



**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

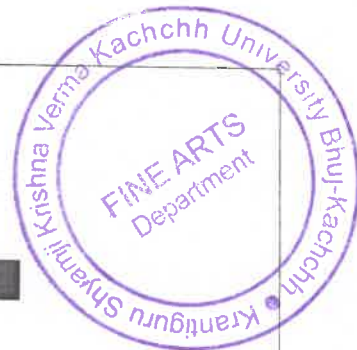



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Prof. Dr. Kashmira Mehta

**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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PROGRAMME OFFERED:

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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

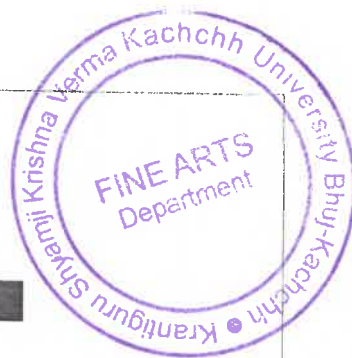
Sem-4

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



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Bachelor of Visual Arts(BVA)



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.



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Bachelor of Visual Arts(BVA)



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.



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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

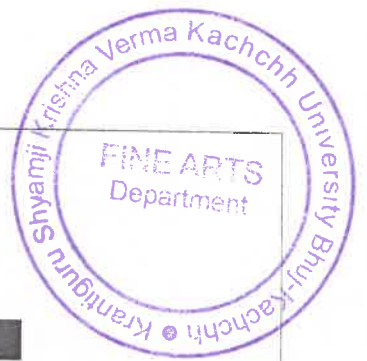
Semester-4

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
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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	Total Marks 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	Total Marks 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 VISUAL ARTS



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
	L	TU	P	TW				Total
Credit	1	-	3	-	4	Theory	-	-
Hours	15	-	90	-	105	Practical	50	50
								100

Pre-requisites:
 - Knowledge of Typing style or Lettering

Objectives:

- 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:

- 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	



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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	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:

- 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:

The students will be able to:

- 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									
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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:									
- 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:									
- 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) 1(B) Short notes with choice (Any one out of three)						05 05	
2	2	(A) Exercise based on topics specified as Unit II (B) Exercise based on topics specified as Unit II						05 05	
3	1-2	Objective Type Questions/ Definitions/ Fill in the blanks/ Short question/ True – False/ Match A with B						05	

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FACULTY OF VISUAL ARTS									
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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FACULTY OF VISUAL ARTS



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
	L TU	P TW	
Credit	1	-	3
Hours	15	-	90
			105
			4
			100

Pre-requisites:

- Basic Drawing Skills

Objectives:

- 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:

- 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 VISUAL ARTS



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:

- 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:

- 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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FACULTY OF VISUAL ARTS



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		MNVA 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:

- 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:

- 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 Modern 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	



KRANTIGURU SHYAMJI KRISHNA VERMA KACHCHH UNIVERSITY

FACULTY OF VISUAL ARTS



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:

- 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:

- 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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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	



