

**KRANTIGURU SHYAMJI KRISHNA VARMA
KACHCHH UNIVERSITY, BHUJ**



NEP: 2024

**Proposed Structure Of B.V.A (Honours/Research) Syllabus
to be implemented from AY 2024-25
(Bachelor of Visual Arts)
(Applied Art)**

Chairperson

Prof.Dr. Kashmira Mehta

Dean

Prof.Dr. Kashmira Mehta

**KRANTIGURU SHYAMJI KRISHNA VARMA
KACHCHH UNIVERSITY, BHUJ**

Bachelor of Visual Arts(BVA)

B.O.S. Member (2024-2026)		
Subject: Visual Arts		
No.	Name	Appointment
1.	Dr. Rupal Desai	MEMBER
2.	Dr. Manoj Chhaya	MEMBER
3.	Dr. Heena Ganger	MEMBER
4.	Dr. Falguni Pomal	MEMBER
5.	Dr. Hetal Meriya	MEMBER
6.	Prof. Jigar soni	MEMBER

**KRANTIGURU SHYAMJI KRISHNA VARMA
KACHCHH UNIVERSITY, BHUJ**

Bachelor of Visual Arts(BVA)

PROGRAMME OFFERED:

The Preparatory Course will be of One Year duration while Main course with Specialization will be of **THREE** Year duration. Thus the total course will be of **FOUR** Year duration.

BACHELOR OF VISUAL ARTS – 4YEARS (HONOURS)

1. BVA FOUNDATION- 1 YEAR

- ✓ Basic Design
- ✓ Drawing & Painting
- ✓ Color Theory & Symbolism, Print Making
- ✓ Monuments Study
- ✓ Art History
- ✓ The Forms of Visual Arts
- ✓ English

2. BVA SPECIALISATIONS- 3 YEARS

- ✓ Painting
- ✓ Applied Arts

NATURE OF COURSE:

Medium of Instruction: ENGLISH / GUJRATI

The study pattern for the 1st year B.V.A. is divided into TWO groups.

Group I Theory

Group II Practical

The study pattern for the 2nd year, 3rd year, 4th year B.V.A.

(Applied Arts / Painting,) is divided into TWO groups.

Group I Theory

Group II Practical

**EXAMINATION LEADING TO THE DEGREE OF BACHELOR OF VISUAL ART
AND HONOURS IN VISUAL ARTS**

The examination conducts as per KSKV KACHCHH UNIVERSITY Examination.

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Bachelor of Visual Arts(BVA)

PROGRAMME OFFERED:

The Preparatory Course will be of One Year duration while Main course with Specialization will be of **THREE** Year duration. Thus the total course will be of **FOUR** Year duration.

BACHELOR OF VISUAL ARTS –4YEARS (HONOURS)

1. BVA SPECIALISATIONS- 3 YEARS

BACHELOR OF VISUAL ARTS IN PAINTING :

Sem-3

- ✓ Indian Art & Aesthetics,
- ✓ Drawing(Nature Drawing,Anatomy,Manmade)
- ✓ Painting(Still Life Painting),
- ✓ Monuments Study III,
- ✓ Visual art:materials & tools/composition techniques(elective)
- ✓ Environment & literature
- ✓ English III

Sem-4

- Western Art & Aesthetics
- Drawing & Illustration
- Painting II (Portrait from Cast in different mediums)
- Monuments/Photography (elective)
- Painting Techniques of the masters
- Temple murals in India
- English IV

BACHELOR OF VISUAL ARTS IN APPLIED ART:

Sem-3

- ✓ History of Advertising I
- ✓ Drawing(nature,anatomy&manmade structure)
- ✓ Typography & Calligraphy
- ✓ Graphic Design (print design , Advertising design)
- ✓ Visual communication & photo editing/Photography
- ✓ Environment & literature
- ✓ Practical English

Sem-4

- History of Advertising II
- Illustration
- Product design and Packaging Design
- Monuments/MuralsPhotography (elective)
- Graphic design tools & software
- Indian Textiles
- Practical English

Program Objectives From BVA:

An objective in Visual arts generally revolves around expressing creativity, exploring artistic techniques, and communicating ideas or emotions through various forms of visual, auditory, or performance art. Here are some specific objectives that someone might have in fine arts:

- 1. Develop Technical Skills:** Mastery of various artistic mediums, tools, and techniques, such as painting, sculpture, drawing, digital art, photography, or performance.
- 2. Express Creativity:** Use art as a means of self-expression and to explore personal creativity and imagination.
- 3. Communicate Ideas:** Convey messages, themes, or emotions through artistic works, often addressing social, political, or cultural issues.
- 4. Understand Art History and Theory:** Gain knowledge of the historical context of art, influential movements, and critical theories to inform and inspire one's own work.
- 5. Critique and Analyze Art:** Develop the ability to critically evaluate and interpret artworks, both one's own and others', to understand the deeper meaning and context.
- 6. Build a Portfolio:** Create a comprehensive collection of works that showcases one's skills, style, and artistic development, which is essential for career advancement.
- 7. Engage with the Art Community:** Participate in exhibitions, collaborations, and networking opportunities within the local and global art community.
- 8. Inspire and Educate Others:** Share knowledge and passion for art through teaching, workshops, or public speaking.
- 9. Experiment and Innovate:** Push the boundaries of traditional art forms by experimenting with new techniques, materials, and interdisciplinary approaches.
- 10. Achieve Professional Success:** Establish a career in the Visual arts, which could include working as a professional artist, illustrator, curator, art director, or educator.

These objectives can be tailored to fit individual goals, whether they are for personal fulfillment, academic pursuit, or professional advancement in the field of fine arts.

LEARNING OUTCOMES FROM BVA:

Learning outcomes in Visual arts typically encompass a range of skills and knowledge that students are expected to develop through their studies. These outcomes can vary depending on the specific program or course, but they generally include:

- 1. Technical Skills:** Proficiency in various artistic techniques and mediums, such as drawing, painting, sculpture, printmaking, digital media, and more. This includes mastering tools and materials and understanding their properties and applications.
- 2. Artistic Creativity:** The ability to generate original ideas, concepts, and works of art. This involves creative thinking, innovation, and the capacity to express individual vision and style.
- 3. Artistic Process:** Understanding and engaging in the artistic process from conception to completion. This includes planning, experimentation, revision, and reflection.
- 4. Critical Thinking:** Developing the ability to analyze, interpret, and critique artwork. This includes understanding art theory, history, and the cultural and social contexts that influence art.
- 5. Aesthetic Appreciation:** Cultivating an appreciation for various forms of art, including historical and contemporary works. This involves recognizing and valuing different styles, movements, and genres.
- 6. Communication Skills:** Effectively presenting and discussing art, both verbally and in writing. This includes articulating ideas and intentions clearly and persuasively.
- 7. Cultural Awareness:** Gaining insight into how art reflects and influences cultural, historical, and social contexts. This involves understanding diverse perspectives and practices in the art world.
- 8. Professional Practices:** Learning about the business side of art, including portfolio development, exhibition preparation, marketing, and understanding the role of art in the public and private sectors.
- 9. Ethical Considerations:** Recognizing the ethical responsibilities of artists, including issues related to copyright, cultural sensitivity, and the impact of art on society.
- 10. Personal Growth:** Using art as a means of personal expression and development. This includes building self-discipline, perseverance, and confidence through artistic practice.

These outcomes aim to prepare students not only to create and appreciate art but also to engage meaningfully with the broader art community and industry.

**KRANTIGURU SHYAMJI KRISHNA VARMA
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Bachelor of Visual Arts(BVA)

B.V.A- 2nd YEAR (APPLIED ART)

Semester-3

No.	Subject Code	Subject Name	Type	Credit	Exam Hours	Internal Marks	External Marks	Marks
1	MJVAA301	History of Advertising I	Theory	4	2:00	50	50	100
2	MJVAA302	Drawing (nature, anatomy & manmade structure)	Practical	4	-	50	50	100
3	MJVAA303	Typography & Calligraphy	Practical	4	-	50	50	100
4	MDVAA301	Graphic Design (print design, Advertising design)	Practical	4	-	50	50	100
5	SECVAA301	Visual communication & photo editing/Photography	Theory, Practical	2	1:00	25	25	50
6	VACVAA301	Environment & literature	Theory	2	1:00	25	25	50
7	AECVAA301	Practical English III	Theory	2	1:00	25	25	50
TOTAL				22	-	275	275	550

Semester-4

No.	Subject Code	Subject Name	Type	Credit	Exam Hours	Internal Marks	External Marks	Marks
1	MJVAA 401	History of Advertising II	Theory	4	2:00	50	50	100
2	MJVAA402	Illustration	Practical	4	-	50	50	100
3	MJVAA403	Product design and Packaging Design	Practical	4	-	50	50	100
4	MNVAA401	Monuments/Mural/Photography	Practical	4	-	50	50	100
5	SECVAA401	Graphic design tools & software	Theory, Practical	2	1:00	25	25	50
6	VACVAA401	Indian Textiles	Theory	2	1:00	25	25	50
7	AECVAA401	Practical English IV	Theory	2	1:00	25	25	50
TOTAL				22	-	275	275	550

**KRANTIGURU SHYAMJI KRISHNA VARMA
KACHCHH UNIVERSITY, BHUJ**

Bachelor of Visual Arts(BVA)

**B.V.A(APPLIED ART)
Semester -3**

No.	Subject Code	Subject Name	Credit Hours	Exam Duration	Teaching Hours Per Week	TotalMarks Ext. / Int.
Major [Main] -1						
1	MJVAA301	History of Advertising	4	2:00	4	50/50
2	MJVAA302	Drawing (nature, anatomy & manmade structure)	4	-	4	50/50
3	MJVAA303	Typography & Calligraphy	4	-	4	50/50
Multi Disciplinary -1						
4	MDVAA 301	Graphic Design(print design, Advertising design)	4	-	4	50/50
SEC (Skill Enhancement Course)						
5	SECVAA 301	Visual communication & photo editing/ Photography(commercial)	2	1:00	2	25/25
VAC (Value-Added Course)						
6	VACVAA301	Environment & literature	2	1:00	2	25/25
AEC (Ability Enhancement Course)						
7	AECVAA 301	Practical English III	2	1:00	2	25/25
TOTAL			22		22	275/275

**B.V.A(APPLIED ART)
Semester -4**

No.	Subject Code	Subject Name	Credit Hours	Exam Duration	Teaching Hours Per Week	TotalMarks Ext. / Int.
Major [Main] -1						
1	MJVAA 401	History of Advertising	4	2:00	4	50/50
2	MJVAA 402	Illustration	4	-	4	50/50
3	MJVAA 403	Product design and Packaging Design	4	-	4	50/50
Minor -1						
4	MNVAA 401	Monuments/Mural/Photography	4	-	4	50/50
SEC (Skill Enhancement Course)						
5	SECVAA 401	Graphic design tools & software	2	1:00	2	25/25
VAC (Value-Added Course)						
6	VACVAA 401	Indian Textiles	2	1:00	2	25/25
AEC (Ability Enhancement Course)						
7	AECVAA 401	Practical English IV	2	1:00	2	25/25
TOTAL			22		22	275/275

KRANTIGURU SHYAMJI KRISHNA VERMA KACHCHH UNIVERSITY									
FACULTY OF VISUALARTS									
Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM – 3				Version/Pattern	NEP			
Effective from Academic Year	2025 – 26				Effective for the batch Admitted in	2025 - 26			
Subject code	MJVAA 301	Subject Name			History of Advertising I				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total	CE	SEE	Total	
	L	TU	P	TW					
Credit	4	-	-		4	Theory	50	50	100
Hours	60	-	-	-	60	Practical	-	-	-
Pre-requisites:									
- Understanding of historical evidence in Advertising									
Objectives:									
- To provide students with an understanding of the evolution of advertising, from its early origins to modern digital trends. It explores the cultural, social, and economic impact of advertising and how it has shaped consumer behaviour and communication strategies over time.									
Learning Outcomes:									
The students will be able to:									
- develop the ability to analyse how historical events and societal changes have influenced advertising strategies.									
- understanding the evolution of advertising, its impact on society, and how strategies from ancient times to Morden time have adapted to technological and cultural changes.									
Theory syllabus									
Unit	Content							Hrs	
1	Prehistoric to ancient advertising, symbol and early communication							15	
2	Medieval advertising, handwritten advertisement & merchants 'signs							15	
3	The revolution & Early mass advertising							15	
4	Rise of newspaper and periodicals							15	
Reference (APA Style)									
Henry Sampson			A History of Advertising from the Earliest Times						
Clarence P. Hornung			Handbook of Early Advertising Art: Pictorial Volume						
University Exam Format									
Question No.	Unit	Type of Questions					Marks		
1	1	Essay question with choice OR Short Notes					10		
2	2	Essay question with choice OR Short Notes					10		
3	3	Essay question with choice OR Short Notes					10		
4	4	Essay question with choice OR Short Notes					10		
5	1-4	Objective Type Questions/ Definitions/ Fill in the blanks/ Short questions/ True- False/ Match A with B					10		

KRANTIGURU SHYAMJI KRISHNA VERMA KACHCHH UNIVERSITY									
FACULTY OF VISUALARTS									
Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM – 3				Version/Pattern	NEP			
Effective from Academic Year	2025 – 2026				Effective for the batch Admitted in	2025-26			
Subject code	MJVAA302	Subject Name			Drawing (nature, anatomy & manmade structure)				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	1	-	3	-	4	Theory	-	-	-
Hours	15	-	90	-	105	Practical	50	50	100
Pre-requisites:									
- Fundamentals of drawing									
Objectives:									
<ul style="list-style-type: none"> - To develop fundamental drawing skills, including observation, proportion, and perspective. - To learn to observe and depict natural elements like trees, plants, and landscapes. - To Study and represent objects focusing on shape, texture, light, and shadow. - To illustrate architectural forms and manmade structures using linear perspective. - To understand anatomical structures and relationships. 									
Learning Outcomes:									
The students will be able to:									
<ul style="list-style-type: none"> - demonstrate proficiency in fundamental drawing techniques, including proportion and perspective. - accurately observe and depict natural elements such as plants, landscapes, and animals. - skilfully make anatomical drawings with attention to shape, light, and shadow. - create detailed drawings of manmade structures, applying principles of linear perspective. - use various tools and mediums to explore textures, tonal values, and shading techniques. - compose visually appealing and balanced drawings based on observation and creativity. - develop a personal style by combining realistic and imaginative approaches. - critically evaluate and refine artistic work through self-assessment and peer feedback. 									
Theory syllabus									
Unit	Content								Hrs
1	Assignments in nature drawing in different mediums.								30
2	Assignments in Anatomy in different mediums.								30
3	Assignments in manmade structure In different mediums								30
4	A guidance to prepare a Portfolio								15
Reference (APA Style)									
Joseph D'Amelio		Perspective Drawing Handbook							
Giovanni Civardi		Drawing a complete guide							
Andrew Loomis.		Figure drawing for all its worth							
Andrew Loomis		Drawing the head and hands							
Giovanni Civardi		Drawing a complete guide nature							
University Exam Format									
No.	Portfolio							Marks	
1	Personal Statement & Artist Statement							50	
2	Artwork Collection ,Sketchbook & Process Work								
3	Portfolio Presentation & Layout ,Descriptions & Annotations								

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FACULTY OF VISUALARTS									
Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM – 3				Version/Pattern	NEP			
Effective from Academic Year	2025 – 26				Effective for the batch Admitted in	2025 - 26			
Subject code	MJVAA 303	Subject Name			Typography & Calligraphy				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	1	-	3	-	4	Theory	-	-	-
Hours	15	-	90	-	105	Practical	50	50	100
Pre-requisites:									
- Knowledge of Typing style or Lettering									
Objectives:									
<ul style="list-style-type: none"> - To develop a strong foundation in the anatomy, history, and classification of letterforms. - To learn to create visually appealing and functional typographic layouts. - To cultivate an artistic approach to hand-lettering and digital typography. - To use typography and calligraphy to convey moods, emotions, and brand identities. - To gain expertise in design software and traditional tools for creating letterforms. - To explore the evolution of calligraphy across different cultures and its influence on design. - To encourage experimentation with contemporary and traditional styles. 									
Learning Outcomes:									
The students will be able to:									
<ul style="list-style-type: none"> - create balanced and effective typographic compositions. - develop the ability to craft beautiful and meaningful calligraphic works. - understand the historical significance and cultural variations of letterforms. - master both traditional tools (pens, brushes) and digital design software (Adobe Illustrator, InDesign). - apply typography and calligraphy creatively in branding, advertising, and communication design. - build a portfolio showcasing innovative type and calligraphy projects. 									
Theory syllabus									
Unit	Content								Hrs
1	Introduction of typography & calligraphy, basic letterforms tools and techniques								30
2	Practical Application of Typography & calligraphy (assignments)								30
3	Advance techniques & Real-word Applications(assignments)								30
4	A guidance to prepare a Portfolio								15
Reference (APA Style)									
Robert Bring Hurst		The Elements of Typographic Style							
Ellen Lupton		Thinking with Type							
Eleanor Winters		Mastering Copperplate Calligraphy							
Laura Lavender		Calligraphy and Hand Lettering: A Beginner's Guide							
University Exam Format									
No.	Portfolio							Marks	
1	Personal Statement & Artist Statement							50	
2	Artwork Collection, Sketchbook & Process Work								
3	Portfolio Presentation & Layout, Descriptions & Annotations								

KRANTIGURU SHYAMJI KRISHNA VERMA KACHCHH UNIVERSITY									
FACULTY OF VISUALARTS									
Programme		B.V.A (Applied Art)				Branch/Spec.		Fine Arts	
Semester		SEM – 3				Version/Pattern		NEP	
Effective from Academic Year				2025 - 26		Effective for the batch Admitted in			2025 - 26
Subject code		MDVAA 301		Subject Name		Graphic Design (print design, Advertising design)			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	1	-	3	-	4	Theory	-	-	-
Hours	15	-	90	-	105	Practical	50	50	100
Pre-requisites:									
- Basic understanding of Design									
Objectives:									
<ul style="list-style-type: none"> - To develop innovative visual solutions for advertising campaigns. - To understand how to visually communicate brand identity and messages effectively. - To gain expertise in layout, typography, color theory, and composition for print media. - To learn to use industry-standard design software for advertising and print production. - To create designs that captivate and influence target audiences. 									
Learning Outcomes:									
<p>The students will be able to:</p> <ul style="list-style-type: none"> - create impactful advertisements and print materials that convey messages clearly. - develop campaigns aligned with marketing and branding objectives. - master print design processes and digital tools like Adobe Creative Suite. - build a professional portfolio showcasing advertising and print design projects. - apply knowledge of printing techniques, materials, and pre-press processes. 									
Theory syllabus									
Unit	Content								Hrs
1	Fundamentals of print design and advertising design								30
2	Advance print design & advertising design(assignments)								30
3	Creative strategy in advertising design & print design								30
4	A guidance to prepare a Portfolio								15
Reference (APA Style)									
Ellen Lupton & Jennifer Cole Phillips				Graphic Design: The New Basics					
Kenneth Roman & Jane Maas				How to Advertise					
University Exam Format									
No.	Portfolio							Marks	
1	Personal Statement & Artist Statement							50	
2	Artwork Collection, Sketchbook & Process Work,								
3	Portfolio Presentation & Layout, Descriptions & Annotations								

KRANTIGURU SHYAMJI KRISHNA VERMA KACHCHH UNIVERSITY									
FACULTY OF VISUALARTS									
Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM – 3				Version/Pattern	NEP			
Effective from Academic Year	2025 – 26				Effective for the batch Admitted in	2025 - 26			
Subject code	SECVAA301	Subject Name			Visual communication & photo editing/ Photography				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	1	-	1	-	2	Theory	25	-	
Hours	15	-	30	-	45	Practical	-	25	50
Pre-requisites:									
- Primary Knowledge of photo editing/photography and visual communication									
Objectives:									
<ul style="list-style-type: none"> - To develop skills to communicate ideas and messages through visual media. - To gain knowledge of design principles such as layout, color theory, and typography. - To learn to work with various traditional and digital media formats. - To understand the impact of visuals in different cultural and social contexts. - To develop the ability to craft compelling visual narratives. - To equip students with fundamental and advanced skills in photography and photo editing, enabling them to create visually compelling images for artistic and commercial applications in applied art. 									
Learning Outcomes:									
<p>The students will be able to:</p> <ul style="list-style-type: none"> - build a diverse portfolio showcasing design, illustration, and multimedia projects. - demonstrate expertise in design software and multimedia tools. - adapt visual messages to target specific audiences and contexts. - apply creative strategies to solve communication challenges. - prepare for careers in advertising, graphic design, digital media, and other visual arts fields. - understand the principles of photography, including composition, lighting, and camera settings. - produce portfolio-worthy projects demonstrating professional-level photo editing techniques. - understand ethical considerations and copyright issues in photography and digital editing. 									
Theory syllabus									
Unit	Content								Hrs
1	Fundamentals of visual communication								15
2	Photo editing of commercial photography								30
Reference (APA Style)									
Alex W. White			The Elements of Graphic Design						
Bruce Barnbaum			The Art of Photography: A Personal Approach to Artistic Expression						
Lou Jacobs Jr.			Professional Commercial Photography: Techniques and Images from Master Digital photographer						
University Exam Format									
Question No.	Type of Questions						Marks		
1	Practical exam on application of photo editing or photography						25		

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FACULTY OF VISUALARTS									
Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM – 3				Version/Pattern	NEP			
Effective from Academic Year	2025 – 26				Effective for the batch Admitted in	2025 - 26			
Subject code	VACVAA301	Subject Name			Environment & Literature				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	-	-	-	2	Theory	25	25	50
Hours	30	-	-	-	30	Practical	-	-	-
Pre-requisites:									
- Basic understanding of Environment & Literature									
Objectives:									
<ul style="list-style-type: none"> - To develop an understanding of environmental systems, biodiversity, and ecosystems. - To promote knowledge of sustainable practices and resource conservation. - To analyze environmental problems such as pollution, climate change, and deforestation. - To foster environmental ethics and responsibility for protecting natural resources. - To encourage practical solutions to environmental challenges through research and critical thinking. 									
Learning Outcomes:									
The students will be able to:									
<ul style="list-style-type: none"> - understand key concepts of environmental science, ecosystems, and sustainability. - identify and analyze environmental challenges at local and global levels. - apply eco-friendly practices in daily life and professional activities. - develop problem-solving skills to address environmental concerns. - foster a sense of responsibility toward environmental conservation and community engagement. 									
Theory syllabus									
Unit	Content								Hrs
1	Eco – criticism: An Overview 1. What is ‘Eco-criticism’? 2. Concept, definition, and types of Eco-criticism 3. History of ‘Eco - criticism’? 4. Terms – Nature, Environment, Ecology, Ecosystem								15
2	1. Stopping by Woods on a Snowy Evening – Robert Frost 2. Choosing the Path Untrodden – Mr. Ravi Pethani ‘Timir’ 3. My Hearts Leaps Up – William Wordsworth 4. Smitivan – Dr. Amin Sama 5. Man who Madc Forest – Jadav Payeng (Biography)								15
Reference (APA Style)									
Luoise Westling		The Cambridge Companion to Literature and the Environment							
Accurate Publishing Solution		Environment and Literature							
University Exam Format									
Question No.	Unit	Type of Questions						Marks	
1	1	Essay question with choice OR Short Notes						10	
2	2	Essay question with choice OR Short Notes						10	
3	1-2	Objective Type Question/ Definitions/ Fill in the blanks/ Short questions/ True – False/ Match the Columns						05	

KRANTIGURU SHYAMJI KRISHNA VERMA KACHCHH UNIVERSITY									
FACULTY OF VISUALARTS									
Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM – 3				Version/Pattern	NEP			
Effective from Academic Year	2025 – 26				Effective for the batch Admitted in	2025 - 26			
Subject code	AECVAA301	Subject Name			Practical English III				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	-	-	-	2	Theory	25	25	50
Hours	30	-	-	-	30	Practical	-	-	-
Pre-requisites:									
- Basic understanding of fundamental concepts of English language and literature									
Objectives:									
<ul style="list-style-type: none"> - To develop the ability to effectively express ideas, thoughts, and emotions in both spoken and written English, enhancing interaction in personal, academic, and professional settings. - To gain proficiency in English to open doors for global job prospects, as many industries require English fluency for communication, collaboration, and growth. - To learn to appreciate different cultures, traditions, and perspectives through English-language media, literature, and conversations, promoting cross-cultural understanding. - To develop analytical skills by engaging with complex texts, discussions, and content in English, enhancing one's ability to reason, question, and solve problems creatively. 									
Learning Outcomes:									
The students will be able to:									
<ul style="list-style-type: none"> - able to employ various strategies to comprehend and analyze a variety of text, including identifying main ideas, making inferences, and evaluating arguments. - demonstrate a solid understanding of English grammar rules and conventions, including syntax, sentence structure, punctuation, and vocabulary usage. 									
Theory syllabus									
Unit	Content								Hrs
1	Text 1. One Thousand Dollars – O. Henry 2. On the Rule of the Road – A.G. Gardiner 3. Go Kiss the World – Subroto Bagchi 4. Vithalbhai Patel – Manoj Chhaya 5. Jerakali – Jayanti Joshi “Shabaab”, Tr. Dr. K.P.Mehta								15
2	Grammar and Composition 6. Articles 7. Modal Auxiliaries 8. Paragraph Writing								15
Reference (APA Style)									
Macmillan Publishers			Advik						
Ophelia Hancock			Reading Skills for College Students						
R. Karal			English Grammar for You						
V & S Publishers			Spoken English						
University Exam Format									
Question No.	Unit	Type of Questions						Marks	
1	1	1(A) Answer in short with Choice (Any five out of seven)						05	
		1(B) Short notes with choice (Any one out of three)						05	
2	2	(A) Exercise based on topics specified as Unit II						05	
		(B) Exercise based on topics specified as Unit II						05	
3	1-2	Objective Type Questions/ Definitions/ Fill in the blanks/ Short question/ True – False/ Match A with B						05	

KRANTIGURU SHYAMJI KRISHNA VERMA KACHCHH UNIVERSITY									
FACULTY OF VISUALARTS									
Programme		B.V.A (Applied Art)				Branch/Spec.		Fine Arts	
Semester		SEM – 4				Version/Pattern		NEP	
Effective from Academic Year			2025 – 26			Effective for the batch Admitted in			2025 - 26
Subject code		MJVAA 401		Subject Name		History of Advertising II			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	-	-	-	4	Theory	50	50	100
Hours	60	-	-	-	60	Practical	-	-	-
Pre-requisites:									
- Knowledge about commercial Art									
Objectives:									
- To provide students with an understanding of the evolution of advertising, from its early origins to modern digital trends. It explores the cultural, social, and economic impact of advertising and how it has shaped consumer behaviour and communication strategies over time.									
Learning Outcomes:									
The students will be able to:									
- gain knowledge of key milestones in the history of advertising, including print, radio, television, and digital media evolution.									
- develop the ability to analyze how historical events and societal changes have influenced advertising strategies.									
- understand the role of creativity and innovation in shaping successful advertising campaigns.									
- evaluate the cultural and ethical impact of advertisements on different demographics.									
- apply historical insights to modern advertising practices for strategic and creative development.									
Theory syllabus									
Unit	Content								Hrs
1	Introduction of Industrial Revolution								15
2	The Birth of Modern Advertising								15
3	The Golden Age of Advertising in World								15
4	Digital Age & Future of Advertising								15
Reference (APA Style)									
Henry Sampson			A History of Advertising from the Earliest Times						
Clarence Hornung			Handbook of Early Advertising Art: Pictorial Volume						
University Exam Format									
Question No.	Unit	Type of Questions							Marks
1	1	Essay question with choice OR short Notes							10
2	2	Essay question with choice OR short Notes							10
3	3	Essay question with choice OR short Notes							10
4	4	Essay question with choice OR short Notes							10
5	1-4	Objective type question/definitions/fill in the blanks/short question/ true-false/ match A with B							10

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Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM - 4				Version/Pattern	NEP			
Effective from Academic Year	2025 - 26				Effective for the batch Admitted in	2025 - 26			
Subject code	MJVAA 402	Subject Name			Illustration				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	1	-	3	-	4	Theory	-	-	-
Hours	15	-	90	-	105	Practical	50	50	100
Pre-requisites:									
- Basic Drawing Skills									
Objectives:									
<ul style="list-style-type: none"> - To teach creative thinking and idea generation for effective visual storytelling. - To develop skills in traditional and digital illustration techniques. - To introduce various tools and materials for diverse illustrative styles. - To guide students in translating complex ideas into engaging visuals. - To encourage personal style development and innovative approaches to illustration. 									
Learning Outcomes:									
The students will be able to:									
<ul style="list-style-type: none"> - generate original ideas and translate them into compelling illustrations. - apply advanced techniques using traditional and digital illustration tools. - create illustrations for various industries like publishing, advertising, and media. - effectively communicate ideas, messages, or stories through visual means. - develop a unique illustrative style and portfolio showcasing creative expertise. 									
Theory syllabus									
Unit	Content								Hrs
1	Basics of illustration, storytelling and techniques (assignments)								30
2	Introduction of various tools and materials. Story drawing (assignments)								30
3	Comic drawings, book cover drawings, story board etc.								30
4	A guidance to prepare a Portfolio								15
Reference (APA Style)									
Andrew Loomis			Creative illustration						
Steven D. Katz			Film Directing Shot by Shot: Visualizing from Concept to Screen						
Scott McCloud			Making Comics storytelling secrets of comics						
External Assessment									
No.	Portfolio							Marks	
1	Personal Statement & Artist Statement							50	
2	Artwork Collection, Sketchbook & Process Work,								
3	Portfolio Presentation & Layout, Descriptions & Annotations								

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FACULTY OF VISUALARTS									
Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM - 4				Version/Pattern	NEP			
Effective from Academic Year	2025 - 26				Effective for the batch Admitted in	2025 - 26			
Subject code	MJVAA 403	Subject Name			Product design and packaging Design				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	1	-	3	-	4	Theory	-	-	-
Hours	15	-	90	-	105	Practical	50	50	100
Pre-requisites:									
- Product and Packaging Analysis, Fundamentals of Design									
Objectives:									
<ul style="list-style-type: none"> - To foster innovative thinking to design functional and aesthetically appealing products. - To develop expertise in material selection and production techniques. - To promote eco-friendly and socially responsible design practices. - To develop packaging that communicates brand values and product characteristics. - To design user-friendly packaging that enhances the consumer experience. - To equip learners to create designs that stand out in a competitive market. - To provide knowledge of printing, finishing, and assembly techniques for packaging. 									
Learning Outcomes:									
The students will be able to:									
<ul style="list-style-type: none"> - develop innovative and functional product solutions. - understand material properties and production techniques. - create visually appealing product designs. - use digital tools and 3D modelling software for product design. - build prototypes to test and validate design ideas. - design packaging that effectively communicates brand identity. - create packaging solutions that are user-friendly and protective. - understand printing, assembly, and finishing processes for packaging. - develop unique packaging solutions that enhance product presentation. 									
Theory syllabus									
Unit	Content								Hrs
1	Fundamentals of Product Design & packaging design (sketching assignments)								30
2	Design Development & Conceptualization(assignments)								30
3	Advanced Product Design & Packaging design with Industrial Application(assignments)								30
4	A guidance to prepare a Portfolio								15
Reference (APA Style)									
Send points					Smart Product Design				
Roncarelli, Sarah					Packaging Essentials: 100 Design Principles for Creating Packages(pdf available)				
External Assessment									
No.	Portfolio							Marks	
1	Personal Statement & Artist Statement							50	
2	Artwork Collection, Sketchbook & Process Work,								
3	Portfolio Presentation & Layout, Descriptions & Annotations								

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Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM - 4				Version/Pattern	NEP			
Effective from Academic Year	2025 - 26				Effective for the batch Admitted in	2025 - 26			
Subject code	MNVAA 401	Subject Name			Monuments/Mural/Photography (Elective)				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	1	-	3	-	4	Theory	-	-	-
Hours	15	-	90	-	105	Practical	50	50	100
Pre-requisites:									
- Study of Monuments/ Mural Definition/ Photography Techniques									
Objectives:									
<ul style="list-style-type: none"> - To develop an understanding of the principles, techniques, and tools of photography and mural art. - To cultivate creative expression and storytelling through visual media. - To enhance technical skills in camera handling, composition, and post-production in photography. - To explore the history, styles, and cultural significance of mural art. - To provide hands-on experience in designing and executing murals in various mediums and settings. - To foster collaborative and individual artistic practices. 									
Learning Outcomes:									
The students will be able to:									
<ul style="list-style-type: none"> - demonstrate proficiency in using photography equipment and software to create compelling visual narratives. - apply the principles of composition, lighting, and color theory in photography and mural art projects. - analyze and critique photographic and mural artworks based on aesthetic, cultural, and historical contexts. - design and execute mural art projects from conceptualization to completion, using appropriate techniques and materials. - integrate artistic concepts with practical skills to produce original works of photography and mural art. - Exhibit effective collaboration and project management skills in group art projects. 									
Theory syllabus									
Unit	Content								Hrs
1	Introduction of monuments of India with live studies / introduction of murals of India with live studies / basics of photography								30
2	Assignments on old monuments / murals and Cultural photography								30
3	Assignments of new monuments / murals and Morden photography.								30
4	A guidance to prepare a Portfolio								15
Reference (APA Style)									
Bruce Barnbaum				The Art of Photography: A Personal Approach to Artistic Expression					
External Assessment									
No.	Portfolio							Marks	
1	Personal Statement & Artist Statement							50	
2	Artwork Collection, Sketchbook & Process Work,								
3	Portfolio Presentation & Layout, Descriptions & Annotations								

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Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM - 4				Version/Pattern	NEP			
Effective from Academic Year	2025 - 26				Effective for the batch Admitted in	2025 - 26			
Subject code	SECVAA 401	Subject Name			Graphic Design Tools & Software				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	1	-	1	-	2	Theory	25	-	-
Hours	15	-	30	-	45	Practical	-	25	50
Pre-requisites:									
- Basic knowledge of Computer									
Objectives:									
<ul style="list-style-type: none"> - To equip students with advanced skills in industry-standard design software. - To enable the transformation of creative ideas into digital formats for visual communication. - To teach efficient workflows for creating high-quality digital design projects. - To facilitate the integration of graphics, typography, images, and animations. - To encourage students to experiment with digital tools to produce innovative designs. - To prepare students for contemporary design industry standards in advertising, publishing, and digital media. 									
Learning Outcomes:									
The students will be able to:									
<ul style="list-style-type: none"> - demonstrate proficiency in design software such as Adobe Photoshop, Illustrator, and in Design. - create compelling and aesthetically pleasing digital design solutions. - develop projects integrating graphics, typography, and multimedia elements. - build a professional portfolio showcasing digital design expertise. - apply digital tools creatively to address design challenges. - meet industry expectations for digital design in advertising, branding, and multimedia production. 									
Theory syllabus									
Unit	Content								Hrs
1	Introduction of digital tools for design like photoshop, illustrator and Corel draw								15
2	Practical of using digital tools and online tools for design like Adobe Photoshop, Illustrator, Canva etc.								30
Reference (APA Style)									
Sebastian Carter (Author)Kindle Edition			Graphic Design Tools and Software						
External Assessment									
No.	Portfolio							Marks	
1	Practical exam on application of digital tools for design							25	

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Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM - 4				Version/Pattern	NEP			
Effective from Academic Year	2025 - 26				Effective for the batch Admitted in	2025 - 26			
Subject code	VACVAA 401		Subject Name		Indian Textiles				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	-	-	-	2	Theory	25	25	50
Hours	30	-	-	-	30	Practical	-	-	-
Pre-requisites:									
- Basic Knowledge about Textiles									
Objectives:									
<ul style="list-style-type: none"> - To understand the development of Indian textiles from ancient times to the present. - To analyze diverse textile traditions like Banarasi, Kanjeevaram, Pashmina, and Kalamkari. - To learn about weaving, dyeing, embroidery, and printing techniques. - To examine the role of textiles in Indian rituals, traditions, and economy. - To Understand conservation efforts and modern adaptations of Indian textiles in fashion and design. 									
Learning Outcomes:									
The students will be able to:									
<ul style="list-style-type: none"> - identify key Indian textile traditions, materials, and techniques. - analyze the cultural, historical, and economic significance of textiles. - apply knowledge to preservation, innovation, and contemporary textile design. 									
Theory syllabus									
Unit	Content								Hrs
1	Study of traditional Indian textile design, weaving techniques of India								15
2	cultural significance of various patterns and materials in India								15
Reference (APA Style)									
cbseacademic.nic.in(PDF)				Traditional Indian Textile					
External Assessment									
Question No.	Unit	Type of Questions						Marks	
1	1	Answer in short with choice (Any five out of seven)						10	
2	2	Short notes based on unit I and II (two out of four)						10	
3	1-2	Objective Type Questions from unit I and II						05	

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FACULTY OF VISUALARTS									
Programme	B.V.A (Applied Art)				Branch/Spec.	Fine Arts			
Semester	SEM - 3				Version/Pattern	NEP			
Effective from Academic Year	2025 - 26				Effective for the batch Admitted in	2025 - 26			
Subject code	AECVAA 401	Subject Name			Practical English IV				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	-	-	-	2	Theory	25	25	50
Hours	30	-	-	-	30	Practical	-	-	-
Pre-requisites:									
- Basic understanding of fundamental concepts of English language and literature									
Objectives:									
<ul style="list-style-type: none"> - To develop the ability to effectively express ideas, thoughts, and emotions in both spoken and written English, enhancing interaction in personal, academic, and professional settings. - To gain proficiency in English to open doors for global job prospects, as many industries require English fluency for communication, collaboration, and growth. - To learn to appreciate different cultures, traditions, and perspectives through English-language media, literature, and conversations, promoting cross-cultural understanding. - To develop analytical skills by engaging with complex texts, discussions, and content in English, enhancing one's ability to reason, question, and solve problems creatively. 									
Learning Outcomes:									
The students will be able to:									
<ul style="list-style-type: none"> - able to employ various strategies to comprehend and analyze a variety of text, including identifying main ideas, making inferences, and evaluating arguments. - demonstrate a solid understanding of English grammar rules and conventions, including syntax, sentence structure, punctuation, and vocabulary usage. - demonstrate a solid understanding and usage of adjectives and adverbs. 									
Theory syllabus									
Unit	Content								Hrs
1	Text 1. Luck – Mark Twain 2. Learning from the west – N.R. Narayan Murthy 3. Chimera – Gautam Joshi, Tr. Dr. K.P. Mehta 4. The Invisible World – Indra Shah, Tr. Dr. Manoj Chhaya 5. Sister Nivedita – Kaustubh Mishra								15
2	Grammar and Composition 1. Adjectives 2. Adverbs 3. Summarizing								15
Reference (APA Style)									
Macmillan Publishers				Maison					
Ophelia Hancock				Reading Skills for College Students					
R. Karal				English Grammar for You					
V & S Publishers				Spoken English					
University Exam Format									
Question No.	Unit	Type of Questions						Marks	
1	1	1(A) Answer in short with Choice (Any five out of seven)						05	
		1(B) Short notes with choice (Any one out of three)						05	
2	2	(C) Exercise based on topics specified as Unit II						05	
		(D) Exercise based on topics specified as Unit II						05	
3	1-2	Objective Type Questions/ Definitions/ Fill in the blanks/ Short question/ True – False/ Match A with B						05	