

Nandlal Bose Subharti College of Fine Arts & Fashion Design

Department of Fine Arts

Programme – MFA

Specialization -Painting/Applied Art/ Sculpture

**Programme Outcomes and Course
Outcomes**

PROGRAMME OUTCOME:

Students will develop a strong foundation in the visual arts through the study of concepts, skills and vocabulary which will enable them to create and understand art as a means of visual expression and communication. Emphasis shall be placed on the appreciation, understanding and practice of art and design including:

- ❖ **PO-1: Presentation** of student's artwork meets professional standards and expectations.
- ❖ **PO-2: Student** artwork demonstrates proficiency with use of chosen media and indicates a breadth of materials experience.
- ❖ **PO-3: Student** work demonstrates competence and understanding of color, line, shape, form, etc. and composition.
- ❖ **PO-4:** Student work has a unique quality with creative elements, demonstrates risk taking, imagination and innovation.
- ❖ **PO-5: Student** work has a cohesive and unified quality regarding technical and advanced conceptual issues.
- ❖ **PO-6:** Subject matter explored indicates artistic development appropriate to senior-level studio coursework.
- ❖ **PO-7:** Student work demonstrates ability to problem solve, think critically, and create strong visual concepts.
- ❖ **PO-8:** Student work demonstrates both conventional and unconventional typographic skills.
- ❖ **PO-9:** Student work demonstrates an ability to use the principles and elements of graphic design.

- ❖ **PO-10:** Student work demonstrates technical proficiency in the use of professional design software packages.
- ❖ **PO-11:** Student work demonstrates ability to document work through professional level portfolio of work.
- ❖ **PO-12:** Students will demonstrate ability to articulate the historical, contemporary, and individual contexts of their studio art projects.
- ❖ **PO-13:** Students will demonstrate ability to complete a comprehensive body of self-directed studio/graphic design work consistent with individual conceptualization.
- ❖ **PO-14:** Students will demonstrate ability to organize and hang individualized senior exhibition project according to professional gallery standards.
- ❖ **PO-15:** Students will demonstrate ability to assemble a digital portfolio of their studio artwork according to professional standards.

Specialization Painting

COURSE CODE: MFA- P101CF1

COURSE NAME: METHOD & MATERIAL -I

COURSE OUTCOME:-

- ❖ **CO1:** They know about the different types of methods and materials of paintings.
- ❖ **CO2:** They learn about the importance of mix mediums, techniques and mineral colors.
- ❖ **CO3:** The students will know about *water color's unique* characteristics with regard to technique, handling and process.
- ❖ **CO4:** They know about different techniques of oil colors.
- ❖ **CO5:** Students will know about mix media technique.

COURSE CODE: MFA- P102CC1

COURSE NAME: 20TH CENTUARY ART-I

COURSE OUTCOME:

- ❖ **CO1:** To understand the goals, strategies, and subject matter explored by Fauvist artists.
- ❖ **CO2:** Understand the cruciality of an in depth thought process when creating your own pieces.
- ❖ **CO3:** The artist tries to present an emotional experience in its most compelling form.
- ❖ **CO4:** The primary difference is in approach. The similarity between the two forms, however, is in the final outcome – what is acceptable as a finished piece.
- ❖ **CO5:** Develop an understanding of the connections that link visual arts to other cultural and technological developments.

- ❖ **CO6:** recognize formal qualities in modern art and read visual elements, artistic and cultural styles, and symbols.

COURSE CODE: MFA- P103CC2

COURSE NAME: PAINTING SPECIALIZATION \PORTRAITURE \ MURAL DESIGN -I

COURSE OUTCOME

- ❖ **CO1:** Exercise sets and lessons to develop your painting and skills.
- ❖ **CO2:** Knowledge in order to develop, evaluate, & implement in effective mural
- ❖ **CO3:** Mural creates tangible sense of place destination, resulting in increased foot while adding color, vibrancy, and character to urban environment.
- ❖ **CO4:** Knowledge about drawing media and observation.
- ❖ **CO5:** Learned the suitable vocabulary.
- ❖ **CO6:** Identify ways in which artists represent themselves and suggest reasons for this.

COURSE CODE: MFA- A/P/S104SC1

COURSE NAME: PROJECT REPORT & VIVA VOCE

COURSE OUTCOME:

- ❖ **CO.1:** To understand the historical background of particular topic.
- ❖ **CO.2:** Student will be able to understand the future prospects of particular
- ❖ **CO.3:** Through the analytical survey a student can explore the possibilities in specific area.

COURSE CODE: MFA-A/P/S105GE1

COURSE NAME: BASIC OF COMPUTER APPLICATION

COURSE OUTCOME:-

- ❖ **CO.1:** Student Know about workspace, Zooming, Panning & Scrolling, They also know about creating objects, Coloring & Styling Objects, Positioning, grouping and combine Objects.
- ❖ **CO.2:** Student Know about Scanning a hand-drawn concept, Setting the dimensions or scale. Creating a border, Incorporating and creating content, Getting client approval fabricating the sign
- ❖ **CO.3:** To know about shapes, scanning and importing the rough sketches, creating the background, adding the foreground elements, setting up the document in Microsoft world.
- ❖ **CO.4:** To know about exploring Internet CONNECT, Browsing and searching for content, Using and managing content.
- ❖ **CO.5:** Basics of Spreadsheet; Manipulation of cells; Formulas and Functions; Editing of Spread Sheet, printing of Spread Sheet.

COURSE CODE: MFA- P201CF2

COURSE NAME: METHOD & MATERIAL -II

COURSE OUTCOME:-

- ❖ **CO.1:** Students will justify their use of color and composition during.
- ❖ **CO.2:** Students will create frescoes using proper terminology.
- ❖ **CO.3:** The students will know about Ajanta fresco, jaipur fresco to technique, handling and process.

- ❖ **CO.4:** They know about different techniques of Mosaic
- ❖ **CO.5:** Students will know about Direct and Indirect technique.
- ❖ **CO.6:** Development of a workable concept of what it means to dry oil.

COURSE CODE: MFA- (P) 202CC3

COURSE NAME: 20th CENTURY ART - II

COURSE OUTCOME:-

- ❖ **CO.1:** Jackson Pollock challenged traditional conventions of painting.
- ❖ **CO.2:** The central principle is that not the artist's expression, but the medium and materials of the work are its reality source.
- ❖ **CO.3:** Op art, with the help of technology, is now able to interact with its viewers. Viewers are constantly encouraged to participate in op art, and to produce op art.
- ❖ **CO.4:** Creating still life collages contra posing commercial images in different places.
- ❖ **CO.5:** Makes the viewer think he is seeing an actual object, not a painted one.
- ❖ **CO.6:** Study of public sculpture is its plasticity and continued change.

COURSE CODE: MFA- P203CC4

COURSE NAME: PAINTING SPECIALIZATION \ PORTRAITURE \ MURAL DESIGN –II

COURSE OUTCOME:-

- ❖ **CO.1:** Exercise sets and lessons to develop your composition sense.
- ❖ **CO.2:** Knowledge in order to develop, evaluate, & implement work observation.

- ❖ **CO.3:** Identify ways in which artists represent themselves and suggest reasons for this.
- ❖ **CO.4:** Experiment a technique to create visual effects.
- ❖ **CO.5:** Use descriptive and expressive vocabularies to talk about their work identify the successful parts of their work and explain why they think these parts are successful identify what they might like to change or improve.

COURSE CODE: MFA- (P) 204SC2

COURSE NAME: PROJECT SEMINAR

COURSE OUTCOME:-

- ❖ **CO.1:** Seminars can be a comfortable, open environment for practicing professional communication techniques.
- ❖ **CO.2:** A helpful way to think of the viva is as a serious academic discussion.
- ❖ **CO.3:** It all help to build their inner confidence and they become more knowledgeable to answer in any short of examination
- ❖ **CO.4:** According to learning development with ply mouth university, seminars help you become a better listener, present your arguments and ideas clearly and be open to other' points of view group discussions and activities can also let you practice interpersonal skills.

COURSE CODE: MFA-(P) 205GE2

COURSE NAME: ADVACED OF COMPUTER APPLICATION

COURSE OUTCOME:-

- ❖ **CO.1:** Student Know about workspace, Zooming, Panning & Scrolling, They also know about creating objects, Coloring & Styling Objects, Positioning, grouping and combine objects

- ❖ **CO.2:** Student Know about Scanning a hand-drawn concept , Setting the dimensions or scale
Creating a border, Incorporating and creating content , Getting client approval Fabricating the
sign
- ❖ **CO.3:** To Know about Starting an image with PAINT Creating the background, Adding the
foreground elements, Setting up the document in Photoshop To Know about, Browsing and
searching for content, Using and managing content
- ❖ **CO.4:** Learn to know transfer the data , Lear how to work on layers and the use of layers ,
Lear how to apply filters to create different kind of effects , Learn to know different types of
importing and text concepts

Courses of MFA Programme

Specialization Applied Art

COURSE CODE: MFA-(A) 101CF1

COURSE NAME: Basic Advertising Management & Branding- I

COURSE OUTCOME:-

- ❖ **CO1.** To get knowledge about the advertising promotion with its different level.
- ❖ **CO2.** Knowledge and skilled development of marketing.
- ❖ **CO3.** To gain our knowledge of different types of market for advertising.
- ❖ **CO4.** To gain knowledge about the Product life cycle helps business owners manage sales, Determine prices, and predict profitability.
- ❖ **CO5.** To get knowledge about the company to understand whether an advertisement carries a strong-enough message.

COURSE CODE: MFA - (A) 102 CC1

COURSE NAME: Advertising & Marketing Research -I

COURSE OUTCOME:-

- ❖ **CO1.** To gain knowledge of advertising communication & enhance the goodwill of the product or any kind of services.
- ❖ **CO2.** To gain knowledge and skilled development of ethical issues and advertising on demand.
- ❖ **CO3.** To gain our knowledge of advertising concepts, attitude and consumers behaviour.

- ❖ **CO4.** To gain knowledge about the agencies working & its various department dealing to their clients.
- ❖ **CO5.** To gain knowledge of advertising media including the digitally designing for client.
- ❖ **CO6.** To gain knowledge of print media (books, magazines, newspapers) TV, movies, posters, video games, music, cell phones.
- ❖ **CO7.** To gain knowledge about marketing research. Including need & scope of marketing & marketing problems. Identify the consumer.

COURSE CODE - MFA - (A) 103 CC2

COURSE NAME: Applied specialization (Graphic Designing)-I

COURSE OUTCOME:

- ❖ **CO1.** To gain the advance knowledge about the innovated & integrated marketing campaign for promoting any product or any kind of services.
- ❖ **CO2.** To gain knowledge about the different theme which chosen for making campaigns or any kind of designing.
- ❖ **CO3.** To gain knowledge about the latest current news awareness through advertising in society.

COURSE CODE - MFA - (A) 103 CC2

COURSE NAME: - Applied specialization (Animation/ Illustration)-I

COURSE OUTCOME:-

- ❖ **CO1.** To gain the advance knowledge about the innovated & integrated marketing campaign
- ❖ **CO2. It gives knowledge about the** deliver numerous benefits through which the customer know about the product or services.
- ❖ **CO3.** To gain the knowledge about the techniques & style of various painting with their unique style for developing the concept as well as the power to the concept through illustration

COURSE CODE: MFA- A/P/S104SC1

COURSE NAME: PROJECT REPORT & VIVA VOCE

COURSE OUTCOME:

- ❖ **CO.1:** To understand the historical background of particular topic.
- ❖ **CO.2:** Student will be able to understand the future prospects of particular
- ❖ **CO.3:** Through the analytical survey a student can explore the possibilities in specific area.

COURSE CODE: MFA-A/P/S105GE1

COURSE NAME: BASIC OF COMPUTER APPLICATION

COURSE OUTCOME:-

- ❖ **CO.1:** Student Know about workspace, Zooming, Panning & Scrolling, They also know about creating objects, Coloring & Styling Objects, Positioning, grouping and combine Objects.
- ❖ **CO.2:** Student Know about Scanning a hand-drawn concept, Setting the dimensions or scale. Creating a border, Incorporating and creating content, Getting client approval fabricating the sign
- ❖ **CO.3:** To know about shapes, scanning and importing the rough sketches, creating the background, adding the foreground elements, setting up the document in Microsoft world.
- ❖ **CO.4:** To know about exploring Internet CONNECT, Browsing and searching for content, Using and managing content.
- ❖ **CO.5:** Basics of Spreadsheet; Manipulation of cells; Formulas and Functions; Editing of Spread Sheet, printing of Spread Sheet.

COURSE CODE: - MFA- 104 (A) SC1

COURSE NAME: - PROJECT REPORT & VIVA

COURSE OUTCOME:-

- ❖ **CO1.** To gain advance knowledge of designing for latest campaigning design for socially entertainment advertisement.
- ❖ **CO2.** To provide knowledge about the studio for graphic designing level and matching it with existing advertising in innovative way.
- ❖ **CO3.** To provide general knowledge about the advertising for graphic designing in advertisement field.

COURSE CODE - MFA-105 (A) GE1

**COURSE NAME: - BASICS OF COMPUTER APPLICATION (ADOBE PHOTOSHOP /
COREL DRAW)**

COURSE OUTCOME:-

- ❖ **CO1.** To gain basic knowledge about the software awareness for creating idea digitally as well.
- ❖ **CO2.** To developing the skill of making creative and innovative designing in advertising field.
- ❖ **CO3.** To provide the innovative ideas for developing the new and attractive ideas for designing.

COURSE CODE: - MFA - (A) 201 CF2

COURSE NAME: - BASIC ADVERTISING MANAGEMENT & BRANDING- II

COURSE OUT COME:-

- ❖ **CO1.** Testing of the message which the advertiser wants to give to the audience, whether they receive it proper or not.
- ❖ **CO2.** Knowledge and skilled development related to making packaging attractive.
- ❖ **CO3.** Gain our knowledge of different types advertising agencies department & their relation with their clients.
- ❖ **CO4.** Gain knowledge about the promotion of the managing the sales of any product & get know about any kind of Services through outdoor advertising.
- ❖ **CO5.** To get knowledge about the company to create innovative idea while developing any new design.

CO-PO MAPPING FOR MFA-A201CF2:

Direct Assessment:

COURSE CODE: - MFA- (A) 202 CC3

COURSE NAME: - ADVERTISING & MARKETING RESEARCH -II

COURSE OUTCOME:-

- ❖ **CO1.** To gain knowledge about and skilled development of consumer research media scope, need function.
- ❖ **CO2.** To gain knowledge about advertising trades and exhibition and deferent types of activities.
- ❖ **CO3.** To gain knowledge about of advertising agency in flowchart. How agencies are organized, how they are paid .There clients and achievements etc.
- ❖ **CO4.** To gain knowledge about of advertising for society development.
- ❖ **CO5.** To gain knowledge about the advertising client relationship other advertising services.
- ❖ **CO6.** To gain knowledge about of media planning function of media planning in advertising and produce action plans for advertising.

MFA-A202CC3:

Direct Assessment:

COURSE CODE: - MFA-(A) 203 CC4

COURSE NAME: - APPLIED SPECIALIZATION (GRAPHIC DESIGNING)

COURSE OUTCOME:-

- ❖ **CO1.** To gain the advance knowledge about the innovated & integrated marketing campaign for promoting any product or any kind of services.
- ❖ **CO2.** To provide the knowledge of making related accessories with counter display for campaigning in advertisement.
- ❖ **CO3.** To gain knowledge about the campaign designing for using latest creative & innovative ideas in advertising.
- ❖ **CO4.** To develop the skill of making attractive as well as interesting in visualization and digital artwork for studio purpose in advertising field.

MFA-A203CC4:
Direct Assessment:

COURSE CODE: - MFA-203 (A) CC4

COURSE NAME: - APPLIED SPECIALIZATION (ANIMATION/ ILLUSTRATION)

COURSE OUTCOME: -

- ❖ **CO1.** To gain the advance knowledge about the innovated & integrated marketing campaign through illustration process
- ❖ **CO2.** It gives knowledge about the deliver numerous benefits through which the customer know about the product or services.
- ❖ **CO3.** To gain the knowledge about the techniques & style of various painting with their unique style for developing the concept as well as the power to the concept through illustration

COURSE CODE: - MFA- 204 (A) SC2

COURSE NAME: - PROJECT SEMINAR

COURSE OUTCOME:-

- ❖ **CO1.** To gain advance knowledge of research work related to any new idea for advertising and develop the knowledge of collecting the material for research.
- ❖ **CO2.** To provide the knowledge for developing the skill of maintaining the materials for any research work in advertising.
- ❖ **CO3.** To developing the knowledge about the work for new and latest theme of working on any research topic in advertisement.

- ❖ **CO4.** To collect the knowledge about research work with its procedures for maintaining the quality of designing of any concepts.

COURSE CODE: - MFA- 205 (A) GE2

**COURSE NAME: - ADVANCE COMPUTER APPLICATION (ADOBE PHOTOSHOP /
COREL DRAW)**

COURSE OUTCOME:-

- ❖ **CO1.** To gain advance knowledge about the software awareness for creating idea digitally as well as manually designing with new concepts in advertising.
- ❖ **CO2.** To developing the skill of creative & innovative ideas for making graphics for new visualization for advertisement
- ❖ **CO3.** To provide latest trends with new techniques for making creative graphic by using different software's

Courses of MFA Programme

Specialization Sculpture

COURSE CODE - MFA-101(S) CF1

COURSE NAME - METHOD & MATERIAL -I

COURSE OUTCOME:

- ❖ **CO-1** Knowledge about sculpture, types of material.
- ❖ **CO-2** Be able to apply core concepts in Materials Science to solve Sculpture problems
- ❖ **CO-3** student know about techniques, elements, and facts.

COURSE CODE: MFA- P 102(P/S) CC1

COURSE NAME 20TH CENTUARY ART-I

COURSE OUTCOME:-

- ❖ **CO.1:** To understand the goals, strategies, and subject matter explored by Fauvist artists.
- ❖ **CO.2:** Understand the cruciality of an in depth thought process when creating your own pieces.
- ❖ **CO.3:** The artist tries to present an emotional experience in its most compelling form.
- ❖ **CO.4:** The primary difference is in approach. The similarity between the two forms, however, is in the final outcome – what is acceptable as a finished piece.
- ❖ **CO.5:** Develop an understanding of the connections that link visual arts to other cultural and technological developments.
- ❖ **CO.6:** recognize formal qualities in modern art and read visual elements, artistic and cultural styles, and symbols.

COURSE CODE - MFA-103 (S) CC2

COURSE NAME - PORTRAITURE/CREATIVE SCULPTURE/MURAL-I

COURSE OUTCOME:

- ❖ **CO-1** They are found of good Skill and Medium and Material knowledge at All.
- ❖ **CO-2** Easy and regular access to appropriate materials and equipment, such as hand and power tools, foundry and welding equipment, plastic and resin facilities ,and other technologies.
- ❖ **CO-3** focuses on clay as a sculptural medium with emphasis on process and the development of sculptural ideas. Various techniques are taught, including slab building, modeling and some mold making for clay.

COURSE CODE - MFA-104(S) SC1

COURSE NAME - PROJECT REPORT & VIVA

COURSE OUTCOME:

- ❖ **CO-1** Students will gain knowledge about various topics , it will help in improving the communication skills of the student
- ❖ **CO-2** They become more knowledgeable to about world.
- ❖ **CO-3** Through the analytical survey a student can explore the possibilities in specific area.

COURSE CODE: MFA-P105GE1

COURSE NAME: BASIC OF COMPUTER APPLICATION

COURSE OUTCOME:-

- ❖ **CO.1:** Student Know about workspace, Zooming, Panning & Scrolling, They also know about creating objects, Coloring & Styling Objects, Positioning, grouping and combine Objects.
- ❖ **CO.2:** Student Know about Scanning a hand-drawn concept, Setting the dimensions or scale Creating a border, Incorporating and creating content, Getting client approval fabricating the sign.
- ❖ **CO.3:** To know about shapes, scanning and importing the rough sketches, creating the background, adding the foreground elements, setting up the document in Microsoft world.
- ❖ **CO.4:** To know about exploring Internet CONNECT, Browsing and searching for content, Using and managing content
- ❖ **CO.5:** Basics of Spreadsheet; Manipulation of cells; Formulas and Functions; Editing of Spread Sheet, printing of Spread Sheet.

COURSE CODE - MFA-201 (S) CF2

COURSE NAME - METHOD & MATERIAL -II

COURSE OUTCOME:

- ❖ **CO-1** Understanding of the possibilities and limitations of various materials.
- ❖ **CO-2** Functional knowledge of the history and theory of sculpture method & material.
- ❖ **CO-3** Understanding of basics design principles with material.

COURSE CODE: MFA- (P/S) 202CC2

COURSE NAME: 20th CENTURY ART - II

COURSE OUTCOME:-

- ❖ **CO.1:** Jackson Pollock challenged traditional conventions of painting.
- ❖ **CO.2:** The central principle is that not the artist's expression, but the medium and materials of the work are its reality source.
- ❖ **CO.3:** Op art, with the help of technology, is now able to interact with its viewers. Viewers are constantly encouraged to participate in op art, and to produce op art.
- ❖ **CO.4:** Creating still life collages contra posing commercial images in different places.
- ❖ **CO.5:** Makes the viewer think he is seeing an actual object, not a painted one.
- ❖ **CO.6:** Study of public sculpture is its plasticity and continued change.

COURSE CODE - MFA-203 (S) CC4

COURSE NAME - PORTRAITURE/CREATIVE SCULPTURE/MURAL-I

COURSE OUTCOME:

- ❖ **CO-1** Recognize elements of portraiture, creative sculpture, mural in world of art
- ❖ **CO-2** Demonstrate problem-solving skills by providing a step-by-step approach to specific issues in class projects.
- ❖ **CO-3** Student learns to focus at the start of a project on those essential elements that allow them to obtain a likeness in pose and structure of their subject.

COURSE CODE - MFA-204 (S) SC2

COURSE NAME - PROJECT SEMINAR

COURSE OUTCOME:

- ❖ **CO-1.** Students will gain knowledge about various topics; it will help in improving the communication skills of the student
- ❖ **CO-2.** Its enable to student for reasoned thinking and the analysis of information including rhetorical strategies
- ❖ **CO-3** It all help to build their inner confidence and they become more knowledgeable to answer in any short of examination

COURSE CODE: MFA-(P) 205GE1

COURSE NAME: ADVANCED OF COMPUTER APPLICATION

COURSE OUTCOME:-

- ❖ **CO.1:** Student Know about workspace, Zooming, Panning & Scrolling, They also know about creating objects, Coloring & Styling Objects, Positioning, grouping and combine Objects
- ❖ **CO.2:** Student Know about Scanning a hand-drawn concept, Setting the dimensions or scale
Creating a border, Incorporating and creating content, Getting client approval Fabricating the sign
- ❖ **CO.3:** To Know about Starting an image with PAINT creating the background, adding the foreground elements, setting up the document in Photoshop to know about, Browsing and searching for content, Using and managing content
- ❖ **CO.4:** Learn to know transfer the data, Learn how to work on layers and the use of layers,
Learn how to apply filters to create different kind of effects, Learn to know different types of importing and text concepts

II Year MFA Specialization - Painting

COURSE CODE – MFA - 301 (P) CF3

NAME OF COURSE - METHODS & MATERIAL

COURSE OUTCOME:

- ❖ **CO1.** Students will be able to clearly communicate the content and context of their work visually, orally and in writing.
- ❖ **CO2.** They learn about different state of folk arts- madhubani, Egyptian art, etc.
- ❖ **CO3.** Students will be able to clearly communicate the content and context of their work visually, orally and in writing.
- ❖ **CO4.** To understand about technique of Gond art
- ❖ **CO5.** Students will know about mounting and pasting of art work.

COURSE CODE – MFA- (P) 302, CC5

NAME OF COURSE – ART CRITISM –I

COURSE OUTCOME:

- ❖ **CO1-** Students will be able to analyze the necessary criticism and evaluation of art works.
- ❖ **CO2-** Students will be able to learn about Aristotle, how he developed art history as human discipline
- ❖ **CO3-** Students will be able to learn about Hegel and his iconography and methodology regarding art criticism
- ❖ **CO4-** Students will be able to know about the Baumgartner, his views regarding critics of art
- ❖ **CO5-** Students will be able to about Ruskin and its symbolism, iconography, methodology

- ❖ **CO6-** Students will be able to learn about roger fry, how he developed the history of art as human Disciple
- ❖ **CO7-** Students will be able to know about art history and its trend with the help of relevant artists as longer.
- ❖ **CO8-** Students will be able to learn about Herbert read and understand of modern and post modern art trends

COURSE CODE – MFA - 303 (P) CC6

NAME OF COURSE -PAINTING SPECIALIZATION

COURSE OUTCOME:

- ❖ **CO1-** Exercise sets and lessons to develop your painting and skills.
- ❖ **CO2-** Exercise sets and lessons to develop your painting and skills.
- ❖ **CO3-** knowledge in order to develop, evaluate, & implement in effective mural

COURSE CODE - MFA (P/S/A) 304

COURSE NAME – DISSERTATION & VIVA -VOCE

COURSE OUTCOME:

- ❖ **CO1-** Improvement in the research skill field
- ❖ **CO2-** By doing research work .the knowledge of student increases.
- ❖ **CO3-** By writing a research Paper we are able to think deeply about any topic

COURSE CODE - MFA -305 (P) OE1

NAME OF COURSE - BASICS OF LANDSCAPE

COURSE OUTCOME:

- ❖ **CO1-** Students will be able to understand what is near and far in respect to the horizon line and Color on a 2-d surface.
- ❖ **CO2-** Students will be able to blend and use oil pastels, pencil, and charcoal correctly.
- ❖ **CO3-** Students will understand the concept of a horizon water color
- ❖ **CO4-** Strengthening the principles of traditional water colors of skill

COURSE CODE – MFA - 401 (P) CF3

NAME OF COURSE - METHODS & MATERIAL

COURSE OUTCOME:

- ❖ **CO1-** Students will be able to clearly communicate the content and context of their work visually, orally and in writing.
- ❖ **CO2-** They learn about different state of folk arts- madhubani , Egyptian art, etc.
- ❖ **CO3-** Students will be able to clearly communicate the content and context of their work visually, orally and in writing.
- ❖ **CO4-** To understand about technique of folk art
- ❖ **CO5-** Students will know about mounting and pasting of art work

COURSE CODE – MFA-402 (P) CC5

NAME OF COURSE – ART CRITICISM-2

COURSE OUTCOME:

- ❖ **CO1-** Students will be able to analyze the necessary criticism and evaluation of art works.
- ❖ **CO2-** Students will be able to learn about Alberta and his iconography and methodology regarding art criticism
- ❖ **CO3-** Students will be able to know about Vasari and his development for art criticism as human disciple
- ❖ **CO4-** Students will be able to about Ruskin and its symbolism, iconography, methodology
- ❖ **CO5-** Students will be able to know about wolffing and understand the post modern and modern art trends
- ❖ **CO6-** Students will be able to learn about roger fry, how he developed the history of art as human disciple

COURSE CODE – MFA- 403 (P) CC8

NAME OF COURSE - PAINTING

COURSE OUTCOME:

- ❖ **CO1-** Exercise sets and lessons to develop your painting and skills.
- ❖ **CO2-** Exercise sets and lessons to develop your concept and ideas.
- ❖ **CO3-** knowledge in order to develop, evaluates, & implement in effective mural

COURSE CODE - MFA (P/S/A) 404 SC4

NAME OF COURSE – DISSERTATION & VIVA -VOCE

COURSE OUTCOME:

- ❖ **CO1-** Improvement in the research skill field
- ❖ **CO2-** By doing research work .the knowledge of student increases
- ❖ **CO3-** By writing a research Paper we are able to think deeply about any topic

COURSE CODE - MFA (P) 405, OE2

NAME OF COURSE - OUTDOOR LANDSCAPE

COURSE OUTCOME:

- ❖ **CO1-** Reinforcing the principles of traditional Outdoor Landscape skills
- ❖ **CO2-** Creating the differences between light and dark areas.
- ❖ **CO3-** Almost all students have to overcome the outdoor landscape skills and they are trying to express different outcomes according to the subject
- ❖ **CO4-** To dewlap the perspective, light & work shades and middle shades

II Year MFA Specialization – Applied Art

COURSE CODE: - MFA-301 (A) CF3

COURSE NAME: - ADVANCE ADVERTISING MANAGEMENT & BRANDING- I

COURSE OUTCOME:-

- ❖ **CO1.** Testing of the message which the advertiser wants to give to the audience, whether they receive it proper or not
- ❖ **CO2.** To gain knowledge and skilled Development related to making packaging attractive.
- ❖ **CO3.** To gain knowledge of different types advertising agencies department & their relation with their clients.
- ❖ **CO4.** To gain knowledge about the Promotion of the managing the sales of any product & get know about any kind of Services through outdoor advertising.
- ❖ **CO5.** To get knowledge about the division of the market into distinct groups who have distinct needs, wants, behaviour or who might want different products and services.

COURSE CODE: - MFA- 302 (A) CC5

COURSE NAME: - ADVERTISING & BUSINESS ORGANIZATION-I

COURSE OUTCOME:-

- ❖ **CO1.** To gain the knowledge of product research media scope importance & limitation usefulness and about the process of product, media, initial product etc.
- ❖ **CO2.** To gain the knowledge about the structure of campaign plan Basics principles & types of campaigns and basics of campaigns
- ❖ **CO3.** To gain the knowledge about the advertising management, evaluation, campaign and modern marketing, and tools any kind of services

- ❖ **CO4.** To gain the knowledge about the External and internal marketing environment objectives of a
- ❖ **Business** The financial position of the business, and marketing activities
- ❖ **CO5.** To gain the knowledge about the micro and macro environment about the macro-environment refers to all forces that are part of the larger society and affect the micro-environment.

COURSE CODE: - MFA-303 (A) CC6

COURSE NAME: - APPLIED SPECIALIZATION (GRAPHIC DESIGNING)

COURSE OUTCOME:-

- ❖ **CO1.** To gain the advance knowledge about the innovated & integrated marketing campaign for promoting any product or any kind of services.
- ❖ **CO2.** To provide knowledge for preparing the attractive and innovative campaigning for the promotion or highlighting the product or any kind of services through advertisement.
- ❖ **CO3.** To gain knowledge about the regular monitoring and evaluation can strengthens the impact of your campaigning in attractive ways.
- ❖ **CO4.** To collect knowledge regarding the creative campaign design for any product or any kind of social services.

COURSE CODE: - MFA-303 (A) CC6

COURSE NAME: - APPLIED SPECIALIZATION (ANIMATION/ ILLUSTRATION)

COURSE OUTCOME:-

- ❖ **CO1.** To gain the advance knowledge about the innovated & integrated marketing campaign through illustration process
- ❖ **CO2.** It gains the knowledge about the deliver numerous benefits through which the customer know about the product or services.
- ❖ **CO3.** To gain the knowledge about the techniques & style of various painting with their unique style for developing the concept as well as the power to the concept through illustration

COURSE CODE: - MFA- 304 (A) SC3

COURSE NAME: - DISSERTATION & VIVA

COURSE OUTCOME:-

- ❖ **CO1.** To gain advance knowledge about the research work done by the students in the advertising field.
- ❖ **CO2.** To develop the skills of making research work by collecting related data which also helps for creating new advertising in advertisement field.
- ❖ **CO3.** To gain knowledge about the research on new related with making their presentation for the promotion of any product or any kind of services.
- ❖ **CO4.** To provide the knowledge about the searching the latest current topic related to advertising field.
- ❖ **CO5.** To develop the process of searching the latest awareness in society about the advertising.

COURSE CODE: - MFA-305 (A) – OE1

COURSE NAME: - VISUALIZATION -I

COURSE OUTCOME:-

- ❖ **CO1.** To gain the knowledge about the integrated marketing campaign will create a unified marketing strategy.
- ❖ **CO2. It gains knowledge about the** deliver numerous benefits. Not only will it boost sales and profits, but it will also increase brand loyalty.
- ❖ **CO3.** To gain the knowledge about the Stronger voice and wider reach: making a campaign known more widely and more widely and enhancing its credibility both with the target audience and potential supporters.

COURSE CODE: - MFA - 401 (A) CF4

COURSE NAME: - ADVANCE ADVERTISING MANAGEMENT & BRANDING- II

COURSE OUTCOME:-

- ❖ **CO1.** To gain the knowledge about the pricing process for any product or services
- ❖ **CO2.** To gain knowledge about the target marketing for with the various segmentations
- ❖ **CO3.** To gain our knowledge of different types Strategies of targeting marketing
- ❖ **CO4.** To gain knowledge about the Promotion of image of any brand building and the good relation maintained with the public.

COURSE CODE: - MFA-402 (A) CC7

COURSE NAME: - ADVERTISING AND BUSINESS ORGANIZATION-II

COURSE OUTCOME:-

- ❖ **CO1.** To gain the knowledge about product mix, new product development process new product adoption process branding and packaging designing and *product* assortment, refers to the total number of *product* lines a company offers to its customers.
- ❖ **CO2.** To gain the knowledge about the promotion mix & the role of promotion in marketing mix, the different elements of the promotion mix.
- ❖ **CO3.** To gain the knowledge about the developing the promotional plan. managing the total marketing effects and marketing goals and objectives and marketing strategy and implement each marketing tactic.
- ❖ **CO4.** To gain the knowledge about the product publicity through trade fair & exhibitions etc (Trade show, trade exhibition, or expo) and examine recent market trends and opportunities.
- ❖ **CO5.** To gain the knowledge about the internet advertising using in modern market to promote their product and permission marketing is a method.

COURSE CODE: - MFA-403 (A) CC8

COURSE NAME: - APPLIED SPECIALIZATION (GRAPHIC DESIGNING)

COURSE OUTCOME:-

- ❖ **CO1.** To gain the advance knowledge about the innovated & integrated marketing campaign for Promoting any product or any kind of services
- ❖ **CO2.** To provide the knowledge of making attractive & interesting designing for latest campaigning in advertising field
- ❖ **CO3.** To gain the knowledge of providing the standards of digital designing with innovating imagination in its final portfolio for applying in any company for job as a Graphic Designer

COURSE CODE: - MFA-403 (A) CC8

COURSE NAME: - APPLIED SPECIALIZATION (ANIMATION/ ILLUSTRATION)

COURSE OUTCOME:-

- ❖ **CO1.** To gain the advance knowledge about the innovated & integrated marketing campaign through illustration process
- ❖ **CO2.** It gains knowledge about the deliver numerous benefits through which the customer know about the product or services.
- ❖ **CO3.** To gain the knowledge about the techniques & style of various painting with their unique style for developing the concept as well as the power to the concept through illustration
- ❖ **CO4.** To gain the knowledge about TV commercial Ads for any promotion in market or to spread awareness about any services in society.

COURSE CODE: - MFA - 404 (A) SF4
COURSE NAME: - DISSERTATION SEMINAR

COURSE OUTCOME:-

- ❖ **CO1.** To gain advance knowledge about the giving interesting presentation on the related topics as well as manually designing in advertising
- ❖ **CO2.** To gain the knowledge about TV commercial Ads & short films advertising for any promotion in market or to spread awareness about any services in society.
- ❖ **CO3.** To gain the knowledge of providing the standards of digital designing with innovating imagination in its final portfolio for applying in any company for job as a Graphic Designer
- ❖ **CO4.** It gains knowledge about the deliver numerous benefits through which the customer know about the product or services.
- ❖ **CO5.** To gain the knowledge about the developing the promotional plan managing the total marketing effects and marketing goals and implement each marketing tactic

COURSE CODE: - MFA - 405 (A) OE2
COURSE NAME: - VISUALIZATION -II

COURSE OUTCOME:-

- ❖ **CO1.** To gain the advance knowledge about the innovated & integrated marketing campaign
- ❖ **CO2.** It gives knowledge about the deliver numerous benefits. Not only will it boost sales and profits, but it will also increase brand loyalty

❖ **CO3.** To gain the knowledge about the Stronger voice and wider reach: making a campaign known more widely, and enhancing its credibility both with the target audience and potential supporters.

II Year MFA Specialization - Sculpture

COURSE CODE: MFA- P201CF2

COURSE NAME: METHOD & MATERIAL -II

COURSE OUTCOME:-

- ❖ **CO.1:** Students will justify their use of color and composition during.
- ❖ **CO.2:** Students will create frescoes using proper terminology.
- ❖ **CO.3:** The students will know about Ajanta fresco, jaipur fresco to technique, handling and process.
- ❖ **CO.4:** They know about different techniques of Mosaic.
- ❖ **CO.5:** Students will know about Direct and Indirect technique.
- ❖ **CO.6:** Development of a workable concept of what it means to dry oil.

COURSE CODE: MFA- (P) 202CC3

COURSE NAME: 20th CENTURY ART - II

COURSE OUTCOME:-

- ❖ **CO.1:** Jackson Pollock challenged traditional conventions of painting.
- ❖ **CO.2:** The central principle is that not the artist's expression, but the medium and materials of the work are its reality source.
- ❖ **CO.3:** Op art, with the help of technology, is now able to interact with its viewers. Viewers are constantly encouraged to participate in op art, and to produce op art.
- ❖ **CO.4:** Creating still life collages contra posing commercial images in different places.
- ❖ **CO.5:** Makes the viewer think he is seeing an actual object, not a painted one.
- ❖ **CO.6:** Study of public sculpture is its plasticity and continued change.

COURSE CODE: MFA- P203CC4

**COURSE NAME: PAINTING SPECIALIZATION \ PORTRAITURE \ MURAL DESIGN -
II**

COURSE OUTCOME:-

- ❖ **CO.1:** Exercise sets and lessons to develop your composition sense.
- ❖ **CO.2:** Knowledge in order to develop, evaluate, & implement work observation.
- ❖ **CO.3:** Identify ways in which artists represent themselves and suggest reasons for this.
- ❖ **CO.4:** Experiment a technique to create visual effects.
- ❖ **CO.5:** Use descriptive and expressive vocabulary to talk about their work indentifies the successful parts of their work and explains why they think these parts are successful identify what they might like to change or improve.

COURSE CODE: MFA- (P) 204SC2

COURSE NAME: PROJECT SEMINAR

COURSE OUTCOME:-

- ❖ **CO.1:** Seminars can be a comfortable, open environment for practicing professional communication techniques.
- ❖ **CO.2:** A helpful way to think of the viva is as a serious academic discussion.
- ❖ **CO.3:** It all helps to build their inner confidence and they become more knowledgeable to answer in any short of examination
- ❖ **CO.4:** According to learning development with ply mouth university, seminars help you become a better listener, present your arguments and ideas clearly and be open to other'

points of view group discussions and activities can also let you practice interpersonal skills.

COURSE CODE: MFA-(P) 205GE2

COURSE NAME: ADVANCED OF COMPUTER APPLICATION

COURSE OUTCOME:-

- ❖ **CO.1:** Student Know about workspace, Zooming, Panning & Scrolling, They also know about creating objects, Coloring & Styling Objects, Positioning, grouping and combine Objects
- ❖ **CO.2:** Student Know about Scanning a hand-drawn concept, Setting the dimensions or scale Creating a border, Incorporating and creating content, Getting client approval Fabricating the sign
- ❖ **CO.3:** To Know about Starting an image with PAINT creating the background, adding the foreground elements, setting up the document in Photoshop to know about, Browsing and searching for content, Using and managing content
- ❖ **CO.4:** Learn to know transfer the data, Learn how to work on layers and the use of layers, Learn how to apply filters to create different kind of effects, Learn to know different types of importing and text concepts.

COURSE CODE – MFA - 301 (P) CF3

NAME OF COURSE - METHODS & MATERIAL

COURSE OUTCOME:

- ❖ **CO1-** Students will be able to clearly communicate the content and context of their work visually, orally and in writing.
- ❖ **CO2-** They learn about different state of folk arts- madhubani, Egyptian art, etc.
- ❖ **CO3-** Students will be able to clearly communicate the content and context of their work visually, orally and in writing.
- ❖ **CO4-** To understand about technique of Gond art
- ❖ **CO5-** Students will know about mounting and pasting of art work.

NAME OF COURSE – ART CRITICISM -I

COURSE CODE – MFA- (P) 302, CC5

COURSE OUTCOME:

- ❖ **CO1-** Students will be able to analyze the necessary criticism and evaluation of art works.
- ❖ **CO2-** Students will be able to learn about Aristotle, how he developed art history as human discipline
- ❖ **CO3-** Students will be able to learn about Hegel and his iconography and methodology regarding art criticism
- ❖ **CO4-** Students will be able to know about the Baumgartner, his views regarding critics of art
- ❖ **CO5-** Students will be able to about Ruskin and its symbolism, iconography, methodology

- ❖ **CO6-** Students will be able to learn about roger fry, how he developed the history of art as human Disciple
- ❖ **CO7-** Students will be able to know about art history and its trend with the help of relevant artists as longer
- ❖ **CO8-** Students will be able to learn about Herbert read and understand of modern and post modern art trends

NAME OF COURSE -PAINTING SPECIALIZE

COURSE CODE – MFA - 303 (P) CC6

COURSE OUTCOME:

- ❖ **CO1-** Exercise sets and lessons to develop your painting and skills.
- ❖ **CO2-** Exercise sets and lessons to develop your painting and skills.
- ❖ **CO3-** Knowledge in order to develop, evaluates, & implement in effective mural

COURSE CODE - MFA (P/S/A) 304

COURSE NAME – DISSERTATION & VIVA -VOCE

COURSE OUTCOME:

- ❖ **CO1-** Improvement in the research skill field
- ❖ **CO2-** By doing research work .the knowledge of student increases
- ❖ **CO3-** By writing a research Paper we are able to think deeply about any topic

NAME OF COURSE - BASICS OF LANDSCAPE

COURSE CODE - MFA -305 (P) OE1

COURSE OUTCOME:

- ❖ **CO1-** Students will be able to understand what is near and far in respect to the horizon line and Color on a 2-d surface.
- ❖ **CO2-** Students will be able to blend and use oil pastels, pencil, and charcoal correctly.
- ❖ **CO3-** Students will understand the concept of a horizon water color
- ❖ **CO4-** Strengthening the principles of traditional water colors of skill

NAME OF COURSE - METHODS & MATERIAL

COURSE CODE – MFA - 401 (P) CF3

COURSE OUTCOME:

- ❖ **CO1-** Students will be able to clearly communicate the content and context of their work visually, orally and in writing.
- ❖ **CO2-** They learn about different state of folk arts- madhubani , Egyptian art, etc.
- ❖ **CO3-** Students will be able to clearly communicate the content and context of their work visually, orally and in writing.
- ❖ **CO4-** To understand about technique of folk art.
- ❖ **CO5-** Students will know about mounting and pasting of art work

COURSE CODE – MFA-402 (P) CC5

NAME OF COURSE – ART CRITICISM-2

COURSE OUTCOME:

- ❖ **CO1-** Students will be able to analyze the necessary criticism and evaluation of art works.
- ❖ **CO2-** Students will be able to learn about Alberta and his iconography and methodology regarding art criticism
- ❖ **CO3-** Students will be able to know about Vasari and his development for art criticism as human disciple
- ❖ **CO4-** Students will be able to about Ruskin and its symbolism, iconography, methodology
- ❖ **CO5-** Students will be able to know about wolfing and understand the post modern and modern art trends
- ❖ **CO6-** Students will be able to learn about roger fry, how he developed the history of art as human disciple

COURSE CODE – MFA- 403 (P) CC8

NAME OF COURSE - PAINTING

COURSE OUTCOME:

- CO1-** Exercise sets and lessons to develop your painting and skills.
- CO2-** Exercise sets and lessons to develop your concept and ideas.
- CO3-** knowledge in order to develop, evaluates, & implement in effective mural

COURSE CODE - MFA (P/S/A) 404 SC4

NAME OF COURSE – DISSERTATION & VIVA -VOCE

COURSE OUTCOME:

- ❖ **CO1-**Improvement in the research skill field
- ❖ **CO2-** By doing research work .the knowledge of student increases
- ❖ **CO3-** By writing a research Paper we are able to think deeply about any topic

COURSE CODE - MFA (P) 405, OE2

NAME OF COURSE - OUTDOOR LANDSCAPE

COURSE OUTCOME:

- ❖ **CO1-** Reinforcing the principles of traditional Outdoor Landscape skills
- ❖ **CO2-** Creating the differences between light and dark areas.
- ❖ **CO3-** Almost all students have to overcome the outdoor landscape skills and they are trying
to express different outcomes according to the subject
- ❖ **CO4-** To develop the perspective, light & work shades and middle shades