

DEPT. OF APPLIED ART

Faculty of Fine Arts,
Jamia Millia Islamia, New Delhi

Total Credits : 16

Duration: 6 Months

THEORY PAPERS: 8 Credits

CODE NO	PAPERS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL	CREDIT
Paper I	Research Methodology in Visual Arts	25	75	100	4
Paper II	Research & Publication Ethics	12	38	50	2
Paper III	Applied arts & its relation with other Visual arts & Aesthetics	12	38	50	2
	Total			200	8

PRACTICAL BASED PAPERS: 8 Credits

CODE NO	PAPERS	INTERNAL MARKS	EXTERNAL MARKS	TOTAL	CREDIT
Paper IV	Literature Review	25	75	100	4
Paper V	Practical Study	25	75	100	4
	Total			200	8

Total Marks :: 400 Total Credits :: 16

DETAILED SYLLABUS for Ph.D. COURSE WORK

All student candidates are required to pass both; (I) Practical and (ii) Theory Paper of the course. Details are; these classes would be four hours per week, along with one hour of tutorials in one semester. Detailed syllabus is as follows;

PAPER I: RESEARCH METHODOLOGY IN VISUAL ARTS **4 Credits**
(Total Marks - 100 Marks)

The aim of the paper is to acquaint the researcher with the tools of research and exposing them to the mechanics of writing a dissertation.

Unit 1: Definition and Scope of Research

- a) meaning of research and its terminologies
- b) motivation & objectives of research
- c) Types of approaches in research
- d) Defining the Research Problem: identifying the hypothesis,
- e) Introduction to Research Process

Unit 2: Data Interpretation

- a) Data Collection – meaning and methods
- b) Data Analysis - methods and techniques
- c) Qualitative and quantitative methods of Data collection & Analysis
- d) Use of secondary Data - Audio-visual resources, Visit of Museums, Art Galleries, Art Archives
- e) Evaluating Primary Data

Unit 3: Materials and Tools of Research:

- a) Interviews of Artist, Writer, Philosopher related to Art Work
- b) Field work, and Survey
- c) observation schedules,
- d) Checklists- profile.
- e) Standardized tests/tools and inventories

Unit 4: Writing Research Proposal/Synopsis/ Research Paper/ Thesis

- a) Keywords. Aims, Objectives, Research questions and Hypothesis
- b) Studying the structure of Research writing
- c) Studying the structure of seminar paper/ research paper
- d) Studying how to write a summary, and appendix
- e) Understanding the structure of Bibliography, Footnotes, Citation via end note, and References.

Evaluation of paper I

Examination Type	Outcome	Total Marks
Internal Examination	Assignment based on any unit, or units.	25
External Examination	Semester end theory exam	75

PAPER II : Research & Publication Ethics

2 Credits
(Total Marks - 50 Marks)

Unit 1: Research Ethics

- a) Research Ethics: A Philosophical Perspective
- b) Fundamental Principles of Research Ethics
- c) The Relation Between Intellectual Honesty and Research Integrity
- d) Academic Misconduct and the Societal Role
- e) Ethical Teaching and Learning

Unit 2: Publication Ethics

- a) Guidelines and Tools engaged in Publication Ethics
- b) Fundamental Principles of Publication Ethics
- c) Understanding types of Plagiarism, falsification and fabrication
- d) Understanding how to write, identify and index annotated bibliographies.
- e) Understanding Abstracting, Indexing, and Citation Indexes

Evaluation of paper II

Examination Type	Outcome	Total Marks
Internal Examination	50 Annotated bibliography/ seminar paper	12
External Examination	Semester end theory exam	38

PAPER III : Applied Arts & its relation with other Visual Arts and aesthetics

2 Credits
(Total Marks - 50 Marks)

Unit 1: Visual Art, Aesthetics & its relation with Applied Arts

- a) Introduction to Indian Aesthetics, Shadanga, its relation with applied art.
- b) Application of Rasa theory in Applied Arts.
- c) Use of various fine arts in applied art.

- d) Signs, Semiotics, and Iconography and its relation with applied art.
- e) Folk and Traditional Indian Arts and its relation with applied art.

Unit 2: Changing Trends in Applied Art

- a) Study of Visual Perception, Graphic Narratives and Design Components
- b) Study of Publication Designs, Interactive Designs and Digital Design
- c) Importance of Signs, Symbols, segmentation and communication.
- d) Study of Implications of Photography and Videography in Applied Art
- e) Study of New age Media Style, its Scope, Application and Innovation etc.

Evaluation of paper III

Examination Type	Outcome	Total Marks
Internal Examination	Assignment based on any unit, or units.	12
External Examination	Semester end theory exam	38

PAPER IV : PRACTICAL STUDY

4 Credits
(Total Marks - 100 Marks)

Part A: Students should choose any **ONE** from the following:

Candidates should Create **2** campaigns or Branding for any brand , consisting of 20 works each.

OR

Candidates should Create illustrations for publication / editorial designs consisting of 20 Illustrations.

OR

Candidates should Create **4** Practical Art works, in their field of expertise (Painting/sculpture/ Print making).

OR

Conduct **1**, workshop of 2 Days on Any Fine Art topic related to the area of research (Offline/Online Mode)

OR

Create **2** Art works by using any New age mediums and technology (Painting/sculpture/ Applied/ Print making).

Part B: Candidates should create a Project Portfolio of the works created for Final Display and Viva- Voce.

Evaluation of paper IV

Examination Type	Outcome	Total Marks
Internal Examination	Project portfolio, showcasing method and material, procedure, concept of the artworks created.	25
External Examination	Final Display of the practical work and Viva- Voce	75

PAPER V : LITERATURE REVIEW

4 Credits
(Total Marks - 100 Marks)

Candidates should review any **TEN** literature reviews, related to the area of research in 250 words each, with proper approval of the supervisor.

The literature reviews could be a book review/ monograph review/ journal review/ article review/ eminent artist review/ eminent advertising guru review/ workshop review/ seminar or conference review/ or any other literature reviews related to the area of research.

Each literature review should be constructed including bibliography, references, & picture index. Further, students will create a pp presentation, for viva voce.

Evaluation of paper V

Examination Type	Outcome	Total Marks
Internal Examination	TEN literature reviews -2 Marks each (2*10) - 20 Marks Overall Structure – 5 marks	25
External Examination	TEN literature reviews 5 Marks each (5*10) – 50 Marks Overall Structure – 10 marks Viva Voce and ppt presentation – 15 marks	75

Recommended Books for Paper I & Paper II :-

1. B.S. Nagi, A.M. Khan; Research Skill Development in Social Sciences, Communication and Management; The Readers Paradise, New Delhi 2017.

2. Andrea B. Yelin and Hope Viner Samborn: Legal Research and Writing Handbook: A Basic Approach for Paralegals, Aspen Publishers, New York.
3. B. N. Ghosh: Scientific Method and Social Research, Sterling Publishers Pvt. Ltd., New Delhi.
4. C. K. Kothari: Research Methodology: Method and Techniques, Wiley Eastern Ltd., New Delhi.
5. C. K. Sharma: Research Methodology, Shree Publication, New Delhi.
6. Chris Hart: Doing Your Masters Dissertation, Vistaar Publications, New Delhi.
7. D. Thakur: The Research Methodology in Social Sciences, Deep and Deep Publications, New Delhi.
8. Douglas Berdie, Questionnaires: Design and Use, Scarecrow Press, Metuchen, N.J.
9. John Khowles: Effective Legal Research, Thomson, Sweet and Maxwell, London.
10. Joseph Gibaldi: MLA Handbook for Writers of Research Papers, East West Press, New Delhi
11. Mary Miler Prince: The Blue Book: A Uniform System of Citation, The Harvard Law Review Association, USA.
12. Nicholas Walliman: Your Research Project, Vistaar Publications, New Delhi.
13. P. K. Majumdar: Research Methods in Social Science, Viva Books Pvt. Ltd., New Delhi.
14. P.K. Sinha, Computer Fundamentals, BPB Publications, New Delhi.
15. R. K. Verma: Research Methodology, Commonwealth, New Delhi.
16. F.B Khan, Visual Political Communication Model, Game of Votes: Visual Media Politics and Elections in the Digital, SAGE, 2019
17. Alan D. Fletcher, Thomas A. Bowers (3rd edition), Fundamentals of Advertising Research, Wadsworth Inc.

Recommended Books for Paper III :-

1. A moment in time with legends of Indian Arts, By Alka Raghvanshi, ISBN : 81-230-0474-5, 1996
2. Art of Mithila, By Kamal Shankar Srivastava, Isbn- 81-7303-117-7
3. Art of Modern India, By Balraj Khanna and Aziz kurtha, ISBN- 0-500-28046-0
4. THE Bengali cultural Renaissance: Emergence of modern art in india : Tagore and shergil, A new phenomenon and young India
5. Art, Archaeology and cultural history of India PARTII, (U.N. Roy Felicitation Volume), Chief Editor- C.P. Sinha, 2006, ISBN- 81-7646-492-9, PART II - The concept of education in early India
6. Art In story : Teaching Art History to Elementary school children by Marianne C. Saccardi, Second Edition, Isbn- 1-59158-359-42007
7. A history of Indian Painting, Pahari Traditions by Krishna Chaitanya, 1984
8. Arts and crafts of Rajasthan, By Aman Nath And Francis Wacziarg, ISBN - 0944142-06-0(Grantha) 81-85822-23-9(Mapin), 1987
9. A history of Indian Painting Rajasthani Traditions . By Krishna Chaitanya, 1982, Isbn- 0391-02413-2
10. Ajanta Murals- an album of eighty five reproduction in colour. 1967 Archaeological survey of India, Illustrated text by - Ingrid aall, A.Ghosh, M.N. Deshpande and Dr. B.B.lal, Edited by A. Ghosh
11. contemporary art in india A Perspective by Paran Nath Mago, ISBN- 81-237-3419-0, 1922
12. Company Painting s Indian Painting s of the British Period, By Mildred Archer, 1992, ISBN- 0-944142-30-3
13. Indian Art in Soviet Collections

14. Ellora concept and style, Text and photographs: Carnet Berkson, Afterwards- Mulkraj Anand, ISBN- 81-7017-277-2
15. INDIAN court painting- 16th- 19th Century, By Steven Kossak, ISBN- 0-500-23736-0, 1997
16. Memory, Metaphor, Mutations, Contemporary Art of India and Pakistan, Yashodhara Dalmia, Salima Hashmi, ISBN- 13: 978-019-567347-0, ISBN- 10: 0-19-567347-6
17. Indian Painting under Mughals A.D. 1550- A.D. 1750 by Percy Brown, 1924, ISBN- 0-87817-147-9
18. The Flamed - mosaic Indian Contemporary Painting by Neville Tuli 1997, ISBN- 0-944142-32-X(Grantha), ISBN- 8-185822-45-X (Mapin)
19. History of Indian and Indonesian Art by Anand Kumar coomaraswamy , 1972
20. Masters of Indian Painting,1650 -1900, Milo C. Beach, Eberhard Fischer, B.N. Goswamy, 2015, ISBN- 978-93-83098-68-2
21. Madhubani Painting by Mulk raj Anand. 1906
22. Mughal Painters and Their work, Som Prakash Verma, 1994, ISBN- 0-19-562316-9
23. Kangra Paintings on Love by M.S. Randhawa, 1962
24. Tradition and Expression in Mithila Painting by Jyotindra Jain, 1997, ISBN- 0944142-33-8, ISBN- 8-185822-46-8
25. S. Kleiner Fred, Gardner's Art through the ages -2009,
26. Govell Ernest-1919, Art Principles with special reference to painter.
27. 3- Read Herbert, Art Now: The present philosophy of Art.
28. Read Herbert, Art and Industry(art education in the Industrial Age)