating students survey	at conclusion of Four-year program	Better integration of skills required between different design areas	Development of projects and close monitoring of design objectives and outcomes
2	Alumni survey graduating students survey	Within one year of graduation	Diversity of exposure to various art and design outcomes	Close supervision of research-oriented projects and following of design events, fairs and competitions
3	Employer survey	Within one year of graduation after completion of community projects	Further development of industry-oriented assignments	More frequent interaction between academia and the industry through internships and visits
4	Graduating students survey	Conclusion of four year program	Identification of community related projects	Introduction of community based design modules as part of coursework
5	Alumni survey graduating students survey	Within one year of graduation	More emphasis on research and analytical skills	Emphasis on research skill development through theory courses
6.	Alumni survey graduating	Conclusion of four year	Development of communication	Regular critiques and presentations to

	students survey	program	and presentation skills	peers and professionals
7	Alumni survey employer survey	Within one year of graduation	Need for market surveys and comparative ad campaigns	Inclusion of target audiences, costing and marketing mix ad campaign

Course Outcomes are:

1   **Problem Solving**: Solve communication problems and carry projects from creation through to the production process; including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping, user testing, integration of feedback and the evaluation of outcomes.

2   **Communication**. Describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.

3   **Demonstration**. Create and develop visual concepts in response to communication problems, including an understanding of the principles of visual organization, information hierarchy, symbolic representation, typography, aesthetics, and the construction of original meaningful forms.

4   **Technique**. Understand tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include drawing, offset printing, photography, and time-based and interactive media.

5   **Application.** Be able both to determine the mode(s) of production required to achieve a specific product and to demonstrate level-appropriate mastery of skills, manual and/or digital, necessary to achieve those products. Apply the principles of color, composition, hierarchy, typography as they relate in the various media—digital, print, motion, 3-D, etc.—that exist in design.

6   **Aesthetic Fluency**. Recognize and apply aesthetic principles of design history, theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.

7   **Professionalism**. Understand the basic business practices and trade ethics related to graphic arts, including the ability to organize design projects and to work productively in client-designer and team relationships in the implementation and evaluation of projects.

8   **Portfolio.** Organize and present a portfolio of work that gives evidence of the skills, knowledge, and abilities to begin a graphic design career or transfer to a four-year college for additional study.

Program Specific Outcome:

PSO1: Demonstrate fluency in the visual vocabulary and technical skills relevant to graphic design:

- Demonstrate excellence in typographic practice using text typography, display typography, and grid systems across analogue and digital media.
- Display image-making expertise and the development of visual narratives using photography, illustration, and type-as-image across analog and digital media.
- Convey Ideas, clearly and confidently, in their work, their speech and their writing.

- Apply the rigor of research and conceptualization to their work via prototypes and presentations.

PSO2: Imagine and articulate research, conceptualization and varied solutions to any problem:
- Evaluate and synthesize different points of view and determine appropriate solutions to serve specific outcomes.
- Apply critical thinking and flexibility to formulate appropriate, practical, and actionable responses to any question.
- Think broadly, be receptive to provocative ideas, and be prepared to generate novel and unexpected outcomes
- Articulate the diverse ethical components associated with any cultural production.
- Integrate life-long learning practices to constantly evolve career-relevant skills.
- Recognize, be curious and tolerant of cultural and social diversity regarding both client and audience.

PSO3: Leverage research, innovative processing and context to generate effective ideas:
- Constantly and prominently consider the cultural, social and economical environment in which their ideas, products, and strategies will live.
- Learn through our multicultural learning environment to become "visual translators".
- Move confidently and creatively between inquiry, theory, and practice.
- Embrace the creative process as dynamic progression of research, speculation and experimentation, prototyping and refinement.
- Demonstrate knowledge of historical, current, and innovative events and ideas, and interpret those viewpoints through the framework of communication design.
- Assess the impact their actions have on other individuals, communities and the sustainability of our environment.

Program Educational Objective (PEO's):
A graduate of the Painting Program should:

PEO- I

    Creating Art: Students know and apply the arts, disciplines, techniques and processes to communicate in original or interpretive work.

PEO- II

    Art in Context: Students demonstrate how elements of time and space influence the visual characteristics, content, purpose and message of works of art.

PEO- III

    Art as Inquiry: Students demonstrate how the arts reveal universal concepts and themes. Students reflect upon and assess the characteristics and merits of their work and the work of others.

Title of Degree Program
Bachelor in Visual Art (Painting)
Definition of credit hour:
One credit hour is 1 hour of theory lecture and one credit hour is 2 hours of practical work.
Degree plan
Following is the list of courses from
BVA (painting)

Seme ster	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
I	1	BVI042A	FORM DERIVATIONS & MATERIAL STUDIES	Core & Minor for other discipline	0	0	8	8	4
	2		**ALLIED-DISCIPLINE ELECTIVE-I**	**Minor**	**4**	**0**	**0**	**4**	**4**
	3	BDE122B	DESIGN FOUNDATION	Core	0	0	8	8	4
	4	DCH001A	ENVIRONMENTAL SCIENCE	VAS	2	0	0	2	2
	5	DEN001A	COMMUNICATION SKILLS	AEC	2	0	2	4	3
	6	DIN001A	CULTURE EDUCATION-I	VAS	2	0	0	2	2
	7		**OPEN ELECTIVE-I**	Inter-disciplinary courses	**3**	**0**	**0**	**3**	**3**
				TOTAL =				31	22

Seme ster	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
II	1	BVI043A	ART APPRECIATION	Core & Other discipline Minor	4	0	0	4	4
	2		**ALLIED-DISCIPLINE ELECTIVE-II**	**Minor**	**4**	**0**	**0**	**4**	**4**
	3	BVI044A	VISUAL NARRATIVE & STORYBOARDING	Core	0	0	4	4	2
	4	BVI045A	GRAPHIC DESIGN FUNDAMENTALS	Core	0	0	4	4	2
	5	BVI106A	COMPUTER GRAPHICS-I	SEC	0	0	6	6	3
	6	DEN002A	PROFESSIONAL SKILLS	SEC	2	0	2	4	3
	7	DIN002A	CULTURE EDUCATION-II	VAS	2	0	0	2	2
	8		**OPEN ELECTIVE-II**	Inter-disciplinary courses	**3**	**0**	**0**	**3**	**3**
				TOTAL =				31	23

NOTE: Exit option available after Semester: II/Year: I, with **1-YEAR CERTIFICATE IN GRAPHIC DESIGN** after securing

49 Credits (22 Cr. + 23 Cr. + 4 Cr.), provided they secure **4 credits** in the following Skill-Enhancement Course, offeredduring the SUMMER TERM; in addition to **6 credits** from skill-based courses earned during FIRST AND SECOND SEMESTER *(BVA155A + DEN002A).*

COURSE CODE	COURSE NAME	COURSE CATEGORY	L	T	P	CONTACT HRS.	CREDIT
BDE128A	CRAFTS DESIGN & DEVELOPMENT	Summer Term Course (SEC)	0	0	8	8	4

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
III	1	BVI036B	Composition (Study) -I	Core & Minor for other discipline	0	0	8	8	4
	2		ALLIED-DISCIPLINE ELECTIVE-III	Minor	0	0	8	8	4
	3	BVI037B	History of Indian art	CORE	3	0	0	3	3
	4	BVI038B	Print Making -I	Core	0	0	4	4	2
	5	BVI039B	Study of Anatomy (Portrait)-I	VAS	0	0	4	4	2
	6	DEN003A	LIFE SKILLS-I (PERSONALITY DEVELOPMENT)	VAS	1	0	2	3	2
	7	DIN003A	VALUE EDUCATION-I	VAS	2	0	0	2	2
			OPEN ELECTIVE-III	Inter-disciplinary courses	3	0	0	3	3
				TOTAL =				35	22

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
IV	1	BVI040B	**Composition (Study) -II**	Core & Minor for other discipline	0	0	8	8	4
	2		**ALLIED-DISCIPLINE ELECTIVE-IV**	**Minor**	**0**	**0**	**8**	**8**	**4**
	3	**BVI041B**	**History of western art**	**CORE**	3	**0**	**0**	3	3
	4	BVI042B	**Study of Anatomy (Portrait)-II**	Core	0	0	6	6	3
	5	BVI043B	**Print Making -II**	VAS	0	0	6	6	3
	6	DMA011C	LIFE SKILLS-II	VAS	1	0	1	2	2
	7	DIN004A	VALUE EDUCATION-II	VAS	1	0	0	1	1
							TOTAL =	34	20

1. Exit option available after Semester: IV/Year: II, with **2-YEAR UG DIPLOMA IN GRAPHIC DESIGN** after securing **90Credits (22 Cr. + 23 Cr. + 20 Cr. + 21 Cr. + 4 Cr.)**, provided they secure **4 credits** in the following Skill-Enhancement Course, offered during the second year's SUMMER TERM.

COURSE CODE	COURSE NAME	COURSE CATEGORY	L	T	P	CONTACT HRS.	CREDIT
BVI049A	MAGAZINE DESIGN PROJECT	Summer Term Course (SEC)	0	0	8	8	4

2. Students continuing to **THIRD YEAR of the UG Program** will undergo a 'SUMMER INTERNSHIP' in the GRAPHIC DESIGN/ADVERTISING FIRM OR SIMILARINDUSTRY(120 hrs. of work/4-week), which will be evaluated in Semester: V/Year: III, through a Seminar/Presentation (L-T-P=0-0-0/4-credit).

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
V	1	BVI044B	Composition -III	Core & Minor for other discipline	0	0	8	8	4
	2		ALLIED-DISCIPLINE ELECTIVE-V	Minor	0	0	8	8	4
	3	BVI045B	History of western & far Eastern Art -I	CORE	3	0	0	3	3
	4	BVI046B	Print Making -III	Core	0	0	6	6	3
	5	BVI047B	Study of Anatomy (full figure)-III	VAS	0	0	6	6	3
	6	BVI048B	Indian Aesthetics and philosophy -I	VAS	3	0	0	3	3
							TOTAL =	33	20

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
VI	1	BVI049B	Composition -IV	Core & Minor for other discipline	0	0	8	8	4
	2		ALLIED-DISCIPLINE ELECTIVE-VI	Minor	0	0	8	8	4
	3	BVI050B	Study of Anatomy (full figure)-IV	CORE	0	0	6	6	3
	4	BVI051B	Print Making -IV	Core	0	0	4	4	2
	5	BVI052B	History of western & far Eastern Art-II	VAS	3	0	0	3	3
	6	BVI053B	Western Aesthetics and philosophy -I	VAS	3	0	0	3	3
							TOTAL =	32	19

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
VII	1	BVI054B	**Composition -IV**	Core & Minor for other discipline	0	**0**	8	8	4
	2	BVI055B	**ALLIED-DISCIPLINE ELECTIVE-VII**	**Minor**	0	**0**	8	8	4
	3	**BVI056B**	**Indian Modern art -I**	**CORE**	**0**	3	0	3	**3**
	4	BVI057B	**Western Modern Art -I**	Core	**0**	3	0	3	**3**
	5	BVI058B	**Study/ Creative Drawing-V**	VAS	0	**0**	4	4	**2**
	6	BVI059B	**Print Making -V**	VAS	0	**0**	6	6	**3**
							TOTAL =	32	19

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
VIII	1	BVI035B	START-UPS & SELF-EMPLOYABILTY	Core & Minor for other discipline	4	0	0	4	4
	2		**ALLIED-DISCIPLINE ELECTIVE-VIII**	**Minor**	4	0	0	4	4
	3	BDE040B	**Internship**	**CORE**	0	0	0	0	4
	4	BVI060B	**Seminar / Synopsis**	Core	0	0	18	18	9
	5	BVI064B	**Portfolio Submission**	VAS				6	
							TOTAL =	32	21

Semester Wise Credit Distribution

1st	2nd	3rd	4th	5th	6th	7th	8th	Total	Minimum credit Required
22	23	22	20	20	19	19	21	166	