



***Programme Handbook***

**Model Framework, Programme Structure, Graduate Attributes, Programme Educational Objectives, Programme Learning Outcomes, Employability, Assessment Plan And Scheme Of Instructions For Master’s programmes**

**Faculty Of Applied Arts/ Fine Arts/ Performing Arts & VISUAL ARTS**

**domain: Applied Arts/ Fine Arts/ Performing Arts & VISUAL ARTS**

**Domain Coordinator:** MS SMITA BAGAI

**Programme Group:**

**1. Two Years Masters Programme in Management**

1. **Two Years Masters Programme in Fine Arts**

**2019- 20**

**Programme Title: Master of Fine Arts (Applied Art)**

**Duration of the program (in yrs): 2 years Level –PG**

**Semesters: 4**

**Programme Description**

Master of Fine Arts – Applied Arts is best suited to the requirements of the fine art & designing industry. Students are exposed to the various facets of Fine art industry, developing the competencies for creative designing, entrepreneurial & research activities etc.

**Program Mission**

To provide education at all levels in all disciplines of Master of Fine Arts – Applied Arts in modern times and in the futuristic and emerging frontier areas of knowledge, learning and research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

**Programme Educational Objectives/Goals**

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|  | | Educational Goals |
| 1 | Knowledge & Expertise of a Discipline | Students shall be able to **investigate** and **demonstrate knowledge** of theory and concepts of Applied Arts and application of these concepts in a professional work setting. |
| 2 | Research and Enquiry | Students shall be able to analyze the needs and **organize the** solutions **by applying innovative techniques of** Applied Arts for **customer satisfaction.** |
| 3 | Information & Digital Literacy | Students shall be able to **enumerate and translate** the understanding of software and other ICT tools with their applications in the various fields of Applied Arts |
| 4 | Problem Solving | Students shall be able to **comprehend and assemble** novel products and solutions for real life problems in Applied Arts |
| 5 | Communication | Students shall be able to **demonstrate** professional attitudes, & effective Management skills that support and enhance individual’s performance in Applied Arts |
| 6 | Behavioral Skills, Teamwork and Leadership | Students shall be able to **summarize** effective behavioral skills that support individual’s performance in Applied Arts |
| 7 | Global Citizen | Students shall be able to **evaluate** the dynamics of cross-cultural environment to become successful global citizens. |
| 8 | Ethical, Social and professional understanding | Students shall be able to **demonstrate** academic integrity, social obligation, concern for environment and professional ethics in all dealings as an individual/ team member/ leader in diverse projects. |
| 9 | Employability, Enterprise & Entrepreneurship | Students shall be able to **integrate** creative competence for successful careers or advance studies/research or start their own entrepreneurial ventures. |
| 10 | Lifelong Learning | Students shall be able to **organize** habit of life-long learning through reading, doing, exploring, interacting and reflecting. |

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| **MFA Applied Arts Semester 1** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **L** | **T** | **P** | **SW** | **Credit** |
| AFPVTP601 | [Term Paper - I](https://amizone.net/AdminAmizone/WebForms/Academics/) | NTCC | 0 | 0 | 0 | - | 4 |
| ART601 | [Graphic Designing - I(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1758201481102556.doc) | Core | 0 | 2 | 6 | - | 5 |
| ART602 | [Visualization - I(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1314201410137673.doc) | Core | 0 | 2 | 6 | - | 5 |
| ART604 | [Illustration - I(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/154220157940274.doc) | Core | 0 | 2 | 6 | - | 5 |
| ART605 | [Concepts of Marketing - I(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1747201481167276.doc) | Core | 3 | 0 | 0 | - | 3 |
|  | FBL - I | VAC | 2 | 0 | 0 | - | 2 |
|  | Communication Skills - I | VAC | 1 | 0 | 0 | - | 1 |
|  | Behavioral Science - I | VAC | 1 | 0 | 0 | - | 1 |
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| **Semester 2** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **L** | **T** | **P** | **SW** | **Credit** |
|  | [Term Paper -II](https://amizone.net/AdminAmizone/WebForms/Academics/) | NTCC | 0 | 0 | 0 | - | 4 |
| ART612 | [Concepts of Marketing - II(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1782015121464312.doc) | Core | 3 | 0 | 0 | - | 3 |
| ART615 | [Illustration - II(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1732015121713766.pdf) | Core | 0 | 2 | 6 | - | 5 |
| ART622 | [Visualization - II(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1702015121748530.pdf) | Core | 0 | 2 | 6 | - | 5 |
| ART623 | [Graphic Designing - II(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1782015121402802.doc) | Core | 0 | 2 | 6 | - | 5 |
| DRAW607 | [Portrait Drawing(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/13472015121720854.pdf) | Skill Enhancement Course | 0 | 0 | 0 | - | 2 |
|  | FBL - II | VAC | 2 | 0 | 0 | - | 2 |
|  | Communication Skills - II | VAC | 1 | 0 | 0 | - | 1 |
|  | Behavioral Science - II | VAC | 1 | 0 | 0 | - | 1 |

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| **Sem - 3** | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | |  |  | **Credit Units** |
| L | T | PS | FW | SW |
| 1 | ART625 | Visualization - III(PG) | Core Courses | 0 | 2 | 4 | 0 | 4 | 6 |
| 2 | ART626 | Creative Photography for Fine Arts(PG) | Mandatory Courses | 0 | 1 | 2 | 0 | 2 | 3 |
| 3 | AFPVSI600 | Summer Internship(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 4 |
| 4 | ART624 | Graphic Designing - III(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |
| 5 | ART631 | Illustration - III(PG) | Specialisation Elective Courses | 0 | 2 | 2 | 0 | 2 | 4 |
| 6 | ART613 | Portfolio Development – Applied Arts - I(PG) | Specialisation Elective Courses | 0 | 1 | 2 | 0 | 2 | 3 |
| 7 | PNTG603 | Portraiture - I(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |

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| **Sem - 4** | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | |  |  | **Credit Units** |
| L | T | PS | FW | SW |
| 1 | ART633 | Visualization - IV(PG) | Core Courses | 0 | 2 | 4 | 0 | 4 | 6 |
| 2 | AFPVDS600 | Dissertation(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 8 |
| 3 | ART634 | Graphic Designing - IV(PG) | Specialisation Elective Courses | 0 | 1 | 2 | 0 | 2 | 3 |
| 4 | ART632 | Illustration - IV(PG) | Specialisation Elective Courses | 0 | 1 | 2 | 0 | 2 | 3 |
| 5 | ART617 | Packaging Design(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |
| 6 | PNTG614 | Portraiture - II(PG) | Specialisation Elective Courses | 0 | 1 | 2 | 0 | 2 | 3 |
| 7 | ART621 | TV Graphics - II(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |
| 8 | ART618 | Typography Art(PG) | Specialisation Elective Courses | 0 | 2 | 2 | 0 | 2 | 4 |

**Programme Learning Outcomes(PLOs)**

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| Intended Learning Outcomes | | |
| 1 | Knowledge & Expertise of a Discipline | Students will investigateand **demonstrate knowledge** of theory and concepts of Applied Arts and application of these concepts in a professional work setting. | |
| 2 | Research and Enquiry | Students will analyze the needs and **organize the** solutions **by applying innovative techniques of** Applied Arts for **customer satisfaction.** | |
| 3 | Information & Digital Literacy | Students will **enumerate and translate** the understanding of software and other ICT tools with their applications in the various fields of Applied Arts | |
| 4 | Problem Solving | Students will **comprehend and assemble** novel products and solutions for real life problems in Applied Arts | |
| 5 | Communication | Students will **demonstrate** professional attitudes, & effective Management skills that support and enhance individual’s performance in Applied Arts | |
| 6 | Behavioral Skills, Teamwork and Leadership | Students will **summarize** effective behavioral skills that support individual’s performance Applied Arts | |
| 7 | Global Citizen | Students will **evaluate** the dynamics of cross-cultural environment to become successful global citizens | |
| 8 | Ethical, Social and professional understanding | Students will **demonstrate** academic integrity, social obligation, concern for environment and professional ethics in all dealings as an individual/ team member/ leader in diverse projects | |
| 9 | Employability, Enterprise & Entrepreneurship | Students will **integrate** creative competence for successful careers or advance studies/research or start their own entrepreneurial ventures | |
| 10 | Lifelong Learning | Students will **organize**  habit of life-long learning through reading, doing, exploring , interacting and reflecting | |

**Annual Outcome Assessment Plan**

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| **Type** | **Assessment/PLO** | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** |
| **Direct** | Comprehensive examinations |  |  |  |  |  |  |  |  |  |  |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper , Presentations) |  |  |  |  |  |  |  |  |  |  |
|  | Portfolios |  |  |  |  |  |  |  |  |  |  |
|  | End Semester Examinations |  |  |  |  |  |  |  |  |  |  |
|  | Practicum / Internship evaluations |  |  |  |  |  |  |  |  |  |  |
| **Indirect** | Exit interviews |  |  |  |  |  |  |  |  |  |  |

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| **PEO/PLO** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** |
| PLO 1 | √ | √ | √ |  | √ |
| PLO 2 | √ | √ | √ |  | √ |
| PLO 3 |  | √ | √ | √ | √ |
| PLO 4 |  | √ | √ | √ | √ |
| PLO 5 |  | √ | √ | √ | √ |
| PLO 6 |  |  | √ | √ | √ |
| PLO 7 |  |  | √ | √ | √ |
| PLO 8 |  |  |  | √ | √ |
| PLO 9 |  |  |  | √ | √ |
| PLO 10 |  |  |  |  | √ |

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| **Attributes** | **Trainee in Advertising Agency/Production house** | **Assistant Designer in Advertising Agency** | **Assistant Art director in Advertising agency** |
| 1 Knowledge and understanding of the content and techniques of Fine art industry |  |  |  |
| Research and Enquiry |  |  |  |
| Information & Digital Literacy for fine arts |  |  |  |
| Problem Solving & providing Design solutions |  |  |  |
| Proficiency in presentation, display and communication |  |  |  |
| Behavioral Skills, Teamwork and Leadership |  |  |  |
| Global Citizen |  |  |  |
| Ethical, Social and professional understanding of Art & design |  |  |  |
| Employability, Enterprise & Entrepreneurship |  |  |  |
| Lifelong Learning |  |  |  |

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| **Employability of graduands (Specify Industry/Sector & Level):** | | | |
| **Industry/Sector** | **Advertising Agency/Production house** | **Assistant Designer in Advertising Agency** | **Assistant Art director in Advertising agency** |
| Media & Entertainment |  |  |  |

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| **Resource Planning** |
| FACULTY Resources - 04 Class rooms - 02 IT Lab - 01 |

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| **Name of Relevant Statutory/Accreditating Body /Bodies Other than UGC,if any** |
| NA |

**Programme Title: Master of Fine Arts (Painting)**

**Duration of the program (in yrs): 2 years Level –PG**

**Semesters: 4**

**Programme Description**

In this programme professional artists are developed with an identity of their own in the art world. This programme helps the student to grow as an individual, to communicate through the ability of expressing themselves in the fine art & designing industry. Students are exposed to the various facets of Fine art industry, developing the competencies for creative designing, entrepreneurial & research activities.

**Program Mission:**

To provide education at all levels in all disciplines of Master of Fine Arts – Painting in modern times and in the futuristic and emerging frontier areas of knowledge, learning and research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

**Programme Educational Objectives/Goals**

|  |  |  |
| --- | --- | --- |
|  | | **Educational Goals** |
| 1 | Knowledge & Expertise of a Discipline | Students shall **investigate** and **demonstrate knowledge** of theory and concepts of Painting and application of these concepts in a professional work setting. |
| 2 | Research and Enquiry | Students shall be able to analyze the needs and **organize the** solutions **by applying innovative techniques of** Painting for **customer satisfaction.** |
| 3 | Information & Digital Literacy | Students shall be able to **enumerate and translate** the understanding of software and other ICT tools with their applications in the various fields of Painting |
| 4 | Problem Solving | Students shall be able to **comprehend and assemble** novel products and solutions for real life problems in Painting |
| 5 | Communication | Students shall **demonstrate** professional attitudes, & effective Management skills that support and enhance individual’s performance in Painting |
| 6 | Behavioral Skills, Teamwork and Leadership | Students shall **summarize** effective behavioral skills that support individual’s performance in Painting |
| 7 | Global Citizen | Students shall be able to **evaluate** the dynamics of cross-cultural environment to become successful global citizens. |
| 8 | Ethical, Social and professional understanding | Students shall **demonstrate** academic integrity, social obligation, concern for environment and professional ethics in all dealings as an individual/ team member/ leader in diverse projects. |
| 9 | Employability, Enterprise & Entrepreneurship | Students shall **integrate** creative competence for successful careers or advance studies/research or start their own entrepreneurial ventures. |
| 10 | Lifelong Learning | Students shall **organize** habit of life-long learning through reading, doing, exploring, interacting and reflecting. |

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| **MFA Painting Semester 1** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **L** | **T** | **P** | **SW** | **Credit** |
| AFPVTP601 | [Term Paper - I(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/) | NTCC | 0 | 0 | 0 | 0 | 4 |
| DRAW601 | [Creative Drawing - I(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1145201561248116.doc) | Core | 0 | 2 | 6 | 0 | 5 |
| PNTG601 | [Creative Painting - I(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1224201561225722.docx) | Core | 0 | 2 | 6 | 0 | 5 |
| PNTG602 | [Mural - Painting - I(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1226201561228303.docx) | Core | 0 | 2 | 6 | 0 | 5 |
| PNTG604 | [History of Art - Painting - I(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1227201561236864.docx) | Core | 3 | 0 | 0 | 0 | 3 |
|  | FBL - I | VAC | 2 | 0 | 0 | 0 | 2 |
|  | Communication Skills - I | VAC | 1 | 0 | 0 | 0 | 1 |
|  | Behavioral Science - I | VAC | 1 | 0 | 0 | 0 | 1 |

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| **Semester 2** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **L** | **T** | **P** | **SW** | **Credit** |
|  | [Term Paper -II](https://amizone.net/AdminAmizone/WebForms/Academics/) | NTCC | 0 | 0 | 0 | 0 | 4 |
| DRAW604 | [Creative Drawing - II(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1572015101544319.pdf) | Core | 0 | 2 | 6 | 0 | 5 |
| DRAW607 | [Portrait Drawing(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/13472015121720854.pdf) | Skill Enhancement Course | 0 | 0 | 0 | 0 | 2 |
| PNTG615 | [Mural - Painting - II(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1722015121720160.pdf) | Core | 0 | 2 | 6 | 0 | 5 |
| PNTG621 | [History of Art - Painting - II(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1592015101575202.pdf) | Core | 3 | 0 | 0 | 0 | 3 |
| PNTG622 | [Creative Painting - II(PG) Syllabus](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1722015121726131.pdf) | Core | 0 | 2 | 6 | 0 | 5 |
|  | FBL - II | VAC | 2 | 0 | 0 | 0 | 2 |
|  | Communication Skills - II | VAC | 1 | 0 | 0 | 0 | 1 |
|  | Behavioral Science - II | VAC | 1 | 0 | 0 | 0 | 1 |

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| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | |  |  | **Credit Units** |
| L | T | PS | FW | SW |
| 1 | PNTG623 | Creative Painting - III(PG) | Core Courses | 0 | 2 | 4 | 0 | 4 | 6 |
| 2 | ART626 | Creative Photography for Fine Arts(PG) | Mandatory Courses | 0 | 1 | 2 | 0 | 2 | 3 |
| 3 | AFPVSI600 | Summer Internship(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 4 |
| 4 | DRAW605 | Creative Drawing - III(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |
| 5 | PNTG624 | Mural (Painting) - III(PG) | Specialisation Elective Courses | 0 | 2 | 2 | 0 | 2 | 4 |
| 6 | PNTG605 | Portfolio Development – Painting - I(PG) | Specialisation Elective Courses | 0 | 1 | 2 | 0 | 2 | 3 |
| 7 | PNTG603 | Portraiture - I(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |

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| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | |  |  | **Credit Units** |
| L | T | PS | FW | SW |
| 1 | PNTG631 | Creative Painting - IV(PG) | Core Courses | 0 | 2 | 4 | 0 | 4 | 6 |
| 2 | AFPVDS600 | Dissertation(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 8 |
| 3 | PNTG617 | Conceptual Art(PG) | Specialisation Elective Courses | 0 | 2 | 2 | 0 | 2 | 4 |
| 4 | DRAW611 | Creative Drawing - IV(PG) | Specialisation Elective Courses | 0 | 1 | 2 | 0 | 2 | 3 |
| 5 | ART615 | Illustration - II(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |
| 6 | PNTG625 | Mural (Painting) - IV(PG) | Specialisation Elective Courses | 0 | 1 | 2 | 0 | 2 | 3 |
| 7 | PNTG614 | Portraiture - II(PG) | Specialisation Elective Courses | 0 | 1 | 2 | 0 | 2 | 3 |

**Programme Learning Outcomes (PLOs)**

|  |  |  |
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| Intended Learning Outcomes | | |
| 1 | Knowledge & Expertise of a Discipline | Students will **investigate**  and **demonstrate knowledge** of theory and concepts of Painting and application of these concepts in a professional work setting. |
| 2 | Research and Enquiry | Students will analyze the needs and **organize** the solutions **by applying innovative techniques of**  Painting **for customer satisfaction.** |
| 3 | Information & Digital Literacy | Students will **enumerate and translate** the understanding of software and other ICT tools with their applications in the various fields of Painting |
| 4 | Problem Solving | Students will **comprehend and assemble** novel products and solutions for real life problems in Painting |
| 5 | Communication | Students will **demonstrate** professional attitudes, & effective Management skills that support and enhance individual’s performance in Painting |
| 6 | Behavioral Skills, Teamwork and Leadership | Students will **summarize** effective behavioral skills that support individual’s performance Painting |
| 7 | Global Citizen | Students will **evaluate** the dynamics of cross-cultural environment to become successful global citizens |
| 8 | Ethical, Social and professional understanding | Students will **demonstrate** academic integrity, social obligation, concern for environment and professional ethics in all dealings as an individual/ team member/ leader in diverse projects |
| 9 | Employability, Enterprise & Entrepreneurship | Students will **integrate** creative competence for successful careers or advance studies/research or start their own entrepreneurial ventures |
| 10 | Lifelong Learning | Students will **organize**  habit of life-long learning through reading, doing, exploring , interacting and reflecting |

**Annual Outcome Assessment Plan**

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| **Matix Of PEO`s and PLO`s** | | | | | | |
| **PEO/PLO** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** |
| PLO 1 | √ | √ | √ |  | √ |
| PLO 2 | √ | √ | √ |  | √ |
| PLO 3 |  | √ | √ | √ | √ |
| PLO 4 |  | √ | √ | √ | √ |
| PLO 5 |  | √ | √ | √ | √ |
| PLO 6 |  |  | √ | √ | √ |
| PLO 7 |  |  | √ | √ | √ |
| PLO 8 |  |  |  | √ | √ |
| PLO 9 |  |  |  | √ | √ |
| PLO 10 |  |  |  |  | √ |

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| **Attributes** | **Trainee in Art Galleries** | **Curator in Art Firms** |
| Research and Enquiry |  |  |
| Proficiency in presentation, display and communication |  |  |
| Knowledge and understanding of the content and techniques of Fine art industry |  |  |
| Information & Digital Literacy for fine arts |  |  |
| Problem Solving & providing Design solutions |  |  |
| Behavioral Skills, Teamwork and Leadership |  |  |
| Global Citizen |  |  |
| Ethical, Social and professional understanding of Art & design |  |  |
| Employability, Enterprise & Entrepreneurship |  |  |
| Lifelong Learning |  |  |

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| **Industry/Sector** | **Trainee in Art Galleries** | **Curator in Art Firms** |
| Education | X | X |
| Media & Entertainment | X | X |

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| **Resource Planning** |
| Faculty resources - 05 Painting studio - 01 |

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| **Name of Relevant Statutory/Accreditating Body /Bodies Other than UGC,if any** |
| NA |

**Programme Title: Master of Fine Arts (Visual Communication )**

**Duration of the program (in yrs): 2 years Level –PG**

**Semesters: 4**

**Programme Description**

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| To enhance the advanced multimedia software skills, it will focus towards the futuristic and emerging frontier areas of visual communication. The programme will inculcate the research background and detailed knowledge of the field with the overall personality development. The comprehensive and focused programme structure helps in developing research aptitude and professional skills of the students. Students are exposed to the various facets of visual communication field, developing the competencies for creative designing, entrepreneurial skills and research activities. |

**Program Mission:**

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| To provide education at all levels in all disciplines of Master of Fine Arts – Visual Communication in modern times and in the futuristic and emerging frontier areas of knowledge, learning and research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action. |

**Programme Educational Objectives/Goals**

|  |  |  |
| --- | --- | --- |
|  | | **Educational Goals** |
| 1 | Knowledge & Expertise of a Discipline | Students shall be able to **investigate**  and **demonstrate knowledge** of theory and concepts of Visual Communication and application of these concepts in a professional work setting. |
| 2 | Research and Enquiry | Students shall be able to analyze the needs and **organize** the solutions **by applying innovative techniques of**  Visual Communication **for customer satisfaction.** |
| 3 | Information & Digital Literacy | Students shall be able to **enumerate and translate** the understanding of software and other ICT tools with their applications in the various fields of Visual Communication |
| 4 | Problem Solving | Students shall be able to **comprehend and assemble** novel products and solutions for real life problems in Visual Communication |
| 5 | Communication | Students shall be able to **demonstrate** professional attitudes, & effective Management skills that support and enhance individual’s performance in Visual Communication |
| 6 | Behavioral Skills, Teamwork and Leadership | Students shall be able to **summarize** effective behavioral skills that support individual’s performance in Visual Communication |
| 7 | Global Citizen | Students shall be able to **evaluate** the dynamics of cross-cultural environment to become successful global citizens. |
| 8 | Ethical, Social and professional understanding | Students shall be able to **demonstrate** academic integrity, social obligation, concern for environment and professional ethics in all dealings as an individual/ team member/ leader in diverse projects. |
| 9 | Employability, Enterprise & Entrepreneurship | Students shall be able to **integrate** creative competence for successful careers or advance studies/research or start their own entrepreneurial ventures. |
| 10 | Lifelong Learning | Students shall be able to **organize**  habit of life-long learning through reading, doing, exploring , interacting and reflecting. |

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| **MFA Visual Communication Semester 1** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **L** | **T** | **P** | **SW** | **Credit** |
|  | [Term Paper - I(PG)](https://amizone.net/AdminAmizone/WebForms/Academics/) | NTCC | 0 | 0 | 0 | 0 | 4 |
| ANIM601 | [Interactive Communication Design - I(PG)](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1145201561248116.doc) | Core | 0 | 2 | 6 | 0 | 5 |
| ART601 | [Graphic Designing - I(PG)](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1224201561225722.docx) | Core | 0 | 2 | 6 | 0 | 5 |
| ART635 | [Creative Image Making and Presentation - I(PG)](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1226201561228303.docx) | Core | 0 | 2 | 6 | 0 | 5 |
| ART637 | [Integrated Communication Design - I(PG)](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1227201561236864.docx) | Core | 3 | 0 | 0 | 0 | 3 |
|  | FBL - I | VAC | 2 | 0 | 0 | 0 | 2 |
|  | Communication Skills - I | VAC | 1 | 0 | 0 | 0 | 1 |
|  | Behavioral Science - I | VAC | 1 | 0 | 0 | 0 | 1 |

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| **Semester 2** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **L** | **T** | **P** | **SW** | **Credit** |
|  | [Term Paper -II](https://amizone.net/AdminAmizone/WebForms/Academics/) | NTCC | 0 | 0 | 0 | 0 | 4 |
| ANIM602 | [Interactive Communication Design - II(PG)](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1572015101544319.pdf) | Core | 0 | 2 | 6 | 0 | 5 |
| ART623 | [Graphic Designing - II(PG)](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/13472015121720854.pdf) | Core | 0 | 2 | 6 | 0 | 5 |
| ART636 | [Creative Image Making and Presentation - II(PG)](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1722015121720160.pdf) | Core | 0 | 2 | 6 | 0 | 5 |
| ART638 | [Integrated Communication Design - II(PG)](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1592015101575202.pdf) | Core | 3 | 0 | 0 | 0 | 3 |
| DRAW607 | [Portrait Drawing(PG)](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1722015121726131.pdf) | Skill Enhancement | 0 | 0 | 0 | 0 | 2 |
|  | FBL - II | VAC | 2 | 0 | 0 | 0 | 2 |
|  | Communication Skills - II | VAC | 1 | 0 | 0 | 0 | 1 |
|  | Behavioral Science - II | VAC | 1 | 0 | 0 | 0 | 1 |

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| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | |  |  | **Credit Units** |
| L | T | PS | FW | SW |
| 1 | ANIM701 | Interactive Communication Design - III(PG) | Core Courses | 0 | 2 | 4 | 0 | 4 | 6 |
| 2 | ART626 | Creative Photography for Fine Arts(PG) | Mandatory Courses | 0 | 1 | 2 | 0 | 2 | 3 |
| 3 | AFPVSI600 | Summer Internship(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 4 |
| 4 | ART704 | Creative Image Making and Presentation - III(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |
| 5 | DRAW701 | Design Space Management - I(PG) | Specialisation Elective Courses | 0 | 2 | 2 | 0 | 2 | 4 |
| 6 | PNTG603 | Portraiture - I(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |
| 7 | DRAW703 | Visual Narratives(PG) | Specialisation Elective Courses | 0 | 1 | 2 | 0 | 2 | 3 |

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| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | |  |  | **Credit Units** |
| L | T | PS | FW | SW |
| 1 | ANIM702 | Interactive Communication Design - IV(PG) | Core Courses | 0 | 2 | 4 | 0 | 4 | 6 |
| 2 | AFPVDS600 | Dissertation(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 8 |
| 3 | ART705 | Creative Image Making and Presentation - IV(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |
| 4 | DRAW702 | Design Space Management - II(PG) | Specialisation Elective Courses | 0 | 2 | 2 | 0 | 2 | 4 |
| 5 | ART617 | Packaging Design(PG) | Specialisation Elective Courses | 0 | 1 | 4 | 0 | 4 | 5 |

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| Intended Learning Outcomes | | |
| 1 | Knowledge & Expertise of a Discipline | Students will **investigate**  and **demonstrate knowledge** of theory and concepts of Visual Communication and application of these concepts in a professional work setting. |
| 2 | Research and Enquiry | Students will analyze the needs and **organize** the solutions **by applying innovative techniques of**  Visual Communication **for customer satisfaction.** |
| 3 | Information & Digital Literacy | Students will **enumerate and translate** the understanding of software and other ICT tools with their applications in the various fields of Visual Communication |
| 4 | Problem Solving | Students will **comprehend and assemble** novel products and solutions for real life problems in Visual Communication |
| 5 | Communication | Students will **demonstrate** professional attitudes, & effective Management skills that support and enhance individual’s performance in Visual Communication |
| 6 | Behavioral Skills, Teamwork and Leadership | Students will **summarize** effective behavioral skills that support individual’s performance Visual Communication |
| 7 | Global Citizen | Students will **evaluate** the dynamics of cross-cultural environment to become successful global citizens |
| 8 | Ethical, Social and professional understanding | Students will **demonstrate** academic integrity, social obligation, concern for environment and professional ethics in all dealings as an individual/ team member/ leader in diverse projects |
| 9 | Employability, Enterprise & Entrepreneurship | Students will **integrate** creative competence for successful careers or advance studies/research or start their own entrepreneurial ventures |
| 10 | Lifelong Learning | Students will **organize**  habit of life-long learning through reading, doing, exploring , interacting and reflecting |

**Annual Outcome Assessment Plan**

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| **Type** | **Assessment/PLO** | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** |
| **Direct** | Comprehensive examinations |  |  |  |  |  |  |  |  |  |  |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper , Presentations) |  |  |  |  |  |  |  |  |  |  |
|  | Portfolios |  |  |  |  |  |  |  |  |  |  |
|  | End Semester Examinations |  |  |  |  |  |  |  |  |  |  |
|  | Practicum / Internship evaluations |  |  |  |  |  |  |  |  |  |  |
| **Indirect** | Exit interviews |  |  |  |  |  |  |  |  |  |  |

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| **PEO/PLO** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** |
| PLO 1 | √ | √ | √ |  | √ |
| PLO 2 | √ | √ | √ |  | √ |
| PLO 3 |  | √ | √ | √ | √ |
| PLO 4 |  | √ | √ | √ | √ |
| PLO 5 |  | √ | √ | √ | √ |
| PLO 6 |  |  | √ | √ | √ |
| PLO 7 |  |  | √ | √ | √ |
| PLO 8 |  |  |  | √ | √ |
| PLO 9 |  |  |  | √ | √ |
| PLO 10 |  |  |  |  | √ |

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| **Attributes** | **Trainee in Advertising Agency/Production house** | **Assistant Designer in Advertising Agency** | **Assistant Art director in Advertising agency** |
| 1 Knowledge and understanding of the content and techniques of Fine art industry |  |  |  |
| Research and Enquiry |  |  |  |
| Information & Digital Literacy for fine arts |  |  |  |
| Problem Solving & providing Design solutions |  |  |  |
| Proficiency in presentation, display and communication |  |  |  |
| Behavioral Skills, Teamwork and Leadership |  |  |  |
| Global Citizen |  |  |  |
| Ethical, Social and professional understanding of Art & design |  |  |  |
| Employability, Enterprise & Entrepreneurship |  |  |  |
| Lifelong Learning |  |  |  |

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| **Employability of graduands (Specify Industry/Sector & Level):** | | | | |
| **Industry/Sector** | **Advertising Agency** | **Visualizers** | **Visual Merchandiser** | **Design Entrepreneur** |
| Media & Entertainment |  |  |  |  |

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| **Resource Planning** |
| FACULTY Resources – 02 Class rooms - 01 IT Lab - 01 |

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| **Name of Relevant Statutory/Accreditating Body /Bodies Other than UGC,if any** |
| NA |