

**Bloom's Taxonomy Levels:**


1. Remember    2. Understand    3. Application    4. Analysis    5. Evaluation    6. Creation

**Programme Name: PDVA-I (Applied Arts)**

**Programme Specific Outcome(PSO)**

- PSO1    Advance understanding of designing and Advertising Campaign.
- PSO2    Importance of Copywriting.
- PSO3    Visual Impact on the Design
- PSO4    How colors are important for good design
- PSO5    Understanding how advanced technology has changed the perspective of design
- PSO6    Understanding products and the photography process
- PSO7    Advance Layout process
- PSO8    Overall display of the projects.


## Syllabus of Courses

		<b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Fine Arts</b> <b>Department of Applied Arts</b>		<b>Academic Year</b>		<b>2019-20</b>					
<b>PDVA-I - FSPDVA-I: Regular Programme</b>											
<b>Year</b>	<b>I</b>	<b>Core / Elective / Foundation</b> <b>APA7101: Visualization I</b>		<b>Credits / Hours per week</b>		<b>16</b>					
<b>Semester</b>	<b>I</b>	Year of Introduction: 1949 Year of Syllabus Revision: 2012		<b>Maximum Marks / Grade</b>		<b>100</b>					
<b>Mode of Transaction</b>		Lecture Demonstration									
<b>Course Outcome (CO) APA2101</b>											
CO1 Understanding the demand and creating a product CO2 Analyzing the product and creating advertisement Strategy CO3 Packaging Design for the overall appearance of the product CO4 Applying topography in the new Technology of Social Media CO5 Evaluating Social issues and creating Poster for the same CO6 Creating an impactful poster design to attract maximum view											
<b>Unit No.</b>	<b>Topic/Unit</b>			<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)</b>


1	FMCG Product Ad Campaign	40	40	1	CO1	PSO1	Ent, SD	L, N, R, G	ES, HV, PE
2	Typography Poster on any Service Campaign for Social Media	40	40	1	CO2	PSO1			
3	Set of 3 Poster on Social Awareness	20	20	2, 3, 4	CO3	PSO1 PSO2 PSO4 PSO7 PSO8			

**Reference Books**


1.	Ogilvy on advertisement
2.	The tipping poin
3.	The Brand Gap
4.	On web typography
5.	Milton Glaser Poster

		<b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Fine Arts</b> <b>Department of Applied Arts</b>			<b>Academic Year</b>			<b>2019-20</b>				
<b>PDVA-I - FSPDVA-I: Regular Programme</b>												
<b>Year</b>		<b>I</b>			<b>Core / Elective / Foundation</b> <b>APA7102: Illustration I</b>			<b>Credits / Hours per week</b>			<b>16</b>	
<b>Semester</b>		<b>I</b>			Year of Introduction: 1949 Year of Syllabus Revision: 2012			<b>Maximum Marks / Grade</b>			<b>100</b>	
<b>Mode of Transaction</b>		Lecture Demonstration										
<b>Course Outcome (CO) APA2102</b> CO1 Understanding the demand and creating a product CO2 Analyzing the product and creating advertisement Strategy CO3 Packaging Design for the overall appearance of the product CO4 Applying topography in the new Technology of Social Media CO5 Evaluating Social issues and creating Poster for the same CO6 Creating an impactful poster design to attract maximum view												
<b>Unit No.</b>	<b>Topic/Unit</b>				<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Element s of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV)and Professional Ethics (PE)</b>
1	Life Study				30	30	1	CO1	PSO1			
2	Head Study				30	30	1	CO2	PSO1			
3	Composition Architect Study (Interior and Exterior)				40	40	2, 3, 4	CO3	PSO1 PSO2			

						PSO4 PSO7 PSO8	Ent, SD	L, N, R, G	ES, HV, PE
<b>Reference Books</b>									
1.	Creative Illustration by by Andrew Loomis								
2.	Illustration Workshop: Find Your Style, Practice Drawing Skills, and Build a Stellar Portfolio (Craft Books, Books for Artists, Creative Books)								
3.	Skulls & Anatomy: Copyright Free Vintage Illustrations for Artists and Designers by Kale James								
4.	The Complete Guide to Perspective Drawing: From One-Point to Six-Point by by Craig Attebery								

		<b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Fine Arts</b> <b>Department of Applied Arts</b>			<b>Academic Year</b>			<b>2019-20</b>			
<b>PDVA-I - SSPDVA-I: Regular Programme</b>											
<b>Year</b>		<b>I</b>		<b>Core / Elective / Foundation</b> <b>APA7201: Visualization-II</b>			<b>Credits / Hours per week</b>			<b>16</b>	
<b>Semester</b>		<b>II</b>		Year of Introduction: 1949 Year of Syllabus Revision: 2012			<b>Maximum Marks / Grade</b>			<b>100</b>	
<b>Mode of Transaction</b>		Lecture Demonstration									
<b>Course Outcome (CO) APA220</b> CO1 Understanding Traditional crafts of India CO2 Impact of culture on design CO3 Analyzing market before launching any product CO4 Evaluating the needs of target audience CO5 Understand advance layout design CO6 Applications of new technology on design											
<b>Unit No.</b>	<b>Topic/Unit</b>			<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Element s of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV)and Professional Ethics (PE)</b>
1	360 Handicraft campaign			06	10	1	CO1	PSO1	Ent, SD	L, N, R, G	ES, HV, PE
2	New product Launch			08	13	1	CO2	PSO1			

<b>Reference Books</b>	
1.	Craft tradition of India
2.	The Work of Craft
3.	The Brand Gap
4.	On web typography
5.	Milton Glaser Poster

		<b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Fine Arts</b> <b>Department of Applied Arts</b>			<b>Academic Year</b>			<b>2019-20</b>				
<b>PDVA-I - FSPDVA-I: Regular Programme</b>												
<b>Year</b>	<b>I</b>	<b>Core / Elective / Foundation</b> <b>APA7202 2: Illustration II</b>			<b>Credits / Hours per week</b>			<b>16</b>				
<b>Semester</b>	<b>II</b>	Year of Introduction: 1949 Year of Syllabus Revision: 2012			<b>Maximum Marks / Grade</b>			<b>100</b>				
<b>Mode of Transaction</b>		Lecture Demonstration										
<b>Course Outcome (CO) APA2202</b> CO1 Develop the Understanding of light and shade CO2 Analyzing the defiance between drawing and illustration CO3 Develop the understanding of the perspective drawing CO4 Develop the understanding of Perspective drawing CO5 Able to understand the of internal and the exterior drawing CO6 Creating an impactful illustration for the specific reason												
<b>Unit No.</b>	<b>Topic/Unit</b>				<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Element s of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV)and Professional Ethics (PE)</b>
1	Life Study				30	30	1	CO1	PSO1			
2	Head Study				30	30	1	CO2	PSO1			
3	Composition Architect Study (Interior and Exterior)				40	40	2, 3, 4	CO3	PSO1 PSO2			



						PSO4 PSO7 PSO8	Ent, SD	L, N, R, G	ES, HV, PE
<b>Reference Books</b>									
1.	Creative Illustration by by Andrew Loomis								
2.	Illustration Workshop: Find Your Style, Practice Drawing Skills, and Build a Stellar Portfolio (Craft Books, Books for Artists, Creative Books)								
3.	Skulls & Anatomy: Copyright Free Vintage Illustrations for Artists and Designers by Kale James								
4.	The Complete Guide to Perspective Drawing: From One-Point to Six-Point by by Craig Attebery								

**Bloom's Taxonomy Levels:**


1. Remember    2. Understand    3. Application    4. Analysis    5. Evaluation    6. Creation

**Programme Name: PDVA-II (Applied Arts)**

**Programme Specific Outcome(PSO)**

- PSO1 Applied Art is more adaptable to use. Gives practical and workable solutions for effective communication
- PSO2 Exposure to various mediums in design, its techniques, also exposure to kinds of print medias
- PSO3 Exposure to field trips, design workshops, holding exhibitions etc.
- PSO4 Better understanding of different digital Medias, latest design trends, copywriting, industry procedures, marketing etc.
- PSO5 Understanding dissertation writing on a specific chosen subject. Helps in continuing future research study
- PSO6 Through diversity of culture in the department, student will be able to investigate between past and present visual design theories and its implementations.
- PSO7 Creating and developing a brand and convert it into a fruitful business.
- PSO8 Experiencing agency and design studio work culture in the form of internship.

## Syllabus of Courses

		<b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Fine Arts</b> <b>Department of Applied Arts</b>		<b>Academic Year</b>			<b>2019-20</b>					
<b>PDVA-II - FSPDVA-II: Regular Programme</b>												
<b>Year</b>	<b>II</b>	<b>Core / Elective / Foundation</b> <b>APA7304: Internship</b>			<b>Credits / Hours per week</b>			<b>01</b>				
<b>Semester</b>	<b>I</b>	Year of Introduction: 1949 Year of Syllabus Revision: 2012			<b>Maximum Marks / Grade</b>			<b>100</b>				
<b>Mode of Transaction</b>		Lecture Demonstration										
<b>Course Outcome (CO) APA2303</b>												
CO1 understanding the work culture of ad agency and design studios CO2 understanding of design, strategy, communication techniques, brand building, business development, analytics, etc CO3 learning problem solving, creative thinking, project management, copywriting, thinking outside the box CO4 Building healthy relationship with different expertise of the field CO5 exposure to visit Pitch meetings, recording studios, shoot fields, practical fields and meeting ad industry tycoons CO6 Building a great portfolio and aim for the specific sector of ad industry												
<b>Unit No.</b>	<b>Topic/Unit</b>				<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)</b>
1	understanding the work culture of ad agency and design studios				06	10	1	CO1	PSO1			

	what work is done in agency? How client gives work to agency? How many departments are there? How they work and divide the work?						Emp, Ent, SD	L, N, R, G	G, ES, HV, PE
2	understanding of design, strategy, communication techniques, brand building, business development, analytics, etc how ad business is developed? How multi tasking is done with efficiency? Analysis is done in what manner?	08	13	1	CO2	PSO1			
3	learning problem solving, creative thinking, project management, copywriting, thinking outside the box A student learns problem solving method. Efficiency of time management is easily carried in work. Thinking outside the box helps the student to build his work an original piece of art.	08	14	2, 3, 4	CO3	PSO1 PSO2 PSO4 PSO7 PSO8			
4	Building healthy relationship with different expertise of the field Exposure to different people, their work routines, schedules, style of working etc. helps in building a great contact for future.	08	13	1, 2, 3	CO4	PSO1 PSO3			
5	exposure to visit Pitch meetings, recording studios, shoot fields, practical fields and meeting ad industry tycoons	06	11	1	CO5	PSO1 PSO5			
6	Building a great portfolio and aim for the specific sector of ad industry With experience of ad agency, an idea of, what a student has to do in career becomes clear and helps one in building a great portfolio.	08	13	1,2	CO5	PSO1 PSO7			


**Reference Books**

1.	Advertising, Art & Ideas – Dr. G.M Rege
2.	Advertising Hand Book – Barton –Roger Boviton Modern Advertising – Hepnar



1	<p>Corporate communication campaign</p> <p>A programme to understand and create visual solutions for designing corporate communication campaign based on various items like image building ad campaign, publications, community relations, corporate catalogues, annual reports, press kit, community magazines, identity media and corporate events, keeping in mind building corporate awareness and credibility.</p> <p>Corporate Design (Institutional)</p> <p>Logo</p> <p>Stationary,</p> <p>Other Application,</p> <p>Manual/ Corporate Ads ,</p> <p>Annual Report ,</p> <p>Corporate Presentation PPT = 15 Slides / Web Page</p>		10	1	CO1	PSO1	Emp, Ent, SD	L, N, R, G	G, ES, HV, PE
2	<p>Campaign For Election Commission &amp; Voting Awareness Advertising For Government Sector</p> <p>Type Oriented - 4 Ads</p> <p>Image Oriented - 4 Ads</p> <p>Folder/</p> <p>Information Booklet</p> <p>Coverpage</p>	08	13	1	CO2	PSO1			
3	<p>Design promoting campaign</p> <p>Design Promoting Campaign For New News Tv Channel Launch Or A Complete Brand Development For Organic Food Product</p> <p>Brand Name Design</p> <p>Design Master Franchise Outlet / News Discussion Stage</p> <p>Packaging</p> <p>App Design And Ux+Ui</p> <p>4 Ads</p> <p>Dangler/ Show Card</p>	08	14	2, 3, 4	CO3	PSO1 PSO2 PSO4 PSO7 PSO8			
4	<p>Social awareness ad campaign and ambient media</p> <p>Create Posters On</p> <p>Social Issue/</p> <p>Treatment And Its Parts</p> <p>4 Ads/ Poster</p> <p>An Ambient Documentary Of 3-4 Min. Story Boarding</p> <p>Interactive Ambient Media</p> <p>5 Outdoor &amp; 5 Indoor Media</p>	08	13	1, 2, 3	CO4	PSO1 PSO3			
5	<p>documentation of culture</p> <p>Taking Indian Culture and its vast tradition which has been survived by its people and place. Whether it's a technique, an handicraft, a</p>	06	11	1	CO5	PSO1 PSO5			

	place, a monument, a village, its people or handloom etc. are to be documented and compiled into a book and visual documentary								
6	info graphics design making posters on any social, service issue	08	13	1,2	CO5	PSO1 PSO7			
<b>reference Books</b>									
1.	Advertising Procedure – Otoklepner								
2.	Designing Brand identity –Alina wheeler								

		<b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Fine Arts</b> <b>Department of Applied Arts</b>			<b>Academic Year</b>			<b>2019-20</b>			
<b>PDVA-II - FSPDVA-II: Regular Programme</b>											
<b>Year</b>		<b>II</b>		<b>Core / Elective / Foundation</b> <b>APA7302: Illustration-III</b>			<b>Credits / Hours per week</b>			<b>16</b>	
<b>Semester</b>		<b>I</b>		Year of Introduction: 1949 Year of Syllabus Revision: 2012			<b>Maximum Marks / Grade</b>			<b>100</b>	
<b>Mode of Transaction</b>		Lecture Demonstration									
<b>Course Outcome (CO) APA2302</b>											
CO1 Advanced learning of Illustration as one of the prominent medium of Visual Communication and Applied Arts. CO2 Technical and Theoretical study based on Contemporary market demand and Trend forecast. CO3 Focus on Digital medium simultaneously training in Traditional methods of Illustration. CO4 Enhancement of Creativity and Originality in Project based tasks. CO5 Mandatory Internship and market experience enhances work ability and entrepreneurship. CO6 Artistic approach and Design oriented process is key point of the system.											
<b>Unit No.</b>	<b>Topic/Unit</b>			<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Element s of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV)and Professional Ethics (PE)</b>
1	Figure Composition Practicing live sketching with creative stylization and execute in unique way.			24	20	2,3,4	CO1 CO6	PSO1	Emp, Ent, SD	L, N, R, G	G, ES, HV, PE
2	Story Illustration Study the story (own created or existing one) and draw a mood board			24	20	1,2,5	CO2	PSO1			



	and narrate it in your own stylization. Illustrations stylization is based on the age group of reader.								
3	Period Composition. Single and multi figure compositions for advertising in line, wash and colour. Experiment different techniques to represent human figures in different composition in the context of Advertising. Make sure the requirement of the ad and target audience.	24	20	2, 3, 5	CO3 CO4 CO5	PSO1 PSO2 PSO4 PSO7 PSO8			
4	Adaptation of different styles and techniques of painting and Illustration along with Secondary research with analysis.	24	20	5,6	CO3	PSO1 PSO3			
5	Ancient and modern-illustrations. Indian, Western and Far Eastern etc. Study the existed ancient and modern Illustration and the Illustrator, analyze them and interpret them as it is in suitable medium.	24	20	3,4,5	CO5 CO6	PSO1 PSO5			

--	--	--	--	--	--	--	--	--	--

<b>Reference Books</b>									
------------------------	--	--	--	--	--	--	--	--	--

1.	Creative Illustration, Andrew Loomis
2.	Illustrating Children's Books: Creating Pictures for Publication, Martin Salisbury
3.	Becoming a successful Illustrator, Derek Brazell and Jo Davies



**The Maharaja Sayajirao University of Baroda**  
**Faculty Technology and Engineering**  
**Department of Applied Physics**

Academic Year

2019-20

**PDVA-II - SSPDVA-II: Regular Programme**

<b>Year</b>	<b>II</b>	<b>Core / Elective / Foundation</b> <b>APA7401: Visualization-IV</b>	<b>Credits / Hours per week</b>	<b>16</b>
<b>Semester</b>	<b>II</b>	Year of Introduction: 1949 Year of Syllabus Revision: 2012	<b>Maximum Marks / Grade</b>	<b>100</b>
<b>Mode of Transaction</b>		Lecture Demonstration		


**Course Outcome (CO) APA2401**

- CO1 Execute social design project
- CO2 Designing 360 product campaign
- CO3 Co- Branding

<b>Unit No.</b>	<b>Topic/Unit</b>	<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)</b>
1	Execute social design project Selecting Any NGO And creating event for it	06	10	1	CO1	PSO1	Emp, Ent, SD	L, N, R, G	G, ES, HV, PE

	<p>Logo &amp; Logo Process  Invitation Card  3 Ads  2 Posters  Hoarding  Ticket  Trophy/Award  Stage Design  Press Kit Folder  Facebook Page  Installation Branding</p> <p>Learning the branding techniques, layout, series of single brand etc.  Advertising campaign for social awareness A programme to create and design an advertising campaign for social awareness subject as a part of our attempt to understand the society, its problem and help to find out relevant solutions in creative visual language as a designer.</p>								
2	<p>Designing 360 product campaign  Designing 360 Ad Campaign for FMCG/Non FMCG product  Brand Name Design  4Ads  2posters  Hoarding  Dangler/Showcard  Packaging  Ambient Media  Installation Branding</p> <p>Understanding of what a 360 campaign means. How does it play an important role in design?</p>	08	13	1	CO2	PSO1			
3	<p>Co- Branding  4 Ads  2 Posters  Interactive Design  Any 2 Other Medias</p> <p>How co branding works in real life? How 2 brands together works in for a single campaign.</p>	08	14	2, 3, 4	CO3	PSO1 PSO2 PSO4 PSO7 PSO8			

<b>Reference Books</b>	
1.	The Elements of Typographic Style Robert Bringhurst
2.	How to... Michael Bierut

		<b>The Maharaja Sayajirao University of Baroda</b> <b>Faculty of Fine Arts</b> <b>Department of Applied Arts</b>			<b>Academic Year</b>			<b>2019-20</b>				
<b>PDVA-II - SSPDVA-II: Regular Programme</b>												
<b>Year</b>		<b>II</b>			<b>Core / Elective / Foundation</b> <b>APA7402: Illustration-IV</b>			<b>Credits / Hours per week</b>			<b>16</b>	
<b>Semester</b>		<b>II</b>			Year of Introduction: 1949 Year of Syllabus Revision: 2012			<b>Maximum Marks / Grade</b>			<b>100</b>	
<b>Mode of Transaction</b>		Lecture Demonstration										
<b>Course Outcome (CO) APA2402</b>												
CO1 Advanced learning of Illustration as one of the prominent medium of Visual Communication and Applied Arts. CO2 Technical and Theoretical study based on Contemporary market demand and Trend forecast. CO3 Focus on Digital medium simultaneously training in Traditional methods of Illustration. CO4 Enhancement of Creativity and Originality in Project based tasks. CO5 Mandatory Internship and market experience enhances work ability and entrepreneurship. CO6 Artistic approach and Design oriented process is key point of the system.												
<b>Unit No.</b>	<b>Topic/Unit</b>				<b>Contact Hours</b>	<b>Weightage (%)</b>	<b>BT Level</b>	<b>CO</b>	<b>PSO</b>	<b>Element s of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)</b>	<b>Relevance to Local (L)/ National (N)/ Regional (R)/Global (G) developmental needs</b>	<b>Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV)and Professional Ethics (PE)</b>
1	Studies and Compositions of Industrial plants and Establishments in different media and techniques. Research existed Industrial plant near by your home town or accommodation. Try to interpret those plants into different stylization along with modifying their existed visual look and experiment with				20	20	1	CO1	PSO1	Emp, Ent, SD	L, N, R, G	G, ES, HV, PE

	different techniques.								
2	Specimen copies in any of the following graphic media: Lithography, photography, etching and wood engraving. Secondary research on mentioned Reproduction processes and collects different samples from market along with their brief. Try to interpret them into your style and understand it.	40	40	1	CO2 CO3	PSO1			
3	Developing an individual style and techniques of Illustration. Most essential tool of an Illustrator is his/her stylization. Practicing and experiment different style and techniques for the innovation and satisfying the client's requirement.	40	40	2, 3, 4	CO3 CO4 CO5	PSO1 PSO2 PSO4 PSO7 PSO8			

<b>Reference Books</b>	
1.	Creative Illustration, Andrew Loomis
2.	Illustrating Children's Books: Creating Pictures for Publication, Martin Salisbury
3.	Becoming a successful Illustrator, Derek Brazell and Jo Davies