

MASTER OF FINE ARTS (MFA) (REGULAR)

APPLIED ART & VISUAL COMMUNICATION

COURSE STRUCTURE

1ST SEMESTER

Code	Name Of The Subject	Periods In 4 Weeks	Internal Evaluation	External Evaluation	Total Marks	Duration Of End Semester Exams
	THEORY					
MFA A 11 T	HISTORY OF GRAPHIC DESIGN	18	40	60	100	3 HRS
	PRACTICALS					
MFA A 12 P	VISUALIZATION 1	30	40	60	100	15 HRS
MFA A 13 P	ILLUSTRATION 1	30	40	60	100	15 HRS
MFA A 14 P	MINI PROJECT 1	30	40	60	100	SUBMISSION

2ND SEMESTER

Code	Name Of The Subject	Periods In 4 Weeks	Internal Evaluation	External Evaluation	Total Marks	Duration Of End Semester Exams
	THEORY					
MFA A 21 T	Advertising And Market Research (TH)	18	40	60	100	3 HRS
	PRACTICALS					
MFA A 22 P	Visualization 2	30	40	60	100	15 HRS
MFA A 23 P	Graphic Design 1 Or Illustration 2	30	40	60	100	15 HRS
MFA A 24 P	Mini Project 2	30	40	60	100	SUBMISSION

3RD SEMESTER

Code	Name Of The Subject	Periods In 4 Weeks	Internal Evaluation	External Evaluation	Total Marks	Duration Of End Semester Exams
	THEORY					
MFA A 31 T	The Legal Aspects Of Advertising (TH)	18	40	60	100	3 HRS
	PRACTICALS					
MFA A 32 P	Specialization In Illustration 3 Or Graphic Design 2	30	40	60	100	15 HRS
MFA A 33 P	Specialization in Visualization 3	30	40	60	100	15 HRS
MFA A 34 P	Mini Project 3	30	40	60	100	SUBMISSION

4TH SEMESTER

Code	Name Of The Subject	Duration in Weeks	Internal Evaluation	External Evaluation	Total Marks	Duration Of End Semester Exams
MFA A 41 P	Final Project Work (Campaign)	08	100	200	300	SUBMISSION
MFA A 42 T	Thesis	04	40	60	100	SUBMISSION
MFA A 43 P	Viva Voce		40	60	100	