



छत्रपति शाहू जी महाराज विश्वविद्यालय, कानपुर

CHHATRAPATI SHAHUJI MAHARAJ UNIVERSITY, KANPUR

(पूर्ववर्ती कानपुर विश्वविद्यालय कानपुर)

Formerly Kanpur University, Kanpur – 208024

A Documentary Support

*For*

*Matric No. – 1.1.1*

**Programme Outcomes & Course Outcomes**

*Under the*

**Criteria - I**

**(Curriculum Design and Development)**

**Key Indicator - 1.1**

*In*

**Matric No. – 1.1.1**

**Master of Fine Arts (Applied art)**

  
Co-ordinator  
Internal Quality Assurance Cell  
CSJM University, Kanpur

  
(Registrar)  
C.S.J.M. University  
Kanpur  
REGISTRAR  
C.S.J.M. UNIVERSITY  
KANPUR

*(Revised based on the BoS meeting held on DD Month Year) – 28-07-2018*

# **Chhatrapati Shahu Ji Maharaj University, Kanpur**

## **School Of Fine Arts And Performing Arts**

### **Institute Of Fine Arts**

#### **About the Department**

The aim of this Institute is to provide career oriented high quality education in the field of Fine Arts, i.e. Painting, Applied Art, Sculpture, Print Making, Graphic Designing, 3D Modeling, Metal Casting, Textile Design and different types of extracurricular activities, seminars, exhibitions, and projects to make it career oriented. In every academic year, the Institute has been organizing various innovative and interactive programs to developed creativity, i.e. workshops, art shows, talks and demonstrations by eminent artist of their respective fields. So that student interacts with them and enrich their knowledge in the chosen course of study.

We put emphasis on practical training and theoretical knowledge of various aspect of Fine Arts. The department has a plan of action to organize art exhibitions, National and International art camps programmes for skill development, vocational workshops, demonstrations, conferences, seminars and research programmes, so that the students can earn their livelihood, for this Institute invites skilled artisans and artist to help student master their skills in their chosen field of work.

Institute of Fine Arts was established in Chhatrapati Shahu Ji Maharaj University, Campus, Kanpur M.A. (Drawing & Painting) course introduced in the academic session 2004-05.

Bachelor of Fine Arts (BFA) Four Years course was introduced in the academic session 2010-2011 with three branches, Painting, Applied Arts and Sculpture to encourage the study of Painting, Plastic Arts, Applied Art, Sculpture, Textile Design and Graphic Design as a vocational course and to train to students to a high order.

After that, Master of Fine Arts in Painting, Applied Art, Sculpture and Print-making was introduced in the academic session 2019-20. Not every student wishes to take up a four year course in BFA, so we are going to start one-year short term courses in various branches of Art and Craft i.e. to make students self-dependent in their career.

From the academic session 2021-22 we are going to introduce one-year certificate courses in the following programmes:

- Painting
- Applied Art
- Sculpture (Terracotta, Ceramic and Papier-mache)
- Photography
- Textile Design
- Graphic Design
- 3D Animation
- 3D Modelling

Its alumni are doing exceptionally well mainly as teachers at various Universities, Government School and public school and freelance Artist in India. The vision of the department is to develop a world-class center of excellence in education, training & research in the field of Visual Arts where teaching and research encrust detailed understanding from visual arts to human. It also aims to develop teaching and research programmes that have relevance to the society and employability. To further strengthen teaching and research in the Department, an extensive renovation and up-gradation of labs have been already under processed.

<b>B.F.A. (BACHELOR OF FINE ARTS)</b>	<b>B.F.A. (BACHELOR OF FINE ARTS)</b>	<b>B.F.A. (BACHELOR OF FINE ARTS)</b>
<b>Painting – Group A (BFA-A)</b>	<b>Applied Art – Group B (BFA-B)</b>	<b>Sculpture – Group C (BFA- C)</b>
(w. e. f. the academic session 2018-19 onwards)	(w. e. f. the academic session 2018-19 onwards)	(w. e. f. the academic session 2018-19 onwards)
<b>No. of Seats: 40</b>	<b>No. of Seats: 40</b>	<b>No. of Seats: 10</b>

## **AIMS & OBJECTIVES**

### **Painting**

The Bachelor of Fine Art (BFA) is a four year under-graduate programme in Painting that aims toward providing the students an opportunity to enhance their skills in the discipline of Drawing and Painting and in turn apply these skill to express and evolve their own visual language to manifest and express their creative ideas and bring about new concepts and contribute to establish higher standards in the aesthetical aspects and to establish themselves in their professional field and for teaching of the subject at various levels of Schooling up to university level.

In addition to Painting as their Major discipline the students are exposed to the various other related fields of art, and other theory subjects i.e. History of Art, Methods and

Materials are also the part of their curriculum to fulfill the requirement of the Under-Graduate Programme of four year duration

### **Applied Art**

Applied Art as the name itself suggests is Art as Applied to a specific purpose in order to inform or sell goods or services. It is a best regarded as a powerful medium for mass communication besides its extensive use in the field of advertising, Applied Art is also considered as an effective tool for visual publicity. It is an art of the modern age with a firm belief in art and industry suitable to the age. Applied Art is the need of every nation and national industry and the field of commerce has to depend on it. When labor and machinery play their part in producing indigenous goods or products, the Applied artist plays an equally important part in planning, designing, advertising and helping to sell these goods or products. The Applied artists has as fascinating, a creative field as anyone connected with other Fine Art he can make his work a thing of beauty, charm and attraction, there by becoming a Fine showman and an engaging sells man. The syllabus is designed to sharpen artistic intellectual and creative sensibilities, the students are groomed to attain proficiency as Graphic Designers (Applied Artist) in the field of Advertising. Intellectual development is also directed to perusing higher education.

### **Sculpture**

Our objectives are to advance learning, knowledge and professional competence particularly in the field of Sculpture Arts, in the principle and practice of art and design in relation to industrial, commercial and social developments. Department of Sculpture Arts, Institute of Fine Arts aims to achieve international standards of excellence in graduate and post graduate educations of future artists. It aims to achieve these through the quality of its teaching, research and practice and through its relationship with the institutions and industry and technologies associated with the discipline of art and designs.

Exploring the innovative applications of technologies and processes to the discipline of art and design. Encouraging awareness of social and environmental developments in so far as they relate to art and design.

## **Program Name: Bachelor of Fine Arts (BFA)**

### **PROGRAM OUTCOMES**

At the end of the program, graduates will be able to:

Program Outcomes are statements that describe what students are expected to know and be able to do upon graduating from the Program. These relate to the skills, knowledge, attitude and behavior that students acquire through the program.

**PO-01** Knowledge of painting, photography, sculpture, artistic craft-based media, ceramics and metal as well digital technology such as three-dimensional modelling and printing, to find an area that favors the expressive style.

**PO-02** Understanding of applicable techniques and procedures in a multiplicity of pictorial media.

**PO-03** Knowledge of varied art forms, painters and art pieces from diverse historical and contemporary contexts.

**PO-04** Art history across ethos and period, numerous perspectives, understanding of ethnic perspective.

**PO-05** Inspire towards creative and experimentations.

**PO-06** Offer wide possibilities of employability in the field of artistry, sculpture, printing, photography.

**PO-07** Apply reasoning informed by the contextual knowledge to assess socio--cultural & political issues and the consequent responsibilities towards the society.

**PO-08** Apply ethical principles and commit to moral & professional ethics and responsibilities bounded by society.

**PO-09** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of art field.

**PO-10** Exploring the innovative applications of technologies and processes to the discipline of art and design. Encouraging awareness of social and environmental developments in so far as they relate to art and design.

## **Program Specific Outcomes (PSOs)**

**PSO-01** The program BFA empowers the students and enable them to be well-trained and competent in the relevant field, make them a seasoned practitioner who could envision and create master pieces in art by keeping a moderate blend in the traditional and modern aspects of art.

**PSO-02** This program is designed to train skilled art practitioners who can work independently in a wide range of careers and performance or production opportunities.

**PSO-03** It aims to achieve these through the quality of its teaching, research and practice and through its relationship with the institutions and industry and technologies associated with the discipline of art and designs.

## **COURSE OUTCOMES**

### **CO-01 Composition**

1. In this subject, the student learns the process of color scheme, illustration, use of background and combination of different elements and different mediums of painting as well as acquires knowledge of how to use them.

### **CO-02 Mural**

2. In this subject the student acquires knowledge of historical examples related to mural/fresco such as the Ajanta caves, also various mediums of graffiti and about the opportunities related to the business of murals of today's scenario.

### **CO-03 Photography**

3. The photography program provides an in-depth curriculum that is focused specifically on fine art photography through the study of traditional film, and new digital processes, because our focus expands beyond making photographs into a deep understanding of how photographs function, our students are working in all fields of the photographic spectrum.

### **CO-04 Illustration**

4. Graduates of the Illustration will possess the qualitative tools to be successful image-based communicators across all media platforms; competent at evoking relevant images, ideas, and narratives as contributions to the culture at large. Student will be able to understand the visualization and can illustrate stories for books, comics and caricature forms.

### **CO-05 Graphic Design**

5. Student will get knowledge of visual communication, typography, images and colors to represent certain idea or messages.

### **CO-06 Poster Design**

6. Students will get knowledge to promote an idea, product, awareness through the poster.

### **CO-07 Commercial Reproduction**

7. Students will get knowledge of halftone process in printing.

### **CO-08 Nature Study**

8. The purpose of Nature Study is to connect to nature through hands-on art projects like nature drawing, landscape painting and to study the light and shadow through colours.

### **CO-09 Still-Life**

09. A still life is a drawing or painting that focuses on still objects. The goal of still life composition is to study the line, forms, and colors of still objects with different medium of colors. Students will be able to enhance their knowledge of composition, light and shades.

**CO-10 Traditional Art**

10. Students will get knowledge about all Indian traditional art forms, culture, colors and techniques.

**CO-11 Drawing**

11. A life drawing is a drawing of the human figure, from observation of a Live Model. Students will be able to understand principle of drawing and human anatomy.

**CO-12 Head Study**

12. Students will be able to understand facial feature and human anatomy.

**CO-13 Landscape**

13. Students will be able to connect with rural and city landscape and can enhance the knowledge of colors and perspective.

**CO-14 Advance Landscape**

14. Students will be able to represent rural and city landscape architecture in a creative way or in abstract form.

**CO-15 Life Study (full figure in oil)**

15. A life study is the study of the anatomy of the full human figure, from observation of a live model. Students will be able to understand principle of full body human anatomy.

**CO-16 Mural**

16. Mural is the only form of painting that is truly three-dimensional, since it modifies and partakes of a given space. Students will gain the specialized training needed (including how to prepare exterior walls for murals, specialized paints and protective coatings, safety measures and specialized equipment).

**CO-17 Textile Design**

17. Students will be able to deal with the different types of designs over variety of textile fabrics.

**CO-18 Sketching**

18. Students will be able to explore conceptual approaches to drawing the figure and ability to visualizing skills to see in natural environment.

**CO-19 Silkscreen Printing**

19. Students will get knowledge about the specifics related to silk screen technology such as the chemical element used in it such as potassium dichromate, nitro benzyne, bleaching powder, quality of silk fabric (including printing quality), and pvc ink. They will also get the information about the business related to this technology was also given to the students, in which attention was also given to things like t-shirt print, card print etc. so that they could understand the opportunity of basic technology.

**CO-20 Relief Printing**

20. The students were made aware of the techniques of relief print in which the students got to know the information related to the historical specialty of Wooden Printing and the genre. Information about the business related to this technology was also given to the students, in which attention was also given to things like Poster print, card print etc. so that they could understand the opportunity of basic technology.

#### **CO-21 Cast Study**

21. Cast study drawing is the basic foundation of fine art learning, in which they learn to make an object exactly.

#### **CO-22 Lettering, Typography & Calligraphy**

22. Students will get knowledge about the work of calligraphy that demonstrate an introductory level skill in sans-serif and devnagari script using a variety of lettering tools, materials and techniques.

#### **CO-23 Press Layout**

23. Students will get knowledge about the fundamental elements of layout and their practical application: preparation of simple typographical layouts for Newspapers.

#### **CO-24 Magazine Layout & Typography**

24. Students will get the understanding of different types and sizes of layouts; designing of simple illustrative and typographical layouts for magazines.

#### **CO-25 Portrait**

25. Students will get knowledge about the basic methodology and technique involve in it like study of real model head and imitate these details in 3d model and also study proper proportion with clay modeling.

#### **CO-26 Composition in Clay**

26. Students will develop the basic understanding of sculpture elements and rule of composition.

#### **CO-27 Engobe Design**

27. Students will get knowledge to develop Composition in clay: the basic understanding of sculpture elements and rule of composition.

#### **CO-28 Advance Composition in Clay**

28. Students will get deep understanding of composition with the help of advance composition rule like rabatment of the square, armature of the rectangle, golden ratio or triangle, symmetrical balance etc.

#### **CO-29 Wood Carving**

29. Students will get deep understanding of different type of wood, wood carving tools and the development of modern and traditional wood carving technique.



**CO-30 Stone Carving**

30. Students will get deep understanding of different type of stones, stone carving tools and the development of modern and traditional stone carving technique.

**CO-31 Pottery**

31. Students will get knowledge of all type clay and ceramic kilns and furnace with techniques.

**CO-32 Bronze Casting**

32. Students will get knowledge of bronze properties in context with Indian and western casting method and traditional and modern tools.

**CO-33 History of Visual Arts & Design**

33. Students will get the ability in critical thinking skills, this skill is carried through all Art concept and ideology in different Art Movements.

**CO-34 Material & Method (Painting)**

34. Students will get the knowledge of painting related materials and method or techniques.

**CO-35 Material & Method (Applied)**

35. Students will get the knowledge of applied related materials and method or techniques.

**CO-36 Material & Method (Sculpture)**

36. Students will get the knowledge of sculpture related materials and method or techniques.

**Program Name: Master of Fine Arts (MFA)****PROGRAM OUTCOMES**

Program Outcomes are statements that describe what students are expected to know and be able to do upon Post Graduating from the Program. These relate to the skills, knowledge, attitude and behavior that students acquire through the program.

**PO-1:** Identify, formulate, research literature, and analyze art problems historically as well as in modern perspectives to arrive at substantiated conclusions using techniques of research, ideas, field survey.

**PO-2:** Solutions are developed for aesthetic issues or problems so that art curriculum can be designed in a way that artists, professionals, art historians, critics, researchers and students can be benefited.

**PO-3:** Create, select, and apply appropriate research techniques and resources to discover new research and give solutions to the artistic problems with an understanding of the limitations.

**PO-4:** To produce professional artists for undertaking in educational institutes, art colleges and universities.

**PO-5:** The curriculum aims at interpreting ideas in the simplest ways that can be understood by people devoid of any basic design knowledge. Students will demonstrate their knowledge, skill, dedication and work ethics required to be a successful member of a production team.

**PO-10:** Students will communicate their ideas and emotions in creative ways. Students will use their critical thinking skills and problem solving strategies for overall professional growth.

**PO-11:** The curriculum aims at cultivating professional interaction with sects of people belonging to other disciplines and carry out the required task in the most efficient way.

**PO-12:** Applied Art aim at making the students to achieve Commercial and market oriented Art which will beneficial for them in future.

**PO-13:** Advertising aims at making the student to acquire knowledge about different aspects of Advertising like Print media and Broadcast media.

**PO-15:** Student will able to know how to interpret the works in the Art gallery or in the Museums.

**PO-16:** Through History of Art students will be connected to their roots, culture and heritage.

## **PROGRAM SPECIFIC OUTCOMES (PSOs)**

**PSO-1:** Prepares scholars who will identify and conceptualize significant research problems in the area of visual arts and are qualified to undertake relevant research and contribute new knowledge to the field.

**PSO-2:** Provides the student an opportunity to experience and explore their original and creative skills through various medium and technologies.

**PSO-3:** Develops professional skills in students, based on research in various styles of painting and related technologies along with shaping the overall personality of the student.

**PSO-4:** After completing Post Graduation, the students will be equipped with creative and technical skills in various domains of Fine Arts. This will enable them to be employed globally. Fine Arts Students will be able to generate employment for others. Thus, rather being job seekers they will be job providers by running other own ventures.

**PSO-5:** Painting- This specialization offered to the students in last year will enhance their knowledge in the field of Painting. Students will be expert in the specific domain of Painting and all other Fine Arts related fields. With the painting, a student can become Art Director, Art Directors are the upper level executives who design and direct, art works graphics.

**PSO-6:** Applied Art- This specialization offered to the students to enhance their knowledge in the field of 2D Animation & Graphic Design. Students will be expert in the specific domain of Graphics Design, 2D animation and work in Films, Games, Design Companies and all other related fields. This specialization offered to the students to enhance their knowledge in the field of Advertising and different media of Advertising like Print media, Broad cast media etc.

**PSO-7:** Sculpture- This specialization offered to the students to enhance their skill and knowledge in the field of Sculpturing. It will enhance their skills in both Creative and knowledge of different mediums like stone, wood, metal etc. Sculpture artist can work on Public Art Installations and create commissioned work for various businesses, art organizations. They also may teach Sculpture Art, Restore works of Art, create Sculpture reproductions and Models for televisions and films.

## **COURSE OUTCOMES**

### **CO-01 Visualization**

1. Visualization campaign covers the basics of planning, creating, using, and placing advertising in the business world. The course provides information about the history of advertising, commission schedules used in the advertising industry, the organization of a typical advertising agency, how an advertisement is created, and media coverage.

### **CO-02 Photography**

2. The students get to explore different subjects and types of photography to understand their potential and work which can help them further in their career.

### **CO-03 History of Modern Western Art**

3. The student will get the knowledge of cultural and physical contexts for the original production, appearance, and use of works of art in the western traditions.

**CO-04 History of Modern Indian Art**

4. The student will get the knowledge of cultural and physical contexts for the original production, appearance, and use of works of art in the Indian traditions.

**CO-05 Advertising Foundation & Dimension**

5. The student will get the knowledge of ethical, economic, legal, cultural, and historical dimensions of advertising in a global society.

**CO-6 Pictorial Composition**

6. In the course of learning, students have been taught important points by getting inspired from their society, how to inculcate the elements of public sentiment, expression, action etc. in their practice.

**CO-7 Relief Composition**

7. The students were made aware of the techniques of relief print in which the students got to know the information related to the historical specialty of lino and wood printing and the genre.

**CO-8 Clay Modeling**

8. In clay modeling they understand the properties of clay and different type of techniques for making a sculpture art in clay and will develop the skill to understand the line, form and texture.

**CO-9 Composition (Sculpture)**

9. The student acquires knowledge related to how to give creativity to his subject in sculpture. Students are provided with the knowledge of the standards of creativity as well as how to present their feelings through symbols.

**CO-10 Mural**

10. Students will gain the training needed (including how to prepare exterior walls for murals, specialized paints and protective coatings, safety measures and specialized equipment).

**CO-11 Life Study (Sculpture)**

11. The student will get the knowledge of the anatomy of the full human figure, from observation of a live model. Students will be able to understand principle of full body human anatomy.

**CO-12 Technical Theory of Sculpture**

12. The student will get the basic knowledge of traditional and western sculpture tools and techniques.

**CO-13 Graphic Design**

13. Student will get advance knowledge of visual communication, typography, images and colors to represent certain idea or messages.

#### **CO-14 History of Modern Sculpture (Indian)**

14. Students will develop the basic knowledge about the development of Indian sculpture along with important Indian sculptor's journey and contribution.

#### **CO-15 Creative Painting**

15. The student masters himself in various mediums of painting due to which in future he is able to complete his work fearlessly in every medium.

#### **CO-16 Portrait**

16. Students will get knowledge about the advance methodology and technique involve in it like study of real model head and imitate these details in 3d model and also study proper proportion with clay modeling.

#### **CO-17 Aesthetic & Art Appreciation**

17. The student acquires knowledge about Indian and western ideas and thinkers associated with aesthetics.

### **Program Name: Master of Arts (MA) (Drawing & Painting)**

#### **PROGRAM OUTCOMES**

Program Outcomes are statements that describe what students are expected to know and be able to do upon Post Graduating from the Program. These relate to the skills, knowledge, attitude and behavior that students acquire through the program.

#### **PROGRAM OUTCOMES**

**PO 1:** The students acquire knowledge in the field of fine arts which make them sensitive and sensible enough.

**PO 2:** To produce professional artists for undertaking in educational institutes, art colleges and universities.

**PO-3:** To train students for entrepreneurship and vocational guidance.

**PO-4:** Students will get skills that will make them employable in different segments of Fine Arts and entertainment industry.

**PO-5:** Through Painting and Sculpture student will develop sense of aesthetics to see things from different perspective in other spheres of the life.

**PO-6:** Students will learn the ability to work collaboratively in group-based activities

**PO-7:** Student will be able to know how to interpret the works in the Art gallery or in the Museums.

**PO-08:** Through History of Art students will be connected to their roots, culture and heritage.

## **PROGRAM SPECIFIC OUTCOMES (PSOs)**

**PSO-1:** After completing Post Graduation, the students will be equipped to identify and synthesize the connection between process and concept in reference to collage/collision. Exercise with different methods and traditions of representation of space, form and color in reference to history and visual culture

**PSO-2:** Exploration of an individual approach to drawing as an aesthetic exercise of visual sign and symbol and locate your practice in the broader context of contemporary art.

**PSO-3:** Exploration of critical and analytical aspect of Painting, Applied Art, Sculpture, Graphics (Print Making) etc.

**PSO-4:** It aims to achieve these through the quality of its teaching, research and practice and through its relationship with the institutions and industry of art and designs.

## **COURSE OUTCOMES**

### **CO-1 Aesthetic & Art Appreciation**

1. The student acquires knowledge about Indian and western ideas and thinkers associated with aesthetics.

### **CO-2 History of Indian Art**

2. The student will get the knowledge of cultural and physical contexts for the original production, appearance, and use of works of art in the Indian traditions.

### **CO-3 Portrait & Life Study**

3. Students will get knowledge about the basic methodology and technique involved in it like study of real model head. A life study is the study of the anatomy of the full human figure, from observation of a live model. Students will be able to understand the principle of full body human anatomy.

### **CO-4 Landscape**

4. Students will be able to connect with rural and city landscape and can enhance the knowledge of colors and perspective.

**CO-5 Composition**

5. In this subject, the student learns the process of color scheme, use of background and combination of different elements and different mediums of painting as well as acquires knowledge of how to use them.

**CO-6 Graphic Design**

6. Student will get knowledge of visual communication, typography, images and colors to represent certain idea or messages.

**CO-7 Mural**

7. Students will gain the training needed (including how to prepare exterior walls for murals, specialized paints and protective coatings, safety measures and specialized equipment).

**CO-8 Print Making**

8. Various types of printing techniques were taught. This technique could be a combination of different copies, as is also possible in silk screens. They are able to do the combination of posters, postcards, drawings etc. very well. It was also understood that in today's scenario, before digital print, it was a major tool to reach people through these printing techniques.

**CO-9 Sculpture**

9. This specialization offered to the students to enhance their skill and knowledge in the field of Sculpturing. It will enhance their skills in both Creative and knowledge of different mediums like stone, wood, metal etc.