



ತುಮಕೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ತುಮಕೂರು  
**TUMKUR UNIVERSITY, TUMAKURU**

**Regulations Governing the**  
**BACHELOR'S DEGREE PROGRAMME IN VISUAL ARTS (BVA)**  
Under Semester Scheme  
(As per Section 44(1) of Karnataka State University Act 2000)

**Contents**

**Draft of Regulations, Scheme & Structure of the Syllabus**  
**for Semester System of Specialization Courses**  
**in**

**PAINTING AND APPLIED ART**

Leading to  
**Bachelor's Degree in Visual Arts (BVA)**



**TUMKUR UNIVERSITY, TUMAKURU**

**REGULATIONS GOVERNING THE  
BACHELOR'S DEGREE IN VISUAL ARTS (BVA)  
SEMESTER SCHEME**

(As per Section 44(1) of Karnataka State University Act 2000)

(This syllabus is applicable for affiliated Colleges of Tumkur University)

**PREAMBLE**

Tumkur University was established in 2004 with its territorial jurisdiction over Tumakuru District. Since its inception, as per the transitory provisions of the Act, it has adopted the Statutes, Regulations and Ordinances of Bangalore University for academic administration. Besides, based on the needs, it has formulated and enacted its own Statutes and Regulations. Now it proposes to implement its own Regulations governing the Bachelor's Degree Programme in Visual Arts (BVA) under Semester scheme. The regulations drafted in this regard are being presented here with the due approval of competent authorities as per the KSU Act 2000. The Regulations have been drafted as per the UGC guidelines.

## 1. TITLE

- 1.1 This Regulations shall be called as the **“Tumkur University Regulations Governing the Bachelor Degree in Visual Arts (BVA)”**, 2018-19.

## 2. COMMENCEMENT

- 2.1 It shall come into force from the academic year, 2018-19. The Academic year shall ordinarily commence as per the University Calendar of events.

## 3. DEFINITION

- 3.1 ‘University’ refers to Tumkur University.  
 3.2 ‘Student’ refers to student admitted to BVA Degree course under these Regulations.  
 3.3 ‘Fee’ means fee payable as prescribed by the University under these regulations.  
 3.4 ‘AC’ refers to Academic Council of Tumkur University.

## 4. DURATION OF THE COURSE

- 4.1 The course shall be of **Eight** Semesters (**Four** Academic Years). It is called BVA Degree which has **two** Semesters of foundation course and **Six** Semesters of specialization in any discipline such as Painting /Applied Art.

## 5. ELIGIBILITY FOR ADMISSION to I Semester Foundation Course

- 5.1 The minimum qualification for admission to the eligibility is passing **PUC / 3 Year Diploma / ITI / 10+2 / 12<sup>th</sup> Standard** or its **Equivalent**, approved by Higher Secondary Education Board (10+2) in India. However seats shall be allocated based on merit.

## 5.2 ADMISSION TO III Semester B.V.A Degree Course

Candidates seeking admission to III Semester BVA specialization course are required to have passed in the foundation (BVA 2 Semester Duration) course. They must have cleared at least 4 papers each in their 1<sup>st</sup> and 2<sup>nd</sup> semester respectively. This carryover system shall not be applicable to the other than Tumkur University students.

Admission to III Semester BVA degree specialization course is based on the availability of seats, marks obtained in the foundation course examination (Two Semesters).

### 5.3 ALLOCATION OF SEATS

Seats shall be allocated as per the existing Government/University order in force at the time of admission.

5.4 The eligible candidates shall register their names for the BVA course as per the University guidelines.

## 6. INTAKE

6.1 The total number of students to be admitted is limited to 20 seats for I Semester and if additional seats are required permission should be taken from the University from time to time.

### 6.2 SPECIALIZATION COURSE / DISCIPLINES OFFERED (Six Semesters)

1. Painting      2. Applied Art

### 6.3 SEATS ALLOTTED TO EACH DISCIPLINE

The students who pass I & II Semester (foundation course) will be admitted to UG specialization course as shown below.

1. Painting	50%
2. Applied Art	50%

6.4 However, the allocation of seats for each specialization will be based on the merit in the Foundation course.

6.5 In case of students from other than Tumkur University who want to seek admission at Tumkur University B V A course for the III Semester, 50% of additional seats shall be provided for them. Such students should have completed I and II Semester Foundation Course in their respective Universities.

## 7. MEDIUM OF INSTRUCTION

The medium of instruction shall be English / Kannada.

## 8. ATTENDANCE

8.1 A student having less than 75% attendance in any subject shall not be permitted to take the examination.



8.1 If a student represents his / her institution / University / state at National level Sports / NCC / NSS / Cultural Events, Artist Camps, Workshops, Seminar, Art Exhibitions or any other officially sponsored programs, he / she is permitted to avail maximum 20 days of attendance.

8.2 In case of accident / serious illness leading to actual hospitalization, a student has to produce the medical certificate counter signed by the district surgeon to avail maximum 20 days of attendance.

## **9. COURSE STRUCTURE**

9.1 The course structure of B.V.A, its contents, regulations, scheme of teaching, examination, evaluation and syllabus shall be as approved by an Academic Council of the University from time to time.

9.2 There shall be University Examinations at the end of each Semester for the prescribed papers.

9.3 A candidate has to pay the prescribed fee to appear for each semester examinations.

## **10. PROGRESS**

a. The internal assessment is based on assignments and tests. Therefore the students must submit the assignments of all subjects and attend the internal tests in all the semesters.

b. Each Practical paper shall carry 40 internal assessment marks and the candidate must secure a minimum of 40% of the total I.A Marks. *(i.e. 16 marks out of 40)*

c. Each Theory paper shall carry 20 marks for internal assessment and the candidate must secure a minimum of 35% of the total I.A Marks. *(i.e. 7 marks out of 20)*

d. Each language paper shall carry 20 marks for internal assessment. Getting 35% of IA marks i.e. 07 out of 20 is not compulsory to pass. But a candidate should score more than 35 marks out of 80 in the main exam.

11. The 8<sup>th</sup> Semester B V A degree students should display / make presentation of their works of all subjects at the time of central evaluation.

## **12. SCHEME OF EXAMINATION**

- 12.1 There shall be University examination at the end of each Semester.
- 12.2 Each **Language / Theory** papers offered in each Semester shall carry a maximum of 100 marks, with 20% marks for internal assessment and 80% marks for theory.
- 12.3 Each **practical** paper offered in each Semester shall carry a maximum of 100 marks, with 40% marks for internal assessment and 60% marks for examination.
- 12.4 There shall not be Board Examination for specialization subjects like Computer Graphics and Photography in all Semesters. But the works of each student carried out throughout the each semester will be assessed by the external examiners at the end of each semester for the consideration of prescribed marks.
- 12.5 A certified copy of the list of internal assessment marks shall be sent to the University i.e., Registrar (Evaluation) duly signed by the concerned Faculty, HOD / Coordinator / Principal.
- 12.6 There shall be Single Evaluation System. All the theory and practical papers of each semester shall be evaluated by the external examiners except language papers.
- 12.7 The HOD, Department of Fine Arts, Tumkur University, will be the Chairperson of the BOE.
- 12.8 The subject experts, outside the jurisdiction of Tumkur University, from Fine Art/ Visual Art Education Institutions with five years of teaching experience at U G/ P G level courses have to be appointed subject wise as the members of the BOE.
- 12.9 The language teaching faculty with minimum 3 years of teaching experience has to set the question papers and evaluate the answer scripts.
- 12.10 Registrar, (Evaluation), Tumkur University, appoints the Chief Superintendent / Additional Superintendent for examinations.

## **13. MINIMUM MARKS FOR PASS**

- 13.1 Minimum marks to pass, in case of theory papers, is 35% including internal assessment marks and in case of practical papers, is 40%, including internal assessment marks.

- 13.2 The students who fail in any subject/s can re-appear for the examination by remitting the prescribed fee for each subject in the respective examination. However there shall not be any change in the internal assessment marks obtained by the student except as provided for the clause 18.

#### **14. ELIGIBILITY FOR PROMOTION**

- 14.1 It is must for a student to pass 8 subjects/papers i.e. 4 subjects in I Semester and 4 subjects in II semester to get admission to III Semester.

- 14.2 A student who seeks admission for the V Semester should have cleared at least 8 subjects in III and IV semester and have cleared all papers in I and II semesters.

- 14.3 While seeking admission for the VII Semester the student should have cleared at least 8 subjects in V and VI semester and cleared all papers in III and IV semesters.

- 14.4 A candidate who has applied for **Re-evaluation** (for theory subjects only) shall be admitted to the next Semester after obtaining an undertaking from the student to the effect that if the candidate fails to pass in re-evaluation, his/her admission would be cancelled.

#### **14.5 There is no Re-evaluation for Practical Subjects**

- 14.6 The candidate is again rendered ineligible for the next Semester examination, he / she shall discontinue from that Semester. No benefit shall accrue for the attendance and internal assessment marks already earned by him/ her conditionally till then, if on re-evaluation the candidate becomes eligible for the next Semester examination. The benefit of attendance already recorded by him / her will be passed on to him / her. However, students who are willing to attend the classes after applying for re-evaluation shall pay the fee as prescribed by the university.

#### **15. STUDENTS BEHAVIOR IN THE EXAMINATION CENTRE**

- 15.1 The student has to be presented during the first session of the practical examination. If he/she remains absent for the first session, he will be disqualified for attending the next sessions.

- 15.2 Taking the photograph of any page from the answer scripts is a punishable offence. In case a student is found taking photograph, he/she will be debarred from the and such a student will be suspended from the examination at least for two Semesters.
- 15.3 It is a punishable offence to keep tablet/mobile phone/blue tooth/ear phone/any electronic gadgets while writing the examination. If a student is found with such gadgets he/she will be debarred from the respective semester examination and such a student will be suspended from the examination at least for two Semesters.
- 15.4 If any candidate misbehaves with the room supervisor, he/she will be debarred from the respective semester examination and will also be suspended from the examination for Two Semesters. The Examination Chief Superintendent has the right to debar him/her from the examination of one paper and he can debar such a candidate from the rest of the papers of the respective examination.
- 15.5 It is compulsory for the candidates to answer the questions of either practical / theory examination accordingly. In case he/she is showing disrespect to Indian constitution or condemns teaching or non-teaching faculty in answer script, he/she will be disqualified permanently from the entire course.
- 15.6 These rules and regulations of the examination are applicable to the students of UG course of the Visual Arts, Tumkur University and Affiliated Colleges from the academic year 2018-19.

16. **EXAMINATION RESULTS AND ITS CLASSIFICATION**

The result of the students appeared for the examination is classified as below.

- a) **Distinction:** It is for the students those who obtain aggregate 70% and above marks in all the 8 semesters.
- b) **First class:** It is for the students whose aggregate marks is below 70% and not less than 60% in all the 8 semesters.
- c) **Second class:** Those who obtain below 60% but not less than 50% of the aggregate marks in all the 8 the semester.

- d) **Pass class:** Those who obtain below 50% but not less than 40% of the aggregate marks in all the 8 semesters.

#### **17. DECLARATION OF RANKS**

Top scorers of the batch will be given ranks respectively at the convocation of Tumkur University. It is must for the top scorers to clear their each semester in first attempt.

#### **18. REJECTION OF RESULTS**

The students who wish to reject the result of any Semester should abide by University Regulations.

#### **19. MAXIMUM DURATION OF THE COURSE**

The maximum duration of the course is as per Tumkur University norms.

#### **20. TRANSFER OF STUDENTS**

- 20.1 Transfer of students from any University to this University shall be permitted only at the beginning of the academic year.

- 20.2 A candidate seeking transfer from another University should have cleared all the subjects of the preceding Semester prescribed by the parent University and produce the required marks card/certificate.

- 20.3 Transfer of students form one college to another college affiliated to Tumkur University is allowed only at the beginning of the academic year.

#### **21. RE APPEAL AND SAVINGS**

Not with standing anything contained above, provisions of any Statute, Regulations, Orders or rules in force shall be inapplicable to the extent of inconsistency with these regulations. The university shall issue such orders, instructions, procedures & prescribe such formal as it may deem fit to implement the provisions of this regulation. **The decision of the Vice-Chancellor in all matters shall be the final.**

#### **22. FACILITIES TO BE PROVIDED TO THE FACULTY AND STUDENTS**

- 22.1 The students with faculties of the Department of Fine Arts shall have to attend National / International programs like, India Art Fair / Art Fairs / Triennial /

Biennale / Rashtreeya Kalamela and other Art Exhibitions as and when required and such study tours are mandatory for the completion of the course.

22.2 The students at the **Eight** Semester have to arrange group show outside the University under the guidance of the faculty at the end of their semester.

22.3 The Fine Arts Department shall conduct a 10 to 15 Days Project Tour/Education Tour every academic year for the benefits of the students at the sites such as Art Gallery/Historical/ Rural/ Nature with Landscapes, good sculpture and Architecture examples.

22.3 **The University may financially support the above said activities, depending on the decisions taken by the University Administration.**

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**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA)**  
**I Semester Foundation Course**



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA)**  
**I Semester Foundation Course**  
 Scheme of the Examination  
 (Semester Scheme)

Sl.No.	Course Code	Title of the Course	WPW	Duration of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-FD:I.1	DRAWING -I	6	5	-	60	40	100
2	BVA-FD:I.2	DESIGN 2D -I	5	5	-	60	40	100
3	BVA-FD:I.3	SCULPTURE BASICS	5	5	-	60	40	100
4	BVA-FD:I.4	LETTERING & LAYOUT	6	5	-	60	40	100
5	BVA-FD:I.5	COMPUTER GRAPHICS-I	2	-	-	-	100	100
6	BVA-FD:I.6	THEORY OF ART HISTORY	2	3	80	-	20	100
7	BVA-FD:I.7	KANNADA / HINDI / ADDITIONAL ENGLISH	4	3	80	-	20	100
8	BVA-FD:I.8	GENERAL ENGLISH	4	3	80	-	20	100
<b>TOTAL</b>			<b>34</b>		<b>240</b>	<b>240</b>	<b>320</b>	<b>800</b>

**\*WPW: Workload per Week, \*Drn: Duration, \*IA: Internal Assessment**

**\*Special Note:** Computer Graphics-I is not for main Examination.





**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA)**  
**I Semester Foundation Course**  
 Structure of the Syllabus

**BVA-FD:I.1 : DRAWING-I**

Exercises in various media like pencil, charcoal and pen and ink drawing and rendering from Nature & Objects, Still Life Drawings with geometrical shapes to develop the sense of observation and the capacity to retain and recall images and their co-ordination, outdoor sketching and rapid sketching etc.

**Submission:** 08 no's. Well finished works (Half imperial Size)

**BVA-FD:I.2 : DESIGN 2D-1**

Development of design content oriented paintings with representational aspects. Activation of space through form and rhythm, the design should be rendered powerfully by drawing different types of sketches and different kinds of subjects from daily life activities, historical and mythological events and introducing pictorial space, negative and positive space.

**Submission:** 08 No's. Well finished works (Half imperial Size) Rough Sketches : 20

**BVA-FD:I.3 : SCULPTURE BASICS**

To develop visual awareness in two and three dimensions through manipulative skills in clay method and principals of clay modeling in round, study and rendering of natural and manmade object in many media.

Medium: Clay, Soap, Armature Wire

**Submission:** 04 no's. Well finished Clay works and Well finished Drawings 08

## BVA-FD: I.4: LETTERING & LAYOUT

Detail study of one of the various calligraphic schools (European, Indian Script, Gothic and Humanistic) Round and brush point. Principles of typography: Design, suitability and readability of printed matter. The Study of typographic measurements and specifications

The Advanced practice of creativity in typographic & calligraphic layouts with its different Indian languages-suitable to print ads, like Greeting cards press ad, poster, hoarding, and various purposes

- Study of calligraphic-lettering construction of alphabetic European, Indian Script, Gothic and Humanistic
- Study of creating 3D letter-forms
- Study of captions / slogans with calligraphic different style

**Submission:** 08 No's. Well finished work, **Medium:** Pen & Ink / Brush and color

## VA-FD: I.5: COMPUTER GRAPHICS-I

Evolution of computers, characteristics of computer, computer generations: first generation, second generation, third generation, fourth generation and fifth generation computers. Classification of computers: based on working principle, size and capability, computer applications: data processing, commercial, office automation, industry and engineering, healthcare, education, graphics and multimedia applications.

Providing knowledge about Microsoft office tools, Excel Outlook, Power Point, Publisher, Word.

**Submission:** MS Paint 04 works in Digital Print and Power Point 04

### Reference Books

1. Computer Fundamentals: N. Mithili Devi and E. Padmasri, SKYWARD Publishers.
2. Introduction to computer concepts: Pearson publication.
3. Computer Fundamentals: Anita Goel, Pearson publication.
4. Fundamentals of Computers, - V. Rajaraman: PHI (EEE)
5. Microsoft office 2010: John Walkenbach, Herb Tyson, Michael R Groh, Faithe Wempen.
6. Microsoft office 2010 for Windows: Steve Schwartz.

## VA-FD: I.6: THEORY OF ART HISTORY

Discuss on origin of art – What is Art ?, Necessity of Art, Function of Art, Folk of Art of India, Warli Paintings, Leather Puppetry, Rangoli, Hase Chithra, Madarangi etc.. Fundamentals of Indian Paintings, Fundamentals of Indian Sculpture, Fundamentals of Indian Architecture.

Life and Art achievements of : Raja Ravi Varma, K Venkatappa, K K Hebbar, M F Hussain, R M Hadapad, Amrutha Sher-Gil, Sheela Gouda.

## BVA-FD:I.7: KANNADA

### ೧. ನುಡಿವಿಜ್ಞಾನ - ೦೧

ಸಂಪಾದಕರು : ಡಾ. ಕಲೀಗೌಡ ಜೀಜನಹಳ್ಳಿ ಮತ್ತು ಡಾ. ಅಮರೇಶ ನುಗಡೋಣಿ

(ಪ್ರಕಟಣೆ : ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ)

## BVA-FD:I.7: HINDI

### 1. Collection of Prose: “Gadyalochan ”

**Edited by :** Dr. Shekhar

(Printed and published by Prasaraanga, Bangalore University, Bangalore)

### 2. Grammar: Vakya shudh Kijiye, Ling and vachana

### 3. Translation: Passage

### Reference books

1. Hindi Vyakaran Prabodh Avam Rachana – Dr.Vijaypal Singh
2. Vyavaharik Hindi Vyakaran Anuvad Tatha Rachana – Dr.H. Parameswaran

**BVA-FD:I.7 : ADDITIONAL ENGLISH****PART-A****Section-I****Poetry: 01 hour per Week**

1. The Good Morrow-John Donne
2. Ballad Of The Landlord -Langston Hughes
3. A Psalm Of Life-Henry Wadsworth Longfellow
4. Because I Could Not Stop For Death-Emily Dickenson

**Section-II****Prose: 01 hours per week**

1. Poor Relations -Charles Lamb
2. A Fellow Traveller -A.G. Gardiner
3. In Praise Of Mistakes-Robert Lynd

**PART-B****Section-III****Developing Writing Competence -I : 2 hours per week**

Essay Writing

Paragraph Writing

Dialogue Writing

**BVA-FD: I.8: GENERAL ENGLISH**

Name of the text Book ***Achieve*** (Prescribed as per UG Syllabus, Tumkur University)



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA)**

Language: General English Question Paper Pattern

**I Semester BVA Foundation**

**PART-A**

(POETRY & SHORT STORY)

**Exam Hours: 3**

**Maximum Marks -80**

- |   |           |
|---|-----------|
| I. Answer any <b>five</b> of the following in one or two Sentences. | 5X2 =10   |
| II. Answer any <b>four</b> of the in following                      | 4X 10= 40 |

**PART B**

(INTRODUCTION TO COMMUNICATION SKILLS IN ENGLISH)

**Maximum Marks -30**

- |  |        |
|--|--------|
| III. Fill in the blanks with appropriate forms of words given in brackets.             | 5X1 =5 |
| IV. Construct sentences for the following.   | 5x1=5  |
| V. Fill in the blanks using appropriate auxiliary works given below.                   | 5x1=5  |
| VI. Construct sentences using the phrasal verbs given below.                           | 5x1=5  |
| VII. Identify the clauses in the following sentences.                                  | 5x1=5  |
| VIII. Use the following transitive and intransitive verbs in<br>Sentences of your own. | 5x1=5  |

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**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA)**  
**II Semester Foundation Course**



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA)**  
**II Semester Foundation Course**  
**Scheme of the Examination**  
**(Semester Scheme)**

Sl.No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-FD:II.1	DRAWING -II	6	5	-	60	40	100
2	BVA-FD:II.2	STILL LIFE PAINTING	5	5	-	60	40	100
3	BVA-FD:II.3	PRINT MAKING BASICS	5	5	-	60	40	100
4	BVA-FD:II.4	CALLIGRAPHY & LAYOUT	6	5	-	60	40	100
5	BVA-FD:II.5	COMPUTER GRAPHICS-II	2	-	-	-	100	100
6	BVA-FD:II.6	MATERIALS & METHODS	2	3	80	-	20	100
7	BVA-FD:II.7	KANNADA / HINDI / ADDITIONAL ENGLISH	4	3	80	-	20	100
8	BVA-FD:II.8	GENERAL ENGLISH	4	3	80	-	20	100
<b>TOTAL</b>			<b>34</b>		<b>240</b>	<b>240</b>	<b>320</b>	<b>800</b>

**\*WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Computer Graphics-II is not for main Examination



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA)**  
**II<sup>nd</sup> Semester Foundation Course**  
 Structure of the Syllabus  
 (Semester Scheme)

**BVA-FD: II.1: DRAWING-II**

Exercises in various media like pencil, charcoal and pen and ink drawing and rendering from life model study, drawing from memory, Nature & Objects-to develop the sense of observation and the capacity to retain and recall images and their co-ordination, outdoor sketching and rapid sketching etc. Daily life sketches, Drawing the Master works, have to be studied.

**Submission:** 08 No's. Well finished works (Half imperial Size)

**BVA-FD: II.2: STILL LIFE PAINTING**

Exercises in various media like pencil, charcoal and pen and ink, monochrome works rendering from Nature & Objects-to develop a sense of observation and the capacity to retain and recall images. Study of Composition, grip on lines have to be achieved from this subject.

**Submission:** 08 No's. Well finished works (Half imperial Size)

**BVA-FD: II.3: PRINT MAKING BASICS**

Basic techniques in surface printing in one and more color, simple methods of block making with wood, sketching of materials, preparation of surface for various texture and tonal values for multicolor block preparing surface and transferring images and selected materials with advanced techniques of combination of various printing methods

**Submission:** 4 No's. Well finished work, **Medium:** Wood/ Banvar Sheet / Linoleum  
**Plate Size:** 8"x10"

**BVA-FD: II.4: CALLIGRAPHY & LAYOUT**

Techniques Operating Simple Press Layouts Using Simple Products / Objects In The Form Of 2D And 3D Shape (Such As Cubes, Spheres, Cylinders Etc.), Rendering With B/W-Color



- Flat Or Half Tone Medium Along With Simple Captions Or Titles And Also Preparing Simple Calligraphic Layouts by using Calligraphic Pen.

**Medium:** Pen & Ink / brush, Color

**Submission:** 08 No's Well finished works. (Suitable/Half imperial size)

## BVA-FD: II.5: COMPUTER GRAPHICS-II

### **CorelDraw**

History and Features. Introduction to CorelDraw- practicing the tools & creating special effects. The most impressive art work in the digital media, like drawings, vector arts, designs, logos and corporate designs, etc. The visuals and own concept the illustrated on digital format.

### **CorelDraw Course Contents**

#### **Getting started with CorelDraw**

- Introduction to CorelDraw
- Features of CorelDraw
- CorelDraw Interface
- Tool Box
- Moving from Adobe Illustrator to CorelDraw
- Common Tasks

#### **Drawing and Coloring**

- Introduction
- Selecting Objects
- Creating Basic Shapes
- Reshaping Objects
- Organizing objects
- Applying color fills and Outlines

#### **Mastering with Text**

- Introduction
- Text Tool
- Artistic and paragraph text
- Formatting Text
- Embedding Objects into text
- Wrapping Text around Object
- Linking Text to Objects

#### **Applying Effects**

- Introduction
- Power of Blending

- Distortion
- Contour Effects
- Envelopes
- Lens effects
- Transparency
- Creating Depth Effects
- Power Clips

### **Working with Bitmap Commands**

- Introduction
- Working with Bitmaps
- Editing Bitmaps
- Applying effects on Bitmaps
- Printing

### **CorelDraw- Web resources**

- Introduction
- Internet Tool bar & Setting your webpage
- Exporting files
- Creating buttons with rollover effects

**Submission:** 04 well finished works in Digital Print Media and DVD format.

## **BVA-FD: II.6: MATERIALS & METHODS**

Discussion on pencil grades, media of colors, types of papers and canvas. *Practical study* of colors as painting medium, colors wheel, color chart, Basic terms of color, color harmony, Rendering, Technique etc.

The properties of different colors and pigments transparent and opaque colors—their properties and behavior, experience of medium, water color, tempera, gouache, color, acrylic etc. Techniques of painting in oil, Brief history of oil painting, Study of supports, priming vehicles (oils) pigment. Study of behavior of color and their chemical properties

Preparation of canvas and other supports and grounds. Refractive index of color, Study for technique of traditional miniature painting. Study of techniques of mural - painting - fresco (Indian and Western), Tempera, encaustic painting. Introduction of other techniques for murals-mosaic, collage, relief

BVA-FD: II.7: KANNADA

೧. ನುಡಿವಿಜ್ಞಾನ - ೦೨

ಸಂಪಾದಕರು : ಡಾ. ಕಲೇಗೌಡ ಜೀವನಹಳ್ಳಿ ಮತ್ತು ಡಾ. ಅಮರೇಶ ನುಗಡೋಣಿ

(ಪ್ರಕಟಣೆ : ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ)

BVA-FD: II.7: HINDI

1. **Collection of Poems: “Kavya Sushma”**

**Edited by:** Dr. B. Ganesh and Dr. M. Vimala

(Printed and published by Prasaraṅga, Bangalore University, Bangalore)

2. **Comprehension:** A Passage study (Arth Grahan)

**Translation:** Passage

BVA-FD: II.7: ADDITIONAL ENGLISH

**PART –A**

**Section-I**

**Poetry: 01 hour per Week/15 hours per Semester**

Amoretti - Sonnet 75 - Edmund Spencer

The Charge of the Light Brigade -Lord Tennyson

The Solitary Reaper -William Wordsworth

**A River – A K Ramanujan**

**Section-II**

**Prose: 01 hour per Week/15 hours per Semester**

The Donkey - Sir J. Arthur Thomson

The Fight -William Hazlitt

With the Photographer -Stephen Leacock

**PART –B**

**Section-III**

**Developing Writing Competence- II: 01 hour per Week/15 hours per Semester**

Precise Writing

Story Writing

Report Writing

BVA-FD: II.8: GENERAL ENGLISH

Name of the text Book ***Illumination*** (Prescribed as per UG Syllabus, Tumkur University)

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**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA)**

Language: General English Question Paper Pattern

**II Semester BVA Foundation**

**PART-A**

(POETRY AND ESSAYS)

**Exam Hours: 3**

**Maximum Marks -80**

- |   |           |
|---|-----------|
| I. Answer any <b>five</b> of the following in one or two Sentences. | 5X2 =10   |
| II. Answer any <b>four</b> of the following                         | 4X 10= 40 |

**PART B**

(INTRODUCTION TO COMMUNICATION SKILLS IN ENGLISH)

- |  |       |
|--|-------|
| III. Fill in the blanks with suitable verbs given in brackets.                 | 5X1=5 |
| IV. Fill in the Blanks with suitable articles.                                 | 5x1=5 |
| V. Fill in the Blanks with suitable prepositions given in the bracket.         | 5x1=5 |
| VI. Fill in the Blanks with suitable conjunctions chosen<br>from the brackets. | 5x1=5 |
| VII. Add suitable affixes given below to the following words.                  | 5x1=5 |
| VIII. Do as directed.  | 5x1=5 |



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA)**  
 Question Paper Pattern  
 Kannada /Hindi / Additional English / Theory  
 (Semester Scheme)

**Exam Duration: 03 Hours**

**Max Marks 80**

**Instructions**

- 1.
- 2.
- 3.
- 4.

**PART 'A'**

**MULTIPLE CHOICE QUESTIONS**

**2X10=20**

- |     |    |    |    |    |
|-----|----|----|----|----|
| 1.  | a) | b) | c) | d) |
| 2.  | a) | b) | c) | d) |
| 3.  | a) | b) | c) | d) |
| 4.  | a) | b) | c) | d) |
| 5.  | a) | b) | c) | d) |
| 6.  | a) | b) | c) | d) |
| 7.  | a) | b) | c) | d) |
| 8.  | a) | b) | c) | d) |
| 9.  | a) | b) | c) | d) |
| 10. | a) | b) | c) | d) |

**PART 'B'**

ANSWER ANY FOUR QUESTIONS

4X5=20

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

**PART 'C'**

ANSWER ANY THREE QUESTIONS

3X10 =30

- 1)
- 2)
- 3)
- 4)
- 5)

**PART 'D'**

ANSWER ANY ONE QUESTION

1X10=10

(Passage Translation / Essay Writing / Letter Writing / Explain the reference Art work etc..)

- 1)
- 2)
- 3)

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**TUMKUR UNIVERSITY**

**Bachelor of Visual Arts (BVA) : PAINTING**





**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA): PAINTING**  
 Scheme of the Examination  
**III Semester Bachelor's Degree**  
 (Semester Scheme)

Sl. No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-PA:III.1	DRAWING -I	5	10	-	60	40	100
2	BVA-PA:III.2	PORTRAIT PAINTING-I	6	10	-	60	40	100
3	BVA-PA:III.3	PICTORIAL COMPOSITION-I	5	10	-	60	40	100
4	BVA-PA:III.4	ANIMATION-I	4	5	-	60	40	100
5	BVA-PA:III.5	COMPUTER GRAPHICS-III	4	-	-	-	100	100
6	BVA-PA:III.6	BASIC PHOTOGRAPHY-I	4	-	-	-	100	100
7	BVA-PA:III.7	ART OF KARNATAKA	2	3	80	-	20	100
8	BVA-PA:III.8	CONSTITUTION OF INDIA	4	-	-	-	100	100
<b>TOTAL</b>			<b>34</b>		<b>80</b>	<b>240</b>	<b>480</b>	<b>800</b>

**\*WPW: Workload per Week, \*Drn: Duration, \*IA: Internal Assessment**

**\*Special Note:** Indian Constitution subject is Common to Painting and Applied Art and Exempted \*

**\*Special Note:** Basic Photography-I and Computer Graphics-III are not for main Examination



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA): PAINTING**  
 Structure of the Syllabus  
**III Semester Bachelor's Degree**  
 (Semester Scheme)

**BVA-PA: III.1: DRAWING -I**

Study of Objects, Nature, Human Head and Full Figure. Creative Drawing based on class exercises. Sketching as preparation, How to look at objects and see them like an artist- with a perceptive awareness of their outline, shape, proportions, tone, color, texture, form and composition Practical.

Drawing is a form of visual art in which a person uses various drawing instruments to mark paper or another two-dimensional medium. Instruments include graphite pencils, pen and ink, various kinds of paints, ink, brushes, wax colored pencils, crayons, charcoal, chalk, pastels, various kinds of erasers, markers, styluses, and various metals (such as silverpoint). Composition of objects, different setting and training to students. Copying of great masters' Drawings

**Medium:** Charcoal, Pencil, Pen and Ink, Monochrome or any media

**Submission:** 08 No's. Well finished works **Size:** ½ Imperial

**BVA-PA: III.2: PORTRAIT PAINTING-I**

Study of human figure. Especially the head, on color delineation of character of expression, gesture and posture, individual interpretations. Rendering of drapery, Manner of execution advance studies complete with foreground and background, character and expression, composition of models in different settings. Copying of great masters' Portraits.

**Medium:** Poster color, Water color, Acrylic color and Oil Color or any media

**Submission:** 08 No's. Well finished works **Size:** ½ Imperial

### BVA-PA: III.3: PICTORIAL COMPOSITION-I

Studies of objects and object groups in space. Studies of Human figures and animal forms. Studies of local color. Pictorial space and horizontal line arrangement 2D and 3D, sub division and grouping. Composition based on objects, figures, interiors and landscape, development of pictorial design into content oriented painting with representational aspect, students should be exposed to various schools of traditional Indian paintings, detailed copy of miniature paintings from chosen style. Copying A A Almelkar's Paintings.

**Reference:** A A Almelkar's Paintings

**Medium:** Poster color, Water color, Acrylic color and Oil Color

**Submission:** 08 No's, well finished works Size: Full Imperial

### BVA-PA: III.4: ANIMATION-I

**Theory: Color Key Artist-I**

**UNIT-I: Image Representation:** Introduction, The Digital Image, Raster Image Representation, Hardware Frame Buffers, Gray scale. Frame Buffer, Pseudo-color Frame Buffer, True-Color Frame Buffer, Representation of Color, Additive vs. Subtractive Primaries, RGB and CMYK color spaces, Grey scale Conversion, Can any color be represented in RGB space?, CIE color space, Hue, Saturation, Value (HSV) color space, choosing an appropriate color space.

**UNIT-II : Principles of Art Color theory :** Primary Colors, Secondary Colors, Tertiary Colors, Standard 6-Color Wheel, Standard 12-Color Wheel, Three Characteristics of Color, Scale of Color Keys, Warm and Cool Colors, Warm and cool color schemes, Complementary color scheme, Triadic color scheme, Contrasting Hues to Create Vibrating Effects, Color Symbolism.

**UNIT-III: 2D design color concept:** The traditional medium using water color, Poster color etc., Color Mixing with Paints, 2D design composition.

**UNIT-IV: Importance of Color in Graphic & Art Media:** Principles of Designing, Culture of Art Color.

#### Reference Books

1. Principles of Visual Design LCC 2720Instructor: Brian Shrank

## 2. Color Theory- Compiled by Professor Lampe Leong VP104:

### I) Theory : Graphic Designer

**UNIT-I : Introduction Exploring Workspace :** Introduction to CorelDraw, Getting Started, Moving Around and Viewing Drawings, Toolbox, Defining the Page Size, Creating Basic Shapes, Using the Pen Tools, Editing Objects, Working with Text, Creating You Own Font.

**UNIT-II : Image Representation :** Introduction, The Digital Image, Raster Image Representation, Hardware Frame Buffers, Gray scale Frame Buffer, Pseudo-color Frame Buffer, True-Color Frame Buffer, Representation of Color, Additive vs. Subtractive Primaries, RGB and CMYK color spaces, Gray scale Conversion.

**UNIT-III: Creating Special Effects:** Envelope and Distortion Effects, Blends and Contours, Lens Effects and Transparency, Embellishments: Bevels, Power Clips and Shadows, Working with Perspective.

**UNIT-IV: Computer Graphics on the World Wide Web:** Image Files: GIF, JPEG, PNG, Animation Files: Animated GIF, MPEG, QuickTime, the Graphics Process: Geometric Modeling, 3D Animation, Texturing, Rendering, Image Storage and Display.

### Reference Books

1. Fundamentals of Computer Graphics - CM20219 Lecture Notes, Dr. John Collomosse, University of Bath, UK
2. Corel Draw x4 Official Guide- jul- 2008 by Gary David Boutom.

### II) Theory : Basics of Animation

**UNIT-I: Introduction to Animation:** History of Animation, The Origins of Animation, Types of Animation, and Terms used in Animation, Basic Principles of Animation.

**Introduction to equipment required for animation:** Animator's Drawing Tools, Rapid Sketching & Drawing and Developing Animation Character.

**UNIT-II: Developing the characters with computer animation:** Anatomy & Body Language, 2D virtual drawing for animation.

**UNIT-III: Motion studies:** Thumbnails, sequential movement drawing, drawing for motion, stop motion animation techniques.

**UNIT-IV : Introduction to Flash :** Working in Flash, Drawing with Flash, Basic animation, Working in the timeline, Working with symbols, Shape tween, staggering animation effect, Text effect, Animation Review, Break apart and distribute, Introduction to Motion Guide, Mask layers, Button Intro., Character waking.

#### **Reference Books**

1. The Illusion of Life by Walt Disney
2. The Complete Animation Course by Chris Patmore, By Barons Educational Series (New York)
3. Anatomy for the Artist by Daniel Carter and Michael Courtney
4. Macromedia Flash mx express- By Leon Cych

**Practical: Color Key Artist-I**

**Practical: Graphic Designer**

**Practical: Basics of Animation**

**Submissions: Well finished 50 Sketches**

**BVA-PA: III.5: COMPUTER GRAPHICS –III**

#### **Lessons**

- Lesson 1: Introduction to Adobe InDesign
- Lesson 2: Creating and Viewing Documents
- Lesson 3: Understanding Your Workspace
- Lesson 4: Pages
- Lesson 5: Working with Type
- Lesson 6: Working with Graphics
- Lesson 7: Formatting Objects
- Lesson 8: Working with Color
- Lesson 9: Points and Paths
- Lesson 10: Managing and Transforming Objects
- Lesson 11: Character and Paragraph Formatting
- Lesson 12: Using Styles
- Lesson 13: Tables
- Lesson 14: Long and Interactive Documents

- Lesson 15: Packaging and Printing

**Submissions: Well finished 4 Design (Prospectus/Brochure/Catalogue/Greetings/Story Books/ News Paper Layout etc....)**

## BVA-PA: III.6: BASIC PHOTOGRAPHY-I

Introduction to different types of cameras, their mechanism and developments, types of indoor and outdoor photography and dark room theory/practice

## Indoor Photography

Ambient light can also be used for lighting in an **indoor photo** shoot, either with or without a flash. It could be used as a rim light from behind, pulling your subject away from the background while you light up their face with an on camera flash. Practice to Still Life and Product Photography, Portrait and Model Photography, Key Light Photography on any subject.

**Submissions:** Each Subject: 2 Print Size: 12x18" /Color / Black & White / Sepia or any new technique works

## BVA-PA: III.7: ART OF KARNATAKA

Murals of Shravanabelagola, Srirangapattana, Western Chalukyan art & architectures-  
Badami, Aihole, Pattadakal, Hoysala art and architecture - Belur, Halebeedu, Vijayanagar  
Style Deccani Paintings, Study on Muslim architecture, - Vijayapura, Bidar.

## BVA-PA: III.8: CONSTITUTION OF INDIA

## UNIT -1 Spirit of the Constitutions

- a) Nature and Features of Indian Constitution      b) Rule of Law  
c) The preamble                                  d) Citizenship

## UNIT -2 Citizens and the Constitution

- a) Fundamental Rights      b) Directive Principles of State Policy
- c) Fundamental Duties

## UNIT -3 Union Governments

- a) President, his powers and Functions    b) Council of Ministers
- c) Parliament                                      d) Supreme Court

**UNIT -4** State Government

- a) Governor and Council of Ministers    b) Legislature
- c) High Court and Subordinate Courts

**UNIT -5** Local Self Governments

- a) Urban Municipalities and Corporations                      b) Rural Panchayat Raj

**UNIT -6** Special Provisions relating to certain classes

(SC/ ST, other backward classes and women and children)

**UNIT -7** Constitution of the Election Commission-its powers and functions

**UNIT -8** a) Emergency Provisions    b) Amendment of the Constitution.



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA) : PAINTING**  
 Scheme of the Examination  
**IV Semester Bachelor's Degree**  
 (Semester Scheme)

Sl. No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-PA: IV.1	DRAWING -II	5	10	-	60	40	100
2	BVA-PA: IV.2	PORTRAIT PAINTING-II	6	10	-	60	40	100
3	BVA-PA: IV.3	PICTORIAL COMPOSITION-II	5	10	-	60	40	100
4	BVA-PA: IV.4	ANIMATION-II	4	10	-	60	40	100
5	BVA-PA: IV.5	COMPUTER GRAPHICS-IV	4	-	-	-	100	100
6	BVA-PA: IV.6	BASIC PHOTOGRAPHY-II	4	-	-	-	100	100
7	BVA-PA: IV.7	ANCIENT INDIAN ART	2	3	80	-	20	100
8	BVA-PA: IV.8	ENVIRONMENTAL SCIENCE	4	-	-	-	100	100
<b>TOTAL</b>			<b>34</b>		<b>80</b>	<b>240</b>	<b>480</b>	<b>800</b>

**\*WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Environmental Science subject is Common to Painting and Applied Art and Exempted

**\*Special Note:** Basic Photography-II and Computer Graphics-IV are not for main Examination





**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA): PAINTING**  
 Structure of the Syllabus  
**IV Semester Bachelor's Degree**  
 (Semester Scheme)

**BVA-PA: IV.1: DRAWING –II**

Study of nature and Natural structure observed in human full figure, trees plants, Flowers, Animals, Insects, Rock etc., and rendering through various media like pencil, charcoal, pen and ink. Study of shapes and volumes in isolation and In group under varied conditions, in study of geometrical solids rendering of linear perspective introduction to parallel and angular perspective. Drawing from Indian and western antiques and icons.

**Medium:** Pencil, Pen and Ink, Charcoal, Monochrome, Mix Media Etc...on Paper

**Submission:** 08 No's. Well finished works **Size:** Any Size

**BVA-PA: IV.2: PORTRAIT PAINTING-II**

Study of human figure. Specially the head on color delineation of character of expression, gesture and posture individual interpretation. Rendering of drapery, Manner of execution advance studies complete with foreground and background, character and expression, composition of models different settings.

**Medium:** Poster color, Water color, Acrylic color and Oil Color or any media

**Submission:** 08 No's. Well finished works **Size:** ½ Imperial

**BVA-PA: IV.3: PICTORIAL COMPOSITION-II**

Studies of objects and object groups in space. Studies of Human figures and animal forms. Studies of local color. Pictorial space and horizontal line arrangement 2D and 3D, sub division and grouping. Composition based on objects, figures, interiors and landscape development of pictorial design into content oriented painting with

representational aspect, students should be exposed to various schools of traditional Indian painting detailed copy of miniature paintings from chosen style.

**Medium:** Poster color, Water color, Acrylic color and Oil Color

**Submission:** 08 No's Well finished works **Size:** Full Imperial

#### BVA-PA: IV.4: ANIMATION-II

##### **Theory: Color Key Artist-II**

**UNIT-I: Welcome to Photoshop Introduction:** What Is Photoshop? Image-Editing Theory, Inside Photoshop, A First Look at Photoshop, The Photoshop Desktop, Navigating in Photoshop, How Images Work, The Resolution of Screen Images, How to Open, Duplicate, and Save Images, File Format, Roundup, Resampling and Cropping.

**Painting :** Defining Colors: Selecting and Editing Colors, Working in Different Color Modes, Using Photoshop's Other Color Selection Methods ,Introducing Color Channels, Painting and Editing, Paint and Edit Tool Basics, Brush Shape and Opacity, Brush Dynamics, Brush Modes, Character color keys, Background color keys, Lighting keys, Shadow keys Adding color to line drawings.

**UNIT-II : Retouching :** Filling and Stroking :Filling Portions of an Image, Filling Selections with Color or Patterns, Applying Gradient Fills, Applying Strokes, Retouching, Repeating, and Restoring , Cloning Image Elements, Applying Repeating , Patterns.

**UNIT-III: Selections, Masks, and Filters:** Selections and Paths, Selection Fundamentals, Ways to Change Selection Outlines, Moving and Duplicating Selections, How to Draw and Edit Paths, Corrective Filtering, Filter Basics.

**UNIT-IV: Layers, Objects, and Text:** Working with Layers, Working with Layers, Selecting the Contents of Layers, Moving, Linking, Aligning Layers, Applying Transformations, Masking and Layers, The Wonders of Blend Modes, Mixing Images Together, Using Opacity and Blend Modes., Applying Advanced Blending Options, Shapes and Styles, Drawing Shapes, Modifying and Saving Effects, Using the different tools.

##### **Reference Books**

1. Photoshop Bible by Deck McClelland
2. Adobe Photoshop CS3 Classroom- by Adobe Creative Team

## **II. Theory: Paper Modeling**

**UNIT-I : Paper Modeling :** History of Paper Modeling, Technique of Paper Modeling, 3D models to paper models, Various Sectors Use, Image Reference, Different views observation study, color Paper combination.

**UNIT-II : Basic Tips and Tricks for Paper Models:** Basic Tools, Paper, Folding, Basic Drawing Shape, Making Tubes, Making Cube, Making Box, Making Cones, Finishing Details, Design Ideas.

**UNIT-III: Principles of Paper Modeling:** History of Paper Craft, Animation and Paper Model, Introduction to types of paper models.

**UNIT-IV: Introduction to Clay Animation Models:** History of clay animation, concept of clay animation, the idea, tools, what is Armature? Sets, basic knowledge for creating your Character, background & color combination.

### **Reference Books**

1. Paper Models that Move a new edition of Walter Ruffler's book
2. My Little House: Easter Bible paper Toys Free Printable 3D Paper Set

## **III. Theory: Working with Adobe Audition**

**UNIT-I : Audio interface:** Audition Interface Basics, The Audition Workspace, Introduction to tools, Extract Audio from a Video File, using Adobe Audition CS6.

**The Audition Environment:** Auditions dual personality, navigation using external interface, Testing Inputs and outputs with auditions.

**UNIT-II: Basic Audio Editing:** Opening a file for editing, selecting region for editing and changing its level, Copying, Mixing cutting, deleting and pasting audio regions, cutting and deleting with multiple clipboards, repeating part of a wave from to create a loop.

**UNIT-III: The Basics of Sound Recording:** Technique of Editing and Mixing equipment, pre-recorded sound tracks/clips, Tonal quality.

**UNIT-IV: Signal Processing:** Effects basics, Using the effects rack, Amplitude and compression Effects, Delay and eco effects, Filter and EQ Effects, Noise reduction, Time and pitch effects, Using effects menu.

## Reference Books

1. Adobe Audition - Bible 2015/16
2. Adobe® Audition® CS6 Classroom in a Book By Adobe Systems

## Practical: Color Key Artist-II

## Practical: Paper Modeling

## Practical: Adobe Audition

## Submissions: Well finished Matte Painting 04, Paper Modeling 04 (2D/3D)

## BVA-PA: IV.5: COMPUTER GRAPHICS –IV

Adobe Illustrator CC is graphic-driven software used primarily for creating vector graphics. Developed alongside with Adobe **Photoshop** as a companion product, Adobe Illustrator is used for creating logos, graphics, cartoons and fonts for the photo-realistic layouts of Adobe **Photoshop**.

- Navigate Illustrator and where to find all the tools and features you'll need
- Draw basic shapes
- Draw objects
- Create vector images, then edit those vector images quickly and easily
- Add color to your work
- Use blends, gradients, and patterns
- Create symbols to place into your work to save time
- Create layers and masks
- Draw landscapes such as buildings and houses with ease using perspective
- Add graphs to your documents
- Add text to your documents – and even to your objects and shapes
- Create drawings, business cards, brochures, or anything you want using Adobe Illustrator CS6

## Lessons

Lesson 1: Introduction to Adobe Illustrator CS6

Lesson 2: Working With Documents

Lesson 3: Drawing and Transforming Objects

Lesson 4: Making and Saving Selections

Lesson 5: Working with Shapes and Objects

Lesson 6: Working with Color  
 Lesson 7: Gradients, Pattern Fills, and Blends  
 Lesson 8: Points and Paths  
 Lesson 9: Working With Paths  
 Lesson 10: Working With Layers  
 Lesson 11: Working with Type  
 Lesson 12: Drawing and Painting  
 Lesson 13: Illustrator Effects  
 Lesson 14: Symbols  
 Lesson 15: Outputting Your Work

#### **Submissions: Well finished Illustrations 04**

#### **BVA-PA: IV.6: BASIC PHOTOGRAPHY-II**

##### **Outdoor Photography**

**Nature photography** is a wide range of **photography** taken **outdoors** and devoted to displaying natural elements such as landscapes, plants, and close-ups of natural scenes and textures. Practice to Landscape Photography: Nature, Rural, Urban, Township, Historical Monuments etc and Pictorial Photography: Daily life in rural and urban area.

**Submission:** Each Subject: 2 Print Size: 12x18" / Color / Black & White/ Sepia or any new technique works

#### **BVA-PA: IV.7: ANCIENT INDIAN ART**

Pre-Historic art of India - Bhimbetka, Art of Harappa-Mohenjodaro, Early Buddhist architectures - Bedsa, Nasik, Karle, Art and architectures, sculptures of Ajantha, Art of Ellora. Rajaputh Paintings - Bundi, Mevar, Kishnghar, Basoli etc. Mughal miniatures and architecture in India, Chola and Pandya art and architectures - Chola bronzes.

#### **BVA-PA: IV.8: ENVIRONMENTAL SCIENCE**

##### **UNIT-1: The Multidisciplinary nature of environmental studies**

Definition, scope and importance need for public awareness.

##### **UNIT-2: Natural Resources**

**Renewable and non-renewable resources:** Natural resources and associated problems.

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dam's benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification

Role of an individual in conservation of natural resources.

- Equitable use of resources for sustainable lifestyles.

### **UNIT-3: Ecosystems Concept of an ecosystem**

- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem

a) Forest ecosystem    b) Grassland ecosystem

c) Desert ecosystem

d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### **UNIT-4: Biodiversity and its conservation**

- Introduction – Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity

- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

#### **UNIT-5: Environmental Pollution: Definition**

- Causes, effects and control measures of :
  - a) Air pollution
  - b) Water pollution
  - c) Soil pollution
  - d) Marine pollution
  - e) Noise pollution
  - f) Thermal pollution
  - g) Nuclear hazards
- 1. Solid waste management: Causes, effects and control measures of urban and industrial wastes
- 2. Role of an individual in prevention of pollution.
- 3. Pollution case studies.
- 4. Disaster management: floods, earthquake, cyclone and landslides.



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA) : PAINTING**  
 Scheme of the Examination  
**V Semester Bachelor's Degree**  
 (Semester Scheme)

Sl. No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-PA: V.1	PAINTING FROM LIFE-I	6	15	-	60	40	100
2	BVA-PA: V.2	CREATIVE COMPOSITION-I	6	10	-	60	40	100
3	BVA-PA: V.3	LANDSCAPE-I	6	10	-	60	40	100
4	BVA-PA: V.4	ANIMATION-III	4	10	-	60	40	100
5	BVA-PA: V.5	WEB DESIGN-I	4	-	-	-	100	100
6	BVA-PA: V.6	DOCUMENTARY PHOTOGRAPHY-I	4	-	-	-	100	100
7	BVA-PA: V.7	WESTERN ART-I	2	3	80	-	20	100
8	BVA-PA: V.8	INDIAN AESTHETICS	2	3	80	-	20	100
<b>TOTAL</b>			<b>34</b>		<b>160</b>	<b>240</b>	<b>400</b>	<b>800</b>

**\*WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Documentary Photography-I and Web Design-I are not for main Examination





**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA): PAINTING**  
 Structure of the Syllabus  
**V Semester Bachelor's Degree**  
 (Semester Scheme)

**BVA-PA: V.1: PAINTING FROM LIFE-I**

Exercise in finishing and rendering life painting natural study of workmanship and style of great masters, students should be encouraged to develop the awareness of pictorial organization. Stress on character of the model. The study of structural organization of human forms of different age groups with anatomical construction.

**Medium:** Poster color, Water color, Acrylic color and Oil Color Etc....

**Submission:** 08 No's. Well finished works **Size :** Full Imperial & above

**BVA-PA: V.2: CREATIVE COMPOSITION-I**

Making of finished painting in a selected medium, best suited to individual needs to acquire requisite skills and develop their imagination and creativity in compositional exercises to understanding the advanced technique of painting.

Analytical study of objective forms for theoretic development in painting. Exercises in use of colors, values and texture. Composition exercises based on studies of object or group of objects in space. Compositional analysis of painting.

**Medium:** Poster color, Water color, Acrylic color and Oil Color Etc....

**Submission:** 08 No's. Well finished works **Size:** Full Imperial or above

**BVA-PA: V.3: LANDSCAPE-I**

**Landscape:** A landscape is the visible features of an area of land, its landforms and how they integrate with natural or man-made features. A landscape includes the physical elements of geophysical defined landforms such as (ice-capped) mountains, hills, water bodies such as rivers, lakes, ponds and the sea, living elements of land cover including

indigenous vegetation, human elements including different forms of land use, buildings and structures, and transitory elements such as lighting and weather conditions.

**Submission:** Landscape 20 No's. Well finished works: Any Size

## BVA-PA: V.4: ANIMATION-III

### I. Theory : Working with Action Script

**UNIT-I: Introduction To Action Script:** Introducing the Actions Panel, When to Use Action Script, Working in Normal Mode & Expert Mode, Using the Reference Panel, Understanding Action Script Syntax, Creating Action Script Movies: About Flash Symbol Types, Adding an Action to Your Script, Adding an Action to a Key frame, Adding an Action to an Object, Adding an Action to a Button.

**Controlling the Timeline & Movie Content with Action Script:** Starting and Stopping the Movie, Navigating to Frames and Scenes, Creating an Interactive Animation, Navigating to URLs, Opening a URL in a Different Browser Window, Creating Presentations, Working with Flash Levels, Using the Load Movie and Unload Movie Action.

**UNIT-II : Creating Action Script Loops:** About Loops, Looping Between Frames, Creating a For Loop, Creating a While Loop, Creating a Do While Loop, Working With Variables And Arrays: About Variables and Arrays, Understanding Variable Data Types, Variable and Array Naming Conventions, Declaring a Variable, Creating an Array, Working with Arrays, Getting Data From an Array.

**UNIT-III : Modifying An Object With Action Script :** Creating a Movie Clip & Movie Clip Instances, Using the Set Property Action, Changing an Objects, Getting an Object's Properties, Using Action Script with Text: Creating Input Text Blocks, Creating Dynamic Text Blocks, Loading Text From an External Document, Creating Rich Formatted Text.

**UNIT-IV: Flash UI Components:** Push Button, Checkbox, Radio Button, Message Box, Combo Box, List Box, Linking a Combo Box with a List Box, Creating a Master-Detail View, Scrollbars Component, Changing the Look and Feel of Components.

### Reference Books:

1. Adobe® flash® professional, help & tutorial
2. Adobe flash professional CS5 Bible

## II. Theory : Character Designer

**UNIT-I: Introduction to Animation Artist:** Skills required for an animation artist, Terms used in Animation.

**Introduction to equipment required for animation:** Animator's Drawing Tools, 2 D virtual drawing for Animation, Rapid Sketching & Drawing.

**UNIT-II : Animator's Art Skills:** Basic Drawing, Perspective, Light & shade, Cloth, Facial expressions, Introduction to pose to pose sketching, basic concepts in Drawing scenes and background.

**Character Anatomy:** Basic Shape, Basic Proportions, Key Lines, Heads, Hands & Legs, Muscles.

**UNIT-III: Character Design and Development:** Character Design, Artistic Approach, Types of Design, Designing a Character.

**UNIT-IV: Developing the character on Model Sheet Paper:** Research, Skeleton, Construction, Sketching, Tracing, Body Language, Shape, Shading, Adding Colors, Three dimensional drawings of characters.

### Reference:

1. Figure Study Made Easy By- Aditya Chari -- Grace Publication
2. Perspective- By Milind Mulik - Jyotsna Prakashan
3. Anatomy for the Artist by Daniel Carter and Michael Courtney
4. An Afternoon - with David Colman
5. Character Design from the Ground Up
6. Artwork by Victor Navone the animation archive: Character model & expression sheets

## III. Theory : Working with 3D max

**UNIT-I : Exploring the Max Interface:** The Interface Elements, Using the Menus, Toolbars, Viewports, Command Panel, Lower Interface Bar Controls, Interacting with the Interface.

Working with the Viewports Files and XRefs: Understanding 3D Space, Using the Viewport Navigation Controls, Configuring the Viewports, Working with Viewport Backgrounds, Working with Max Scene Files, Setting File Preferences, Importing and Exporting, Referencing External Objects.

**UNIT-II : Creating and Editing Primitive Objects :** Creating Primitive Objects, Exploring the Primitive Object Types, Selecting Objects and Setting Object Properties: Selecting Objects, Setting Object Properties, Hiding and Freezing Objects, Using Layers, Transforming Objects-Translate, Rotate, and Scale: Translating, Rotating, and Scaling Objects, Working with the Transformation Tools, Using Pivot Points, Using the Align Commands, Using Grids, Using Snap Options.

**UNIT-III: Cloning Objects and Creating Object Arrays:** Cloning Objects, Understanding Cloning Options, Mirroring Objects, Cloning over Time, Spacing Cloned Objects, Creating Arrays of Objects, Introducing Modifiers for Basic Object Deformation: Exploring the Modifier Stack, Exploring Modifier Types.

**UNIT-IV: Grouping and Linking Objects:** Working with Groups, Building Assemblies, Understanding Parent, Child, and Root Relationships, Displaying Links and Hierarchies, Working with Linked Objects, Working with the Schematic View: Using the Schematic View Window, Working with Hierarchies, Setting Schematic View Preferences.

**Reference Book:**

1. 3Ds Max 6 Bible by Kelly L. Murdock

**Practical: Working with Action Script**

**Practical: Character Designer**

**Practical: 3Ds Max**

**Submissions: Well finished 4 Minutes Moments**

**BVA-PA: V.5: WEB DESIGN-I**

Designing your web, how is the look and feel of websites, designing different themes with different layouts, Designing Banners, Designing Advertisements, Working on buttons or in all working on web designs covers in this course with two specialization software.

**1.0 Web Design Principles**

- 1.1 Basic principles involved in developing a web site
- 1.2 Planning process
- 1.3 Five Golden rules of web designing
- 1.4 Designing navigation bar
- 1.5 Page design
- 1.6 Home Page Layout
- 1.7 Design Concept

**2.0 Basics in Web Design**

- 2.1 Brief History of Internet
- 2.2 What is World Wide Web?
- 2.3 Why create a web site
- 2.4 Web Standards
- 2.5 Audience requirement

**3.0 Introduction to HTML**

- 3.1 What is HTML?
- 3.2 HTML Documents
- 3.3 Basic structure of an HTML document
- 3.4 Creating an HTML document
- 3.5 Mark up Tags
- 3.6 Heading-Paragraphs
- 3.7 Line Breaks
- 3.8 HTML Tags

**BVA-PA: V.6: DOCUMENTARY PHOTOGRAPHY-I**

**Documentary photography** usually refers to a popular form of photography used to chronicle events or environments both significant and relevant to history and historical events as well as everyday life. It is typically covered in professional photojournalism, or real life reportage, but it may also be an amateur, artistic, or academic pursuit.

This course will examine the history and practice of documentary photography, focusing on visual narrative and study of the work of photographers in this tradition. Practical techniques are explored and students are invited to research a topic, plan, and produce

and present a personal photography project, or photo-story edit through Adobe Lightroom.

### **Adobe Lightroom**

This Adobe Photoshop Lightroom training course covers the following topics:

#### **Lightroom overview**

- Importing photos
- Viewing photos
- The Lightroom interface

#### **The library**

- Sorting photos
- Organizing photos
- Group photo adjustments
- Export options

#### **Developing photos**

- Basic adjustments
- Managing adjustments
- Tone curves and color adjustments
- Gray scale and split toning
- Cropping and straightening
- Detail adjustments
- Duplicating adjustments

#### **Slideshows**

- Slide and backdrop settings
- Slide overlays and layout
- Playback and export settings

#### **Printing photos**

- Print layout
- Output control

#### **Web galleries**

- Create a web gallery
- Output a web gallery

**Submission:** 2 Documentaries with Prints Size: 12”X18”/ Color. Black & White or Sepia

#### **BVA-PA: V.7: WESTERN ART-I**

Art of Egypt, Greek art & architecture, sculpture, Roman art, architecture & sculpture, Early Christian Art, Byzantine Art, Art in Catacombs, Art of Renaissance-Leonardo-da-Vinci, Michel Angelo, Raphael etc.

#### **BVA-PA: V.8: INDIAN AESTHETICS**

Shadangas, Aesthetic concept of Vedic period, Rasasuthra, Dhvani theory-Art and the concept of Indian regional cultures-Advaita-Dvaita, Vishishtadvaita, Buddhism and Jainism.



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 Scheme of the Examination  
**VI Semester Bachelor's Degree**  
 (Semester Scheme)

Sl. No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-PA:VI.1	PAINTING FROM LIFE -II	6	15	-	60	40	100
2	BVA-PA: VI.2	CREATIVE COMPOSITION-II	6	15	-	60	40	100
3	BVA-PA: VI.3	LANDSCAPE-II	6	10	-	60	40	100
4	BVA-PA: VI.4	ANIMATION-IV	4	15	-	60	40	100
5	BVA-PA: VI.5	WEB DESIGN-II	4	-	-	-	100	100
6	BVA-PA: VI.6	DOCUMENTARY PHOTOGRAPHY-II	4	-	-	-	100	100
7	BVA-PA: VI.7	WESTERN ART -II	2	3	80	-	20	100
8	BVA-PA: VI.8	WESTERN AESTHETICS-I	2	3	80	-	20	100
<b>TOTAL</b>			<b>34</b>		<b>160</b>	<b>240</b>	<b>400</b>	<b>800</b>

**WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Documentary Photography-II and Web Design-II are not for main Examination





**TUMKUR UNIVERSITY**  
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**BVA-PA: VI.1: PAINTING FROM LIFE-II**

Exercise in finishing and rendering life painting natural study of workmanship and style of great masters, students should be encouraged to develop the awareness of pictorial organization. Stress on character of the model. The study of structural organization of human forms of different age groups with anatomical construction.

**Medium:** Poster color, Water color, Acrylic color and Oil Color Etc....

**Submission:** 08 No's. Well finished works / **Size:** Full Imperial

**BVA-PA: VI.2: CREATIVE COMPOSITION-II**

Making of finished painting in a selected medium, best suited to individual needs to acquire requisite skills and develop their imagination and creativity in compositional exercises to understanding the advanced technique of painting.

Analytical study of objective forms for theoretic development in painting. Exercises in use of colors, values and texture. Composition exercises based on studies of object or group of objects in space. Compositional analysis of painting.

**Medium:** Poster color, Water color, Acrylic color and Oil Color Etc....

**Submission:** 08 No's. Well finished works / **Size:** Full Imperial or above size

**BVA-PA: VI.3: LANDSCAPE-II**

**Landscape:** A landscape is the visible features of an area of land, its landforms and how they integrate with natural or man-made features. A landscape includes the physical elements of geophysical defined landforms such as (ice-capped) mountains, hills, water

bodies such as rivers, lakes, ponds and the sea, living elements of land cover including indigenous vegetation, human elements including different forms of land use, buildings and structures, and transitory elements such as lighting and weather conditions.

**Submission:** Landscape 20 No's. Well finished works: Any Size

BVA-PA: VI.4: ANIMATION-IV

## **I. Theory : Video Editing**

**UNIT-I : Editing sequences and clips:** Creating and changing sequences, Editing multi-camera sequences, Creating and Playing clips Synchronizing audio and video with Merge Clips (CS5.5 and later), Working with offline clips, Modifying clip properties with Interpret.

**Working with clips in a sequence:** Creating special clips (synthetics), adding clips to sequences, trimming clips, Rearranging clips in a sequence, Rendering and previewing sequences, correcting Mistakes, remove alerts with the Events panel, working with markers.

**UNIT-II : Titling and the Titler:** Creating and editing titles, creating and formatting text in titles, Drawing shapes in titles, Add images to titles, Working with text and objects in titles, Fills, strokes, and shadows in titles, Titler text styles, Rolling and crawling titles.

**UNIT-III : Effects:** About effects, Applying, removing, finding, and organizing effects, Viewing and adjusting, Effects and key frames, Applying effects to audio, working with audio transitions, Effect presets, Creating common results, Motion: position, scale, and rotate a clip, Eliminate flicker.

**UNIT-IV: Transitions:** Duration and speed, Interlacing and field order, Color correction and adjustment, Transition overview: applying transitions, Modifying and customizing transitions, Effects and transitions reference, Audio effects and transitions reference.

## **II. Theory : 3D Modeling with 3Ds Max**

**UNIT-I: Modeling Basics:** Principles of 3D modeling, concepts like polygons, nurbs, and sub-surface modeling etc. Form, scale and proportion of various models, Viewports, Command Panel, Lower Interface Bar Controls, Interacting with the Interface.

**UNIT-II : Working with Meshes and Poly's & Splines:** Creating Compound Objects, Creating Editable Mesh and Poly Objects, Editable mesh Objects, Editing Poly Objects, Using Mesh Editing Modifiers, types of shapes like Circle, Line and Ellipse etc.

**UNIT-III : Creating and Editing Models:** Human anatomy, skeleton structure, joints, facial muscles etc. create various types of Models (organic, non-organic, simple, complex) characters machines, sets and props, Game modeling, objects, locations/background elements such as environment, Architecture, landscapes, interiors and blend shapes.

**UNIT-IV:** Details techniques of sculpting, Workflow of UV mapping, unwrapping.

### Reference Books

1. 3Ds Max 6 Bible by Kelly L. Murdock

### III. Theory: Camera Operator

**UNIT-I : Study of Camera System:** Important of safety instructions, Symbols and Conversation, Part of Camera, the Selector, the command dial, Camera display, shooting: view finder/LCD monitor, Playback view finder/LCD monitor.

**UNIT-II: First Steps:** Attaching the Strips, attaching a Lens, inserting the Battery & Memory Card, turning the Camera on and off, Choosing Display, Adjusting Display Brightness, The DISP/Back Button.

**Using the menu (Playback mode):** RAW conversion, erase, crop, resize, image rotate, red eyes removal, slide show, Image search, playback volume, print order (DPOF)

**UNIT-III : Basic Photography and Playback:** Study the Menu options (photographs), Taking Photographs: Using Flash, Pan, Tilt, Tracking, Static, Zoom, Close-up, Wide-Shot, Master shot, High/low angle shot, long Shot, mid shot, viewing pictures, Viewing photo information, multi-frame playback, Deleting Pictures, macro mode (Close-up)

**Basic Movie Recording and Playback:** Study the Menu options (Movie Mode), Recording High-Definition (HD) Movies, Viewing movies, creating the Video Shots by different angles.

**UNIT-IV : Camera Department :** Film Cameras, Types of Cameras, Film Productions, Director of Photography, Camera operator, First Assistant Cameraman(1st AC), Second Assistant Cameraman (2nd AC), Digital Imaging Technician (DIT).

**Caring for the Camera:** Storage and Use, Traveling, Cleaning images sensor.

### Reference Books

1. The Camera Assistant's Manual (FIFTH EDITION) by David E. Elkins, S.O.C.

2. Digital Camera X-E1 FUJIFILM product Bible

**Practical: Video Editing using Adobe Premier Pro**

**Practical: 3D Modeling**

**Practical: Camera Operator**

**Submissions: Well finished 10 Minutes Moments**

**BVA-PA: VI.5: WEB DESIGN-II**

### **1.0 Elements of HTML**

- 1.1 Introduction to elements of HTML
- 1.2 Working with Text
- 1.3 Working with Lists, Tables and Frames
- 1.4 Working with Hyperlinks, Images and Multimedia
- 1.5 Working with Forms and controls

### **2.0 Introduction to Cascading Style Sheets**

- 2.1 Concept of CSS
- 2.2 Creating Style Sheet
- 2.3 CSS Properties
- 2.4 CSS Styling (Background, Text Format, Controlling Fonts)
- 2.5 Working with block elements and objects
- 2.6 Working with Lists and Tables
- 2.7 CSS Id and Class
- 2.8 Box Model (Introduction, Border properties, Padding Properties, Margin properties)
- 2.9 CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute selector)
- 2.10 CSS Color
- 2.11 Creating page Layout and Site Designs.

### **3.0 Introduction to Web Publishing or Hosting**

- 3.1 Creating the Web Site
- 3.2 Saving the site
- 3.3 Working on the web site

- 3.4 Creating web site structure
- 3.5 Creating Titles for web pages
- 3.6 Themes-Publishing web sites.

#### **Submissions: Well finished 1 Website Model**

#### **BVA-PA: VI.6: DOCUMENTARY PHOTOGRAPHY-II**

- Introduction to Documentary Filmmaking
- Writing proposals
- Researching
- Camera and lighting
- Location sound
- Producing
- Directing documentary
- Scriptwriting for documentary
- 2 Day weekend shoot
- 3 Day edit with a professional editor
- 

#### **Editing Software Adobe Premier Pro**

- Adobe Premiere Pro Overview
- Starting a Project
- Organization and Sub clipping
- Timeline and Basic Editing Tools
- Editing Audio in Adobe Premiere Pro
- Video Effects in Adobe Premiere Pro
- Color Correction and Grading
- Titles and Motion
- Exporting and Posting Online
- **Submission** : Create any one documentary film

#### **BVA-PA: VI.7: WESTERN ART –II**

Gothic Art & architecture – characteristics, influence on Art and architectures of the European continent Baroque art- Characteristics, life and achievements of main artists of Baroque-Rubens, Rembrandt, Vermeer Velasquez, Rococo art- art works of Modigliani, Romanticism-its influence Realism-influence on the artists of England and other countries.

## BVA-PA: VI.8: WESTERN AESTHETICS-I

Nurture of Western Aesthetics Art and beauty theory of Plato, Aristotle, Plotinus, St, Augustine, Francis Bacon and Immanuel Kant.



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1	BVA-PA:VII.1	CREATIVE LIFE PAINTING	6	15	-	60	40	100
2	BVA-PA: VII.2	CONTEMPORARY ART-I	6	15	-	60	40	100
3	BVA-PA: VII.3	MURAL DESIGN-I	6	15	-	60	40	100
4	BVA-PA: VII.4	ANIMATION-V	4	20	-	60	40	100
5	BVA-PA: VII.5	UI DESIGN	4	-	-	-	100	100
6	BVA-PA: VII.6	PHOTOJOURNALISM-I	4	-	-	-	100	100
7	BVA-PA: VII.7	WESTERN AESTHETICS-II	2	3	80	-	20	100
8	BVA-PA: VII.8	HISTORY OF PHOTOJOURNALISM	2	3	80	-	20	100
<b>TOTAL</b>			<b>34</b>		<b>160</b>	<b>240</b>	<b>400</b>	<b>800</b>

**WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Photojournalism-I and UI Design are not for main Examination



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**BVA-PA: VII.1: CREATIVE LIFE PAINTING**

Advanced study of human figures with emphasis on the delineation of character in term of variation of physique and expression gesture and posture individual interpretation, harmony of drawing rendering of drapery. The students effort to acquire requisite skills and develop their imagination and creative in life painting exercises to understand the advance techniques of creative life painting.

**Medium:** Poster, Water, Acrylic and Oil Color Etc...

**Submission:** 08 No's. Well finished works **Size:** Full Imperial and above

**BVA-PA: VII.2: CONTEMPORARY ART-I**

(ART OF INSTALLATION, SCULPTURE, PAINTING, DIGITAL PAINTING, COLLAGE etc..)

Compositions (thematic/subjective/abstract) exploration of various phases of contemporary art and aesthetic principles in order to develop a distinct personal style, advanced study of organization of visual space volume in relation to form, color and space. Figurative and nonfigurative composition. Use of various media to create various contemporary arts of Installation, Sculpture, Painting, Digital painting, Collage etc...

**Submission:** 08 No's. Well finished works **Size:** Any Size

**Note:** University shall provide full imperial canvas in examination.

**BVA-PA: VII.3: MURAL DESIGN-I**

Advance exercises in design for mural picture in use of different materials, use of media such as terracotta, ceramics, steel, and fiber glass, cement wood mosaic for mural composition on contemporary aspects and study of different mural techniques and their



presentational limitation. Methods and media, technical exercises preparatory exercises to classify each student's methods of visualization enlargement from preparatory and sealed drawing, one big mural for college or university campus.

**Medium:** Poster color, Water color, Acrylic color and Oil Color, M Seal, Plaster of Paris / Fiber / Wood / Zink Metal / Mosaic Etc....

**Submission:** 02 No's. Finished works **Size:** Any Size

**Media:** Paper / Card Board / Ply wood / Plaster of Paris / Cement / Fiber / Metal Etc.....

**Note:** University shall provide only paper or card board in Examination.

## BVA-PA: VII.4: ANIMATION-V

### I. Theory : Visual Effects with Roto

**UNIT-I : Working Foundations:** Composite in After Effects, The Timeline, Selections: The Key to Compositing, Color Correction, Color Keying, Rot scoping and Paint, Effective Motion Tracking, Color and Light.

**UNIT-II:** Climate and the Environment: Visual Effects Description Types, Particles, Analysis, Size, Sand Effects, Smoke Effects, Fire Effects, Cloud Effects, Snow Effects. Fluid Effects, Coloring, Color grading, designing Clouds Background, Designing Fog Effects. Explosion Effects, Fire Effects with flames, Space Effects and designs, Designing Thick Smoke.

**UNIT-III:** Designing: Designing Paint Effects, Coloring paints, Designing Trees and green effects, Gather raw footage, materials, Effects on seasons, Designing Glass image, Designing Different glass reflection, Designing Glow Effects, Liquid Effects and Reflection design.

**Special Effects:** Designing Special Effects, Designing effects of Hair and shape, Designing Fur Effects, Designing Clothes and effects.

**UNIT-IV: Visual Effects Tool:** Introduction and advanced functions, Converting images from 2D to 3D Pictures. Creating 3D Effects, Differentiation 2D effects and 3D effects.

### Reference Books

1. Adobe After effects 5 for windows After by Antony Bolante : Indian edition 2002

Published by G.C. Jain for Tec media

2. Adobe After effects CS6 Visual Effects and Compositing Studio Techniques by Mark Christiansen

3. ADOBE® AFTER EFFECTS® Help and tutorials by Adobe System

## **I. Theory : Concept of Material, Map, Camera & Light**

**UNIT-I : Texturing : Exploring the Texture Editor:** Understanding Material Properties, Bones, wrinkles, bricks, ground, rust, wood, tiles, plastic, paper, metal, food, water, fire, skin, hair and eyes, cloth, walls and ceiling, imaginary.

**UNIT-II: Creating Advanced Multi-Layer Materials:** Using Ray trace Materials, Using the Matte/Shadow Material, Create textures for human, animal, character, location, which may include organic and inorganic surfaces.

**Maps:** Adding Material Details with Maps: Understanding Maps, Understanding Material Map Types, Reflection and refraction maps, Using the Map Path Utility, Using Map Instances Controlling Mapping Coordinates: Mapping Modifiers, Using the Unwrap UVW modifier, Relaxing vertices.

**UNIT-III : Cameras: Working with Cameras:** Understanding the overall style and creative aspect ratio Creating a Camera Object, Creating a Camera View, Controlling a camera, Aiming a camera, Aligning cameras, Setting Camera Parameters, Camera Correction Modifier Close –up, wide-shot, long shot and mid shot, high/low, aspect ratio.

**Lighting: Basic Lighting Techniques:** Principles of lighting Understanding the Basics of Lighting, Getting to Know the Light Types, principles of lighting, shadows, exposure, natural light, color space, reflections, Spotlight and directional light parameters, Shadow Color, Working with Photometric Lights, Using the Sunlight and Daylight Systems, Using Volume Lights.

**UNIT-IV: Advanced Lighting and Light Tracing:** Selecting Advanced Lighting, Using Local Advanced Lighting Settings, Working with the Advanced Lighting Override Material, Hard and Soft Shadow.

## **Reference Books**

1. 3Ds Max 6 Bible by Kelly L. Murdock
2. Digital Lighting and Rendering, Third Edition by Jeremy Birn

## II. Theory : Mud box

**UNIT-I: Introduction to Sculpting Concepts:** Workspace Polygon Basics, Sculpting Tools, Manage the Sculpt Layers, Properties Window, Axes Labeled In the Rotate Manipulator.

**UNIT-II: Introduction to Mud box:** Interface Overview, Understanding 3D Space, Sculpting and Painting Tools. The Main Selection Tools Are Faces and Objects, and the Translate, Rotate, and Scale Tools Comprise the Select/Move Tools.

**UNIT-III:** Anatomy for Sculptors: Skeleton, Muscles, Skin and Fat, Expression and Emotion in Sculpture, Paint Layers Organize the Different Types of Textures, Such as Diffuse, Bump, and Specular.

**UNIT-IV : Digital Sculpting with Mudbox:** Resolution, UV Mapping, Digital Images, Mud box Hotkeys, Selecting and Scaling a Model, Sculpting Details, Adding Texture with a Stencil. Sculpting Muscle Masses, Smooth Tool to Blend, the Forearm, Sculpting the Head and Face Head and Face, Sculpting the Head and Face, Paint Layers, Adding Details, Adding Tattoos.

**Practical: VFX and Roto**

**Practical: Material, Map, Light & Camera**

**Practical: Mudbox**

**Submissions: Well finished 10 Minutes Moments, Mud box 4 Works**

## BVA-PA: VII.5: UI DESIGN

*User Interface Designer* is the second course in the CIW Web and Mobile Design series. This course introduces strategies and tactics necessary to design user interfaces, with particular emphasis on creating user interfaces for mobile devices. It focuses on teaching specific development techniques and strategies.

This course teaches how information obtained from the client, sales, and marketing to design and develop compelling visual experience Web sites for multiple platforms, including mobile, tablet, and desktop. You will learn more about wireframes, color schemes, tones, design templates, formatting, and typography. This course builds upon your abilities to implement user analysis techniques, usability concepts, usability testing procedures and the vital role of testing to publish and maintain a Web site.

## Topics

### Introduction to User Interface Design

What Is User Interface Design?

Evolution of Web User Interfaces

Current Trends in Web Design

Web Design Team Roles and Responsibilities

Web Design Project Management

Collaborative Web Design

Creating a Web Design Portfolio

Creating a Plan for a Web-Based Business Project

### **User Interface Design Process**

Choosing a Web Design Methodology

Creating a Web Site Vision Statement

Creating and Implementing a Web Site Strategy

Creating a Web Site Specification

Publishing a Web Site

Choosing a Web Site Host

Securing a Web Site

Creating Ethical and Legal Web Sites

Creating a Mind Map

Using Metaphors

Creating Word Lists and Mood Boards

Creating a Site Map

### **User-Centered Web Design**

User-Centered Web Design

the Cognitive Psychology of Web

Design

Personas and Usability

Accessibility

### **User Interface Design Principles and Legal Guidelines**

Web UI Design Principles

Visual Design Principles

Branding  
Legal Issues Impacting Web Design

### **Color, Typography, Layout and Wire framing**

Color  
Typography  
Layout  
Wireframes and Mockups  
Responsive Web Design

### **Designing a Basic Web Site**

Creating a Web Site  
Part 1: Creating One Site Page  
Part 2: Creating the Remaining Site Pages  
Spell- and Grammar-Check the Site

### **Navigation Concepts**

Why is Web Site Navigation So Important? Site Structure, Directory Structure and URLs  
Positional Awareness

Primary and Secondary Navigation  
Navigation Elements  
Navigation Conventions and Principles  
Creating a Navigation System

### **Designing and Developing a Professional Web Site**

Why is Prototyping So Important?  
User-Centered Web Design  
User Interface Design Patterns  
Optimizing the look and feel of a Web site  
Focus on Web Forms  
GET and POST  
Constructing a Professional Web Site  
Web Framework  
User Interface Libraries  
Web Content Management Systems  
Additional Web Development Tools  
Web Hosting Services and Domain Names

## Site Publishing, Maintenance, Security, and SEO Strategies

Making Sure a Web Site is Ready to be Published

Maintaining a Web Site

Search Engine Optimization (SEO)

SEO and Written Site Content

SEO and Mobile-Friendliness

SEO and Metadata

## Submissions: Well finished 2 Apps

### BVA-PA: VII.6: PHOTOJOURNALISM-I

The function of Photojournalism is, and has always been to hold a mirror up to society, so society can look at itself. The great Photojournalists of today and yesterday have kept pace with the times by mirroring it and in their reflection of the world; they have informed and changed the world. By seeing who we are today, we can decide who we want to be tomorrow. With this as background, this **Photojournalism course** is designed to inspire you to create photojournalistic images of myriad hues people events sports etc. for diverse media vehicles from print to social media towards a career in photojournalism.

A student has to work in a local news organization for at least **15 days** in order to get the first-hand experience of photo journalism. Following the Internship, the student has to work on the following project under the supervision and guidance of a faculty member allotted by the department. Students have to submit the project in 12" X 18" size photographic paper. The student has the choice of color and paper quality to be used for printing the photographs.

Select a wide/broad-based field (for example: wildlife, human interest, disasters, lifestyle, and industry) and compile a collection of 15 news photographs you have clicked. These photographs should reflect the essence of that field. Each photo should have a suitable caption. For each photograph write a background note of up to 200 to 300 words explaining the preparation/research, legwork, photography technique, and editing techniques used.

**Photojournalism** is a particular form of journalism (the collecting, editing, and presenting of news material for publication or broadcast) that employs images in order to tell a news story. It is now usually understood to refer only to still images, but in some cases the term also refers to video used in broadcast journalism. Photojournalism is distinguished from other close branches of photography (e.g., documentary

photography, social documentary photography, street photography or celebrity photography) by complying with a rigid ethical framework which demands that the work be both honest and impartial whilst telling the story in strictly journalistic terms. Photojournalists create pictures that contribute to the news media and help communities connect with one other. Photojournalists must be well informed and knowledgeable about events happening right outside their door. They deliver news in a creative format that is not only informative, but also entertaining.

- **Timeliness**  
The images have meaning in the context of a recently published record of events.
- **Objectivity**  
The situation implied by the images is a fair and accurate representation of the events they depict in both content and tone.
- **Narrative**  
The images combine with other news elements to make facts relatable to audiences.

Like a writer, a photojournalist is a reporter, but he or she must often make decisions instantly and carry photographic equipment, often while exposed to significant obstacles (e.g., physical danger, weather, crowds, and physical access).

## **Unit 1 Introduction to Photojournalism**

- **Lesson 1.1 The Basics of Taking Good Photographs**

In Lesson 1.1: The Basics of Taking Good Photographs, we will begin by sharing a layout of the course design with you to prepare you for what we'll go over in the coming lessons. We will then move on to a brief review of basic compositional techniques such as subject placement and the rule of thirds to prepare you for the coming lessons in which they'll be applied.

- **Lesson 1.2 Photography Genes**

In Lesson 1.2: Photography Genes, we'll take what you've learned and apply it to some of the most common types of photography you'll encounter, including portraiture, travel photography, photojournalism and wedding photographs. The skills and lessons you'll learn will be helpful regardless of whether you'd like to keep your photos for yourself or eventually plan to sell them.

- **Lesson 1.3 A Brief History of Photojournalism**

In Lesson 1.3: From Pinholes to Pixels- a Brief History of Photojournalism, we'll look back in time as we review the long practiced art of storytelling with pictures

and words. From an analysis of Civil War photography to a look at Life magazine, this lesson will provide you with a deeper understanding of the industry as a whole.

- **Lesson 1.4 Anatomy of a Story**

In Lesson 1.4: Anatomy of a Story- Compelling Components, we'll start by helping you establish your overall purpose as an artist. From there, we'll help you to apply details, objectivity and journalistic transparency as you learn to send a message with images and words.

- **Lesson 1.5 In the Bag**

In Lesson 1.5: In the Bag, we will talk about the equipment that some of our expert photojournalists use to do their jobs. Getting started, we'll learn that a few pieces of basic gear are all you need to begin working. Some photojournalists specialize in specific types of photography that require more advanced equipment that we'll also discuss in this lesson.

- **Lesson 2.1 Exploring Photojournalism**

In Lesson 2.1: Exploring Photojournalism, we're going to give you an overview of various sub-genres of photojournalism and get some insight from several of our experts on how they got started in the field.

- **Lesson 2.2 What It Takes to Become a Photojournalist**

In Lesson 2.2: From the Trenches- What It Takes to Become a Photojournalist, we learn that in order to become successful in this industry you must possess a desire to know what is happening in the world around you. From there, we'll discuss the various ways in which you can channel this desire creatively as you delve into a more structured process of investigating and storytelling.

- **Lesson 2.3 Features**

In Lesson 2.3: Features, we start by examining the way in which photojournalists approach breaking news stories such as unexpected tragedies. We learn the most effective and practical methods of recording these moments artistically with thoughtful planning and effective, comprehensive execution.



- **Lesson 2.4 Street Photography**

In Lesson 2.4: Street Photography, we talk about the more recently growing art of Street Photography. From interacting with strangers to working within a crowd, this unit will prepare you to hit the sidewalks of your city to capture the daily life of those around you in a thoughtful, expressive way.

- **Lesson 2.5 Pro Close-Up- Robert Spencer**

In Lesson 2.5: Pro Close-Up- Robert Spencer, we get a slice of life from our photojournalist expert, Robert Spencer, learning in an in-depth way what it's like to do this job. He'll bring us into his creative world and show us what a day in his life is really like.

### **Unit 3 Advanced Photojournalism Techniques**

- **Lesson 3.1 Conflict Photography**

In Lesson 3.1: Conflict Photography, we will be diving into the complicated art of capturing conflict on camera in an objective, accurate way. Reviewing photojournalistic examples of coverage from a variety of historical conflicts, we'll discuss the best practices of the industry when it comes to this sensitive form of artistic coverage.

- **Lesson 3.2 Extreme Weather Photography**

In Lesson 3.2: Extreme Weather Photography, we discuss the exciting yet challenging art of capturing severe weather conditions with your camera. From chasing storms to following Super cells, we'll talk about the safest, most effective ways to practice this art while capturing the best shots using the most practical gear.

- **Lesson 3.3 Wildlife and Underwater Photography**

In Lesson 3.3: Wildlife and Underwater Photography, we head outdoors to get a feel for the art of composing wildlife compositions. From extreme contact action to underwater gear analysis, this lesson will give you a comprehensive look at what it's like to capture the elements on film.

- **Lesson 3.4 Sports Photography**

In Lesson 3.4: Sports Photography, we'll dive into the technicalities of shooting sporting events. From action packed boxing matches to slower-speed baseball games, we'll work through the basics of shooting a variety of sporting events so that by the time the lesson is through you'll be well-equipped and ready to shoot whatever event most interests you.

- **Lesson 3.5 Pro Close-Up-Jim Edds**

In Lesson 3.5: Pro Close-Up-Jim Edds, we get a slice of life from our photojournalist expert, Jim Edds, learning in an in-depth way what it's like to do this job. He'll bring us into his creative world and show us what a day in his life is really like.

#### **Unit 4 Professional Photojournalism**

- **Lesson 4.1 Know Your Worth**

In Lesson 4.1: Know your Worth; we'll talk about the many different individuals who contribute to the photojournalistic workflow process. From there, we'll describe how your role fits in amongst the others and how you should manage your tasks accordingly and be compensated fairly for them.

- **Lesson 4.2 Photographers Rights, Copyright and Ethics**

In Lesson 4.2: Know Your Rights- Photographers' Rights, Copyright and Ethics, we'll talk about the right and wrong ways to practice this art. From shooting strangers in a public place to carrying camera gear in airports, we'll make sure you're familiar with the correct, legal ways in which you're able to take pictures in different parts of the world.

- **Lesson 4.3 Marketing**

In Lesson 4.3: Don't Sell Yourself Short- Marketing, we'll talk about the most effective ways to get the word out about the work you're doing. Although word of mouth can be effective, there are many supplementary ways we'll explore in an effort to verse you in the art of professional self-promotion and brand development.

- **Lesson 4.4 Case Study: AP Photo Library**

In Lesson 4.4: Case Study: AP Photo Library, we learn about photojournalist **Kevin Carter** experiences in the Sudan as we gain some uniquely insightful insight on what it's actually like to work in such an ever-changing artistic field.

- **Lesson 4.5 Photo Essay**

In Lesson 4.5: Putting It All Together- Photo Essay, you will develop a concept, characters, a narrative and a takeaway message. From there you will execute this story by way of showing rather than telling.

Submissions: 20 Photographs (Size: 12"X18")

## **BVA-PA: VII.7: WESTERN AESTHETICS-II**

Art and beauty theories of William Hogarth, Edmund Berk, GWF Hegel, Croce, Clive Bell, Sigmund Freud, Susan Langer, Herbert Read.

## **BVA-PA: VII.8: HISTORY OF PHOTOJOURNALISM**

Photo Journalism: History of Photography and Photo Journalism. Definition, Nature, Scope and Functions of Photo Journalism – Qualification and Responsibilities of Photo Journalists, News Photographers and News Value, Types and Sources.

Selection, Criteria for News Photographs-Channels of News Pictures-viz., Wire, Satellite, Agency, Stock, Picture Library, Freelancer, Photo Editing, Caption Writing, cut lines. Photo presentation. Elements of photograph, sources of photographs, picture profile.

Camera – Components and Types of Camera, Types of Lens, Types of Films, Types of Filters – Importance of Light and Lighting Equipment's – Camera Accessories – Picture appreciation.

Digital Camera – Digital Technology and its future – Darkroom Infrastructure – Film developing and Printing. Legal and ethical aspects of photojournalism. Modern trends in photography in print media, cartoons, comics, caricatures.

Reading the Mistakes in photos (noise in photographs, over exposure etc.). Advantages and pitfalls of crowd sourcing, preparing stories received from citizen journalists. Digital archive and management of photographs. Introduction to photo-editing software such as Adobe Photoshop Elements, and ACDsee Photo editor, Use and misuse of technology,

Understanding of printing pattern requirement, CMYK, and RGB pattern, ink used for printing multiple publishing platforms.

Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime. Photographs for photo features, photo stories and photo essays.

Developing specializations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, medical, paparazzi, nature, underwater.

Photography for specialized, niche publications. Coordination among photojournalists, editorial and page design colleagues, opportunities for young photojournalists outside newspaper journalism.



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA) : PAINTING**  
 Scheme of the Examination  
**VIII Semester Bachelor's Degree**  
 (Semester Scheme)

Sl. No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-PA:VIII.1	CONTEMPORARY ART-II	6	15	-	60	40	100
2	BVA-PA: VIII.2	MURAL DESIGN-II	6	15	-	60	40	100
3	BVA-PA: VIII.3	ANIMATION-VI	7	20	-	60	40	100
4	BVA-PA: VIII.4	UX DESIGN	7	-	-	-	100	100
5	BVA-PA: VIII.5	PHOTO JOURNALISM-II	4	-	-	-	100	100
6	BVA-PA: VIII.6	INDIAN CONTEMPORARY ART	2	3	80	-	20	100
7	BVA-PA: VIII.7	STORY OF MODERN ART	2	3	80	-	20	100
8	BVA-PA: VIII.8	DISPLAY & PRESENTATION	-	-	-	100	-	100
<b>TOTAL</b>			<b>34</b>		<b>160</b>	<b>280</b>	<b>360</b>	<b>800</b>

**WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Photojournalism-II and UX Design are not for main Examination



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA): PAINTING**  
 Structure of the Syllabus  
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**BVA-PA: VIII.1: CONTEMPORARY ART -II**

Compositions (thematic/subjective/abstract) exploration of various phases of contemporary art and aesthetic principles in order to develop a distinct personal style, advanced study of organization of visual space volume in relation to form, color and space. Figurative and nonfigurative composition. Use of various media to create various contemporary art of Installation, Sculpture, Painting, Digital painting, Collage etc..

**Submission:** 08 No's. Well finished works **Size:** Any Size

**Note:** University shall provide full imperial canvas in examination.

**BVA-PA: VIII.2: MURAL DESIGN-II**

Advance exercises in design for mural picture in use of different materials, use of media such as terracotta, ceramics, steel, and fiber glass, cement wood mosaic for mural composition on contemporary aspects and study of different mural techniques and their presentational limitation. Methods and media, technical exercises preparatory exercises to classify each student's methods of visualization enlargement from preparatory and sealed drawing, one big mural for college or university campus.

**Medium:** Poster color, Water color, Acrylic color and Oil Color, M Seal, Plaster of Paris / Fiber / Wood / Metal / Mosaic Etc....

**Submission:** 02 No's. Well finished works **Size:** Any Size

Terracotta / Paper / Card Board / Ply wood / Plaster of Paris / Cement / Fiber / Zink Metal Etc.....

**Note:** University shall provide only paper or card board in Examination.

## BVA-PA: VIII.3: ANIMATION-VI

### I. Theory : Script Writing and Story Boarding

**UNIT-I: Scriptwriting:** Storytelling, Audiovisual Writing- The format for writing the Synopsis, Step-outline, Screenplay and Script for a film, The Elements of Scriptwriting- Action, Character, Setting, Theme, Structure, Characterization- A character sketch of one of the major characters of a film & an analysis of how the character has been established in the film, Structuring- Scene-by-scene analysis of a film the student likes.

**UNIT-II The process:** Storyboard stages from concept sketches and previse (revisualization), to thumbnails, to Storyboards, to animatic, and beyond, Effective boarding strategies.

**UNIT-III: Tools of the trade:** Tools and methods for storyboard creation.

**Blocking and composition:** Controlling the eye, Coherence between shots, making sure boards “read”, “Acting” and visual Character development: bringing the script to life.

**UNIT-IV: Conveying the mood:** Scene tone - comedic, dramatic, action--based, et cetera, visual idioms and tropes.

**Storyboarding and the rest of your team:** Scripts and screenplays, character design, props and backgrounds, layout, animation, audio design.

**Storyboarding for your bosses:** “the network,” producers, directors, art director, Etc.

### Reference Books

1. Storyboard Design Course: Principles, Practice, and Techniques by Giuseppe Cristiano
2. From Word to Image, Storyboarding and the Filmmaking Process. 2nd Ed. By Begleiter, Marcie. Studio City, CA: Michael Wiese Productions, 2010. Print
3. Directing the Story, Professional Storytelling and Storyboarding Techniques for Live by Glebas, Francis
4. Action and Animation. Burlington, MA: Focal Press, 2009. Print.
5. Storyboards, Motion in Art. By Simon, Mark. 3rd Ed. Burlington, MA: Focal Press, 2007. Print.

6. Exploring Storyboarding. By Tumminello, Wendy. Clifton Park, NY: Delmar CEng age Learning, 2008. Print.

### **Reference Web Sites**

1. [http://www.animationmeat.com/pdf/televisionanimation/strybrd\\_the\\_simpsonswa y.pdf](http://www.animationmeat.com/pdf/televisionanimation/strybrd_the_simpsonswa y.pdf)
2. [http://myhero.com/myhero/go/theteachersroom/pdf/AFI\\_BasicsHandbook.pdf](http://myhero.com/myhero/go/theteachersroom/pdf/AFI_BasicsHandbook.pdf)
3. [http://www.animationmeat.com/pdf/televisionanimation/brad\\_bird\\_on\\_comps.pdf](http://www.animationmeat.com/pdf/televisionanimation/brad_bird_on_comps.pdf)

## **II. Theory : Rigging Techniques with 3Ds Max**

**UNIT-I:** Character Modeling: Understanding Your Character, Building Bodies, Positioning pivots, modeling techniques.

**NIT-II :** Rigging Characters: Building a Bones System, Using the Bone Tools, Making objects into bones, Using the Skin Modifier, Working with weights, Mirror settings, Display and Advanced settings, Using deformers, Rigs are smooth, intuitive and responsive and meet production requirements, Rigged assets deform correctly from all required camera positions and angles, solutions for complex rigging problems when required.

**UNIT-III :** Animating Characters: Motion Capture and key frame animation Creating Characters, Saving and loading characters, Destroying characters, Working with Characters, Saving and inserting character animations, Using Character Animation Techniques.

**UNIT-IV :** Using Inverse Kinematics: Rigging principles, processes, systems and techniques like Forward versus Inverse Kinematics, Creating an Inverse Kinematics System, Using the Various Inverse Kinematics Methods, Applied IK, History Independent (HI) IK solver, History Dependent (HD) IK solver, IK Limb solver, Spline IK solver.

### **Reference Books**

1. 3Ds Max 6 Bible by Kelly L. Murdock
2. Rigging Characters for Animation by Erick Miller



### III. Theory : Rendering Artist

**UNIT-I : Rendering Basics:** Understanding the Max Renderers, Render Parameters, Rendering Preferences, Creating VUE Files, Using the Rendered Frame Window, Reviewing the Render Types, Using Command-Line Rendering, Creating Panoramic Images, Getting Printer Help, Creating an Environment, Setting exposure.

Technical specifications Supervise others in ensuring, that final work-products are prepared in appropriate file formats (such as mp4, avi, wmv, mpg and mov, PNG), appropriate mediums (such as DVD, film, tape and digital), and are compatible with intended distribution/exhibition mediums.

**UNIT-II: Using Atmospheric Effects:** Creating Atmospheric Effects, Using the Fire Effect, Using the Fog Effect Using Render Elements and Effects: Using Render Elements, Adding Render Effects, Creating Lens Effects, Using Other Render Effects.

**UNIT-III: Ray tracing and mental ray:** Understanding Global Ray tracing Settings, Using Ray trace Materials, Using a Ray trace Map, Enabling mental ray, Understanding Shades, Controlling Indirect Illumination.

**UNIT-IV: Compositing and Post-Production:** Using External Compositing Tools: Compositing with Photoshop, Video Editing with Premiere, Video Compositing with After Effects, Introducing Combustion.

#### Reference Books

1. 3Ds Max 6 Bible by Kelly L. Murdock
2. 3Ds Max 4 Bible by Kelly L. Murdock
3. Digital Lighting and Rendering, Third Edition by Jeremy Birn

#### Practical: Seminar

#### Practical: Major Project using 3Ds Max

#### Submissions: Well finished 10 Minutes

BVA-PA: VIII.4: UX DESIGN

**UX Introduction:** User Interaction with the products, applications and services – Cognitive Model/Mental Model Why User Experience Design What is User Experience (UX) Design?

**Elements of UX Design:** Core elements of User Experience. How these elements work together

**UX Design Process:** Defining the UX Design Process and Methodology

**UX Design Process: RESEARCH & DEFINE:** Why Research is critical? Research methods and tools. Understanding the User Needs and Goals Understanding the Business Goals Deliverables of the Research & Define phase- Insight on User Goals and Business Goals Hands-on assignments and Quiz

**UX Design Process: IDEATE/DESIGN**

Visual Design Principles, Information Design and Data Visualization, Interaction Design, Information Architecture, Wire framing & Storyboarding, UI Elements and Widgets, Screen Design and Layouts, Hands-on Assignments and Quiz.

**UX Design Process: PROTOTYPE & TEST:** Why Test your Design? What is Usability Testing? Types of Usability Testing, Usability Testing Process, How to prepare and plan for the Usability Tests? Prototype your Design to Test? Introduction of prototyping tools, How to conduct Usability Test? How to communicate Usability Test Results? Hands-on Assignments and Quiz.

**UX Design Process: ITERATE/ IMPROVE:** Understanding the Usability Test findings, applying the Usability Test feedback in improving the design.

**UX Design Process: DELIVER:** Communication with implementation team, UX Deliverables to be given to implementation team.

**UX Quiz:** UX Quiz to test the learning's.

**Course Summary:** Summarizing the course content.

**Submissions : Well finished 2 Works/Moments**

BVA-PA: VIII.5: PHOTOJOURNALISM-II

**\* Special Note: Continue to:: BVA-PA: VII.6 : PHOTOJOURNALISM-I**

**Submissions:** 20 Prints (Size12"X18")

**BVA-PA: VIII.6: INDIAN CONTEMPORARY ART**

Background of the start of contemporary art in India – Amritha Sher – Gil, her influence on Indian Art, Role of art groups - Delhi Shilpi Chakra, Calcutta Progressive Group, Bombay Progressive Group, Chalamandala Kala Grama, Role of Art schools in introducing modern art - Shanthiniketana, Visual Arts College of M S University, Baroda, J J School of Art, Mumbai, etc. Influence of the artists like- F.N Souza, K H Ara, M F Hussain etc. New trends, creativity, Experiments in Indian Contemporary Art like – Installation and Earth Art.

**BVA-PA: VIII.7: STORY OF MODERN ART**

Beginning of Modern Art-its background and other circumstances, Impressionism, Post-Impressionism, Symbolism, Pointillism, Fauvism, Futurism, Expressionism, Dadaism, Surrealism, Abstract art, Abstract Expressionism, Cubism, Pop Art and Action paintings.

**BVA-PA: VIII.8: DISPLAY & PRESENTATION**

Students should display & present their selected works of all semesters. The External Examiners will evaluate the displayed and presented works.

## Theory Reference Books

- |  |   |
|--|---|
| 1. ಕರ್ನಾಟಕ ಸಂಸ್ಕೃತಿ ಸಮೀಕ್ಷೆ                  | ಡಾ ಎಚ್. ತಿಪ್ಪೇರುದ್ರಸ್ವಾಮಿ   |
| 2. ಚಿತ್ರಕಲಾ ಪ್ರಪಂಚ                           | ಡಾ. ಶಿವರಾಮ ಕಾರಂತ  |
| 3. ವರ್ಣಸಂಚಯ                                  | ಡಾ. ಎಸ್.ಸಿ. ಪಾಟೀಲ   |
| 4. ಭಾರತೀಯ ಚಿತ್ರಕಲೆ                           | ಸಿ ಶಿವರಾಮ ಮೂರ್ತಿ  |
| 5. ಕಲಾಚರಿತ್ರೆ ಸಂಪುಟ 1                        | ಪ್ರ.ಸಂ. ಎನ್. ಮರಿಶಾಮಚಾರ್   |
| 6. ನೋಡುವ ಬಗೆ (ವೇ ಆಫ್ ಸಿಯಿಂಗ್)                | ಮೂಲ : ಜಾನ್ ಬರ್ಜರ್<br>ಅನು : ಎಚ್.ಎ.ಅನಿಲ್‌ಕುಮಾರ್   |
| 7. ಸೌಂದರ್ಯ ಶಾಸ್ತ್ರ                           | ಡಾ. ಕಾಶೀನಾಥ ಅಂಬಲಗೆ  |
| 8. ಸೌಂದರ್ಯ ಸಮೀಕ್ಷೆ                           | ಡಾ. ಜಿ.ಎಸ್. ಶಿವರುದ್ರಪ್ಪ   |
| 9. ಕಲಾಕೋಶ                                    | ಕರ್ನಾಟಕ ಲಲಿತಕಲಾ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು   |
| 10. ಕರ್ನಾಟಕ ಜಾನಪದ ಚಿತ್ರಕಲೆ                   | ಡಾ.ಎಸ್.ಸಿ. ಪಾಟೀಲ  |
| 11. ಇನಸ್ಪಾಲೇಷನ್ ಕಲಾ ಪ್ರಪಂಚ                   | ಕೆ.ವಿ. ಸುಬ್ರಮಣ್ಯಂ   |
| 12. ಸತ್ಯ ಮತ್ತು ಸೌಂದರ್ಯ                       | ಡಾ.ಎಸ್.ಎಲ್. ಭೈರಪ್ಪ  |
| 13. ಭಾರತೀಯ ಚಿತ್ರಕಲೆ                          | ಬಿ.ಪಿ. ಬಾಯಿರಿ   |
| 14. ಕಲೆಗಾರರ ಕಥೆಗಳು                           | ಬಿ.ಪಿ. ಬಾಯಿರಿ   |
| 15. ಕರ್ನಾಟಕದ ಶಿಲ್ಪಿ ಸಂಕುಲ                    | ಪಿ.ಆರ್. ತಿಪ್ಪೇಸ್ವಾಮಿ (ಕಲಕಲ)   |
| 16. ಕಲಾ ಸಂವೇದನೆಯ ಒಳನೋಟಗಳು                    | ಕೆ.ವಿ. ಸುಬ್ರಮಣ್ಯಂ   |
| 17. ನಿಜದನೆಲೆ                                 | ಡಾ.ಬಿ.ಕೆ. ಹಿರೇಮಠ ಅಭಿನಂದನ ಗ್ರಂಥ  |
| 18. ಚಿತ್ರ ಚಿತ್ರ                              | ಜಿ.ಸು. ಕೃಷ್ಣಸೆಟ್ಟಿ  |
| 19. ತೌಲನಿಕ ಕಾವ್ಯ ಮೀಮಾಂಸೆ                     | ತೀ.ನಂ. ಶ್ರೀಕಂಠಯ್ಯ   |
| 20. ಹೆಬ್ಬಾರರ ರೇಖಾ ಲಾವಣ್ಯ                     | ವ್ಯಾಸರಾಯ ಬಲ್ಲಾಳ   |
| 21. ಕಟ್ಟಂಗೇರಿ ಕೃಷ್ಣ ಹಬ್ಬಾರ (ಬದುಕು ಮತ್ತು ಕಲೆ) | ಕು.ಶಿ. ಹರಿದಾಸ ಭಟ್ಟ  |
| 22. ಕಾವ್ಯಾರ್ಥ ಚಿಂತನ                          | ಡಾ. ಜಿ.ಎಸ್. ಶಿವರುದ್ರಪ್ಪ   |
| 23. ಕರ್ನಾಟಕದ ಸಂಕ್ಷಿಪ್ತ ಇತಿಹಾಸ                | ಡಾ. ಸೂರ್ಯನಾಥ ಕಾಮತ್  |
| 24. ದಖ್ಖಿನಿ ಚಿತ್ರಕಲೆ                         | ಎ.ಎಸ್. ಅರುಣಿ  |
| 25. ಬಾರೋಕ್ ಕಲೆ                               | ಡಾ.ಎಸ್.ಸಿ. ಪಾಟೀಲ  |
| 26. ಶಿಲ್ಪದರ್ಶನ ಸಂಪುಟ 1-2                     | ಡಾ.ಜಿ. ಜ್ಞಾನಾನಂದ  |
| 27. ಕಲಾಮೀಮಾಂಸೆ                               | ಪ್ರೊ. ಎಂ.ಎಚ್. ಕೃಷ್ಣಯ್ಯ  |
| 28. ಕಲಾನ್ವೇಷಕ ಆರ್. ಎಂ. ಹಡಪದ                  | ಡಾ. ಸಿದ್ಧಲಿಂಗಸ್ವಾಮಿ ಹಿರೇಮಠ  |
| 29. ಕಲೆಯ ಅರ್ಥ                                | ರವೀಂದ್ರನಾಥ ಟ್ಯಾಗೋರ್   |
| 30. ಕಾಶ್ಯಪ ಶಿಲ್ಪಶಾಸ್ತ್ರಂ                     | ಡಾ. ಜಿ ಜ್ಞಾನಾನಂದ  |
| 31. ಭಾರತದ ದೇವಾಲಯ ನೆಲೆ-ಹಿನ್ನೆಲೆ               | ಪ್ರೊ ಎಸ್ ಕೆ ರಾಮಚಂದ್ರರಾವ್<br>ಸುರಮಾ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು   |
| 32. ದೇವಾಲಯ ವಾಸ್ತು                            | ಎಂ ಎನ್ ಪ್ರಭಾಕರ<br>ಪ್ರಸಾರಾಂಗ, ಕನ್ನಡ ವಿವಿ, ಹಂಪಿ   |
| 33. ಶಿಲ್ಪಕಲಾ ಪ್ರಪಂಚ                          | ಕೆ.ಲ.ಅ.ಬೆಂ  |
| 34. Mayamata                                 | Translated by : Brino Dagens<br>Sitaram Bhartia Institute of Science<br>& Research, New Delhi |

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**TUMKUR UNIVERSITY**

**Bachelor of Visual Arts (BVA) : APPLIED ART**



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA) : APPLIED ART**  
 Scheme of the Examination  
**III Semester Bachelor's Degree**  
 (Semester Scheme)

Sl. No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-AA:III.1	DRAWING-I	5	10	-	60	40	100
2	BVA-AA:III.2	GRAPHIC DESIGN-I : CORPORATE IDENTITY & STATIONARY	6	10	-	60	40	100
3	BVA-AA:III.3	TYPOGRAPHIC LAYOUT - I	5	10	-	60	40	100
4	BVA-AA:III.4	ANIMATION-I	4	5	-	60	40	100
5	BVA-AA:III.5	COMPUTER GRAPHICS -III	4	-	-	-	100	100
6	BVA-AA:III.6	BASIC PHOTOGRAPHY-I	4	-	-	-	100	100
7	BVA-AA:III.7	HISTORY OF ADVERTISING	2	3	80	-	20	100
8	BVA-AA:III.8	CONSTITUTION OF INDIA	4	-	-	-	100	100
<b>TOTAL</b>			<b>34</b>		<b>80</b>	<b>240</b>	<b>480</b>	<b>800</b>

**\*WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Indian Constitution subject is Common to Painting and Applied Art and Exempted

**\*Special Note:** Basic Photography-I and Computer Graphics-III are not for main Examination



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA): APPLIED ART**  
**Structure of the Syllabus**  
**III Semester Bachelor's Degree**  
 (Semester Scheme)

**BVA-AA: III.1: DRAWING-I**

**Nature & Object Drawing:** General form and gesture. Drawing from Nature & Object– Drawing from cubes, cones, Cylindrical objects, Casts, Drapery, Still life group etc., Observation and study in various rendering Medias and techniques in various light conditions. Drawing from memory-(To develop the sense of observation and the capacity to retain and recall images and their co-ordination.) Outdoor sketching and rapid sketching etc.

- Medium: Black & White, Color & Mixed media.
- **Submissions:** 10 No's. Well finished works (size : Suitable )

**BVA-AA: III.2: GRAPHIC DESIGN-I: CORPORATE IDENTITY & STATIONARY**

**Introduction to Corporate Identity:** Introduction to Corporate Identity and its purpose study of its application to the various subjects or manufacturing products or consumer products. To prepare logo type, monogram and emblem etc. Preparation of designs related to the stationary products like visiting card, letter head, envelop and cartoon box designs, wrapper, all types of packaging designs etc.

- Medium: Black & White, Color & Mixed media.
- **Submission:** 10 No's. finished works(Size: suitable to the product/Subjects)

**BVA-AA: III.3: TYPOGRAPHIC LAYOUT - I**

The Study of fundamental of different type faces and has the knowledge of legibility of writing, spacing, and readability of typography. Exercises of simple layout as the aspect of composition and perceptive sense of typographic layout.

- Medium: Black & white / Color

- **Submission:** 08 well finished works. **Size :** Half imperial

#### BVA-AA: III.4: ANIMATION-I

##### **Theory: Color Key Artist-I**

**UNIT-I: Image Representation:** Introduction, The Digital Image, Raster Image Representation, Hardware Frame Buffers, Gray scale. Frame Buffer, Pseudo-color Frame Buffer, True-Color Frame Buffer, Representation of Color, Additive vs. Subtractive Primaries, RGB and CMYK color spaces, Grey scale Conversion, Can any color be represented in RGB space?, CIE color space, Hue, Saturation, Value (HSV) color space, choosing an appropriate color space.

**UNIT-II : Principles of Art Color theory :** Primary Colors, Secondary Colors, Tertiary Colors, Standard 6-Color Wheel, Standard 12-Color Wheel, Three Characteristics of Color, Scale of Color Keys, Warm and Cool Colors, Warm and cool color schemes, Complementary color scheme, Triadic color scheme, Contrasting Hues Create Vibrating Effects, Color Symbolism.

**UNIT-III: 2D design color concept:** The traditional medium using watercolor, Poster color etc, Color Mixing with Paints, 2D design composition.

**UNIT-IV: Importance of Color in Graphic & Art Media:** Principles of Designing, Culture of Art Color.

##### **Reference Book**

1. Principles of Visual Design LCC 2720Instructor: Brian Shrank
2. Color Theory- Compiled by Professor Lampe Leong VP104:

##### **III) Theory : Graphic Designer**

**UNIT-I : Introduction Exploring Workspace :** Introduction to CorelDraw, Getting Started, Moving Around and Viewing Drawings, Toolbox, Defining the Page Size, Creating Basic Shapes, Using the Pen Tools, Editing Objects, Working with Text, Creating You Own Font.

**UNIT-II : Image Representation :** Introduction, The Digital Image, Raster Image Representation ,Hardware Frame Buffers, Gray scale Frame Buffer , Pseudo-color Frame Buffer ,True-Color Frame Buffer , Representation of Color, Additive vs. Subtractive Primaries, RGB and CMYK color spaces, Gray scale Conversion.



**UNIT-III: Creating Special Effects:** Envelope and Distortion Effects, Blends and Contours, Lens Effects and Transparency, Embellishments: Bevels, Power Clips and Shadows, Working with Perspective.

**UNIT-IV: Computer Graphics on the World Wide Web:** Image Files: GIF, JPEG, PNG, Animation Files: Animated GIF, MPEG, Quick Time, the Graphics Process: Geometric Modeling, 3D Animation, Texturing, Rendering, Image Storage and Display.

#### **Reference Books**

1. Fundamentals of Computer Graphics - CM20219 Lecture Notes, Dr. John Collomosse, University of Bath, UK
2. CorelDraw x4 Official Guide- jul-2008 by Gary David Boutom.

#### **IV) Theory : Basics of Animation**

**UNIT-I: Introduction to Animation:** History of Animation, The Origins of Animation, Types of Animation, and Terms used in Animation, Basic Principles of Animation.

**Introduction to equipment required for animation:** Animator's Drawing Tools, Rapid Sketching & Drawing, and Developing Animation Character.

**UNIT-II: Developing the characters with computer animation:** Anatomy & Body Language, 2D virtual drawing for animation.

**UNIT-III: Motion studies:** Thumbnails, sequential movement drawing, drawing for motion, stop motion animation techniques.

**UNIT-IV : Introduction to Flash :** Working in Flash, Drawing with Flash, Basic animation, Working in the timeline, Working with symbols, Shape tween, staggering animation effect, Text effect, Animation Review, Break apart and distribute, Intro to Motion Guide, Mask layers, Button Intro., Character waking.

#### **Reference Books**

1. The Illusion of Life by Walt Disney
2. The Complete Animation course by Chris Patmore, By Barons Educational Series (New York)
3. Anatomy for the Artist by Daniel Carter and Michael Courtney

4. Macromedia Flash mx express- By Leon cych

**Practical: Color Key Artist-I**

**Practical: Graphic Designer**

**Practical: Basics of Animation**

**Submissions: Well finished 50 Sketches**

**BVA-AA: III.5 : COMPUTER GRAPHICS -III**

Instruction to Adobe **InDesign CC** and practice.

#### **Lessons**

- Lesson 1: Introduction to Adobe InDesign CS6
- Lesson 2: Creating and Viewing Documents
- Lesson 3: Understanding Your Workspace
- Lesson 4: Pages
- Lesson 5: Working with Type
- Lesson 6: Working with Graphics
- Lesson 7: Formatting Objects
- Lesson 8: Working with Color
- Lesson 9: Points and Paths
- Lesson 10: Managing and Transforming Objects
- Lesson 11: Character and Paragraph Formatting
- Lesson 12: Using Styles
- Lesson 13: Tables
- Lesson 14: Long and Interactive Documents
- Lesson 15: Packaging and Printing
- **Submission:** 08 No's Well finished works of Hard and Soft Copy

**Submissions: Well finished 4 Design**

**(Prospectus/Brochure/Catalogue/Greetings/Story Books/ News Paper Layout etc....)**

**BVA-AA: III.6: BASIC PHOTOGRAPHY-I**

Introduction to different types of cameras, their mechanism and developments, types of indoor and outdoor photography and dark room theory/practice.

## **Indoor Photography**

Ambient light can also be used for lighting in an **indoor photo** shoot, either with or without a flash. It could be used as a rim light from behind, pulling your subject away from the background while you light up their face with an on camera flash. Practice to Still Life and Product Photography, Portrait and Model Photography, Key Light Photography on any subject.

**Submissions:** Each Subject : 2 Print Size : 12x18" /Color / Black & White / Sepia or any new technique works

## **BVA-AA: III.7: HISTORY OF ADVERTISING**

### **UNIT-1: Introduction to Advertising**

Village economy-post industrial revolution economy - advertising mass production & transportation - advertising effects everybody - communication, marketing, advertising - advertising is a part of marketing - direct & indirect advertising -description of advertising - qualities of a modern advertising man-advertising & publicity-definition of advertising - advertising an art, a science, a business & a profession- advertising to sell ideas to a nation.

### **UNIT-2: History of Advertising**

Preprinting period: prior to 15<sup>th</sup>centaury- early printing period: from 15<sup>th</sup>centaury to 1840- period of expansion: from 1840 to 1900-period of consolidation: from 1900 to 1925- period of scientific development: from 1925 to 1945- period of business & social integration: from 1945 to the present.

### **UNIT-3: The Social and Economic Aspects of Advertising**

Advertising business offer employment- advertising promotes freedom of the press- functions of advertising: informative, assurance, convenience, freedom of choice, buyers guide- is the cost of advertising justified?- advertising creates demand and consequently sales- advertising reduces selling cost- advertising can reduce selling price- advertising creates employment- advertising establish reputation and prestige- truth in advertising- advertising tries to raise the standard of living- role of advertising in the society.

### **UNIT-4: History of Indian Advertising**

Advertising for religion-village economy in India-birth of newspaper & advertising- birth of advertising agency-emerge of foreign advertising agency-the growth of Indian





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 Scheme of the Examination  
**IV Semester Bachelor's Degree**  
 (Semester Scheme)

Sl. No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-AA:IV.1	DRAWING-II	5	10	-	60	40	100
2	BVA-AA: IV.2	GRAPHIC DESIGN-II : CORPORATE IDENTITY & STATIONARY	6	10	-	60	40	100
3	BVA-AA: IV.3	TYPOGRAPHIC LAYOUT - II	5	10	-	60	40	100
4	BVA-AA: IV.4	ANIMATION-II	4	10	-	60	40	100
5	BVA-AA: IV.5	COMPUTER GRAPHICS -IV	4	-	-	-	100	100
6	BVA-AA: IV.6	BASIC PHOTOGRAPHY-II	4	-	-	-	100	100
7	BVA-AA: IV.7	HISTORY OF VISUAL COMMUNICATION	2	3	80	-	20	100
8	BVA-AA: IV.8	ENVIRONMENTAL SCIENCE	4	-	-	-	100	100
<b>TOTAL</b>			<b>34</b>		<b>80</b>	<b>240</b>	<b>480</b>	<b>800</b>

**\*WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Environmental Science subject is Common to Painting and Applied Art and Exempted

**\*Special Note:** Basic Photography-II and Computer Graphics-IV are not for main Examination



**TUMKUR UNIVERSITY**  
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**BVA-AA: IV.1 : DRAWING-II**

**Figure Drawing:** Drawing study of full figure & Portrait from life model (different age of Male and Female) Study of proportion, anatomy and perspective angles with gestures, positions, rendering with different Medias and finished with concept of specific purpose suitable to press advertising designs. Exercises will be continued.

- Medium: Black & White, Color & Mixed media
- **Submission:** 10 No's. Well finished works
- (Size: Suitable to full figure & Portrait)

**BVA-AA: IV.2: GRAPHIC DESIGN-II CORPORATE IDENTITY & STATIONARY**

**Communication design:** Study of inter-nation of negative- positive space, line and exercises with basic shapes & texture in relation to the space. **Communication design:** Designing of (Logos, Signs, Monograms, Symbols, service-motif) Tags, Shopping bags, Labels, Stickers, Novelties, Gift articles, Book jackets, Record jackets, Public relation & Promotional materials. **Importance should be given for idea & original creativity.**

- Medium: Black & White, Color & Mixed media.
- **Submission:** 10 No's. Well finished works(Size: Suitable to the product/ Subjects)

**BVA-AA: IV.3: TYPOGRAPHIC LAYOUT – II**

The Study of fundamental of different typefaces and **3D** typefaces has the knowledge of legibility of writing, spacing, and readability of typography. Exercises of simple layout as the aspect of composition and perceptive sense of typographic layout.

- Medium: Black & White / Color.
- **Submission:** 08 No's Well finished work's Size :Half imperial

## BVA-AA: IV.4: ANIMATION-II

### Theory: Color Key Artist-II

**UNIT-I: Welcome to Photoshop Introduction:** What Is Photoshop? Image-Editing Theory, Inside Photoshop, A First Look at Photoshop, The Photoshop Desktop, Navigating in Photoshop, How Images Work, The Resolution of Screen Images, How to Open, Duplicate, and Save Images, File Format, Roundup, Resampling and Cropping.

**Painting :** Defining Colors: Selecting and Editing Colors, Working in Different Color Modes, Using Photoshop's Other Color Selection Methods ,Introducing Color Channels, Painting and Editing, Paint and Edit Tool Basics, Brush Shape and Opacity, Brush Dynamics, Brush Modes, Character color keys, Background color keys, Lighting keys, Shadow keys Adding color to line drawings.

**UNIT-II : Retouching :** Filling and Stroking :Filling Portions of an Image, Filling Selections with Color or Patterns, Applying Gradient Fills, Applying Strokes, Retouching, Repeating, and Restoring , Cloning Image Elements, Applying Repeating , Patterns.

**UNIT-III: Selections, Masks, and Filters:** Selections and Paths, Selection Fundamentals, Ways to Change Selection Outlines, Moving and Duplicating Selections, How to Draw and Edit Paths, Corrective Filtering, Filter Basics.

**UNIT-IV : Layers, Objects, and Text :** Working with Layers, Working with Layers, Selecting the Contents of Layers, Moving, Linking, Aligning Layers ,Applying Transformations, Masking and Layers, The Wonders of Blend Modes, Mixing Images Together ,Using Opacity and Blend Modes., Applying Advanced Blending Options, Shapes and Styles , Drawing Shapes, Modifying and Saving Effects, Using the Type Tool.

### Reference Books

1. Photoshop Bible By Deck McClelland
2. Adobe Photoshop CS3 Classroom- by Adobe Creative Team

### II. Theory: Paper Modeling

**UNIT-I : Paper Modeling :** History of Paper Modeling, Technique of Paper Modeling, 3D models to paper models, Various Sectors Use, Image Reference, Deferent views observation study, color Paper combination.

**UNIT-II : Basic Tips and Tricks for Paper Models:** Basic Tools, Paper, Folding, Basic Drawing Shape, Making Tubes, Making Cube, Making Box, Making Cones, Finishing Details, Design Ideas.

**UNIT-III: Principles of Paper Modeling:** History of Paper Craft, Animation and Paper Model, Introduction to types of paper models.

**UNIT-IV: Introduction to Clay Animation Models:** History of clay animation, concept of clay animation, the idea, tools, what is Armature? Sets, basic knowledge for creating your Character, background & color combination.

#### **Reference Books**

1. Paper Models that Move A new edition of Walter Ruffler's book
2. My Little House: Easter Bible paper Toys Free Printable 3D Paper Set

### **III. Theory: Working with Adobe Audition**

**UNIT-I: Audio interface:** Audition Interface Basics, The Audition Workspace, Introduction to tools, Extract Audio from a Video File, using Adobe Audition CS6.

**The Audition Environment:** Auditions dual personality, navigation using external interface, Testing Inputs and outputs with auditions.

**UNIT-II: Basic Audio Editing:** Opening a file for editing ,selecting region for editing and changing its level, Copying, Mixing cutting, deleting and pasting audio regions, cutting and deleting with multiple clipboards, repeating part of a wave from to create a loop.

**UNIT-III: The Basics of Sound Recording:** Technique of Editing and Mixing equipment, pre-recorded sound tracks/clips, Tonal quality.

**UNIT-IV: Signal Processing:** Effects basics, Using the effects rack, Amplitude and compression Effects, Delay and eco effects, Filter and EQ Effects, Noise reduction, Time and pitch effects, Using effects menu.

#### **Reference Books**

1. Adobe Audition - Bible 2015/16
2. Adobe® Audition® CS6 Classroom in a Book By Adobe Systems

#### **Practical: Color Key Artist-II**

#### **Practical: Paper Modeling**



## **Practical: Adobe Audition**

**Submissions: Well finished Matte Painting 04, Paper Modeling 04 (2D/3D)**

## **BVA-AA: IV.5: COMPUTER GRAPHICS –IV**

**Adobe Illustrator CC** is graphic-driven software used primarily for creating vector graphics. Developed alongside with Adobe **Photoshop** as a companion product, Adobe Illustrator is used for creating logos, graphics, cartoons and fonts for the photo-realistic layouts of Adobe **Photoshop**.

- Navigate Illustrator and where to find all the tools and features you'll need
- Draw basic shapes
- Draw objects
- Create vector images, then edit those vector images quickly and easily
- Add color to your work
- Use blends, gradients, and patterns
- Create symbols to place into your work to save time
- Create layers and masks
- Draw landscapes such as buildings and houses with ease using perspective
- Add graphs to your documents
- Add text to your documents – and even to your objects and shapes
- Create drawings, business cards, brochures, or anything you want using Adobe Illustrator CS6

## **Lessons**

Lesson 1: Introduction to Adobe Illustrator CS6

Lesson 2: Working With Documents

Lesson 3: Drawing and Transforming Objects

Lesson 4: Making and Saving Selections

Lesson 5: Working with Shapes and Objects

Lesson 6: Working with Color

Lesson 7: Gradients, Pattern Fills, and Blends

Lesson 8: Points and Paths

Lesson 9: Working With Paths

Lesson 10: Working With Layers

Lesson 11: Working with Type

Lesson 12: Drawing and Painting

Lesson 13: Illustrator Effects

Lesson 14: Symbols

Lesson 15: Outputting Your Work

**Submissions: Well finished Illustrations 04**

**BVA-AA: IV.6: BASIC PHOTOGRAPHY-II**

### **Outdoor Photography**

**Nature photography** is a wide range of **photography** taken **outdoors** and devoted to displaying natural elements such as landscapes, plants, and close-ups of natural scenes and textures. Practice to Landscape Photography: Nature, Rural, Urban, Township, And Historical Monument's etc and Pictorial Photography: Daily life in rural and urban area.

**Submissions:** Each Subject: 2 Print Size: 12x18" / Color / Black & White/ Sepia or any new technique works

**BVA-AA: IV.7: HISTORY OF VISUAL COMMUNICATION**

### **UNIT-1: Communication**

Introduction to Communication - What is communication? - Definition of communication - evolution of communication - system of communication - types of communication - process of communication - functions of communication - status of communication in the society - Introduction to Visual Communication - Verbal & nonverbal - audio & video communication - the formula-the purpose of communication etc.

### **UNIT-2 : Gestures**

Some prominent routine gestures - The Face-The Hand-Body Movement-Technical gestures-The Dance - Indian Mythology - The Dance in India-Bharat Natyam and others.

**UNIT-3 : Pictures**

Paintings: Painting In India: Ajanta School of Painting-Mughal School of Painting-Rajput School of Painting-Modern Indian Painting-Illustrations – Caricatures and Cartoons and etc.

**UNIT-4: Scripts**

Picture Writing - Ideographic Writing - Transitional Writing - Phonetic Writing - Alphabetic Writing – Calligraphy - Calligraphy in India.

**UNIT-5 : Lettering**

History of writing - The Roman alphabet - Proportion of Roman alphabets - Strokes of Roman alphabets - The Gothic alphabets - The Text - The Italic or Script. Spacing: Modes of spacing - Mechanical spacing - Optical spacing - guiding rules for spacing – Legibility – Readability - quality of good lettering - Modern lettering - feminist lettering - Symbolic types - Purpose of a Lettering.

**BVA-AA: IV.8: ENVIRONMENTAL SCIENCE****UNIT-1: The Multidisciplinary nature of environmental studies**

Definition, scope and importance need for public awareness.

**UNIT-2: Natural Resources**

**Renewable and non-renewable resources:** Natural resources and associated problems.

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dam's benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

### **UNIT-3: Ecosystems Concept of an ecosystem**

- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem

a) Forest ecosystem

b) Grassland ecosystem

c) Desert ecosystem

d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### **UNIT-4: Biodiversity and its conservation**

- Introduction – Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

**UNIT-5: Environmental Pollution: *Definition***

- Causes, effects and control measures of :
  - a) Air pollution          b) Water pollution      c) Soil pollution
  - d) Marine pollution    e) Noise pollution      f) Thermal pollution) Nuclear hazards
- 1. Solid waste management: Causes, effects and control measures of urban and industrial wastes
- 2. Role of an individual in prevention of pollution.
- 3. Pollution case studies.
- 4. Disaster management: floods, earthquake, cyclone and landslides.



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 Scheme of the Examination  
**V Semester Bachelor's Degree**  
 (Semester Scheme)

Sl. No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-AA: V.1	ILLUSTRATION-I	6	15	-	60	40	100
2	BVA-AA: V.2	<b>GRAPHIC DESIGN:</b> CREATIVE ADVERTISEMENTS-I	6	15	-	60	40	100
3	BVA-AA: V.3	CALLIGRAPHIC LAYOUT - I	6	10	-	60	40	100
4	BVA-AA: V.4	ANIMATION-III	4	10	-	60	40	100
5	BVA-AA: V.5	WEB DESIGN-I	4	-	-	-	100	100
6	BVA-AA: V.6	DOCUMENTARY PHOTOGRAPHY-I	4	-	-	-	100	100
7	BVA-AA: V.7	ADVERTISING ART & IDEAS-I	2	3	80	-	20	100
8	BVA-AA: V.8	VISUAL COMMUNICATION & MEDIA-I	2	3	80	-	20	100
<b>TOTAL</b>			<b>34</b>		<b>160</b>	<b>240</b>	<b>400</b>	<b>800</b>

**\*WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Documentary Photography-I and Web Design are not for main Examination



**TUMKUR UNIVERSITY**  
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 Structure of the Syllabus  
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**BVA-AA: V.1 : ILLUSTRATION-I**

**Reproduction Purpose:** Preparing the Drawings for different types of Products Creating the 2D & 3D Design rendering with pencil, pen & ink, line /half tone with black & white / color tones. Study of simple products/ consumer durables and non-durable. Rendering mediums in different techniques and its application to advertising based on reproduction purpose.

- **Medium:** Pen & ink, Color markers, Mix media, Water/ Poster Color etc.
- **Submission:** 06 No's. Well finished works (half imperial size)

**BVA-AA: V.2: GRAPHIC DESIGN: CREATIVE ADVERTISEMENTS-I**

**Creative Advertisements In Indoor Media** Preparation of Graphic designs based on Education and Service oriented for press media. For daily newspaper & weekly magazine advertisements. Comprehensive Graphic designs is to be finish manually with different mediums. Study of preparing a different types of Graphic designs based on various products, consumable durables etc., and its application for print media. **importance should be given for idea & original creativity**

**Submission:** 10 No's. of computer prints submitted based on manually made comprehensive graphic designs.

**BVA-AA: V.3: CALLIGRAPHIC LAYOUT - I**

Introduction to calligraphy- importance of calligraphy- creating new calligraphic font's style (in various languages of Kannada, Hindi, English, Tamil and Telugu or available literature etc.,)-Exercises of designing calligraphic layouts, for greeting cards, menu, certificates etc., with decorative style.

- **Medium:** Calligraphic Pen (with B&W / Color with different technique)
- **Submission:** 8 No's. Well finished works Size : Quarter

## BVA-AA: V.4: ANIMATION-III

### IV. Theory : Working with Action Script

**UNIT-I: Introduction To Action Script:** Introducing the Actions Panel, When to Use Action Script, Working in Normal Mode & Expert Mode, Using the Reference Panel, Understanding Action Script Syntax, Creating Action Script Movies: About Flash Symbol Types, Adding an Action to Your Script, Adding an Action to a Key frame, Adding an Action to an Object, Adding an Action to a Button.

**Controlling the Timeline & Movie Content With Action Script:** Starting and Stopping the Movie, Navigating to Frames and Scenes, Creating an Interactive Animation, Navigating to URLs, Opening a URL in a Different Browser Window, Creating Presentations, Working with Flash Levels, Using the Load Movie and Unload Movie Action.

**UNIT-II : Creating Action Script Loops:** About Loops, Looping Between Frames, Creating a For Loop, Creating a While Loop, Creating a Do While Loop, Working With Variables And Arrays: About Variables and Arrays, Understanding Variable Data Types, Variable and Array Naming Conventions, Declaring a Variable, Creating an Array, Working with Arrays, Getting Data From an Array.

**UNIT-III : Modifying An Object With Action Script :** Creating a Movie Clip & Movie Clip Instances, Using the Set Property Action, Changing an Object's, Getting an Object's Properties, Using Action Script with Text: Creating Input Text Blocks, Creating Dynamic Text Blocks, Loading Text From an External Document, Creating Rich Formatted Text.

**UNIT-IV: Flash UI Components:** Push Button , Checkbox , Radio Button, Message Box, Combo Box, List Box, Linking a Combo Box with a List Box, Creating a Master-Detail View, Scrollbars Component, Changing the Look and Feel of Components.

### Reference Books

1. Adobe® flash® professional, help & tutorial
2. Adobe flash professional CS5 Bible



## V. Theory : Character Designer

**UNIT-I: Introduction to Animation Artist:** Skills required for an animation artist, Terms used in Animation.

**Introduction to equipment required for animation:** Animator's Drawing Tools, 2 D virtual drawing for Animation, Rapid Sketching & Drawing.

**UNIT-II : Animator's Art Skills:** Basic Drawing, Perspective, Light & shade, Cloth, Facial expressions, Introduction to pose to pose sketching, basic concepts in Drawing scenes and background.

**Character Anatomy:** Basic Shape, Basic Proportions, Key Lines, Heads, Hands & Legs, Muscles.

**UNIT-III: Character Design and Development:** Character Design, Artistic Approach, Types of Design, Designing a Character.

**UNIT-IV: Developing the character on Model Sheet Paper :** Research, Skeleton, Construction, Sketching, Tracing, Body Language, Shape, Shading, Adding Colors, Three dimensional drawings of characters.

### Reference Books

1. Figure Study Made Easy By- Aditya Chari -- Grace Publication
2. Perspective- By Milind Mulik - Jyotsna Prakashan
3. Anatomy for the Artist by Daniel Carter and Michael Courtney
4. An Afternoon - with David Colman
5. Character Design from the Ground Up
6. Artwork by Victor Navone the animation archive: Character model & expression sheets

## VI. Theory : Working with 3D max

**UNIT-I : Exploring the Max Interface:** The Interface Elements, Using the Menus, Toolbars, Viewports, Command Panel, Lower Interface Bar Controls, Interacting with the Interface.

Working with the Viewports Files and XRefs: Understanding 3D Space, Using the Viewport Navigation Controls, Configuring the Viewports, Working with Viewport Backgrounds, Working with Max Scene Files, Setting File Preferences, Importing and Exporting, Referencing External Objects.

**UNIT-II : Creating and Editing Primitive Objects :** Creating Primitive Objects, Exploring the Primitive Object Types, Selecting Objects and Setting Object Properties: Selecting Objects, Setting Object Properties, Hiding and Freezing Objects, Using Layers, Transforming Objects—Translate, Rotate, and Scale: Translating, Rotating, and Scaling Objects, Working with the Transformation Tools, Using Pivot Points, Using the Align Commands, Using Grids, Using Snap Options.

**UNIT-III: Cloning Objects and Creating Object Arrays:** Cloning Objects, Understanding Cloning Options, Mirroring Objects, Cloning over Time, Spacing Cloned Objects, Creating Arrays of Objects, Introducing Modifiers for Basic Object Deformation: Exploring the Modifier Stack, Exploring Modifier Types.

**UNIT-IV: Grouping and Linking Objects:** Working with Groups, Building Assemblies, Understanding Parent, Child, and Root Relationships, Displaying Links and Hierarchies, Working with Linked Objects, Working with the Schematic View: Using the Schematic View Window, Working with Hierarchies, Setting Schematic View Preferences.

#### **Reference Books**

3Ds Max 6 Bible by Kelly L. Murdock

**Practical: Working with Action Script**

**Practical: Character Designer**

**Practical: 3Ds Max**

**Submissions: Well finished 4 Minutes Moments**

**BVA-AA: V.5: WEB DESIGN-I**

Designing your web, how is the look and feel of websites, designing different themes with different layouts, Designing Banners, Designing Advertisements, Working on buttons or In all working on web designs covers in this course with two specialization software.

#### **1.0 Web Design Principles**

- 1.1 Basic principles involved in developing a web site
- 1.2 Planning process
- 1.3 Five Golden rules of web designing
- 1.4 Designing navigation bar

- 1.5 Page design
- 1.6 Home Page Layout
- 1.7 Design Concept

## **2.0 Basics in Web Design**

- 2.1 Brief History of Internet
- 2.2 What is World Wide Web
- 2.3 Why create a web site
- 2.4 Web Standards
- 2.5 Audience requirement

## **3.0 Introduction to HTML**

- 3.1 What is HTML
- 3.2 HTML Documents
- 3.3 Basic structure of an HTML document
- 3.4 Creating an HTML document
- 3.5 Mark up Tags
- 3.6 Heading-Paragraphs
- 3.7 Line Breaks
- 3.8 HTML Tags

**Submission: Create a anyone subject web site.**

## **BVA-AA: V.6: DOCUMENTARY PHOTOGRAPHY-I**

**Documentary photography** usually refers to a popular form of photography used to chronicle events or environments both significant and relevant to history and historical events as well as everyday life. It is typically covered in professional photojournalism, or real life reportage, but it may also be an amateur, artistic, or academic pursuit.

This course will examine the history and practice of documentary photography, focusing on visual narrative and study of the work of photographers in this tradition. Practical techniques are explored and students are invited to research a topic, plan, produce and present a personal photography project, or photo-story edit through Adobe Lightroom.

### **Adobe Lightroom**

This Adobe Photoshop Lightroom training course covers the following topics:

**Lightroom overview**

- Importing photos
- Viewing photos
- The Lightroom interface

**The library**

- Sorting photos
- Organizing photos
- Group photo adjustments
- Export options

**Developing photos**

- Basic adjustments
- Managing adjustments
- Tone curves and color adjustments
- Gray scale and split toning
- Cropping and straightening
- Detail adjustments
- Duplicating adjustments

**Slideshows**

- Slide and backdrop settings
- Slide overlays and layout
- Playback and export settings

**Printing photos**

- Print layout
- Output control

**Web galleries**

- Create a web gallery
- Output a web gallery
- **Submission:** 2 Documentary with Prints Size : 12"X18"/ Color. Black & White or Sepia

## BVA-AA: V.7: ADVERTISING ART & IDEAS-I

### **UNIT-1 Marketing and Market Research**

The nature & scope of marketing - the nature and scope of market research- market research & product-market research & production-market research & the market-market research & marketing policies & methods-market research & channels of distribution-market research & selling performances-market research & advertising-market research & competition-market research & product development- motivation research-brand image.

### **UNIT-2: Campaign Planning**

What is campaign? - What is campaign planning? Campaign objectives - factors influencing the planning of advertising campaign - three main decisions in campaign planning - three basic principles of campaign planning - importance of unity & continuity - the advertising appropriation - requirement to fulfill the objectives - launching a new product

### **UNIT-3: Selection of Advertising Media**

Selection of Advertising media: Selection of appropriate media plan, part of the total marketing and advertising plan. How selection of media made? The product, The market. The campaign objectives. the atmosphere. The appropriation. The period - the competitiveness spending - evaluation of media. The character of medium. The atmosphere of the medium. The quantities and costs of the medium. The flexibility. The medium. The size and the position in the medium. The dynamism of media. The major media analysis. Newspapers, magazine, trade journals, outdoor advertising, posters, films, cinema slides, radio, television, exhibitions and demonstrations. Window display. Merchandising media and point of sale materials. Direct mail. Miscellaneous. Print media. Special media. Mix for rural advertising, packaging and package design.

## BVA-AA: V.8: VISUAL COMMUNICATION & MEDIA-I

### **UNIT-1: Poster**

Historical background of the Poster - Origin of Poster - The advent of the Modern Poster - Components of a poster- Size of Poster-The Character and Functions of Posters - Designing a Poster - Atmosphere in a Poster - The Human Appeal - The Humorous - The Dramatic-The Unusual approach - Conclusion.

### **UNIT-2: Magazines & Newspaper**

Great Britain - United States - The 19<sup>th</sup> Century-The 20th Century - Newspaper & Magazine: Newspaper merits & Demerits-Magazine merits & Demerits-Distinction between Newspaper& Magazine - Conclusions.

**UNIT-3: Print media**

Comic Books - Booklets - Leaflets-Merchandising Media and Point of Sale Material -Point of Sale material - Direct Mail -Conclusion.

**UNIT-4: Color communication**

Role of color-Color-Local color - Primary color - Secondary color - Tertiary color - Quaternary colors - Colors Greys - Tone - Three Dimensionality of color – Hue – value - Chrome - Principles of introducing color – Repetition – Alteration - Gradation-Harmony - Contrast- Unity-Balance - Choice of color - Color Harmony - Emotional Effects of color - Color in Advertising.



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Sl. No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-AA:VI.1	ILLUSTRATION-II	6	15	-	60	40	100
2	BVA-AA: VI.2	<b>GRAPHIC DESIGN:</b> CREATIVE ADVERTISEMENTS-II	6	15	-	60	40	100
3	BVA-AA: VI.3	CALLIGRAPHIC LAYOUT - II	6	10	-	60	40	100
4	BVA-AA: VI.4	ANIMATION-IV	4	15	-	60	40	100
5	BVA-AA: VI.5	WEB DESIGN-II	4	-	-	-	100	100
6	BVA-AA: VI.6	DOCUMENTARY PHOTOGRAPHY-II	4	-	-	-	100	100
7	BVA-AA: VI.7	ADVERTISING ART & IDEAS-II	2	3	80	-	20	100
8	BVA-AA: VI.8	VISUAL COMMUNICATION & MEDIA-II	2	3	80	-	20	100
<b>TOTAL</b>			<b>34</b>		<b>160</b>	<b>240</b>	<b>400</b>	<b>800</b>

**\*WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Documentary Photography-II and Web Design-II are not for main Examination



**TUMKUR UNIVERSITY**  
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 Structure of the Syllabus  
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**BVA-AA: VI.1 : ILLUSTRATION-II**

**Purpose Of Creative Knowledge/Contemporary:** Study of human figure Illustration with concept of fashion trend suitable to textile industry (advertisement or publicity finished with color / multi-color, different techniques with creative knowledge and design for fashion world, fashion magazines) aspects of Communication. Exercise: study the sensualities and sophistications practices of human and fashion drawings based on creative techniques. **Importance should be given for idea & original creativity**

Medium: Pen & ink, Color markers, Mix media, Water/ Poster Color etc.

**Submission:** 08 No's. Well finished works (half imperial size)

**BVA-AA: VI.2 : GRAPHIC DESIGN : CREATIVE ADVERTISEMENTS-II**

**Creative Advertisements In Outdoor Media:** Introduction, purpose and communication of outdoor media. Preparing of posters based on public welfare subjects in point-of-sale materials. Rendering with color media. Study of Advanced Graphic Design for Poster / Outdoor Advertisements and its applications on Daily Consumable durable (different varieties) / Products and other things. **Importance should be given for idea & original creativity**

**Submission:** 8 Nos. Well Finished designs of Manmade and Computerized.

**BVA-AA: VI.3 : CALLIGRAPHIC LAYOUT - II**

Introduction to calligraphy- importance of calligraphy- creating new calligraphic font's style (in various languages of Kannada, Hindi, English, Tamil and Telugu or available literature etc.,)-Exercises of designing calligraphic layouts, for greeting cards, menu, certificates etc., with decorative style.



- Medium: Calligraphic pen (with B&W / Color with different technique)
- **Submission:** 8 No's. Well finished works Size : Quarter

## BVA-AA: VI.4: ANIMATION-II

### III. Theory : Video Editing

**UNIT-I : Editing sequences and clips:** Creating and changing sequences, Editing multi-camera sequences, Creating and Playing clips Synchronizing audio and video with Merge Clips (CS5.5 and later), Working with offline clips, Modifying clip properties with Interpret.

**Working with clips in a sequence:** Creating special clips (synthetics), adding clips to sequences, trimming clips, Rearranging clips in a sequence, Rendering and previewing sequences, correcting Mistakes, remove alerts with the Events panel, working with markers.

**UNIT-II : Titling and the Titler:** Creating and editing titles, creating and formatting text in titles, Drawing shapes in titles, Add images to titles, Working with text and objects in titles, Fills, strokes, and shadows in titles, Titler text styles, Rolling and crawling titles.

**UNIT-III : Effects:** About effects, Applying, removing, finding, and organizing effects, Viewing and adjusting, Effects and key frames, Applying effects to audio, working with audio transitions, Effect presets, Creating common results, Motion: position, scale, and rotate a clip, Eliminate flicker.

**UNIT-IV: Transitions:** Duration and speed, Interlacing and field order, Color correction and adjustment, Transition overview: applying transitions, Modifying and customizing transitions, Effects and transitions reference, Audio effects and transitions reference.

### IV. Theory : 3D Modeling with 3Ds Max

**UNIT-I: Modeling Basics:** Principles of 3D modeling, concepts like polygons, nurbs, and sub-surface modeling etc. Form, scale and proportion of various models, Viewports, Command Panel, Lower Interface Bar Controls, Interacting with the Interface.

**UNIT-II : Working with Meshes and Poly's & Splines:** Creating Compound Objects, Creating Editable Mesh and Poly Objects, Editable mesh Objects, Editing Poly

Objects, Using Mesh Editing Modifiers, types of shapes like Circle, Line and Ellipse etc.

**UNIT-III : Creating and Editing Models:** Human anatomy, skeleton structure, joints, facial muscles etc. create various types of Models (organic, non-organic, simple, complex) characters machines, sets and props, Game modeling, objects, locations/ background elements such as environment, Architecture, landscapes, interiors and blend shapes.

**UNIT-IV :** Details techniques of sculpting, Workflow of UV mapping, Unwrapping

### Reference Book

1. 3Ds Max 6 Bible by Kelly L. Murdock

### III. Theory: Camera Operator

**UNIT-I : Study of Camera System:** Important of safety instructions, Symbols and Conversation, Part of Camera, the Selector, the command dial, Camera display, shooting: view finder/LCD monitor, Playback view finder/LCD monitor.

**UNIT-II : First Steps :** Attaching the Strips, attaching a Lens, inserting the Battery & Memory Card, turning the Camera on and off, Choosing Display, Adjusting Display Brightness, The DISP/Back Button.

**Using the menu (Playback mode):** RAW conversion, erase, crop, resize, image rotate, red eyes removal, slide show, Image search, playback volume, print order (DPOF)

**UNIT-III : Basic Photography and Playback:** Study the Menu options (photographs), Taking Photographs: Using Flash, Pan, Tilt, Tracking, Static, Zoom, Close-up, Wide-Shot, Master shot, High/low angle shot, long Shot, mid shot, viewing pictures, Viewing photo information, multi-frame playback, Deleting Pictures, macro mode (Close-up)

**Basic Movie Recording and Playback:** Study the Menu options (Movie Mode), Recording High-Definition (HD) Movies, Viewing movies, creating the Video Shots by different angles.

**UNIT-IV : Camera Department :** Film Cameras, Types of Cameras, Film Productions, Director of Photography, Camera operator, First Assistant Cameraman(1st AC), Second Assistant Cameraman (2nd AC), Digital Imaging Technician (DIT).

**Caring for the Camera:** Storage and Use, Traveling, Cleaning images sensor.

### **Reference Books**

1. The Camera Assistant's Manual (FIFTH EDITION) by David E. Elkins, S.O.C.
2. Digital Camera X-E1 FUJIFILM product Bible

### **Practical: Video Editing using Adobe Premier Pro**

### **Practical: 3D Modeling**

### **Practical: Camera Operator**

### **Submissions: Well finished 10 Minutes Moments**

## **BVA-AA: VI.5: WEB DESIGN-II**

### **1.0 Elements of HTML**

- 1.1 Introduction to elements of HTML
- 1.2 Working with Text
- 1.3 Working with Lists, Tables and Frames
- 1.4 Working with Hyperlinks, Images and Multimedia
- 1.5 Working with Forms and controls

### **2.0 Introduction to Cascading Style Sheets**

- 2.1 Concept of CSS
- 2.2 Creating Style Sheet
- 2.3 CSS Properties
- 2.4 CSS Styling(Background, Text Format, Controlling Fonts)
- 2.5 Working with block elements and objects
- 2.6 Working with Lists and Tables
- 2.7 CSS Id and Class
- 2.8 Box Model (Introduction, Border properties, Padding Properties, Margin properties)
- 2.9 CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute selector)

2.10 CSS Color

2.11 Creating page Layout and Site Designs.

### **3.0 Introduction to Web Publishing or Hosting**

3.1 Creating the Web Site

3.2 Saving the site

3.3 Working on the web site

3.4 Creating web site structure

3.5 Creating Titles for web pages

3.6 Themes-Publishing web sites.

**Submission: Create any one website**

### **BVA-AA: VI.6: DOCUMENTARY PHOTOGRAPHY-II**

- Introduction to Documentary Filmmaking
- Writing proposals
- Researching
- Camera and lighting
- Location sound
- Producing
- Directing documentary
- Scriptwriting for documentary
- 2 Day weekend shoot
- 3 Day edit with a professional editor

#### **Editing Software Adobe Premier Pro**

- Adobe Premiere Pro Overview
- Starting a Project
- Organization and Sub clipping
- Timeline and Basic Editing Tools
- Editing Audio in Adobe Premiere Pro
- Video Effects in Adobe Premiere Pro
- Color Correction and Grading
- Titles and Motion

- Exporting and Posting Online
- **Submission** : Create any one documentary film

## BVA-AA: VI.7: ADVERTISING ART & IDEAS-II

### UNIT-1: Advertising in Operation

The advertising department-the market-the marketing policy-public relations department- advertising agency & operation-how the agency works - the account executive- securing the client-selling agency service - collection of relevant data-the marketing & advertising plan-marketing & market research-media planning - advertising plan-the creative department-creative advertising-the studio - the production department- media & scheduling - why the advertising agency service?

### UNIT-2: Advertising as a Vocation

List of positions in advertising: advertising agencies-manufacturers-printing houses-market research organizations.

### UNIT-3: Legal Aspects of Advertising

Status of advertising agents- outdoor advertising - advertisements in newspapers & magazines - cinematography or screen advertisements - radio & television advertising - advertising contracts - consequences of advertising - defamation - slander of goods - passing off - copyright - trademarks - miscellaneous - other laws affecting advertising - puffery & guaranteed advertisements - competitions & crosswords - indecent advertisements.

### UNIT-4: Advertising Appeals

What is an appeal? - Essential of good appeal- Classifications of advertising appeals: Product or service related appeals- Consumer related appeals- Non-consumer & Non Product related appeals.

## BVA-AA: VI.8: VISUAL COMMUNICATION & MEDIA-II

### UNIT-1 Theatre

Western Theatres-Other forms -Opera -Ballet-Costume and Masks-Theatre in India-Marti Theatre (1843 – 1880) -The Glory of 1880-1920 -Conclusion.

**UNIT-2: Films**

Photography-Sound-Color-Wide Screens-Film Production-Animated Cartoons-Conclusion.

**UNIT-3: Television**

How to use television: Advantages of television- Disadvantages of television- How TV Stations divide their day' and their rates. Television Introduced in India-Merits and Demerits of television Advertising.

**UNIT-4: Exhibition & Trade Fairs**

Display advertising: Window display- Merits of window display- Merits of Counter display-Problems of display. Exhibition and trade fair: Merits of exhibition & trade fairs-Problems of exhibition & trade fairs.



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1	BVA-AA:VII.1	CREATIVE ILLUSTRATION-I	6	15	-	60	40	100
2	BVA-AA: VII.2	<b>GRAPHIC DESIGN:</b> CREATIVE CAMPAIGN PLANNING-I	6	15	-	60	40	100
3	BVA-AA: VII.3	TYPOGRAPHIC AND CALLIGRAPHIC LAYOUT	6	10	-	60	40	100
4	BVA-AA: VII.4	ANIMATION-V	4	20	-	60	40	100
5	BVA-AA: VII.5	UI DESIGN	4	-	-	-	100	100
6	BVA-AA: VII.6	PHOTOJOURNALISM-I	4	-	-	-	100	100
7	BVA-AA: VII.7	THEORY OF CREATIVE ADVERTISING-I	2	3	80	-	20	100
8	BVA-AA: VII.8	HISTORY OF PHOTOJOURNALISM	2	3	80	-	20	100
<b>TOTAL</b>			<b>34</b>		<b>160</b>	<b>240</b>	<b>400</b>	<b>800</b>

**\*WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Special Note:** Photojournalism-I and UI Design are not for main Examination



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**BVA-AA: VII.1: CREATIVE ILLUSTRATION-I**

**ILLUSTRATION: STORY BOARD:** Introduction and the purpose of the story board. Preparation of drawings and compositions of based on figure drawing with color scheme and with different situations for the various subject of consumer products or other any related subjects. (Frames - 04 to 10 nos. with required size) Exercise: Based on epic story illustrations - for magazine & newspaper, TV Commercial etc. **importance should be given for idea & original creativity.**

Medium: Any media and advanced technology can be used for the final works.

**Submission:** 04 No's. Manually well finished work (1/4 size)

**BVA-AA: VII.2: GRAPHIC DESIGN: CREATIVE CAMPAIGN PLANNING-I**

**Develop Campaign strategy for a new product or service:** The assigned is to be given to Develop Campaign strategy for a new product or service from conceptualization to final execution importing primary research and analysis, certain media planning and preparing, suitable copy matter, for the subject Three main decisions in campaign planning. Three basic principles of campaign planning. Importance of unity and continuity.

**Develop Campaign Design for a new product or service:** Study of the campaign planning strategy and practice with preparing a serial campaign designs for a new launching **products / services** in the market with corporate identity -press media -outdoor media and other medias **(Note: importance should be given for idea - visual concept and rendering style with original creativity).**

- **Submission:** 10 No's. Computer & Manually finished work.
- (50% Manually finished and 50% Computerized woks)



### BVA-AA:VII.3 : TYPOGRAPHIC AND CALLIGRAPHIC LAYOUT

Advanced practice of the typographic & calligraphic layouts with its different Indian languages - suitable to print ads, like press ad, poster, hoarding, and advertising in various purposes.

- Medium: Suitable to the subjects (with perspective sense)
- **Submission:** 08 No's. Well finished work (half imperial size)

### BVA-AA:VII.4 : ANIMATION-V

#### II. Theory : Visual Effects with Roto

**UNIT-I: Working Foundations:** Composite in After Effects, The Timeline, Selections: The Key to Compositing, Color Correction, Color Keying, Rot scoping and Paint, Effective Motion Tracking, Color and Light.

**UNIT-II:** Climate and the Environment: Visual Effects Description Types, Particles, Analysis, Size, Sand Effects, Smoke Effects, Fire Effects, Cloud Effects, Snow Effects. Fluid Effects, Coloring, Color grading, designing Clouds Background, Designing Fog Effects. Explosion Effects, Fire Effects with flames, Space Effects and designs, Designing Thick Smoke.

**UNIT-III:** Designing: Designing Paint Effects, Coloring paints, Designing Trees and green effects, Gather raw footage, materials, Effects on seasons, Designing Glass image, Designing Different glass reflection, Designing Glow Effects, Liquid Effects and Reflection design.

**Special Effects:** Designing Special Effects, Designing effects of Hair and shape, Designing Fur Effects, Designing Clothes and effects.

**UNIT-IV: Visual Effects Tool :** Introduction and advanced functions, Converting images from 2D to 3D Pictures. Creating 3D Effects, Differentiation 2D effects and 3D effects.

#### Reference Books

1. Adobe After effects 5 for windows After by Antony Bolante : Indian edition 2002  
Published by G.C. Jain for Tec media
2. Adobe After effects CS6 Visual Effects and Compositing Studio Techniques by Mark Christiansen
3. ADOBE® AFTER EFFECTS® Help and tutorials by Adobe System

### III. Theory : Concept of Material, Map, Camera & Light

**UNIT-I : Texturing : Exploring the Texture Editor:** Understanding Material Properties, Bones, wrinkles, bricks, ground, rust, wood, tiles, plastic, paper, metal, food, water, fire, skin, hair and eyes, cloth, walls and ceiling, imaginary.

**UNIT-II: Creating Advanced Multi-Layer Materials:** Using Raytrace Materials, Using the Matte/Shadow Material, Create textures for human, animal, character, location, which may include organic and inorganic surfaces.

**Maps:** Adding Material Details with Maps: Understanding Maps, Understanding Material Map Types, Reflection and refraction maps, Using the Map Path Utility, Using Map Instances Controlling Mapping Coordinates: Mapping Modifiers, Using the Unwrap UVW modifier, Relaxing vertices.

**UNIT-III : Cameras: Working with Cameras:** Understanding the overall style and creative aspect ratio Creating a Camera Object, Creating a Camera View, Controlling a camera, Aiming a camera, Aligning cameras, Setting Camera Parameters, Camera Correction Modifier Close –up, wide-shot, long shot and mid shot, high/low, aspect ratio.

**Lighting: Basic Lighting Techniques:** Principles of lighting Understanding the Basics of Lighting, Getting to Know the Light Types, principles of lighting, shadows, exposure, natural light, color space, reflections, Spotlight and directional light parameters, Shadow Color, Working with Photometric Lights, Using the Sunlight and Daylight Systems, Using Volume Lights.

**UNIT-IV: Advanced Lighting and Light Tracing:** Selecting Advanced Lighting, Using Local Advanced Lighting Settings, Working with the Advanced Lighting Override Material, Hard and Soft Shadow.

#### Reference Books

1. 3Ds Max 6 Bible by Kelly L. Murdock
2. Digital Lighting and Rendering, Third Edition by Jeremy Birn

### IV. Theory : Mudbox

**UNIT-I : Introduction to Sculpting Concepts:** Workspace. Polygon Basics, Sculpting Tools, Manage the Sculpt Layers, Properties Window, Axes Labeled In the Rotate Manipulator.

**UNIT-II: Introduction to Mud box:** Interface Overview, Understanding 3D Space, Sculpting and Painting Tools. The Main Selection Tools Are Faces and Objects, and the Translate, Rotate, and Scale Tools Comprise the Select/Move Tools.

**UNIT-III:** Anatomy for Sculptors: Skeleton, Muscles, Skin and Fat, Expression and Emotion in Sculpture, Paint Layers Organize the Different Types of Textures, Such as Diffuse, Bump, and Specular.

**UNIT-IV : Digital Sculpting with Mudbox:** Resolution, UV Mapping, Digital Images, Mud box Hotkeys, Selecting and Scaling a Model, Sculpting Details, Adding Texture with a Stencil. Sculpting Muscle Masses, Smooth Tool to Blend, The Forearm, Sculpting the Head and Face Head and Face, Sculpting the Head and Face, Paint Layers, Adding Details, Adding Tattoos.

**Practical: VFX and Roto**

**Practical: Material, Map, Light & Camera**

**Practical: Mud box**

**Submissions: Well finished 10 Minutes Moments, Mudbox 4 Works**

## BVA-AA: VII.5: UI DESIGN

*User Interface Designer* is the second course in the CIW Web and Mobile Design series. This course introduces strategies and tactics necessary to design user interfaces, with particular emphasis on creating user interfaces for mobile devices. It focuses on teaching specific development techniques and strategies.

This course teaches how information obtained from the client, sales, and marketing to design and develop compelling visual experience Web sites for multiple platforms, including mobile, tablet, and desktop. You will learn more about wireframes, color schemes, tones, design templates, formatting, and typography. This course builds upon your abilities to implement user analysis techniques, usability concepts, usability testing procedures and the vital role of testing to publish and maintain a Web site.

### Topics

#### Introduction to User Interface Design

What Is User Interface Design?

Evolution of Web User Interfaces

Current Trends in Web Design

Web Design Team Roles and Responsibilities  
Web Design Project Management  
Collaborative Web Design  
Creating a Web Design Portfolio  
Creating a Plan for a Web-Based Business Project

### **User Interface Design Process**

Choosing a Web Design Methodology  
Creating a Web Site Vision Statement  
Creating and Implementing a Web Site Strategy  
Creating a Web Site Specification  
Publishing a Web Site  
Choosing a Web Site Host  
Securing a Web Site  
Creating Ethical and Legal Web Sites  
Creating a Mind Map  
Using Metaphors  
Creating Word Lists and Mood Boards  
Creating a Site Map

### **User-Centered Web Design**

User-Centered Web Design  
The Cognitive Psychology of Web  
Design  
Personas and Usability  
Accessibility

### **User Interface Design Principles and Legal Guidelines**

Web UI Design Principles  
Visual Design Principles  
Branding  
Legal Issues Impacting Web Design

### **Color, Typography, Layout and Wire framing**

Color  
Typography  
Layout  
Wireframes and Mockups  
Responsive Web Design

**Designing a Basic Web Site**

Creating a Web Site

Part 1: Creating One Site Page

Part 2: Creating the Remaining Site Pages

Spell- and Grammar-Check the Site

**Navigation Concepts**

Why is Web Site Navigation So Important? Site Structure, Directory Structure and URLs  
Positional Awareness

Primary and Secondary Navigation

Navigation Elements

Navigation Conventions and Principles

Creating a Navigation System

**Designing and Developing a Professional Web Site**

Why is Prototyping So Important?

User-Centered Web Design

User Interface Design Patterns

Optimizing the look and feel of a Web site

Focus on Web Forms

GET and POST

Constructing a Professional Web Site

Web Framework

User Interface Libraries

Web Content Management Systems

Additional Web Development Tools

Web Hosting Services and Domain Names

**Site Publishing, Maintenance, Security, and SEO Strategies**

Making Sure a Web Site is Ready to be Published

Maintaining a Web Site

Search Engine Optimization (SEO)

SEO and Written Site Content

SEO and Mobile-Friendliness

SEO and Metadata

**Submissions: Well finished 2 Apps**

## BVA-AA: VII.6: PHOTOJOURNALISM-I

The function of Photojournalism is, and has always been to hold a mirror up to society, so society can look at itself. The great Photojournalists of today and yesterday have kept pace with the times by mirroring it and in their reflection of the world; they have informed and changed the world. By seeing who we are today, we can decide who we want to be tomorrow. With this as background, this **Photojournalism course** is designed to inspire you to create photojournalistic images of myriad hues people events sports etc. for diverse media vehicles from print to social media towards a career in photojournalism.

A student has to work in a local news organization for at least **15 days** in order to get the first-hand experience of photo journalism. Following the Internship, the student has to work on the following project under the supervision and guidance of a faculty member allotted by the department. Students have to submit the project in 12" X 18" size photographic paper. The student has the choice of color and paper quality to be used for printing the photographs.

Select a wide/broad-based field (for example: wildlife, human interest, disasters, lifestyle, and industry) and compile a collection of 15 news photographs you have clicked. These photographs should reflect the essence of that field. Each photo should have a suitable caption. For each photograph write a background note of up to 200 to 300 words explaining the preparation/research, legwork, photography technique, and editing techniques used.

**Photojournalism** is a particular form of journalism (the collecting, editing, and presenting of news material for publication or broadcast) that employs images in order to tell a news story. It is now usually understood to refer only to still images, but in some cases the term also refers to video used in broadcast journalism. Photojournalism is distinguished from other close branches of photography (e.g., documentary photography, social documentary photography, street photography or celebrity photography) by complying with a rigid ethical framework which demands that the work be both honest and impartial whilst telling the story in strictly journalistic terms. Photojournalists create pictures that contribute to the news media, and help communities connect with one other. Photojournalists must be well informed and knowledgeable about events happening right outside their door. They deliver news in a creative format that is not only informative, but also entertaining.

- **Timeliness**

The images have meaning in the context of a recently published record of events.

- **Objectivity**

The situation implied by the images is a fair and accurate representation of the events they depict in both content and tone.

- **Narrative**

The images combine with other news elements to make facts relatable to audiences.

Like a writer, a photojournalist is a reporter, but he or she must often make decisions instantly and carry photographic equipment, often while exposed to significant obstacles (e.g., physical danger, weather, crowds, and physical access).

## **Unit 1 Introduction to Photojournalism**

- **Lesson 1.1 The Basics of Taking Good Photographs**

In Lesson 1.1: The Basics of Taking Good Photographs, we will begin by sharing a layout of the course design with you to prepare you for what we'll go over in the coming lessons. We will then move on to a brief review of basic compositional techniques such as subject placement and the rule of thirds to prepare you for the coming lessons in which they'll be applied.

- **Lesson 1.2 Photography Genes**

In Lesson 1.2: Photography Genes, we'll take what you've learned and apply it to some of the most common types of photography you'll encounter, including portraiture, travel photography, photojournalism and wedding photographs. The skills and lessons you'll learn will be helpful regardless of whether you'd like to keep your photos for yourself or eventually plan to sell them.

- **Lesson 1.3 A Brief History of Photojournalism**

In Lesson 1.3: From Pinholes to Pixels- A Brief History of Photojournalism, we'll look back in time as we review the long practiced art of storytelling with pictures and words. From an analysis of Civil War photography to a look at Life magazine, this lesson will provide you with a deeper understanding of the industry as a whole.

- **Lesson 1.4 Anatomy of a Story**

In Lesson 1.4: Anatomy of a Story- Compelling Components, we'll start by helping you establish your overall purpose as an artist. From there, we'll help you to apply details, objectivity and journalistic transparency as you learn to send a message with images and words.

- **Lesson 1.5 In the Bag**

In Lesson 1.5: In the Bag, we will talk about the equipment that some of our expert photojournalists use to do their jobs. Getting started, we'll learn that a few pieces of basic gear are all you need to begin working. Some photojournalists specialize in specific types of photography that require more advanced equipment that we'll also discuss in this lesson.

- **Lesson 2.1 Exploring Photojournalism**

In Lesson 2.1: Exploring Photojournalism, we're going to give you an overview of various sub-genres of photojournalism and get some insight from several of our experts on how they got started in the field.

- **Lesson 2.2 What It Takes to Become a Photojournalist**

In Lesson 2.2: From the Trenches- What It Takes to Become a Photojournalist, we learn that in order to become successful in this industry you must possess a desire to know what is happening in the world around you. From there, we'll discuss the various ways in which you can channel this desire creatively as you delve into a more structured process of investigating and storytelling.

- **Lesson 2.3 Features**

In Lesson 2.3: Features, we start by examining the way in which photojournalists approach breaking news stories such as unexpected tragedies. We learn the most effective and practical methods of recording these moments artistically with thoughtful planning and effective, comprehensive execution.

- **Lesson 2.4 Street Photography**

In Lesson 2.4: Street Photography, we talk about the more recently growing art of Street Photography. From interacting with strangers to working within a crowd, this unit will prepare you to hit the sidewalks of your city to capture the daily life of those around you in a thoughtful, expressive way.



- **Lesson 2.5 Pro Close-Up- Robert Spencer**

In Lesson 2.5: Pro Close-Up- Robert Spencer, we get a slice of life from our photojournalist expert, Robert Spencer, learning in an in-depth way what it's like to do this job. He'll bring us into his creative world and show us what a day in his life is really like.

### **Unit 3 Advanced Photojournalism Techniques**

- **Lesson 3.1 Conflict Photography**

In Lesson 3.1: Conflict Photography, we will be diving into the complicated art of capturing conflict on camera in an objective, accurate way. Reviewing photojournalistic examples of coverage from a variety of historical conflicts, we'll discuss the best practices of the industry when it comes to this sensitive form of artistic coverage.

- **Lesson 3.2 Extreme Weather Photography**

In Lesson 3.2: Extreme Weather Photography, we discuss the exciting yet challenging art of capturing severe weather conditions with your camera. From chasing storms to following Super cells, we'll talk about the safest, most effective ways to practice this art while capturing the best shots using the most practical gear.

- **Lesson 3.3 Wildlife and Underwater Photography**

In Lesson 3.3: Wildlife and Underwater Photography, we head outdoors to get a feel for the art of composing wildlife compositions. From extreme contact action to underwater gear analysis, this lesson will give you a comprehensive look at what it's like to capture the elements on film.

- **Lesson 3.4 Sports Photography**

In Lesson 3.4: Sports Photography, we'll dive into the technicalities of shooting sporting events. From action packed boxing matches to slower-speed baseball games, we'll work through the basics of shooting a variety of sporting events so that by the time the lesson is through you'll be well-equipped and ready to shoot whatever event most interests you.

- **Lesson 3.5 Pro Close-Up-Jim Edds**

In Lesson 3.5: Pro Close-Up-Jim Edds, we get a slice of life from our photojournalist expert, Jim Edds, learning in an in-depth way what it's like to do this job. He'll bring us into his creative world and show us what a day in his life is really like.

#### **Unit 4 Professional Photojournalism**

- **Lesson 4.1 Know Your Worth**

In Lesson 4.1: Know your Worth; we'll talk about the many different individuals who contribute to the photojournalistic workflow process. From there, we'll describe how your role fits in amongst the others and how you should manage your tasks accordingly and be compensated fairly for them.

- **Lesson 4.2 Photographers Rights, Copyright and Ethics**

In Lesson 4.2: Know Your Rights- Photographers' Rights, Copyright and Ethics, we'll talk about the right and wrong ways to practice this art. From shooting strangers in a public place to carrying camera gear in airports, we'll make sure you're familiar with the correct, legal ways in which you're able to take pictures in different parts of the world.

- **Lesson 4.3 Marketing**

In Lesson 4.3: Don't Sell Yourself Short- Marketing, we'll talk about the most effective ways to get the word out about the work you're doing. Although word of mouth can be effective, there are many supplementary ways we'll explore in an effort to verse you in the art of professional self-promotion and brand development.

- **Lesson 4.4 Case Study: AP Photo Library**

In Lesson 4.4: Case Study: AP Photo Library, we learn about photojournalist **Kevin Carter** experiences in the Sudan as we gain some uniquely insightful insight on what it's actually like to work in such an ever-changing artistic field.

- **Lesson 4.5 Photo Essay**

In Lesson 4.5: Putting It All Together- Photo Essay, you will develop a concept, characters, a narrative and a takeaway message. From there you will execute this story by way of showing rather than telling.

**Submissions:** 20 Photographs (Size: 12"X18")

## BVA-AA: VII.7: THEORY OF CREATIVE ADVERTISING-I

**UNIT-1: Advertising Planning and Execution :** Ideas soul of advertising- unique selling point of product-how product analyses are made?-applications of USPs-basic human motives that make people act-desire & hope-basic human desire that relate to advertised product.

**UNIT-2: Executing the Theme Creatively :** What is copy platform?-Copy writing-functions of advertising copy- basic ingredients of copy- approach of writing the headlines- text copy.

**UNIT-3: Visualization: Invention of advertising ideas:** Advertising must be such that it is capable of easy perception - advertising must be interesting- advertising must use the best presentation techniques.

## BVA-AA: VII.8: HISTORY OF PHOTOJOURNALISM

Photo Journalism: History of Photography and Photo Journalism. Definition, Nature, Scope and Functions of Photo Journalism – Qualification and Responsibilities of Photo Journalists, News Photographers and News Value, Types and Sources.

Selection, Criteria for News Photographs-Channels of News Pictures-viz., Wire, Satellite, Agency, Stock, Picture Library, Freelancer, Photo Editing, Caption Writing, cut lines. Photo presentation. Elements of photograph, sources of photographs, picture profile.

Camera – Components and Types of Camera, Types of Lens, Types of Films, Types of Filters – Importance of Light and Lighting Equipment's – Camera Accessories – Picture appreciation.

Digital Camera – Digital Technology and its future – Darkroom Infrastructure – Film developing and Printing. Legal and ethical aspects of photojournalism. Modern trends in photography in print media, cartoons, comics, caricatures.

Reading the Mistakes in photos (noise in photographs, over exposure etc.). Advantages and pitfalls of crowd sourcing, preparing stories received from citizen journalists.

Digital archive and management of photographs. Introduction to photo-editing software such as Adobe Photoshop Elements, and ACDsee Photo editor, Use and misuse of technology, Understanding of printing pattern requirement, CMYK, and RGB pattern, ink used for printing multiple publishing platforms.

Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime. Photographs for photo features, photo stories and photo essays.

Developing specialization's like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, medical, paparazzi, nature, underwater.

Photography for specialized, niche publications. Coordination among photojournalists, editorial and page design colleagues, opportunities for young photojournalists outside newspaper journalism.



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA): APPLIED ART**  
 Scheme of the Examination  
**VIII Semester Bachelor's Degree**  
 (Semester Scheme)

Sl. No.	Course Code	Title of the Course	WPW	Drn. of Exam	Theory Exam	Practical Exam	IA	TOTAL
1	BVA-AA:VIII.1	CREATIVE ILLUSTRATION-II	6	15	-	60	40	100
2	BVA-AA: VIII.2	<b>GRAPHIC DESIGN:</b> CREATIVE CAMPAIGN PLANNING-II	6	15	-	60	40	100
3	BVA-AA: VIII.3	ANIMATION-VI	7	20	-	60	40	100
4	BVA-AA: VIII.4	UX DESIGN	7	-	-	-	100	100
5	BVA-AA: VIII.5	PHOTOJOURNALISM-II	4	-	-	-	100	100
6	BVA-AA: VIII.6	VISUAL COMMUNICATION AND ART OF ELECTRONIC AGE	2	3	80	-	20	100
7	BVA-AA: VIII.7	THEORY OF CREATIVE ADVERTISING-II	2	3	80	-	20	100
8	BVA-AA: VIII.8	DISPLAY & PRESENTATION	-	-	-	100	-	-
<b>TOTAL</b>			<b>34</b>		<b>160</b>	<b>280</b>	<b>360</b>	<b>800</b>

**WPW: Workload Per Week, \*Drn : Duration, \*IA : Internal Assessment**

**\*Specie Note:** Photojournalism-II and UX Design are not for main Examination



**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA): APPLIED ART**  
 Structure of the Syllabus  
**VIII Semester Bachelor's Degree**  
 (Semester Scheme)

**BVA-AA: VIII.1: CREATIVE ILLUSTRATION-II**

**ILLUSTRATION: STORY BOOK DESIGN** Study of preparing Illustrations for Story books & magazines and allied publications subject based on Children, Education, Women, Health, Social, Comic, Environment and Souvenir etc. **Importance should be given for idea & original creativity.**

**Submission:** 02 No's. Well finished Man made or Computerized works

Min: 10 Page -A4 Size - Both side - with cover page

**BVA-AA: VIII.2: GRAPHIC DESIGN: CREATIVE CAMPAIGN PLANNING-II**

**Develop Campaign strategy for a new product or service:** The assigned is to be given to Develop Campaign strategy for a new product or service from conceptualization to final execution importing primary research and analysis, certain media planning and preparing, suitable copy matter, for the subject Three main decisions in campaign planning. Three basic principles of campaign planning. Importance of unity and continuity.

**Develop Campaign Design for a new product or service:** Study of the campaign planning strategy and practice with preparing a serial campaign designs for a new launching **products / services** in the market with corporate identity -press media -outdoor media and other medias **(Note: importance should be given for idea - visual concept and rendering style with original creativity).**

**Submission:** 10 No's. Well finished Man made or Computerized works

(50% manually finished work and 50% Computerized)

## BVA-AA: VIII.3: ANIMATION-VI

**IV. Theory : Script Writing and Story Boarding**

**UNIT-I : Scriptwriting:** Storytelling, Audiovisual Writing- The format for writing the Synopsis, Step-outline, Screenplay and Script for a film, The Elements of Scriptwriting- Action, Character, Setting, Theme, Structure, Characterization- A character sketch of one of the major characters of a film & an analysis of how the character has been established in the film, Structuring- Scene-by-scene analysis of a film the student likes.

**UNIT-II The process:** Storyboard stages from concept sketches and previse (revisualization), to thumbnails, to Storyboards, to animatic, and beyond, Effective boarding strategies.

**UNIT-III: Tools of the trade:** Tools and methods for storyboard creation.

**Blocking and composition:** Controlling the eye, Coherence between shots, making sure boards “read”, “Acting” and visual Character development: bringing the script to life.

**UNIT-IV : Conveying the mood:** Scene tone - comedic, dramatic, action--based, et cetera, visual idioms and tropes.

**Storyboarding and the rest of your team :** Scripts and screenplays, character design, props and backgrounds, layout, animation, audio design.

**Storyboarding for your bosses:** “the network,” producers, directors, art director, Etc.

**Reference Books**

1. Storyboard Design Course: Principles, Practice, and Techniques by Giuseppe Cristiano
2. From Word to Image, Storyboarding and the Filmmaking Process. 2nd Ed. By Begleiter, Marcie. Studio City, CA: Michael Wiese Productions, 2010. Print
3. Directing the Story, Professional Storytelling and Storyboarding Techniques for Live by Glebas, Francis
4. Action and Animation. Burlington, MA: Focal Press, 2009. Print.
5. Storyboards, Motion in Art. By Simon, Mark. 3rd Ed. Burlington, MA: Focal Press, 2007. Print.
6. Exploring Storyboarding. By Tumminello, Wendy. Clifton Park, NY: Delmar Cengage Learning, 2008. Print.

**Reference Web Sites:**

[http://www.animationmeat.com/pdf/televisionanimation/strybrd\\_the\\_simpsonsway](http://www.animationmeat.com/pdf/televisionanimation/strybrd_the_simpsonsway)

[http://myhero.com/myhero/go/theteachersroom/pdf/AFI\\_BasicsHandbook.pdf](http://myhero.com/myhero/go/theteachersroom/pdf/AFI_BasicsHandbook.pdf)

[http://www.animationmeat.com/pdf/televisionanimation/brad\\_bird\\_on\\_comps.pdf](http://www.animationmeat.com/pdf/televisionanimation/brad_bird_on_comps.pdf)

**V. Theory : Rigging Techniques with 3Ds Max**

**UNIT-I:** Character Modeling: Understanding Your Character, Building Bodies, Positioning pivots, modeling techniques.

**NIT-II :** Rigging Characters: Building a Bones System, Using the Bone Tools, Making objects into bones, Using the Skin Modifier, Working with weights, Mirror settings, Display and Advanced settings, Using deformers, Rigs are smooth, intuitive and responsive and meet production requirements, Rigged assets deform correctly from all required camera positions and angles, solutions for complex rigging problems when required.

**UNIT-III :** Animating Characters: Motion Capture and key frame animation Creating Characters, Saving and loading characters, Destroying characters, Working with Characters, Saving and inserting character animations, Using Character Animation Techniques.

**UNIT-IV :** Using Inverse Kinematics: Rigging principles, processes, systems and techniques like Forward versus Inverse Kinematics, Creating an Inverse Kinematics System, Using the Various Inverse Kinematics Methods, Applied IK, History Independent (HI) IK solver, History Dependent (HD) IK solver, IK Limb solver, Spline IK solver.

**Reference Books**

1. 3Ds Max 6 Bible by Kelly L. Murdock
2. Rigging Characters for Animation by Erick Miller

**VI. Theory : Rendering Artist**

**UNIT-I : Rendering Basics:** Understanding the Max Renderers, Render Parameters, Rendering Preferences, Creating VUE Files, Using the Rendered Frame Window, Reviewing the Render Types, Using Command-Line Rendering, Creating Panoramic Images, Getting Printer Help, Creating an Environment, Setting exposure.

Technical specifications Supervise others in ensuring, that final work-products are prepared in appropriate file formats (such as mp4, avi, wmv, mpg and mov, PNG),



appropriate mediums (such as DVD, film, tape and digital), and are compatible with intended distribution/exhibition mediums.

**UNIT-II: Using Atmospheric Effects:** Creating Atmospheric Effects, Using the Fire Effect, Using the Fog Effect Using Render Elements and Effects: Using Render Elements, Adding Render Effects, Creating Lens Effects, Using Other Render Effects.

**UNIT-III: Ray tracing and mental ray:** Understanding Global Ray tracing Settings, Using Ray trace Materials, Using a Ray trace Map, Enabling mental ray, Understanding Shades, Controlling Indirect Illumination.

**UNIT-IV: Compositing and Post-Production:** Using External Compositing Tools: Compositing with Photoshop, Video Editing with Premiere, Video Compositing with After Effects, Introducing Combustion.

#### **Reference Books**

1. 3Ds Max 6 Bible by Kelly L. Murdock
2. 3Ds Max 4 Bible by Kelly L. Murdock

#### **Practical: Seminar**

#### **Practical: Major Project using 3Ds Max**

#### **Submissions: Well finished 10 Minutes Moments**

#### **BVA-AA: VIII.4: UX DESIGN**

**UX Introduction:** User Interaction with the products, applications and services- Cognitive Model/Mental Model Why User Experience Design What is User Experience (UX) Design?

**Elements of UX Design:** Core elements of User Experience. How these elements work together.

**UX Design Process:** Defining the UX Design Process and Methodology.

**UX Design Process: RESEARCH & DEFINE :** Why Research is critical? Research methods and tools. Understanding the User Needs and Goals Understanding the Business Goals Deliverables of the Research & Define phase-Insight on User Goals and Business Goals Hands-on assignments and Quiz.

**UX Design Process: IDEATE/DESIGN**

Visual Design Principles, Information Design and Data Visualization, Interaction Design, Information Architecture, Wire framing & Storyboarding, UI Elements and Widgets, Screen Design and Layouts, Hands-on Assignments and Quiz.

**UX Design Process: PROTOTYPE & TEST:** Why Test your Design? What is Usability Testing? Types of Usability Testing, Usability Testing Process, How to prepare and plan for the Usability Tests? Prototype your Design to Test? Introduction of prototyping tools, How to conduct Usability Test? How to communicate Usability Test Results? Hands-on Assignments and Quiz.

**UX Design Process: ITERATE/ IMPROVE:** Understanding the Usability Test findings, Applying the Usability Test feedback in improving the design.

**UX Design Process: DELIVER:** Communication with implementation team, UX Deliverables to be given to implementation team.

**UX Quiz :** UX Quiz to test the learning's.

**Course Summary:** Summarizing the course content.

**UX Submissions: Well finished 2 Works/Moments**

BVA-AA: VIII.5: PHOTOJOURNALISM-II

**Special Note: Continue to: BVA-AA:VII.6 : PHOTOJOURNALISM-I**

**Submissions:** 20 Prints (Size12"X18")

BVA-AA: VIII.6: VISUAL COMMUNICATION AND ART OF ELECTRONIC AGE

**UNIT-1: Advertising on Television:** Introduction-Advertising on Television- Broadcast Television-Cable Television Advantages and limitations of Broadcast Television- Advantages and limitations of Cable Television etc.

**UNIT-2: Planning Television Advertising:** Measuring Television Audiences - Selecting Time periods - Understanding Television Advertising Rates - Placing Television Ads.

**UNIT-3: Creative Process in Advertising:** Introduction Creativity in Advertising - The Creative Process - Summary.

**UNIT-4: Designing & Television Advertising:** Introduction - Choosing a format - Designing the page - working with Audio & Visual elements - visualizing the commercial - Summary.

#### BVA-AA: VIII.7: THEORY OF CREATIVE DVERTISING-II

##### **UNIT-1: Principles of Design**

The law of balance-the law of rhythm-the law of emphasis- the law of unity- the law of simplicity- the law of proportions-eye direction-use of white space-simplicity- proportion layout

##### **UNIT-2: Picture V/S Words**

Communication- nonverbal Sinology -the importance of picture in advertising-functions of picture-analysis of picture subject-pictures is most interesting to children and different age groups- interesting factor governing pictures.

##### **UNIT-3: Types of Advertisements**

The reminder-the prestige - the humorous-the consumer-the distributor's-the retailer's - the travel & entertainment ads-co-operative ads-advertisements by government and public section

#### BVA-AA: VIII.8: DISPLAY & PRESENTATION

Students should display & present their selected works of all semesters. The External Examiners will evaluate the displayed and presented works.

##### **Reference Books**

- |                                  |  |
|----------------------------------|--|
| • Dr. G.M. Rege -                | <b>The World of Visual Communication</b>   |
| • Dell Dennison-                 | <b>Applied Art Handbook</b>                |
| • Dr. G.M. Rege -                | <b>Advertising Art &amp; Ideas</b>         |
| • Dr. S.K. Luthra -              | <b>Applied Art Handbook</b>                |
| • C.N. Sontakki-                 | <b>Advertising</b>                         |
| • Chunawalla, Reddy, Appannaiah- | <b>Advertising &amp;Marketing research</b> |
| • David Ogilvy                   | <b>Ogilvy on Advertising</b>               |

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**TUMKUR UNIVERSITY**  
**Bachelor of Visual Arts (BVA)**  
 Question Paper Pattern  
 (Kannada /Hindi / Additional English / Theory)  
 (Semester Scheme)

**Exam Duration 03 Hours**

**Max Marks 80**

**Instructions**

- 1.
- 2.
- 3.
- 4.

**PART 'A'**

**MULTIPLE CHOICE QUESTIONS**

**2X10=20**

1.
 

a)	b)	c)	d)
----	----	----	----
2.
 

a)	b)	c)	d)
----	----	----	----
3.
 

a)	b)	c)	d)
----	----	----	----
4.
 

a)	b)	c)	d)
----	----	----	----
5.
 

a)	b)	c)	d)
----	----	----	----
6.
 

a)	b)	c)	d)
----	----	----	----
7.
 

a)	b)	c)	d)
----	----	----	----
8.
 

a)	b)	c)	d)
----	----	----	----
9.
 

a)	b)	c)	d)
----	----	----	----
10.
 

a)	b)	c)	d)
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**PART 'B'**

ANSWER ANY FOUR QUESTIONS

4X5=20

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

**PART 'C'**

ANSWER ANY THREE QUESTIONS

3X10 =30

- 1)
- 2)
- 3)
- 4)
- 5)

**PART 'D'**

ANSWER ANY ONE QUESTION

1X10=10

(Passage Translation / Essay Writing / Letter Writing / Explain the reference Art work etc..)

- 1)
- 2)
- 3)

**TUMKUR UNIVERSITY**  
**DEPARTMENT OF FINE ARTS**  
**SEMESTER SCHEME**  
**Language Hindi**

**I SEMESTER BVA (Foundation)-Hindi Language Paper-I**  
 (Effect from Academic Year 2018-19)

**Texts:**

**Max. Marks: 80+20=100**

- 1. Collection of Prose: “Gadyalochan ”** Edited by : Dr. Shekha  
 (Printed and published by Prasaranga, Bangalore University, Bangalore)
- 2. Grammar** : Vakya Shudh Kijiye, Ling aur Vachan
- 3. Translation** : Passage

**Reference books**

1. Hindi Vyakaran Prabodh Avam Rachana-Dr.Vijaypal Singh
2. Vyavaharik Hindi Vyakaran Anuvad Tatha Rachana-Dr.H. Parameswaran

**TUMKUR UNIVERSITY**  
**DEPARTMENT OF FINE ARTS**  
**SEMESTER SCHEME**  
**Language Hindi**

**I SEMESTER BVA (Foundation)-Hindi Language Paper-I**

1. 3 Annotations from prose	-	3 out of 4	3 x 7 =21
2. 1 Main question from prose	-	1 out of 2	1 x 16 =16
3. 3 Short notes from prose	-	3 out of 4	3 x 6 =18
4. Grammar	-	3 out of 4	3 x 5 =15
5. Translation (Passage)	-		1 x 10 =10

**Theory Total = 80**

**Internal Assessment Marks IA = 20**

**Grand Total=100**

Teaching hours per week -4 hrs

End Examination Time - 3hrs

**TUMKUR UNIVERSITY**  
**DEPARTMENT OF FINE ARTS**  
**SEMESTER SCHEME**  
**Language Hindi**

**II SEMESTER BVA (Foundation)– Hindi Language Paper-II**  
 (Effect from Academic Year 2018-19)

**Texts :**

**Max. Marks: 80+20=100**

**1. Collection of Poems : “Kavya Sushma”**

**Edited by :** Dr. B. Ganesh Dr. M. Vimala

(Printed and published by Prasaraanga, Bangalore University, Bangalore)

**2. Comprehension : A Passage study (Arth Grahan)**

**3. Translation : Passage**

**TUMKUR UNIVERSITY**  
**DEPARTMENT OF FINE ARTS**  
**SEMESTER SCHEME**  
**Language Hindi**

**II SEMESTER BVA (Foundation)– Hindi Language Paper-II**

1. 3 Annotations from poetry-	3 out of 4	-	3 x 7 = 21
2. 1 Main question from poetry-	1 out of 2	-	1 x 16 = 16
3. 3 Short notes from poetry -	3 out of 4	-	3 x 6 = 18
4. Comprehension:			
3 Questions from a passage -	3 out of 4	-	3 x 5 = 15
5. Translation (Passage)	-		1 x 10 = 10

**Theory Total = 80**

**Internal Assessment Marks IA = 20**

**Grand Total=100**

Teaching hours per week -4hrs

End Examination Time - 3hrs

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