

# **COURSES OF STUDY**

**M.V.A (Applied Art and Design)**

**MVA Choice Based Credit System**

**2022-2023 and onwards**

**UTKAL UNIVERSITY OF CULTURE**

**BHUBANESWAR**

## Scheme of Examination Applied Art & Design - 1<sup>st</sup> Semester

Department	Paper Code	Title of the Paper	Theory			Practical			Total	Total Credits
			Mid Sem	End Sem	Total	Sessional	End Sem	Total		
Applied art & Design	MVA101	Campaign Planning and Creativity in Advertising	20	80	100				100	5
	MVA102	Advertising and Business Organisation	20	80	100				100	5
	MVA103	Creative Drawing				30	70	100	100	5
	MVA104	Visualization Product Campaigning				30	70	100	100	5
	MVA105	Practical (Subjective) Graphic Design/ Illustration/ Animation and Graphics				30	70	100	100	5
		TOTAL			200			300	500	25

## Scheme of Examination Applied Art & Design - 2<sup>nd</sup> Semester

Department	Paper Code	Title of the Paper	Theory			Practical			Total	Total Credits
			Mid Sem	End Sem	Total	Sessional	End Sem	Total		
Applied art & Design	MVA201	Marketing and Consumer Behaviour)	20	80	100				100	5
	MVA202	Marketing Communication	20	80	100				100	5
	MVA204	Practical(Compulsory) Creative Drawing				30	70	100	100	5
	MVA203	Practical (Subjective) Graphic Design/ Illustration/ Animation and Graphics				30	70	100	100	5
	MVA205	Discipline Specific Elective Graphic Design/ Illustration/ Animation and Graphics				30	70	100	100	5
		TOTAL			200			300	500	25

**Scheme of Examination**  
**Applied Art & Design - 3<sup>rd</sup> Semester**

Department	Paper Code	Title of the Paper	Theory			Practical			Total	Total Credits
			Mid Sem	End Sem	Total	Ses sion al	End Sem	Total		
Applied art & Design	MVA301	Photography and Advertising	20	80	100				100	5
	MVA302	(Compulsory) Visualization and Social Campaigning				30	70	100	100	5
	MVA303	Practical (Subjective) Graphic Design/ Illustration/ Animation and Graphics				30	70	100	100	5
	MVA304	Discipline Specific Elective (DSE) Graphic Design/ Illustration/ Animation and Graphics (Any one)				30	70	100	100	5
	MVA305	Generic Elective (GE) Painting /Sculpture/ Print Making				30	70	100	100	5
		TOTAL			100			400	500	25

**Scheme of Examination  
Applied Art & Design - 4<sup>th</sup>Semester**

Department	Paper Code	Title of the Paper	Theory			Practical			Total	Total Credits
			Mid Sem	End Sem	Total	Sessional	End Sem	Total		
Applied art & Design	MVA401	Psychology of Advertising	20	80	100				100	5
	MVA402	Still Photography and Digital Matte Painting				30	70	100	100	5
	MVA403	I (Subjective) Graphic Design/ Illustration/ Animation and Graphics (Any one)				30	70	100	100	5
	MVA404	Practical(Compulsory) Short Documentation Videography				30	70	100	100	5
	MVA405	Dissertation and Viva Voce				30	70	100	100	5
		TOTAL			100			400	500	25

\* A subject like creative painting / portrait painting /painting (Indian style) once chosen as the core subject in first semester will be continued till completion of the course.

\* Minimum two works are to be submitted in each practical paper. Minimum size of the painting shouldn't be less than 36"x 48" and in the case of miniature painting it is not less

## FIRST SEMESTER -APPLIED ART & DESIGN

### MVA 101 (THEORY)

#### Campaign Planning and Creativity in Advertising

##### Unit - I

Visualisation - Creative Visualisation, The Process of Visualisation, Qualities of a Creative Visualiser, Types of Advertisement Copy, Copy headline.

##### Unit - II

Layout - Function of Layout, Design of Layout, Types of Layout, Principles of Layout, and use of Art Work in Layout.

**Unit - III**

Illustration - Copy Illustration, Essentials of Good Illustration, Structuring a Poster for Advertisement in Television, Video and Film Copies.

**Unit – IV**

Campaign Planning - Types of Campaigns, Creativity in Campaign, Brand Position and Brand Image, Advertising Planning, Trade Marks, Logo.

**Unit - V**

Advertising - Definition of Advertising, Types of Advertising, Contemporary Advertising, Use of Economic, Social and Cultural aspects in Advertising, Concepts of DAGMAR.

## **MVA 102 (THEORY)**

### **Advertising and Business Organisation**

**Unit - I**

History of Advertising, Objectives of Advertising, Evolution of Indian Advertising.

**Unit – II**

Advertising Agency (Indian and Western), Functions of Advertising Agencies.

**Unit - III**

Motivation - Concept of Motivation, Motivation Process, Positive and Negative Motivation, Communication and Persuasion, Consumer Perception.

**Unit - IV**

Personality Traits and Influences, Theories of Personality, Personality and Identity of a Product, Self Image, Nature of Consumer Attitudes.

**Unit - V**

National and International Exhibitions and Trade Fair, Carnival, Mela, Haata, Executive Showrooms.

## **MVA 103 (PRACTICAL)**

### **(Compulsory for all students)- Creative Drawing**

Different Sector Brand Names, Different Sector Logo Design. Different Product Design.

Different Sector Packaging Design and Typography for Advertising Communication.

Chose any one from this specialization (practical) paper and it will be continue till 4th semester.

## **MVA 104 (PRACTICAL)**

### **(Compulsory for all students) -Visualisation and Product Campaign**

#### **Planning**

Logo Design ,Visiting Card, Letter Pad, Product design , Packaging Design , Leaflet / Brochure, Dangler, Poster, Kiosk Design, Window display models, outdoor advertisement, poster advertising , News paper ad, Magazine Advertising and different print media design etc.

## **MVA 105 (PRACTICAL)**

#### **Graphic Design**

Graphic Designers use various methods to create and combine words, station identity signs, signage's, symbols, and images to create a visual representation of ideas and messages. A graphic designer may use a combination of typography. Graphic designers use various methods to create and combine words, symbols, and images to create a visual representation of ideas and messages

**or**

#### **Illustration and Design**

Illustration for books meant for different age group in different style with different technique. Story illustration, Different styles with Different technique, Oriental, Indian, Modern and Abstract Styles of Illustrationand Cartooning Styles, Typography and Book design, Illustration for advertising, Photographic illustration, outdoor photography experiment in photography and technique, in Study of printing process and reproduction method, Industrial illustration.

or

## **Animation and Graphics**

Creation of image for visual communication, advance exercises in Design of symbols, Trademark, Logotypes, 2D Animation and 3D Modeling, Photographic Images and Digital Graphics. The Design for Programs, Commercial Advertisements, Trademarks and short Classical Product Animation.

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## **SECOND SEMESTER- APLLIED ART AND DESIGN**

### **MVA 201 (THEORY)**

#### **Marketing and Consumer Behaviour**

##### **Unit - I**

Marketing - Market and Marketing, Marketing and Selling, Benefits of Marketing Concepts.

##### **Unit - II**

Consumer Behaviour - Introduction to Consumer Behaviour, Consumer Buying Process.

##### **Unit – III**

Public Relations - Relationship between Public and Product Commodities through Advertisement.

##### **Unit – IV**

Glamour of Advertising, Fashion Show, Beauty Contest, Models, Modelling as a Career, Female Model, Selection of Models, Requirements of Make-up, Social Event.

##### **Unit – V**

Media of the new Millennium, Animation, Internet, Electronic Media.

## **MVA 202 (THEORY)**

### **Marketing Communication**

#### **Unit-I**

- a) Acquires and process information from advertising.
- b) Marketing environment / marketing process / new contemporary challenge

#### **Unit-II**

- a) Business buyer behavior / consumer buying behavior
- b) Integrated Marketing Communication And the role of the artistic work in the advertisement

#### **Unit-III**

- a) Consumer relationships management, other contemporary issues. (Impact of science & technology new media and Idea) The functions of behavior.
- b) Social influence and companies without pressure / the process of reciprocity

#### **Unit-IV**

- a) Significance of customer Relationship management.
- b) Services marketing / rural marketing/ e-marketing or online marketing.

#### **Unit-V**

- a) Role of event management and the role of display of product design/ presentation of rural /national & International art and cultural felines
- b) Role of visualizer in rural /urban events impact of artistic lines in film and drama.



**MVA 203(PRACTICAL)**  
**(Compulsory) Creative Drawing**

**MVA 204(PRACTICAL)**

**Graphic Design**

Graphic Designers use various methods to create and combine words, station identity signs, signage's, symbols, and images to create a visual representation of ideas and messages. A graphic designer may use a combination of typography. Graphic designers use various methods to create and combine words, symbols, and images to create a visual representation of ideas and messages

Or

**Illustration & Designing**

Illustration for books meant for different age group in different style with different technique. Story illustration, Different styles with Different technique, Oriental, Indian, Modern and Abstract Styles of Illustration and Cartooning Styles, Typography and Book design, Illustration for advertising, Photographic illustration, outdoor photography experiment as photography and technique, Study of printing process and reproduction method, Industrial illustration.

Or

**Animation and Graphic Design**

Creation of image for visual communication, advance exercises in Design of symbols, Trademark, Logotypes, 2D Animation and 3D Modeling, Photographic Images and Digital Graphics. The Design for Programs, Commercial Advertisements, Trademarks and short Classical Product Animation.

**MVA 205(PRACTICAL)**

**Discipline Specific Elective**

**Graphic Design**

**Or**  
**Illustration and Design**  
**Or**  
**Animation and Graphics**

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**THIRD SEMESTER- APPLIED ART & DESIGN**

**MVA 301 (THEORY)**  
**Photography and Advertising**

**Unit – I**

Photography - Introduction to Camera, Types of Camera, Use of Multiple Lens and Shutter Speed, History of Photography, Techniques in Photography, Exposure and Printing, Modern Photography.

**Unit – II**

Photography in Advertising - Lighting in Glamour Photography, Fashion Photography, Product Photography, Image Mixing.

**Unit – III**

Use of Colour in Advertising, Functions of Colour, Types of Colour, Qualities of Colour, Limitations of Colour.

**Unit – IV**

Typography and Typesetting, Principles of good Typesetting, Fundamentals of Computer Graphics.

**Unit – V**

Printing Process, Offset, Screen Printing, Litho Process, Flex Printing, Poster, Hoarding, Brochure, Leaflet.

**MVA 302(PRACTICAL)**

**(Compulsory) - Visualization and Social Campaigning**

Logo Design Visiting Card, Letter Pad, Leaflet / Brochure, Dangler, Poster, Kiosk Design, Window display models, outdoor advertisement, poster advertising , News paper ad, Magazine Advertising and different print media design etc.

**MVA 303(PRACTICAL)**

**(Subjective) - Graphic Design**

**Or**

**Illustration and Design**

**Or**

**Animation and Graphics**

**MVA 304(PRACTICAL)**

**Discipline Specific Elective**

**Graphic Design**

**Or**

**Illustration and Design**

**Or**

**Animation and Graphics**

**MVA 305(PRACTICAL)**

**General Elective**

**Painting**

**Or**

**Graphic Art**

**Or**

**Sculpture**

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**Painting**

- I- Fundamentals of drawing, Preparatory studies on Human, animals, birds and nature with emphasis on realistic approach.
- II- Memory composition in Painting emphasizing on multi colour, tonal value, perspective and dimension with water colour/pastel/acrylic colour/oil colour/mixed media.

- III- Detailed study of human figure/still life/nature study through any suitable medium consulting with teacher.
- IV- Memory composition to develop creative ability and understanding to express and art of presentation in any preferable medium e;i acrylic colour/water colour/oil colour/pastel/mixed media.

SUBMISSION : a) Two Paintings, Size of the Paintings should not be less than 2'/3'.

b) Sketches and Drawings not less than 20 nos.

### **Printmaking**

Select any two process :-

Relief Process/Intaglio Process/Paleography Process/Stencil Process (Serigraphy).

#### **1. Relief Process :-**

- (i) Choice any one medium (Linoleum, Wood, New Wood, Mount Board, Rubber, Plastic, Acrylic Sheet, Paper Pulp etc.
- (ii) Preparing design and transferring on selected medium.
- (iii) Printing of prepared block and registration for multi colour printing.

#### **2. Intaglio Process :-**

- (i) Select any one medium (Zinc Plate, Copper Plate, aluminium Plate, Ply wood, acrylic sheet, Sun Mica etc.)
- (ii) Select any one technique or mixed technique (Etching line etching with hard ground, soft ground etching for textural effect, Half tone process by Acquatint, relief or deep etc, open bite, engraving , dry point, mezzotints, Sugar lift, Photo Process in etching etc.)
- (iii) Printing and registration for multicolour printing.

#### **3. Planography Process :-**

- (i) Choice any one medium (Stone, Zinc, Aluminium, Polyesterpaper etc.)

- (ii) Experiments with single or mixed technique. (Reversing the image, photo lithography, and transfer technique.
- (iii) Printing and registration for multicolour printing.

#### 4. Stencil Process :-

- (i) Choice any one technique or mixed technique. (Direct process and photographic process).
- (ii) Choice any one material for stencil technique (Glue, lacquer, shellac, tusche, wax, cello tape, caustic resist, polyurethane, varnish, gelatin, albumen, synthetic resin PVA, pre sensitized films.)
- (iii) Printing and registration for multicolour printing.

Submission :- (a) One Print each from the selected process should be Submitted.

## FOURTH SEMESTER- APPLIED ART & DESIGN

### MVA 401 (THEORY) Psychology of Advertising

#### Unit I

- (a) The origin of modern-day advertising, the functions of advertising.
- (b) The effects of advertising: A psychological perspective.

#### Unit II

- (a) Consumer responses sources and messages Variables in advertising.
- b) Marketing Communication and the promotional mix.

#### Unit III

- a) Classic and contemporary approaches of conceptualizing advertising effectiveness.
- b) Physical distribution- Logistics.

#### Unit IV

- a) The structure and function of human memory, implications for advertising.
- b) How advertising distort memory? How advertising irritates the consumer?

#### Unit V

- a) Scope of online Marketing: its merits and demerits.
- b) How do we form attitude? How Psychology play an important role in building of attitude and its strength.

## **MVA 402(PRACTICAL)**

### **(Compulsory) Still Photography and Digital Matte Painting**

**(Animal, Bird, Social, Model, Landscape and Still Object)**

Amatte painting is a painted representation of a landscape, set, or distant location that allows filmmakers to create the illusion of an environment that is nonexistent in real life or would otherwise be too expensive or impossible to build or visit. Historically, matte painters and film technicians have used various techniques to combine a matte-painted image with live-action footage. At its best, depending on the skill levels of the artists and technicians, the effect is "seamless" and creates environments that would otherwise be impossible to film. In the scenes the painting part is static and movements are integrated on it.

## **MVA 403(PRACTICAL)**

### **(Subjective)- Graphic Design**

A graphic designer may use a combination of typography. Graphic designers use various methods to create and combine words, symbols, and images to create a visual representation of ideas and messages

**Or**

### **Illustration and Design**

Photography Composition, Outdoor Story Type Photographic Illustration, Computer Graphic Illustration (2D and 3D), Book Design, Emphasis on forming Individual Style in Illustration.

**Or**

### **Animation and Graphics**

Outdoor Creative Photography, Short Classical Animation Film, Computer Generated 3D Animation Film with Special Effects, Product Advertisement.

## MVA 404(PRACTICAL)

### (Compulsory) Short Documentation Videography

## MVA 405(PRACTICAL)

### Dissertation and Viva voce

#### Theory Book

#### REFERENCE

- |  |  |
|--|--|
| 1. Environment of marketing Behavior                     | Halloway and Hawarcock   |
| 2. Advertising Hand Book                                 | D. V. Gandhi.  |
| 3. Modern Advertising                                    | Hepner   |
| 4. Economics on Advertising                              | B. Chilin and B. Sturgaess   |
| 5. Advertising   | John. S. Qrigh, DanielS. Samer, wills<br>L. Winter Jr. and S. K Zeigier. |
| 6. International Handbook Of Advertising                 | S. Watson Dunn.  |
| 7. Confessions Of an Advertising Man                     | David Oglivy.  |
| 8. Graphics Arts Encyclopedia                            | George A. Stevension   |
| 9. Photo mechanics and Printing                          | J, S, Mertle and Gordon L. Monsen.                                       |
| 10 The Penrose Annuals.                                  |  |
| 11 INFA Press and Advertising Year Book                  | S.A. Sherlekar   |
| 12 Modern Marketing                                      | David aaker,John G. Myers  |
| 13 Advertising Management                                | Neal Weinstock   |
| 14 Computer Animation                                    | Neal Weinstock   |
| 15 Computer Graphics                                     | Edward Angel   |
| 16 What in brand   | Johan Philip Jones.  |
| 17 Adverting in the market Place                         | Burke.   |
| 18 Brand positioning                                     | S.Sengupta.  |
| 19 Contemporary Advertising                              | William F.Arens and Courtland L.Bove.                                    |
| 20 Advertising procedure                                 | Kleppner's.  |
| 21 Innovation of Marketing                               | T.Levil.   |
| 22 Animators Survival toolkit                            | Richard Willliam   |
| 23 Advertsing  | Dr.C.N.Sontakki  |
| 24 Advertising Management                                | Rajiv Batra  |
| 25 Sales Promotion and Advertising<br>Management         | M.K.Mishra   |
| 26 Advertising [theory and practice]<br>eleventh edition |  |
| 27 Indian edition business research                      | Alan bryman  |
| 28 Consumer behavior                                     | Srabanti Mukharjee   |

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|-----|---|---|
| 29  | [Third edition] Marketing management  | Ranjan Saxena                               |
| 30  | Advertising and promotion   | George E blech                              |
| 31  | Integrated advertising  | Kenneth E clow                              |
| 32  | Marketing Management, text and cases  | Tapan K Panda                               |
| 33  | Advertising Management  | Jayashree jethwang                          |
| 34  | Principles of Marketing   | T.N Chhabra                                 |
| 35  | Principle of Management   | P.C Tripathy                                |
| 36  | Foundation of Advertising   | S.A Churawalla                              |
| 37  | Contemporary Marketing research   | Carl Modaniel                               |
| 38  | Advertising management [text and cases]   | U.C Mathur                                  |
| 39  | Advertising and promotion   | George e belch                              |
| 40  | Product and brand management  | P. Mishra                                   |
| 41. | Hand Book of Consumer Psychology  |   |
|     | Curtis  | P. Haugtvedt, Frank R. Kardes, Paul M. Herr |
| 42. | The Psychology OF Advertising   | Bob M. Fennid& Wolfgang Stroebe             |
| 43. | Social Psychology of Consumer Behaviour   | Michaela Wanke                              |
| 44. | Advances in Experimental Social Psychology  | Mark P. Zanna                               |
| 45. | Advertising, Gender & Society   | Magdalena Zawisza- Riley                    |
| 46. | Social Psychology of Consumer Behaviour   | Wanke. M                                    |
| 47. | The Psychology of Advertising:<br>A Simple Exposition of the Principles<br>of Psychology in Their Relation to<br>Successful Advertising | Walter Dill Scott                           |
| 48. | The psychology of advertising   | Leslie Ernest Gill                          |
| 49. | Creating Images and the Psychology of<br>Marketing Communication<br>(Advertising and Consumer Psychology)                               | Lynn R. Kahle, Chung-Hyun Kim               |
| 50. | Digital Advertising: Theory and Research<br>(Advances in Consumer Psychology)   | Shelly Rodgers, Esther Thorson              |