



University of Rajasthan

SYLLABUS

MVA PROGRAMME IN

PAINTING/SCULPTURE/APPLIED ART

(SEMESTER SCHEM)

2015-2016 (I & II SEMESTER)

2016-2017 (III & IV SEMESTER)

Prepared by - B

Asstt. Registrar (Acad-I)
University of Rajasthan
JAIPUR

2. Eligibility :

A candidate who has secured more than 50% or CGPA of 3.0 in the UGC Seven Point scale {45% or CGPA 2.5 in the UGC seven Point Scale for SC/ST/Non-creamy layer OBC} or equivalent in the Bachelor degree in Visual Art in the respective discipline shall be eligible for admission to First Semester of a Master of Visual Art Course.

The University PG Department of visual Arts will conduct an Entrance Test for admission in the Master of Visual Arts course in the Department. Admission of candidates in the MVA programme shall be strictly on the basis of merit of the following three:- (1) Percentage of marks scored in BVA/BFA (2) Practical test (3) Personal interview.

Total marks shall be 100

Division of Marks is as follows:-

Percentage of Marks scored in BVA/BFA	30%
Practical Test	40%
Personal Interview	30%

A) PRACTICAL TEST

The duration of the Practical test shall be for 3 Hours to determine the creativity of the candidate in their respective discipline, and the evaluation of the test shall be conducted by a panel of faculty members nominated by the coordinator/Head of the Department.

B) PERSONAL INTERVIEW

Candidates shall have to appear personally for an interview along with their portfolio of their respective subject. Interview board shall be a panel of faculty members nominated by the coordinator/Head of the Department.

C) SCHEME OF EXAMINATION:

Each theory paper EOSE shall carry 100 marks and the duration will be 3 hrs. There shall be two parts, Part-A and Part-B. There shall be no multiple choice questions.

Part A.

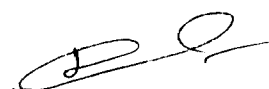
Four Short Answer type question (each question carrying 10 marks each) total marks- 40

There shall be internal choice and word limit is 120-160 words, $4 \times 10 = 40$

Part B.

Three question (each question carrying 20 marks each) total marks- 60

There shall be internal choice and word limit is 700-800 words, $3 \times 20 = 60$


The University PG Department of Visual Arts
University of Jammu

- (ii) Part 'B' of the theory paper will be consisting of Four Short Answer type questions (with internal choice carrying Waitage of 5 marks each) of 20 marks. Word limit for each answer will be 60-80.word.
- (iii) Part c of the theory paper shall contain 3 questions (with internal choice) of 20 Mars each. The word limit for each answer will be 700-800 words.

II. Practical Papers:

- Practical evaluations shall be conducted by exhibiting the practical Works at the end of the each Semester. The evaluation of the practical papers of 2nd and 4th semester shall be done by external examiners and the evaluation of the practical papers of 1st and 3rd semester shall be conducted by the three member panel of internal examiners consisting of examiners of Rajasthan University and its affiliated colleges constituted by the Board of study/ COC s of the respective discipline.
- Method of evaluation of Seminar, Project work, Dissertation, Self Study and Field Study:

Seminar:

Students shall do a presentation on the assigned topic before the evaluation panel and students of the Department/Faculty.

Self Study:

Assessment of the self Study work will be done along with the other Practical Exams.

Field Study and Project work :

A student is required to submit Field Study and Project work Document latest by one week prior to the commencement of the theory Examination. The evaluation of the Field Study and Project work papers will be conducted by the three members panel of internal examiners of Rajasthan University and its affiliated colleges constituted by the Board of study/ COC s of the respective discipline.

Dissertation:

The evaluation of the dissertation shall be based on the quality of the written assignment and the overall performance of the student. The evaluation of the dissertation papers will be conducted by a Board of internal/subject teacher and external examiners.

Study Materials: Students shall bring their own Art materials and tools etc required for their practical works.

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Study Tour: There shall be a minimum weeklong compulsory study tour to places of historic values/ major institutions conducting similar programmes/places identified by the tour committee of the department every academic year. The cost of the tour shall be borne by the students themselves.

Discipline offered:

The subjects of examination in Master of Visual Arts under Faculty of Fine Arts shall be one of the following:

1	Applied Arts
2	Painting
3	Sculpture

Faculty/ visiting faculties/ eminent artists:

The MVA programme shall be conducted by the faculty members from the concerning professional discipline. However, students shall get the advantage of the visiting faculties/ eminent artists of the respective discipline as and when required

4. Course Structure:

The details of the courses with code, title and the credits assigned are as given below.

Abbreviations Used

Course Category

CCC: Compulsory Core Course

ECC: Elective Core Course

OEC: Open Elective Course

SC: Supportive Course

SSC: Self Study Core Course

SEM: Seminar

PRJ: Project Work

RP: Research Publication


Contact Hours

L: Lecture

T: Tutorial

P: Practical or Other

S: Self Study


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Relative Weights

IA: Internal Assessment (Attendance/Classroom Participation/Quiz/Home Assignment etc.)

ST: Sessional Test

EoSE: End of Semester Examination

MVA PAINTING

First Semester

S. No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week			EoSE Duration Hours	
					L	T	P	THY	P
1	VAP 101	Indian Aesthetics (Oriental)	CCC	3	3	0	0	3	0
2	VAP 102	Criticism of modern art (Ind.)	CCC	3	3	0	0	3	0
3	VAP 121	Seminar	SEM	2	3	0	0	0	1
4	VAP 122	Field Study Work	FST	4	0	0	6	0	1
5	VAP 123	Self Study	SSC	4	0	0	6	0	5
6	VAP 111	Study	CCC	8	0	0	12	0	5
7	VAP 112	Creative work	CCC	12	0	0	18	0	5

CCC (26), SEM (2), FST (4) SSC (4)

Note: Continuous assessment shall be done every month by the concerned teacher

Second Semester

S. No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week			EoSE Duration Hours	
					L	T	P	THY	P
1	VAP 201	Indian Aesthetic (Modern)	CCC	3	3	0	0	3	0
2	VAP 202	Criticism of modern art (Indian contemporary)	CCC	3	3	0	0	3	0

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3	VAP 221	Seminar	SEM	2	3	0	0	0	1
4	VAP 222	Field Study Work	FST	4	0	0	6	0	1
5	VAP 223	Self Study	SSC	4	0	0	6	0	5
6	VAP 211	Study	CCC	8	0	0	12	0	5
7	VAP 212	Creative work	CCC	12	0	0	18	0	5

CCC (26), SEM (2), FST (4) SSC (4)

Note: Continuous assessment shall be done every month by the concerned teacher

Third Semester

S. No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week			EoSE Duration Hours	
					L	T	P	THY	P
1	VAP 301	Folk and Traditional painting practices in Rajasthan	CCC	3	3	0	0	3	0
2	VAP 302	Criticism of western art	CCC	3	3	0	0	3	0
3	VAP 321	Dissertation	PRJ	2	3	0	0	0	1
4	VAP 322	Field Study Work	FST	4	0	0	6	0	1
5	VAP 323	Self Study	SSC	4	0	0	0	0	5
6	VAP 311	Study	CCC	8	0	0	12	0	5
7	VAP 312	Creative work	CCC	12	0	0	18	0	5

CCC (26), SEM (2), FST (4) SSC (4)

Note: Continuous assessment shall be done every month by the concerned teacher

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Fourth Semester

S. No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week			EoSE Duration Hours	
					L	T	P	TH Y	P
1	VAP 401	Modern Western philosophy of art	CCC	3	3	0	0	3	0
2	VAP 402	Western Modern and Contemporary art	CCC	3	3	0	0	3	0
3	VAP 421	Dissertation	PRJ	2	3	0	3	0	1
4	VAP 422	Field Study Work	FST	4	0	0	6	0	0
5	VAP 423	Self Study	SSC	4	0	0	6	0	5
6	VAP 411	Study	CCC	8	0	0	12	0	5
7	VAP 412	Creative work	CCC	12	0	0	18	0	5

CCC (26), SEM (2), FST (4) SSC (4)

Note: Continuous assessment shall be done every month by the concerned teacher

VAP 101 - Indian Aesthetics (Oriental)

Unit-1 Natya Shastra: Rasa Theory

Unit-2 Interpretation of Rasa Theory by Abhinav Gupta, Bhatt Lollat, Shankuk, Bhatt Nayak and Anand Vardhan

Unit- 3 Chitra Sutra and Shadanga

Unit -4 The theory of Art and aesthetics in Indian traditions, their expansion and development according to Veda, Upanishad and literature

Unit- 5 Concept of Chinese aesthetics: six canons of Chinese art.

VAP 102-Criticism of Modern Art (Indian)

Objectives and analytic study of Phases in Making of 20th Century Visual Art.

Unit-1: Notion of Modernity in Indian Art

Unit-2: European Art movements and their influences in Indian Contemporary painting.

Unit-3: Folk and tribal influence in Indian Contemporary painting.

Unit-4: Bombay Progressive Group: K. H. Ara, S. K. Bakre, H. A. Gade, M. F. Husain, S. H. Raza and F. N. Souza V. S. Gaitonde, Tayeb Mehta and Krishen Khanna. Madras School: K.C.S. Panikaran, D.P.Roy Chodhary and others

Unit-5: Delhi Shilpi Chakra: Bhavesh Sanyal, Shailoj Mukherji, Ram Kumar, Kanwal Krishna, P.N. Mago, K.S. Kulkarni and others

VAP 121-Seminar

Students shall submit a written assignment in minimum 500 words duly supported by visual materials (three copies) on the topic chosen by consultation with the concerned teacher based on above mentioned theory topic. Students shall do a presentation on the assigned topic before the evaluation panel and students of the Department/Faculty.

Students shall answer convincingly the questions arise by evaluation panel and the students regarding presentation. The evaluation of the seminar shall be on the basis of the submitted document and the presentation.

VAP 122-Field Study (Submission)

Students shall submit a written document consisting of not less than 2000 words along with visual documents on any surviving craft form by doing a field work including interviews with at least one artisans (skilled workers or craftsmen). The document must contain complete

Information of respective craft like:-

The area of work

Historical back ground

Life style

Technical aspects of their works like tools, machines, materials used and way of working etc.

Improvisations done for the survival

Aesthetical aspects of their products (comparison of the similar works done in the past with the present)


The methods adopted for marketing their products

Future of their products in the modern era

Suggestions for improving the quality of their product

Conclusion (As an art student what you have learned from them.)

Note: Prior approval of the guide and CMC has to be sort in the selection of the area of study/ craft.


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VAP 123- Self Study (Submission and display)

This paper is meant to develop a regular practice of sketching/drawing. It is also to enhance the student's observation power in a very personalized manner.

Students shall submit 150 sketches /drawings based on NATURE in any dry medium at the end of the semester. Concerned teacher will review the works done every week and shall allow only the reviewed works for the final submission.

Size: A-3 paper

Studio Practice

The minimum prescribed Art works (Out Door Study) duly approved by the subject teachers, shall be accepted for the submission display and evaluation.

VAP 111-Study (submission and Display)

Students shall work on **Portrait Study** from life model of different age groups showing characteristics, vitality, resemblance, proportion, features etc., and develop the skill of handling and treating colour in various ways suitable for portraiture. Emphasis shall be on developing the 'Concept of Drawing'

Size of the Portrait should be not less than ½ Imp.

Submission: 05- Portrait Drawings in any medium. (, Pencil, dry & oil Pastels, Charcoal etc)

05- Portrait studies in any medium. (Water, acrylic & oil colour)

VAP 112- Creative Work (Submission and Display)

Creative paintings in different medium.

This studio practice is focused on observe and interpret the visible world in two dimensional forms through Painting, crossing over a wide range of mediums and dealing with a variety of issues--the personal, formal, social, etc. Students shall explore the 2D space, colour and forms etc with a more creative framework to encourage quick thinking and "flexibility" as artists.

Students are encouraged to create a working process that incorporates technical skill and adventurous thinking and encourages experimentation with space, colour and social interaction through engaged mentoring and lively exchanges with peers, students explore a diverse range of colour and forms. The student experience results in an individualized practice that is shaped around sustained curiosity and the creative dexterity to craft unique concepts.

Student has to experiment with different media and material.

The emphasis is on the conceptualization and experimentation.

Offered materials are as follows:-

1. Oil Painting
2. Acrylic
3. Mix Media

Size: Size of Canvas not less than 3'X4'

Submission: At least 5 Creative Works in any medium.

VAP 201- Indian Aesthetic (Modern)

Unit-1 Ananda Coomaraswamy : The Essential

Beauty and Truth

The Interpretation of symbols

Why exhibit Works of Art?

Is Art a Superstition or a Way of Life?

Unit-2 Stella Karmirsch: Exploring India's Sacred Art: Selected Writings

Traditions of Indian crafts men,

Representation of Nature in early Buddhist sculpture

Emblems of universal being

Ritual art in tribe and village

Unit-3 Rabindranath Tagore

Aesthetic theories of Tagore

Unit-4 Binod Bihari Mukherjee: Chitrakar

~~The artist~~

The creator (Kritikar)

Unit-5 K.G. Subramanyan: Moving Focus.

The struggle for image in contemporary art

The Indian artist and the socio cultural context

The use of art criticism

Religion and art in India

VAP 202- Criticism of Modern Art (Indian Contemporary)

Contemporary Development in Indian Art:

Unit 1: K.G. Subramanyan, Gulam Mohd: Shaikh, Bhupen Kakkar, Vivan Sundaram

Unit 2: Jogen Chaudhary, Bikash Bhattacharya, Ganesh Pyne, ,

Unit 3: Satish Gujral, Karmarkar, Moitra

Unit 4: Pradosh Das Gupta, Dhan Raj Bhagat, Shankho Chaudhury

Unit 5: Post Modern Indian Art: Fancies and dilemmas

VAP 221 - Seminar

Students shall submit a written assignment in minimum 500 words duly supported by visual materials (in three copies) on the topic chosen by consultation with the concerned teacher based on thought and issues of contemporary Painting (Indian or Western)

Students shall do a presentation on the assigned topic before the evaluation panel and students of the Department/Faculty

Students shall answer convincingly the questions arise by evaluation panel and the students regarding Presentation.

The evaluation of the seminar shall be on the basis of the submitted document and the presentation.

VAP 222-Field Study (Submission)

Students shall submit a written document consisting of not less than 2000 words along with visual documents on any folk art form by doing a field work including interviews with at least one folk artists. The document must contain complete information of respective art form, like:-

Historical back ground

Life style of the artist

Technical aspects of their works like methods and materials used etc.

Improvisations happened and happening

Aesthetical aspects

The methods adopted for presenting their art form

Future of their art form in the modern era.

Conclusion (As an art student what you have learned from them.)

Note: Prior approval of the guide and CMC has to be sort in the selection of the area of study.

Continuous assessment shall be done every month by the guide by doing viva-voice of the progress of the work.

VAP 223 - Self Study (Submission and Display)

This paper is meant to develop a regular practice of sketching/drawing. It is also to enhance the student's observation power in a very personalized manner.

Students shall submit 150 sketches /drawings based on ARCHITECTURAL FORMS in any dry medium. Concerned teacher will review the works done every week and shall allow only the reviewed works for the final submission.

Size: A-3 paper

Studio Practice

The minimum prescribed Art works (created in the studios of the faculty only) duly approved by the subject teachers, shall be accepted for the submission display and evaluation.

VAP-211- Study (submission and Display)

Students shall work on **Portrait Study** from life model of different age groups showing characteristics, vitality, resemblance, proportion, features etc., and develop the skill of handling and treating colour in various ways suitable for portraiture. Emphasis shall be on developing the 'Concept of Drawing'

Size of the Portrait should be not less than ½ Imp.

Submission: 05- Portrait Drawings in any medium. (, Pencil, dry & oil Pastels, Charcoal etc)

05- Portrait studies in any medium. (Water, acrylic & oil colour)

VAP-212-Creative Work (Submission and Display)

Creative paintings in different medium.

This studio practice is focused on observe and interpret the visible world in two dimensional forms through Painting, crossing over a wide range of mediums and dealing with a variety of issues--the personal, formal, social, etc. Students shall explore the 2D space, colour and forms etc with a more creative framework to encourage quick thinking and "flexibility" as artists.

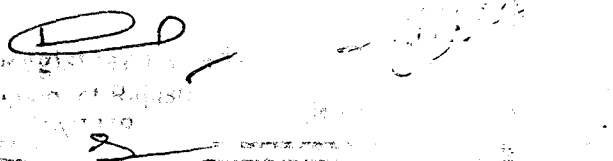
Students are encouraged to create a working process that incorporates technical skill and adventurous thinking and encourages experimentation with space, colour and social interaction through engaged mentoring and lively exchanges with peers, students explore a diverse range of colour and forms. The student experience results in an individualized practice that is shaped around sustained curiosity and the creative dexterity to craft unique concepts.

Student has to experiment with different media and material.

The emphasis is on the conceptualization experimentation and Presentation skills

Offered materials are as follows:-

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1. Oil Painting
2. Acrylic
3. Mix Media

Size: Size of Canvas not less than 3'X4'

Submission: At least 5 Creative Works in any medium.

VAP-301-Folk and Traditional Painting practices in Rajasthan.

Unit-1 Traditional Craft in Rajasthan: A brief Introduction.

Unit-2 Traditional Miniature Paintings, Pichwai Paintings in Nathdwara: Styles, materials and methods etc.

Unit-3 Phad Chitra: Pictures depicting the local Gods like Dev Narayan, Pabu ji, Teja ji etc. Styles, materials and methods

Unit-4 Jaipur and shekhawati Fresco: Color, Techniques, style, subject etc., architectural forms

Unit-5 Madna and Pana of Rajasthan: Different Styles, materials and methods adopted in different areas of Rajasthan.

VAP 302- Criticism of Western Art

Unit-1 Mannerism (16th century) and its artists: Corregio, Tintoretto, El Greco. Baroque (17th century) and its artists: Carvaggio, Franshals, Rembrandt, Vermeer, Ruben, Poussin, Bernimi. Rococo

Unit-2 Neo Classicism and its artists : David, Ingres and others. Realism. Its artists : Daumier and Courbet.

Unit-3 Barbizon artists : Theodore Roussou, Dobino, Millet, and Corot. Romanticism and its artists : Gerrici, Goya, Delacroix, Constable and Turner.

Unit-4 Impressionism and its artists : Manet, Monet, Renoir, Degas, Pissaro, Sisley and Tolouse Lautrec.

Unit-5 Post Impressionism and its artists : Van Gough, Paul Gaugin, Cezanne and George Seurat.

VAP-321-Project work

The student shall submit an written assignment on one of the topics of Paper. VAT-301. **Folk and Traditional painting practices in Rajasthan** by doing field studies (collection of text and visual documents).

The assignment shall consist of a minimum 1000 words written document, 5 to 10 images of the relevant subject.

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The student shall get prior approval from the concerned teacher in selecting the topic/area of study.

The written assignment has to be submitted one week before the final display of the practical works.

VAP 322- Field Study (Submission)

Students shall submit a written document consisting of not less than 2000 words along with visual documents on present art market by doing a field work including interviews with at least one art dealer/ gallery owner. The document must contain complete Information of respective topic, like:-

Historical back ground of the art market

How he/she associated with art?

What do they understand in art?

Criteria in selection of the artists.

Technical aspects like packing and transportation

Presentation, arranging exhibitions etc.

Promotional aspects adopted

Clientage or the actual art buyers.

Future of the art market in the modern era.

Conclusion (As an art student what have you learned from him.)

Note: Prior approval of the guide and CMC has to be sort in the selection of the area of study.

Continuous assessment shall be done every month by the guide by doing viva-voice of the progress of the work.

VAP 323 - Self-Study (Submission and Display)

This paper is meant to develop a regular practice of sketching/drawing. It is also to enhance the student's observation power in a very personalized manner.

Students shall submit 150 sketches /drawings based on DAY TODAY LIFE in any dry medium. Concerned teacher will review the works done every week and shall allow only the reviewed works for the final submission.

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Size: A-3 paper

Studio Practice

The minimum prescribed Art works (created in the studies of the faculty only) duly approved by the subject teachers, shall be accepted for the submission display and evaluation.

VAP 311 - Study (submission and Display)

Students shall work on **full life Study** from life model of different age groups showing characteristics, vitality, resemblance, proportion, features etc., and develop the skill of handling and treating colour in various ways suitable to portraiture. Emphasis shall be on developing the 'Concept of likeness with light and shade.

Size of the Life study should be not less than full Imp.

Submission: 05- full life Study Drawings in any medium. (Pencil, dry & oil Pastels, Charcoal etc)

05- full figure life Study studies in any medium. (Water, acrylic & oil colour)

VAP 312 - Creative Work (Submission and Display)

Creative paintings in different medium.

This studio practice is focused on observe and interpret the visible world in two dimensional forms through Painting, crossing over a wide range of mediums and dealing with a variety of issues--the personal, formal, social, etc. Students shall explore the 2D space, colour and forms etc with a more creative framework to encourage quick thinking and "flexibility" as artists.

Students are encouraged to create a working process that incorporates technical skill and adventurous thinking and encourages experimentation with space, colour and social interaction through engaged mentoring and lively exchanges with peers, students explore a diverse range of colour and forms. The student experience results in an individualized practice that is shaped around sustained curiosity and the creative dexterity to craft unique concepts.

Student has to experiment with different media and material.

The emphasis is on the conceptualization, experimentation and Presentation skills.

Offered materials/ methods are as follows:-

1. Oil Painting
2. Acrylic

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3. Mix Media

Size: Size of Canvas not less than 3'X4'

Submission: At least 5 Creative Works in any medium.

VAP 401 - Modern Western philosophy of Art

Unit-1 Martin Heidegger- The origin of the Work of Art

Unit-2 Walter Benjamin- The Work of Art in the Age of Mechanical Reproduction.

Unit-3 Jean-Paul Sartre- Existentialism and Human Emotions

Unit-4 Jacques Derrida- The Truth in Painting

Unit-5 Arthur C Danto- The Art world

VAP 402 - Western Modern and Contemporary Art

Unit-1 Modern world Works of Henri Matisse, Derain, Maurice Valmic. Piet Mondrian, Marcel Duchamp, Wassily Kandinsky, Robert Delaunay, Morgan Russell, Giacomo Balla, Kazimir Malevich, Theo van Doesburg, Pablo Picasso, Paul Klee

Unit-2 ~~Modern Movements and Their Contribution To visual Art~~ The works of German Expressionists, Italian Futurists, Kinetic art, Dadaists and Surrealists, Pop and Op art etc.

Unit-3 Post Modern world: Works of Jackson Pollock, Robert Rauschenberg, Eduardo Paolozzi, Andy Warhole, George Segal, Louise Bourgeois, Christo, Joseph Beuys, Eva Hesse, Jeff Koons etc.

Unit-4 Major Post Modern Art Movements: Land art, Conceptual art, Happenings and terms like Installation, Hyperrealism etc.

Unit-5 Contemporary Artists: Anselm Kiefer, Tony Cragg, Antony-Gormley, Damien-Hirst, Anish Kapoor, Ron-Mueck, Kiki Smith, Mona Hatoum etc.

VAP 421 - Dissertation

Each student will have to submit a dissertation comprising minimum 2000 words with Visual material and resource bibliography, Public collection etc. The topic of the dissertation will be closely related to the concept and ideas of his practical works and their intellectual sources or a theme analysis, works of a body of the artists of his choice.

The written assignment has to be submitted one week before the final examination of the practical works, which will be submitted in 4 copies duly signed by the Guide and the Head of Department in the prescribed format.

The evaluation of the dissertation shall be based on the quality of the Written assignment and the overall performance of the student. The evaluation of the dissertation papers will be conducted by a Board of internal/subject teacher and external examiners.

VAP 422 - Field Study (Submission)

Students shall submit a written document consisting of not less than 2000 words along with visual documents on any one renowned contemporary artist by doing a field work including interviews with the artists. The document must contain complete Information about the artist, like:-

Childhood

Life style of the artist

His thoughts/ views/ observations/ ideas etc

Creative process

Technical aspects of his works like methods and materials used etc. and its reasons

Improvements happened and happening

Experiments done and its results

Aesthetical aspects

Views on Presentation or Exhibitions of his works

About the pricing and the reasons if any

His views on Indian contemporary art scenario

Conclusion (As an art student what you have learned from him.)

Note: Prior approval of the guide and CMC has to be sort in the selection of the area of study.

VAP 423 - Self Study (Submission and Display)

This paper is meant to develop a regular practice and experimentation of sketching/drawing.

Students shall submit 150 creative sketches /drawings in any dry medium. Concerned teacher will review the works done every week and shall allow only the reviewed works for the final submission.

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Size: A-3 paper

Studio Practice

The minimum prescribed Art works (created in the studies of the faculty only) duly approved by the subject teachers, shall be accepted for the submission display and evaluation.

VAP 411- Study (submission and Display)

Students shall work on **full life Study** from life model of different age groups showing characteristics, vitality, resemblance, proportion, features etc., and develop the skill of handling and treating colour in various ways suitable to portraiture. Emphasis shall be on developing the 'Concept of likeness with light and shade.

Size of the Life study should be not less than full Imp.

Submission: 05- full life Study Drawings in any medium. (Pencil, dry & oil Pastels, Charcoal etc)

05- full figure life Study studies in any medium. (Water, acrylic & oil colour)

VAP 412- Creative Work (Submission and Display)

Creative paintings in different medium.

This studio practice is focused on observe and interpret the visible world in two dimensional forms through Painting, crossing over a wide range of mediums and dealing with a variety of issues--the personal, formal, social, etc. Students shall explore the 2D space, colour and forms etc with a more creative framework to encourage quick thinking and "flexibility" as artists.

Students are encouraged to create a working process that incorporates technical skill and adventurous thinking and encourages experimentation with space, colour and social interaction through engaged mentoring and lively exchanges with peers, students explore a diverse range of colour and forms. The student experience results in an individualized practice that is shaped around sustained curiosity and the creative dexterity to craft unique concepts.

-Student has to experiment with different media and material.

-The emphasis is on the conceptualization and experimentation.

Offered materials/ methods are as follows:-

1. Oil Painting
2. Acrylic
3. Mix Media

Size: Size of Canvas not less than 3'X4'

Submission: At least 5 Creative Works in any medium.

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 Semester Scheme

First Semester

No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week			EoSE Duration Hours	
					L	T	P	THY	P
1	VAS 101	Indian Aesthetics (Oriental)	CCC	3	3	0	0	3	0
2	VAS 102	History of Indian Sculpture	CCC	3	3	0	0	3	0
3	VAS 121	Seminar	SEM	2	3	0	0	0	1
4	VAS 122	Field work	FST	4	0	0	6	0	1
5	VAS 123	Self study (Creative)	SSC	4	0	0	6	0	5
6	VAS 111	Study	CCC	8	0	0	12	0	5
7	VAS 112	Creative work	CCC	12	0	0	18	0	5

CCC (26), SEM (2), SSC (4), FST (4)

Second Semester

No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week			EoSE Duration Hours	
					L	T	P	THY	P
1	VAS 201	Indian Aesthetic (Modern)	CCC	3	3	0	0	3	0
2	VAS 202	History of Western Sculpture	CCC	3	3	0	0	3	0
3	VAS 221	Seminar	SEM	2	3	0	0	0	1
4	VAS 222	Field work	FST	4	0	0	6	0	1
5	VAS 223	Self study	SSC	4	0	0	6	0	5
6	VAS 211	Study	CCC	8	0	0	12	0	5
7	VAS 212	Creative work	CCC	12	0	0	18	0	5

CCC (26), SEM (2), SSC (4), FST (4)

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Third Semester

Sl. No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week			EoSE Duration Hours	
					L	T	P	THY	P
1	VAS 301	Traditional Sculpture practices in Rajasthan	CCC	3	3	0	0	3	0
2	VAS 302	Indian Contemporary Sculpture	CCC	3	3	0	0	3	0
3	VAS 321	Project work	PRJ	2	3	0	0	0	1
4	VAS 322	Field work	FST	4	0	0	6	0	1
5	VAS 323	Self Study	SSC	4	0	0	6	0	5
6	VAS 311	Study	CCC	8	0	0	12	0	5
7	VAS 312	Creative work	CCC	12	0	0	18	0	5

CCC (26), PRJ (2), SSC (4), FST (4)

Fourth Semester

Sl. No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week			EoSE Duration Hours	
					L	T	P	THY	P
1	VAS 401	Modern Western philosophy of art	CCC	3	3	0	0	3	0
2	VAS 402	Western Modern and Contemporary Sculpture	CCC	3	3	0	0	3	0
3	VAS 421	Dissertation	PRJ	2	3	0	0	0	1
4	VAS 422	Field Work	FST	4	0	0	6	0	1
5	VAS 423	Self Study	SSC	4	0	0	6	0	5
6	VAS 411	Study	CCC	8	0	0	12	0	5
7	VAS 412	Creative work	CCC	12	0	0	18	0	5

CCC (26), PRJ (2), SSC (4), FST (4)

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VAS 101 - Indian and Oriental Aesthetics

Unit-1 Rasa Theory

Unit-2 Interpretation of Rasa Theory by Abhinav Gupta, Bhatt Lollat, Shankuk, Bhatt Nayak

Unit- 3 Chitra Sutra

Unit -4 Shadanga Theory

Unit- 5 Canons of Chinese Philosophy

Note: Continuous assessment shall be done every month by the concerned teacher

VAS-102: Paper Title: History of Indian Sculpture

Unit-1 Mohenjo-Daro and Harappa sculptures

Mother Goddess, Dancing Girl, Torso of Male Dancing figure, Bust of a priest-King or diety

Unit-2 Mauryan period Sculptures

Lion capital, Yakshi from Didarganj, Yaksha from Patna, Yaksha from Parkham

Unit-3 Kushan period sculptures

Frieze showing the four major events of the Buddha's life, Bodhisattva, Bamiyan-cloossal rock- cut Buddha, Bodhisattva sculptures.

Unit-4 Gupta and post Gupta period sculptures

Standing Buddha from Mathura, Standing Buddha from Sulthanganj, Budhha preaching the Law, Vishnu as the cosmic Boar-Udayagiri cave, Relief showing Vishnu Anantasayin-Deogarh , works in the Kailasanatha Temple -Elura,

Unit-5 Pallava and Chola sculptures

Major Pallava sculptures like Descent of the Ganges, Durga Slaying the Buffalo etc. and major Chola bronzes like Parvati, Shiva Vinadhara, Shiva Nataraja etc.

Note: Continuous assessment shall be done every month by the concerned teacher

VAS-121- Seminar

Students shall submit a written assignment in minimum 500 words duly supported by visual materials (Four copies) on the topic chosen by consultation with the concerned teacher based on an Indian historic topics on sculpture.

Students shall do a presentation on the assigned topic before the evaluation panel and students of the Department/Faculty.

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Students shall answer convincingly the questions arise by evaluation panel and the students regarding Presentation.

The evaluation of the seminar shall be on the basis of the submitted document and the presentation.

VAS 122-Field Study (Submission)

Students shall submit a written document consisting of not less than 2000 words along with visual documents on any surviving craft form by doing a field work including interviews with at least one artisans (skilled workers or craftsmen). The document must contain complete information of respective craft like:-

The area of work

Historical back ground

Life style

Technical aspects of their works like tools, machines, materials used and way of working etc.

Improvisations done for the survival

Aesthetical aspects of their products (comparison of the similar works done in the past with the present)

The methods adopted for marketing their products

Future of their products in the modern era.

Suggestions for improving the quality of their product

Conclusion (As an art student what you have learned from them.)

Note: Prior approval of the guide and CMC has to be sort in the selection of the area of study/ craft.

Continuous assessment shall be done every month by the guide by doing viva-voice of the progress of the work.

VAS 123 - Self study (Submission and Display)

This paper is meant to develop a regular practice of sketching/drawing. It is also to enhance the student's observation power in a very personalized manner.

Students shall submit 150 sketches /drawings based on NATURE in any dry medium at the end of the semester. Concerned teacher will review the works done every week and shall allow only the reviewed works for the final submission.

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Size: A-3 paper

Studio Practice

The minimum prescribed Art works duly approved by the subject teachers shall only be accepted for the submission and display for evaluation.

VAS-111:- Study (submission and Display)

Students shall work on 3D Study from life model of different age groups showing characteristics, vitality, resemblance, proportion, features etc., and develop the skill of handling and treating clay in various ways suitable to portraiture. Students shall practice the technique of moulding and casting.

Submission shall be done in any permanent material other than clay.

This course specializes in the study of the human form and the application of that study in self-portraiture. Analysis of skeletal and muscle structure provides a basis for the development of a life-size self-portrait modeled in clay. Modeling techniques are stressed. Interpretation of gesture is encouraged, with the expectation of achieving likeness. This course also provides experience in plaster mold making and plaster casting procedures, which are employed in the reproduction of the clay original.

2-Life size portrait studies in any permanent medium.

5- Half Imperial size Drawings (Portrait study).

Continuous assessment shall be done every month by the concerned teacher by evaluating the progress of the work.

VAS-112- Creative Work (Submission and Display)

This studio practice is focused on observe and interpret the visible world in three dimensional forms through sculpture, crossing over a wide range of mediums and dealing with a variety of issues--the personal, formal, social, etc. Students shall explore materials and objects, structures, forms etc with a more creative framework to encourage quick thinking and "flexibility" as artists.

Students are encouraged to create a working process that incorporates technical skill and adventurous thinking and encourages experimentation with space, materials, and social interaction. Through engaged mentoring and lively exchanges with peers, students explore a diverse range of forms and media. The student experience results in an individualized practice that is shaped around sustained curiosity and the creative dexterity to craft unique concepts.

Offered materials/ methods are as follows:-

Metal casting, Stone carving, Wood carving, Fiberglass casting, Cement casting/direct work, Welded sculpture, Sheet Metal, Mix media and Nonconventional materials

Exploration of the material for the creative purpose

Exploration and experimentation of 3D forms

Personalized skill development in using the materials and practicing the methods

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Execution of the ideas/ thoughts/ concepts in 3D form

Presentation skills

Students shall choose 2 materials/ method from the given list of materials/method and shall create their creative works in the selected materials/ method. Minimum 3 creative works (at least one in one medium) to be submitted for the assessment at the end of the semester and the minimum size is 2 ft in any direction.

Continuous assessment shall be done every month by the concerned teacher by evaluating the progress of the work..

VAS-201- Modern Indian Aesthetic Thoughts

Unit-1 Ananda Coomaraswamy : The Essential

Beauty and Truth

The Interpretation of symbols

Why exhibit Works of Art?

Is Art a Superstition or a Way of Life?

Unit-2 Stella Karmirsch : Exploring India's Sacred Art: Selected Writings

Traditions of Indian crafts men,

Representation of Nature in early Buddhist sculpture

Emblems of universal being

Ritual art in tribe and village

Unit-3 Rabindranath Tagore

Aesthetic theories of Tagore

Unit-4 Binod Bihari Mukherjee: Chitrakar

~~The artist~~

The creator (Kirtikar)

Unit-5 K.G. Subramanyan: Moving Focus.

The struggle for image in contemporary art

The Indian artist and the socio cultural context

The use of art criticism

Religion and art in India

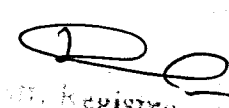
VAS-202- History of Western Sculpture

Unit-1 Prehistoric sculptures

Old Stone Age: Rock engravings, Mother Goddess, Animal forms etc.

New Stone Age: Fertility Goddess, Plastered skull form Jericho, figures in clay etc.

Bronze and Iron Age: Stonehenge, Bronze figures etc.


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Unit-2 Egyptian sculptures

Emphasizing on major characteristics and style of Egyptian sculptures.

The Old Kingdom: Palette of King Narmer, Portrait panel of Hesy-ra, Pyramids, The great Sphinx, Portraits and human figure sculptures etc

The Middle kingdom: Portraiture etc.

The New Kingdom: Portraits of Akhenaten, Queen Nefertiti, Coffin of Tutankhamen etc.

Unit-3 Greek and Roman sculptures

Early Greek: Statues-Kouros and Kore, Kroisos, Calf-Bearer, Battle of the Gods and Giants, Dying warrior etc.

Classical Greek: Marble and Bronze sculptures like Kritios boy, Doryphoros, Riace warriors, Charioteer, Zeus, Discus Thrower, Dying Noid, Three Goddesses, Lapith and Centaur, etc.

Hellenistic Greek: The dying Trumpeter, Great Frieze of the Great Pergamon, The Laocoon Group, Veiled Dancer etc.

Roman sculpture: Republican Sculpture, portraits, Imperial sculptures, Narrative reliefs like Triumph of Titus, column of Trajan, Equestrian statues like Marcus Aurelius,

Unit-4 Sculptures of the Middle and Dark Ages

Early Christian and Byzantine sculptures: Marble sculptures like 'Sarcophagus of Junius Bassus', 'portrait of Eutropios', Ivory carvings like 'The archangel Michael' 'Justinian as Conqueror'

Early Medieval: Sculpture like 'The Gero Crucifix' and 'Doors of Bishop Bernward', 'Adam and Eve Reproached by the Lord' in bronze etc

Gothic: Sculptures like the carvings in the Chartres, the Reims, Naumburg and Notre-Dame Cathedrals, Roettgen Pieta, The works of Giovanni Pisano etc.

Unit-5 Renaissance and Baroque sculptures

Early Renaissance: Donatello

High Renaissance: Michelangelo

Baroque: Gianlorenzo Bernini

VAS 221- Seminar

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Students shall submit a written assignment in minimum 500 words duly supported by visual materials (in four copies) on the topic chosen by consultation with the concerned teacher based on thought and issues of contemporary sculpture (Indian or Western)

Students shall do a presentation on the assigned topic before the evaluation panel and students of the Department/Faculty

Students shall answer convincingly the questions arise by evaluation panel and the students regarding Presentation.

The evaluation of the seminar shall be on the basis of the submitted document and the presentation.

VAS- 222- Field Study (Submission)

Students shall submit a written document consisting of not less than 2000 words along with visual documents on any folk art form by doing a field work including interviews with at least one folk artists. The document must contain complete information of respective art form, like:-

Historical back ground

Life style of the artist

Technical aspects of their works like methods and materials used etc.

Improvisations happened and happening

Aesthetical aspects

The methods adopted for presenting their art form

Future of their art form in the modern era.

Conclusion (As an art student what you have learned from them.)

Note: Prior approval of the guide and CMC has to be sort in the selection of the area of study.

Continuous assessment shall be done every month by the guide by doing viva-voice of the progress of the work.

VAS 223 - Self Study (Submission and Display)

This paper is meant to develop a regular practice of sketching/drawing. It is also to enhance the student's observation power in a very personalized manner.

Students shall submit 150 sketches /drawings based on ARCHITECTURAL FORMS in any dry medium. Concerned teacher will review the works done every week and shall allow only the reviewed works for the final submission.

Size: A-3 paper

Studio Practice

The minimum prescribed Art works duly approved by the subject teachers shall only be accepted for the submission and display for evaluation.

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VAS-211- Study (Submission, Display and Examination)

Students shall work on 3D Study from life model of different age groups showing characteristics, anatomic proportion, features etc., and develop the skill of handling and treating clay in various ways.

Submission has to be done in any permanent material other than clay. Students shall practice the technique of moulding and casting.

2-full life studies in any permanent medium of min. 3 ft. in size

VAS 212- Creative work

This studio practice is focused on observe and interpret the visible world in three dimensional forms through sculpture, crossing over a wide range of mediums and dealing with a variety of issues--the personal, formal, social, etc. Students shall explore materials and objects, structures, forms etc with a more creative framework to encourage quick thinking and "flexibility" as artists.

Students are encouraged to create a working process that incorporates technical skill and adventurous thinking and encourages experimentation with space, materials, and social interaction. Through engaged mentoring and lively exchanges with peers, students explore a diverse range of forms and media. The student experience results in an individualized practice that is shaped around sustained curiosity and the creative dexterity to craft unique concepts.

Offered materials/ methods are as follows:-

Metal casting, Stone carving, Wood carving, Fiberglass casting, Cement casting/direct work, Welded sculpture, Sheet Metal, Mix media and Nonconventional materials

Exploration of the material for the creative purpose

Exploration and experimentation of 3D forms

Personalized skill development in using the materials and practicing the methods

Execution of the ideas/ thoughts/ concepts in 3D form

Presentation skills

Students shall choose 2 materials/ method from the given list of materials/method and shall create their creative works in the selected materials/ method. Minimum 3 creative works (at least one in one medium) to be submitted for the assessment at the end of the semester and the minimum size is 2 ft in any direction.

VAS 301- Traditional Sculpture Practices in Rajasthan.

Unit-1 Terracottas of Molela and Pukharan Potters

A study to explore how and why this art was made, by considering the social and cultural contexts of visual artistry in Rajasthan. The preparation of clay, use of tools, methods of making forms, firing methods adopted in the past and present etc. to be studied in detail.

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Unit-2 Stone Carving tradition

An analytical study of the past and present practice of Marble carvings of Jaipur and Udaipur, Sandstone works all over Rajasthan. Tools used in the past and present and the positive and negative aspects of modern machines. Comparative study of aesthetic values of the idol in the present and past. etc.

Unit-3 Sheet metal works

An analytical study of the past and present practice Brass, copper and silver works, 'Tatters' in Jaipur and Jodhpur

Unit-4 Casting tradition of Rajasthan

A study of the large scale foundry at Jaigarh fort, its method of production and other small scale sand casting units of Jaipur, Jodhpur where bronze, brass, aluminum and cast iron castings are practiced.

Unit-5 Wood and Puppetry works

An analytical study of the past and present practice of wooden figure works of Bassi near Chittorgarh, Jodhpur and Puppetry works all over Rajasthan

VAS 302- Indian Contemporary Sculpture

Unit-1 Origin of the Modern Concept in Indian Sculpture,

Unit-2 Company school of Sculpture and its impact on Indian tradition

Unit-3 Bengal school and its contribution to the development of contemporary Indian sculpture

Unit-4 Indian sculpture during pre independence and post independence

Unit-5 Present sculpture scenario of India

VAS 321 - Project work

The student shall submit a written assignment on one of the topics/ sub topic of Paper. VAT-301. Traditional Sculpture practices in Rajasthan by doing field studies, collection of text documents, collection of visual documents and interviews with the people concerned

The assignment shall consist of a minimum 1000 words written document, 5 to 10 images of the relevant subject.

The student shall get prior approval from the concerned teacher in selecting the topic/area of study.

Continuous assessment shall be done every month by the guide by doing viva-voice of the progress of the work.

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VAS 322- Field Study (Submission)

Students shall submit a written document consisting of not less than 2000 words along with visual documents on present art market by doing a field work including interviews with at least one art dealer/ gallery owner. The document must contain complete Information of respective topic, like:-

Historical back ground of the art market

How he/she associated with art?

What do they understand in art?

Criteria in selection of the artists.

Technical aspects like packing and transportation

Presentation, arranging exhibitions etc.

Promotional aspects adopted

Clientage or the actual art buyers.

Future of the art market in the modern era.

Conclusion (As an art student what have you learned from him.)

Note: Prior approval of the guide and CMC has to be sort in the selection of the area of study.

Continuous assessment shall be done every month by the guide by doing viva-voice of the progress of the work.

VAS 323 - Self Study (Submission and Display)

This paper is meant to develop a regular practice of sketching/drawing. It is also to enhance the student's observation power in a very personalized manner.

Students shall submit 150 sketches /drawings based on DAY TODAY LIFE in any dry medium. Concerned teacher will review the works done every week and shall allow only the reviewed works for the final submission.

Size: A-3 paper

Studio Practice

The minimum prescribed Art works duly approved by the subject teachers shall only be accepted for the submission and display for evaluation.

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VAS 311- Study (Submission and Display)

Exploring the creative aspects of the study, distortions, development towards a personal style, the possibility of study as a part of the creative composition. Students shall practice the technique of moulding and casting.

2-full life studies in any permanent medium of min. 3 ft. in size

VAS 312- Creative Work (Submission and Display)

This studio practice is focused on observe and interpret the visible world in three dimensional forms through sculpture, crossing over a wide range of mediums and dealing with a variety of issues--the personal, formal, social, etc. Students shall explore materials and objects, structures, forms etc with a more creative framework to encourage quick thinking and "flexibility" as artists.

Students are encouraged to create a working process that incorporates technical skill and adventurous thinking and encourages experimentation with space, materials, and social interaction. Through engaged mentoring and lively exchanges with peers, students explore a diverse range of forms and media. The student experience results in an individualized practice that is shaped around sustained curiosity and the creative dexterity to craft unique concepts.

Offered materials/ methods are as follows:-

Metal casting, Stone carving, Wood carving, Fiberglass casting, Cement casting/direct work, Welded sculpture, Sheet Metal, Mix media and Nonconventional materials

Exploration of the material for the creative purpose

Exploration and experimentation of 3D forms

Personalized skill development in using the materials and practicing the methods

Execution of the ideas/ thoughts/ concepts in 3D form

Presentation skills

Students shall choose 2 materials/ method from the given list of materials/method and shall create their creative works in the selected materials/ method. Minimum 3 creative works (at least one in one medium) to be submitted for the assessment at the end of the semester and the minimum size is 2 ft in any direction.

Note: Continuous assessment shall be done every month by the teacher concerned.

VAS 401 - Modern Western Philosophy of Art

Unit-1 Martin Heidegger- The origin of the Work of Art

Unit-2 Walter Benjamin- The Work of Art in the Age of Mechanical Reproduction.

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Unit-3 Jean-Paul Sartre- Existentialism and Human Emotions

Unit-4 Jacques Derrida- *The Truth in Painting*

Unit-5 Arthur C. Danto- *The Artworld*

Note: Continuous assessment shall be done every month by the teacher concerned.

VAS 402 -Western Modern and Contemporary Sculpture

Unit-1 Modern world

Works of Auguste Rodin, Henri Matisse, Constantin Brancusi, Vladimir Tatlin, Pablo Picasso, Jaques Lipschitz, Marcel Duchamp, Alexander Calder, Käthe Kollwitz, Marino Marini, Alebrto Giacometti, etc.

Unit-2 Modern Movements And Their Contribution To Sculpture

The works of German Expressionists, Italian Futurists, Kinetic art, Dadaists and Surrealists etc.

Unit-3 Post Modern world

Works of Robert Rauschenberg, Eduardo Paolozzi, Andy Warhole, George Segal, Louise Bourgeois, Christo, Joseph Beuys, Eva Hesse, Jeff Koons etc.

Unit-4 Major Post Modern Art Movements

Land art, Conceptual art, Happenings and terms like Installation, Hyperrealism etc.

Unit-5 Contemporary Sculptors

Anselm Kiefer, Tony Cragg, Antony-Gormley, Damien-Hirst, Anish Kapoor, Ron-Mueck, Kiki Smith, Mona Hatoum etc.

VAS 421 - Dissertation

Students shall submit a written assignment in minimum 2000 words duly supported by visual materials on critical analysis of their own works. Process of creation, Methods and methodology practiced, Influences and impact of the influences, Materials used and the reasons for choosing it, Experimentation done with the materials and forms and its relevance etc to be incorporated.

The evaluation of the dissertation papers shall be conducted by an external examiner.

Students shall have to submit 4 copies of the Dissertation

VAS 422 - Field Study (Submission)

Students shall submit a written document consisting of not less than 2000 words along with visual documents on any one renowned contemporary artist by doing a field work including interviews with the artists. The document must contain complete Information about the artist like:-

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Childhood

Life style of the artist

His thoughts/ views/ observations/ ideas etc

Creative process

Technical aspects of his works like methods and materials used etc. and its reasons

Improvements happened and happening

Experiments done and its results

Aesthetical aspects

Views on Presentation or Exhibitions of his works

About the pricing and the reasons if any

His views on Indian contemporary art scenario

Conclusion (As an art student what you have learned from him.)

Note: Prior approval of the guide and CMC has to be sort in the selection of the area of study.

Continuous assessment shall be done every month by the guide by doing viva-voice of the progress of the work.

VAS 423 - Self Study (Submission and Display)

This paper is meant to develop a regular practice and experimentation of sketching/drawing.

Students shall submit 150 creative sketches /drawings in any dry medium. Concerned teacher will review the works done every week and shall allow only the reviewed works for the final submission.

Size: A-3 paper

Studio Practice

The minimum prescribed Art works duly approved by the subject teachers shall only be accepted for the submission and display for evaluation.

VAS 411 – Study (Submission, Display and Examination)

Students shall work on 3D Study from life model of different age groups showing characteristics, anatomic proportion, features etc., and develop the skill of handling and treating clay in various ways. Submission has to be done in any permanent material other than clay. Students shall practice the technique of moulding and casting.

1-full life study in life size in any permanent medium

Note: Continuous assessment shall be done every month by the teacher concerned.

VAS 412 – Creative work

This studio practice is focused on observe and interpret the visible world in three dimensional forms through sculpture, crossing over a wide range of mediums and dealing with a variety of issues--the personal, formal, social, etc. Students shall explore materials and objects, structures, forms etc with a more creative framework to encourage quick thinking and ""flexibility"" as artists.

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Students are encouraged to create a working process that incorporates technical skill and adventurous thinking and encourages experimentation with space, materials, and social interaction. Through engaged mentoring and lively exchanges with peers, students explore a diverse range of forms and media. The student experience results in an individualized practice that is shaped around sustained curiosity and the creative dexterity to craft unique concepts.

Offered materials/ methods are as follows:-

Metal casting, Stone carving, Wood carving, Fiberglass casting, Cement casting/direct work, Welded sculpture, Sheet Metal, Mix media and Nonconventional materials

Exploration of the material for the creative purpose

Exploration and experimentation of 3D forms

Personalized skill development in using the materials and practicing the methods

Execution of the ideas/ thoughts/ concepts in 3D form

Presentation skills

Students shall choose 2 materials/ method from the given list of materials/method and shall create their creative works in the selected materials/ method. Minimum 3 creative works (at least one in one medium) to be submitted for the assessment at the end of the semester and the minimum size is 2 ft in any direction.

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University of Rajasthan, Jaipur
M.V.A Applied Art Syllabus
Semester Scheme 1

First Semester

(VAA= Visual Art Applied Art)

S. No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week			EoSE Duration Hours	
					L	T	P	TH Y	P
1	VAA 101	History of Advertising	CCC	3	3	0	0	3	0
2	VAA 102	Criticism of modern art (Ind.)	CCC	3	3	0	0	3	0
3	VAA 121	Seminar	SEM.	2	0	0	2	0	1
4	VAA 111	Advance Advertising Design / Adv. Advertising illustration	CCC	8	0	0	12	0	5
5	VAA 112	Visualization / illustration	CCC	12	0	0	18	0	5
6	VAA 123	Self Study	SSC	4	0	0	0	0	5
7	VAA 122	Field Study Work	FST	4	0	0	4	0	1

CCC (26), SEM (2), FST (4) SSC (4)

Second Semester

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S. No	Subject Code	Course Title	Course category	Credit	Contact Hours Per week				EoSE Duration Hours	
					L	T	P	S	THY	P
1	VAA 201	History of Advertising	CCC	3	3	0	0	0	3	0
2	VAA 202	Criticism of modern art (Indian contemporary)	CCC	3	3	0	0	0	3	0
3	VAA 221	Seminar	SEM	2	0	0	2	0	0	1
4	VAA 211	Advance Advertising Design / Adv. Advertising illustration	CCC	8	0	0	1	0	0	5
5	VAA 212	Visualization / illustration	CCC	12	0	0	1	0	0	5
6	VAA 223	Self Study	SSC	4	0	0	0	6	0	5
7	VAA 222	Field Study Work	PRJ	4	0	0	4	0	0	1

CCC (26), SEM (2), FST (4) SSC (4)

Third Semester

S. No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week				EoSE Duration Hours	
					L	T	P	S	THY	P
1	VAA 301	Business Organization	CCC	3	3	0	0	0	3	0
2	VAA 302	Criticism of western art	CCC	3	3	0	0	0	3	0
3	VAA 321	Assignment	PRJ	2	0	0	2	0	0	1
4	VAA 311	Advance Advertising Design / Adv. Advertising illustration	CCC	8	0	0	1	0	0	5
5	VAA 312	Visualization / illustration	CCC	12	0	0	1	0	0	5
6	VAA 323	Self Study	SSC	4	0	0	0	6	0	5
7	VAA 322	Field Study Work	FST	4	0	0	4	0	0	1

CCC (26), SEM (2), FST (4) SSC (4)

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Fourth Semester

S. No.	Subject Code	Course Title	Course category	Credit	Contact Hours Per week				EoSE Duration Hours	
					L	T	P	S	THY	P
1	VAA 401	Business Organization	CCC	3	3	0	0	0	3	0
2	VAA 402	Western Modern and Contemporary art	CCC	3	3	0	0	0	3	0
3	VAA 421	Dissertation	PRJ	2	0	0	2	0	0	1
4	VAA 411	Advance Advertising Design / Adv. Advertising illustration	CCC	8	0	0	1	0	0	5
5	VAA 412	Visualization / illustration	CCC	12	0	0	1	0	0	5
6	VAA 423	Self Study	SSC	4	0	0	0	6	0	5
7	VAA 422	Field Study Work	FST	4	0	0	4	0	0	1

CCC (26), SEM (2), FST (4) SSC (4)

VAA 101- History of Advertising

Unit-1 Pre- Printing period after industrial revolution

Unit-2 Period of scientific modern development, post war design trends.

Unit- 3 Major contemporary designers from different design school

Unit -4 Modern advertising agencies and functions

Unit- 5 Type of Market and advertising.

VAA 102-Criticism of Modern Art (Indian)

Objectives and analytic study of Phases in Making of 20th Century Visual Art:

Unit-1: Notion of Modernity in Indian Art.

Unit-2: European Art movements and their influences in Indian Contemporary painting.

Unit-3: Folk and tribal influence in Indian Contemporary painting.

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Unit-4: Bombay Progressive Group: K. H. Ara, S. K. Bakre, H. A. Gade, M. F. Husain, S. H.

Raza and F. N. Souza V. S. Gaitonde, Tayeb Mehta and Krishen Khanna.

Madras School: K.C.S. Panikaran, D.P. Roy Chodhary and others

Unit-5: Delhi Shilpi Chakra: Bhavesh Sanyal, Shailoj Mukherji, Ram Kumar, Kanwal

Krishna, P.N. Mago, K.S. Kulkarni and others

VAA 121-Seminar

Students shall submit a written assignment in minimum 500 words duly supported by visual materials (three copies) on the topic chosen by consultation with the concerned teacher based on above mentioned theory topic. Students shall do a presentation on the assigned topic before the evaluation panel and students of the Department/Faculty. Students shall answer convincingly the questions arise by evaluation panel and the students regarding presentation.

The evaluation of the seminar shall be on the basis of the submitted document and the presentation.

Studio Practice

The minimum prescribed Art works (Out Door Study) duly approved by the subject teachers, shall be accepted for the submission display and evaluation.

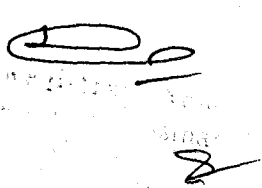
VAA 111-Advance Advertising Design (submission and Display)

Corporate identity program and product (packaging) with 24 media presentation.

Submission:

Corporate logo (black and white & color, line), letter head, envelop, visiting card, invoice, Chelan, conference kit & stationary, calendar, Year planner, kiosk display board, neon sign annual report cover relevant P.O.P. (point of purchase) and S.P. (sales promotions) its other.

VAA112-Visualization (Submission and Display)



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Complete one advertising campaign, corporate campaign or company campaign with 24 appropriate media including major effective media, New media and sales promotions with target marketing, marketing mix, research methodology, testimonial reports- research survey report submission.

A program to understand and create visual solutions for designing corporate communication campaign based on various items like image building Ad campaign, publication community relations, corporate catalogues, annual reports, press kit, community magazines, identity media and corporate events keeping in mind building corporate awareness and credibility.

VAA 121- Self Study (Submission & display)

field work sketching, and reference in library, internet surfing, Download. Technical aspects of their work like tool, new software, technique machine material use and way of presentation and media working & releasing. Comparison of the similar work done in the past in the present (past history and competitor).

Concerned teacher will review the works done every weeks and shall allow only the reviewed works for the final submission.

Paper presentation, CD, print/art work.

VAA 122-Field study (Submission)

The design product supports career development by visualizer /illustrator professional practice provision for student to the culture of the discipline information, training and advice on work and life skill is also available professionalism through project work and another activity platform. There are also opportunity for project collaboration with industries lectures and demonstration or seminar include talks by practicing designers.

The student shall submit a written document consist on less than 1000 words along with visual document. Field work including interview at least one designing aspect.

VAA 201-History of Advertising

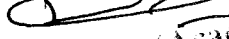
Unit-1 What is creative advertising?

Unit-2 Creative loops, creative concept, strategy and creativity in the message design

Unit-3 *Creative thinking, art direction, production category strategies, creative brief, decision About the message execution*

Unit-4 Creative print advertising, news paper advertisements, principals, copy right and trade Marks

Unit-5 *Digital and development of advertising, multimedia and advertising aspects, visualization and advertising concept, corporate identity program as part of advertising.*


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VAA 202 - Criticism of Modern Art (Indian Contemporary)

Contemporary Development in Indian Art:

Unit 1: K.G. Subramanyan, Gulam Mohd. Shaikh, Bhupen Kakkar, Vivan Sundaram

Unit 2: Jogen Chaudhary, Bikash Bhattacharya, Ganesh Pyne, ,

Unit 3: Satish Gujral, Karmarkar, Moitra

Unit 4: Pradosh Das Gupta, Dhan Raj Bhagat, Shankho Chaudhury

Unit 5: Post Modern Indian Art: Fancies and dilemmas

VAA 211-Advance Advertising Design (submission and Display)

TV ad design, one story board for advertising 9/12 clipping for TV ad proposal. (Final TV ad) Film / web.

VAA 212 - Visualization (Submission and Display)

Complete one advertising campaign on service base with selection of major effective media include 24 medias with sales promotions and a program to develop an ability and adaptability to create visual ideas for designing a promoting campaign for completely new product to be introduced or launched in the market with specific segment keeping in mind setting advertising media, design objectives , deciding the styles of advertising message execution and budget part of the efforts.

VAA 221- Seminar

Students shall submit a written assignment in minimum 500 words duly supported by visual materials (in three copies) on the topic chosen by consultation with the concerned teacher based on thought and issues of study own working campaign.

Students shall do a presentation on the assigned topic before the evaluation panel and students of the Department/Faculty

Students shall answer convincingly the questions arise by evaluation panel and the students regarding Presentation.

The evaluation of the seminar shall be on the basis of the submitted document and the presentation.

Studio Practice

The minimum prescribed Art works (created in the studies of the faculty only) duly approved by the subject teachers, shall be accepted for the submission display and evaluation.

VAA-222- Field study Work (Submission)
Common for Visualization and illustration

A general program to understand and gain knowledge of different traditional and modern reproduction methods for various advertising media. Students have to undergo six weeks (trainee visualizer) training at the end of the 2nd semester (previous) year in the process section of advertising department which is all the student will have to go compulsory through a departmental internal evaluation in the end of the year. Internship-Summer vacation training program.

The purpose of this program is to improve skills, practical experience to enhance sense of initiative and ability to solve problems in their respective field as well as think on their own feet.

VAA 223 -Self Study (submission & display)
Common for Visualization and illustration

In a world where environmental, social, political, religious, professional issues, cultural activity, is more challenging than the field of communication student to follow a program of pre- professional experimentation tailored to individual need and own skill.

Within this, student can develop those qualities that – in additional to technical skill- they will need a professional practicers and leaders of the cultural industries of tomorrow: critical self awareness, self motivation and ambition, social and environmental responsibility, a sense of ethical purpose, emotional as well as logical intelligence- crucially- playfulness.

Paper presentation include periodicals, newspapers, documentaries, journals and reference work and collecting tutorials around 250 words with 20 photographs co- relation to communication.

VAA 301- Business Organization

Unit-1: Business entrepreneur and business in general

Unit-2: integrated marketing, integrated communication

Unit-3 integrated marketing mix system, advertising

Unit-4 Direct marketing, sales promotion

Unit-5 Public relation and publicity, personal selling.

VAA - 302 Criticism of Western Art

Unit-1 Mannerism (16th century) and its artists: Corregio, Tintoretto, El Greco.

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Baroque (17th century) and its artists: Carvaggio, Franshals, Rembrandt, Vermeer, Ruben,

Poussin, Bernimi. Rococo

Unit-2 Neo Classicism and its artists : David, Ingres and others.

Realism. Its artists : Daumier and Courbet

Unit-3 Barbizon artists : Theodore Roussou, Dobino, Millet, and Corot.

Romanticism and its artists : Gerrici, Goya, Delacroix, Constable and Turner.

Unit-4 Impressionism and its artists : Manet, Monet, Renoir, Degas, Pissaro, Sisley and Tolouse Lautrec.

Unit-5 Post Impressionism and its artists : Van Gough, Paul Gaugin, Cezanne and George Seurat

VAA-321 Common for Visualization and illustration

Paper Title: Assignment

The student shall submit an written assignment on one of the topics of Paper. VAT-301. Target marketing marketing-mix, research methodology, testimonial report, research survey report submitted by doing field studies (collection of text and visual documents).

The assignment shall consist of a minimum 1000 words written document, 5 to 10 images of the relevant subject. The student shall get prior approval from the concerned teacher in selecting the topic/area of study.

The written assignment has to be submitted one week before the final display of the practical works.

Studio Practice

The minimum prescribed Art works (created in the studies of the faculty only) duly approved by the subject teachers, shall be accepted for the submission display and evaluation.

VAA 311- Advance Adverting Design (submission and Display)

Corporate identity with basic marketing principle terminology guide line methods and system necessary to solve advertising advance design problems and solutions.

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Students study the creation and use of communication skill and methodology and application as well as one Digital/web presentation (3d/effects)

Note: Continuous assessment shall be done every month by the concerned teacher.

VAA-312- Visualization (Submission and Display)

Complete one advertising campaign, corporate campaign or financial issues campaign with 24 appropriate media including major effective media, new media and sales promotions with target marketing, marketing mix, research methodology, testimonial reports- research survey report submission.

A program to understand and create visual solutions for designing corporate communication campaign based on various items like image building ad campaign, publications, community relations, corporate catalogue, annual reports, press kit, community magazine, identity media and corporate events, keeping in mind building corporate awareness and credibility.

VAA-323 -Self study (submission and display)

10 case studies launching product, promotion, packaging, advertising, designing, corporate identity, tv commercials campaign, media strategy sales promotions etc.

Paper presentation, CD or Digital print.

VAA-322 - Field study work (Submission)

Web hosting, web designing, domain, server, web advertising, web browser, searching, social networking, blogs , web traffic (analysis). Web upload video.

The student shall submit a written document consisting of less than 1000 words along with visual document on present market by doing a field work including with at least two web hosting / designer. The document must contain complete information of respective topic.

Note: Prior approval of the guide and CMC has to be sort in the selection of the area of study. Continuous assessment shall be done every month by the guide viva-voice of the progress of the work

VAA-401 - Paper Title: Business Organization

Unit-1 Advertising agency, its structure, its function, operation,

Unit-2 Advertising Agencies client and media.

Unit-3 The consumer motivation process, needs, products, promotion appeal

Unit-4 Advertising campaigns and advertising message execution styles.

Unit-5 Advertising media in general, Print and electronic media.

VAA-402 - Western Modern and Contemporary Art

Unit-1 Modern world

Works of Henri Matisse, Derain, Maurice Valmic. Piet Mondrian, Marcel Duchamp, Wassily Kandinsky, Robert Delaunay, Morgan Russell, Giacomo Balla, Kazimir Malevich, Theo van Doesburg, Pablo Picasso, Paul Klee

Unit-2 Modern Movements and Their Contribution To visual Art:

The works of German Expressionists, Italian Futurists, Kinetic art, Dadaists and Surrealists Pop and Op art etc.

Unit-3 Post Modern world:

Works of Jackson Pollock, Robert Rauschenberg, Eduardo Paolozzi, Andy Warhole, George Segal, Louise Bourgeois, Christo, Joseph Beuys, Eva Hesse, Jeff Koons etc.

Unit-4 Major Post Modern Art Movements:

minimal art
Land art, Conceptual art, Happenings and terms like Installation, Hyperrealism etc.

Unit-5 Contemporary Artists:

Anselm Kiefer, Tony Cragg, Antony-Gormley, Damien-Hirst, Anish Kapoor, Ron-Mueck, Kiki Smith, Mona Hatoum etc.

VAA-421- Dissertation

Each student will have to submit a dissertation comprising minimum 2000 words with Visual material and resource bibliography, conclusion, Public collection etc under the guidance of the supervisor choosing the dissertation topic preparation and presentation of a written document. (10)

The topic of the dissertation will be closely related to regards as a major subjects. Its meant to reflect an understanding of the critical, historical and philosophical issues from the past of present in conclusion and their intellectual sources or a theme analysis, The written assignment has to be submitted one week before the final examination of the practical works, which will be submitted in 4 copies duly signed by the Guide and the Head of Department in the prescribed format.

The evaluation of the dissertation shall be based on the quality of the Written assignment and the overall performance of the student. The evaluation of the

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dissertation papers will be conducted by a Board of internal/subject teacher and external examiners.

Studio Practice

The minimum prescribed Art works (created in the studies of the faculty only) duly approved by the subject teachers, shall be accepted for the submission display and evaluation.

VAA-411- Advance Advertising design (submission and Display)

The successful use of camera and computer to record references and inspirations is an essential tool for designer (Artist), as is an understanding of advance software for manipulation of image and production by assignment base. Emphasis will be place on developing the student personal style and identity for the portfolio. Skill to a design project culmination is an create small professional documentary or ad film for society or industries/ education. Film/web.

VAA-412-Visualization (Submission and Display)

Complete one advertising campaign, social responsibility campaign with 24 appropriate media including major effective media, New media and sales promotions with target marketing mix, research methodology, testimonial reports- research survey report submission.

A program to understand and create visual solutions for designing corporate communication campaign based on various items likes image building ad campaign, publications, community relations, corporate catalogue, annual reports, press kit, community magazines, identity media and corporate events, keeping in mind building corporate awareness and credibility.

An advertising campaign based on marketing communication mix elements like advertising, direct marketing, sales promotions, public relation and publicity and personal selling in order to understand various aspects like target audience, determining the communication objectives designing message.

VAA-423 - Self study (Submission and Display)

This paper is meant to develop a regular practice and creative idea base experimentation visuals like sketching, drawing illustration, photo illustration, creative photography, experiment photography, digital art work, Mix media art work with logical written brief study.

Minimum 20 new creative work. Concerned teacher will review the work done every week and shall allow only the review works for the final submission.


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Continuous assessment shall be done every month by the concerned teacher by evaluating the progress of the work. (Created illustrations in the studies of the faculty only accepted)

Advertising illustration 4, one complete new animation film computer/Digital/VFX.

Continuous assessment shall be done every month by the concerned teacher by evaluating the progress of the work. (Created illustrations in the studies of the faculty only accepted)

Digital illustration 4, highly perspective 4, Creative based illustration 4, medical illustration 4, automobile illustration 4.

Advertising illustration (Submission and display)

Continuous assessment shall be done every month by the concerned teacher by evaluating the progress of the work. (Created illustrations in the studies of the faculty only accepted)

One ad & story board for advertising illustration 9/12 clipping for TV Ad proposal launching final work. (New one mascot/animated character developed.)

Advertising illustration (Submission and display)

Continuous assessment shall be done every month by the concerned teacher by evaluating the progress of the work. (Created illustrations in the studies of the faculty only accepted)

Advertising illustration 6 press ad and 6 magazine ad final work.

Advertising illustration (Submission and Display)

Illustration

Continuous assessment shall be done every month by the doing viva-voice of the progress of the work.
Artist the document must contain complete information above the subject with visual documents on any one subject. A field work including interview with the student shall submit a written document consisting of not less than 1000 words along organization, in-house agencies. Export house (import), state market, industries, stock exchange (sabi), film dyes, film processing, house, trade fare, Visit a printing house, office, road grader, telex pack packaging, ad agencies.

VAA-422-Field study work (Submission)

VAA-112: Illustration (Submission and Display)

Life study: Head study- 50 studies in color, line and wash. Full figure study 30 studies in color, tone and wash.

Continuous assessment shall be done every month by the concerned teacher by evaluating the progress of the work. (Created illustrations in the studies of the faculty only accepted)

VAA-212 Illustration (Submission and Display)

Studies of landscapes-10, sketches of different architectural styles-10 (ancient and modern), Exteriors and Interiors, in wash, color and line, 10, outdoor figure studies-10 and composition in various media, 10, four copies of different styles of composition.

Continuous assessment shall be done every month by the concerned teacher by evaluating the progress of the work. (Created illustrations in the studies of the faculty only accepted)

VAA-312: Illustration (Submission and Display)

Figure composition 4, story illustration 1, Period composition 4, Single and Multi-figure composition for advertising in line, wash and color 6, Adoption of different style and techniques of illustrations 6, ancient and modern illustration 6, Indian and Western, far east etc 4.

Continuous assessment shall be done every month by the concerned teacher by evaluating the progress of the work. (Created illustrations in the studies of the faculty only accepted)

VAA-412: Illustration (Submission and Display)

Studies and techniques of industrial plants and establishment in different media and techniques. Specimen copies in any of the following graphic media: Photography, Development of individual style and techniques of illustrations 50 works.

Continuous assessment shall be done every month by the concerned teacher by evaluating the progress of the work. (Created illustrations in the studies of the faculty only accepted)

Reference Books:

1. J.A. Richards and Indian theory of Rasa by Gupta Sharan Prasad
2. Indian Aesthetics by K. C. Pandé
3. Some Concepts of Alankar Shashtra: by V. Raghvan
4. Indian Aesthetics by K. S. Ramaswami
5. Comparative Aesthetics by K. C. Pandé
6. Ras Vimsati by Dr. Ram Murti Tripathi
7. Ras mimansa by Dr. Ram Chandra Shukla
10. Bharat - natya Shashtra by Calkyvad
11. Satyam Shivam Sundaram by Dr. Rajanand Tiwari
12. Chitrasutra of the Vishnudharmottara 10. Sivaramamurti
13. Chinese aesthetics: the origins of literature, the arts, and the universe in the Six Dynasties by Zouqi Cai

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14. Hindu view of Art: Mukherjee Anand
 15. Contemporary Indian Art: Other Realities-- Edited by V. S. Sridharan Debnath, Published by
 Living Publications, Mumbai.
 16. Despair and modernity: reflections from modern Indian painting. By Harshu V. Deheja,
 Prem Shankar Jha, Ranjit Hoskote
 17. Art for a modern India: 1947-1980. Rebecca M. Brown
 18. Art and visual culture in India, 1857-2007. by Gayatri Sinha
 19. Art and nationalism in colonial India, 1850-1922 by Partha Mitter
 20. The triumph of modernism: by Partha Mitter
 21. The making of a new "Indian" art: artists, aesthetics, and nationalism in Bengal, c. 1850-
 1920. by Jagati Guha-Thakurta
 22. A history of Indian painting by Krishna Chaitanya - 1994
 23. When was modernism: by Geeta Kapur essays on contemporary cultural practice in India
 24. Art of modern India by Balraj Khanna, Aziz Kherka
 25. n Art: A brief overview
 26. Contemporary art in India: a perspective by Prem Nath Nag
 27. A history of Indian painting: the modern period
 28. Indian art: an overview by Gayatri Sinha
 29. Modern Indian painting: Volume I by P. R. Ramachandra Rao
 30. Lalit Kala contemporary Volume 14
 31. Trends in modern Indian art by Sunil Kumar Bhattacharya
 32. The essential Ananda K. Coomaraswamy. By Ananda K. Coomaraswamy. Coomaraswamy, Ananda K.
 33. Significations: signs, symbols, and images in the interpretation of religion by Charles H.
 Long
 4. The hermeneutical spiral: a comprehensive introduction to biblical By Grant R. Osborne
 5. Exploring India's Sacred Art: Selected Writings By Stella Krauss
 6. Lalit Kala: Issue 30 Lalit Kala Akademi - 2004
 7. Rabindranath Tagore's aesthetics By K. K. Shetty, K. K. Shetty, K. K. Shetty, K. K. Shetty
 8. Chitrakar: the artist by Binode Behari Mukherjee
 Moving focus: essays on Indian art by K. G. Subramanyam, Gulam Mohammed Sheikh
 Indian Art III: Here and Now: Young Voices from India By Jayashree Chakravarty
 Dictionary of Indian Art & Artists by PatmaSethi
 Dictionary of Art by R. Nath