



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore.

SVIFA

B.F.A

SUBJECT CODE	NAME OF SUBJECT	Teaching Scheme/Week			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
						Theory			Practical		
		L	T	P		End sem university exam	Two Term Exam	Teacher Assessment	End sem university exam	Teacher Assessment	
BFA-801	History of Art-Japan, Persia.	5	0	0	5	60	20	20	0	0	100

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:

- understand the history of Art of Japan and Persia.
- acquaint the students with Art and its technique in China and Japan.

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

- analyze the historical development of fine art in Japan and Persia and its various styles.

PAPER-I

BFA-801

History of Art - Japan, Persia.

Unit – I

An Introduction to Japanese Art, Japanese art and its technique, Historical development of Japanese Art.

Unit – II

Asuka Period, Nara Period, Heian Period, Kamakura Period, Characteristics etc.

Unit – III

Moromachi or Ashikaga period, Momoyama Period, Edo or Tokugawa Period.

Unit – IV

Historical and Artistic Background of Persian Art, Artistic Contribution of Persia. Characteristics etc.

Unit – V

The art of Islamic Iran, The Art of Seljuk Period, Art of Mongol Period, Art of Timurid Period.

Recommended Readings:

- Moya, Carey (2018), Persian Art: Collecting the Arts of Iran in the Nineteenth Century.
- Sheila Canby (2000). The Golden Age of Persian Art 1501-122.



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						End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher* Assessment
BFA-802	Aesthetics III	5	0	0	5	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 familiarize the students to western aesthetics and Art appreciation
- To understand the nature of art and its scope in the factual world.

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

- Establish the concept of Art in their in their consciousness.
- Acquaint with art from expansive viewpoint.

Paper II

BFA802

Aesthetics III

COURSE CONTENTS:

UNIT-I

Plato's views on Art and Aesthetics, Aristotle's theory of imitation and the concepts of catharsis.

Nature of Beauty: Plato, Aristotle, Plotinus

UNIT-II

Beauty and ugly: Views of Plotinus, St. Augustine and David Hume.

UNIT-III

Kant, Hegel (about their philosophies and Biography)

UNIT-IV

Sigmund Freud on Aesthetics and psychology of wish fulfillment, Theory of Dreams, It's influence on surrealist movement.

UNIT-V

Roger Fry on vision and design.



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Clive Bell on Aesthetics Hypothesis and post impressionism.

Suggested Readings

- Aristotle. Poetics (1996). Translated by Malcolm Heath, Penguin Classics, London: Penguin.
- Bell, C (1987). Art. Oxford, Oxford University Press.
- Hegel, G.W.F. (1975). Aesthetics, trans. T.M. Knox, Oxford, Clarendon Press.



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						Theory			Practical	
		L	T	P		End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher* Assessment
BFA-803	Creative 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 student will be able to:

- introduce the students to drawing portrait in an effective manner.
- acquaint the students to new techniques and modification of basic concepts to enhance the fundamental portrait styles.

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

- enable the students to sketch portraits from life by using advanced techniques like texture and shades detailing.

Paper III

BFA803 Creative Portrait

COURSE CONTENTS:

Creative Portrait Drawing: Drawing and sketching of Portrait using oil, acrylic and water colours, Anatomical details of Face, Proportions of face: Male, Female, Child, Elderly person.

Recommended Readings:

- 1) Portrait Painting Atelier: Old Master Techniques and Contemporary Applications by *Suzanne Brooker (2010)*.
- 2) A Treatise on Portrait Painting: An Exploration in Palettes & Styles by *Cheryl Kline(2015)*.
- 3) The Art of Drawing & Painting Portraits by *Tim Chambers, Ken Goldman, Peggi Habets (2012)*



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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-804	Creative Composition	0	0	8	4	0	0	0	60	40

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:

- draw and paint highly creative compositions.
- acquaint themselves to new ideas and manners of the technicality of compositions.

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

- draw composition with his own creative ability.

Paper IV

BFA804

Creative composition

COURSE CONTENTS:

Composition with three human figure and nature, Imaginative composition with figure and nature, Realistic composition, fully figurative composition, creative and abstract composition. Size of sheet: A3. Minimum 15 submissions at conclusion of semester.

Recommended Readings:

- 1) Smith, Stan (2014). Anatomy, Perspective and Composition for the Artist.
- 2) Uspenskiĭ, Boris Andreevich, (1973). A Poetics of Composition: The Structure of the Artistic Text and Typology of a compositional form.



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SUBJECT CODE	NAME OF SUBJECT	Teaching Scheme/Week			CREDITS	EXAMINATION SCHEME				
						Theory			Practical	
		L	T	P		End sem university exam	Two Term Exam	Teacher * Assessment	End sem university exam	Teacher* Assessment
BFA-805	MURAL	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:

- understand the process of creating original murals.
- acquaint themselves with the gradual development and characteristics of murals in India.

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

- analyze the development and characteristics of Indian mural technique in order to create a strong foundation to conceptualize their own artistic expressions and career.

Paper V

BFA805

MURAL

COURSE CONTENTS:

Mural on Cardboard/ Masonite Board or any brittle surface using Tempera/ Gouache / Watercolor graded wash/ Mixed Media.

Or

Mural on cloth using Acrylic /Earth colors/ Earth minerals with earth mineral pigments.

Or

Fresco Secco/ Fresco Bueno using Tempera/ Gouache/ Mixed Media.

Minimum 4 submissions at conclusion of semester. Size: 2.5x3 feet/ 3x3 feet

Note: At least one submission in each of the above mentioned Categories is compulsory.



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COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
HU501	SOC. SC., ARTS& HUM	Technical Communication and Entrepreneurship	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 on 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:

- Focus on the communicative abilities of interpretation, expression and negotiation.

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

- Learn and develop their competency through a variety of activities and tasks.
- Understand exchanges of information with use of right grammar.
- Implement knowledge and skills needed to run a business successfully.

COURSE CONTENTS

Unit I

Introduction to Technical Communication and Entrepreneurship

Technical Communication: Language and communication, differences between speech and writing, distinct features of speech, distinct features of technical writing. Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur, Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

Unit II

Technical Writing (A)

Technical writing process including forms of discourse, methods of development, writing and revising drafts, collaborative writing, and creating indexes, technical writing style and language.

Unit III

Technical Writing (B)

Technical Writing: Scientific and technical subjects; formal and informal writings; formal



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writings/reports, handbooks, manuals, letters, memorandum, notices, agenda, minutes;
spotting errors.

Unit IV

Enterprise and Project Reports

Small Enterprises – Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal – Sources of Information – Classification of Needs and Agencies.

Unit V

Motives Influencing an Entrepreneur

Major Motives Influencing an Entrepreneur – Achievement Motivation Training, Self Rating, Business Games, Thematic Apperception Test – Stress Management, Entrepreneurship Development Programs – Need, Objectives.

Suggested Readings

- M. Frank. **Writing as thinking: A guided process approach**, Englewood Cliffs, Prentice Hall Reagents.
- L. Hamp-Lyons and B. Heasley: **Study Writing; A course in written English. For academic and professional purposes**, Cambridge Univ. Press.
- R. Quirk, S. Greenbaum, G. Leech and J. Svartik: **A comprehensive grammar of the English language**, Longman, London.
- Daniel G. Riordan & Steven A. Panley: **Technical Report Writing Today**- Biztaantra. Additional Reference Books
- Daniel G. Riordan, Steven E. Pauley, Biztantra: **Technical Report Writing Today**, 8th Edition (2004).
- Hisrich R D, Peters M P, **Entrepreneurship** 8th Edition, Tata McGraw-Hill, 2013.
- Mathew J Manimala, **Enterprenuership theory at cross roads: paradigms and praxis** 2nd Edition Dream tech, 2005.
- Rajeev Roy, **Entrepreneurship** 2nd Edition, Oxford University Press, 2011.