

DEPARTMENT OF APPLIED ART
Faculty of Fine Arts
Jamia Millia Islamia

MFA - Applied Art (Self Finance)
2 year Professional Course
(2nd shift)

Total Number of Seats - 10

Timing – 3:00 pm – 8:00 pm

Selection Criteria - Practical Test

Duration - 4 semesters

Eligibility – BFA/ BVA with 50% marks

Senior Secondary/Higher Secondary or equivalent school certificate with not less than 50% marks in aggregate of the best 5 papers.

Course description:

This programme aims at expanding the traditional educational approach to visual arts by encouraging experimentation with a full array of artistic practices. The capstone of the programme highlights various activities apart from teaching. Students are encouraged and supported to adopt various interdisciplinary activities including music, dance, fine arts, and mass media in an integrated manner that also adds value to their degrees.

The programme focuses on the skill of transforming informative, persuasive, and entertaining information into dynamic images that drive viewers to take action. Students are exposed to a wide range of verticals in the field of communication design. Students will learn the skills of creativity, visualisation, design, and attention to detail needed to create unique user experiences, Graphic Designs, and campaign Creations. Students obtain the capacity to comprehend design across a wide range of media, preparing them for the difficulties of a fast-paced, ever-changing industry. Students investigate the importance of graphic design in a commercial setting and learn how to successfully respond to design challenges.

The programme aims to equip students with an ability to Develop Ideas, design products, and advertisements for various establishments, & Visualize creativity with perfection. The programme also promotes the artistic expression & Design Thinking in the students that pave their way to a successful career with expertise in Advertising, Lettering, UI/UX, Product Design, packaging, Event & Stage Designing, and their futuristic Software knowledge including a brief of AR/VR & Ai in Art. The course also delves into the introduction in the field of Fashion design, jewellery design, product design, Textile design and interior design.

1. The programme aims to equip students with an ability to design products and advertisements for various establishments.
2. The programme also promotes the artistic expression in the students that pave their way to a successful career.
3. The curriculum is designed in such a way that the student can be well devised in all aspects of Applied Art, Graphic Designing, and Advertising.
4. Introduction and study of Motion Graphics and UI/UX in Applied Art in India is a rare possibility.
5. Our aim is to not just create Designers but create individuals who can visualize, a blend of creativity, imagination with social and environmental responsibilities.
6. A Experiential Curriculum which incorporates Graphic Design, Advertising, UI/UX, web design, motion graphics, Infographics, Photography, & Visualization.
7. Design Thinking, Creative Artistic writing and content writing are key processes kept in mind.
8. Th course caters to special needs of the market like Event planning, its Execution & Marketing as well as Stage Art Advancements.
9. An Up-to-date Curriculum, introducing AR/VR and AI in Advertising, keeping Future design needs in mind
10. The course curates a wide range of software skills from photoshop to illustrator, Corel draw to Light room, In design as well as Adobe XD.
11. Curriculum provides a study and professional practice of Planning, marketing & execution of a Design, Idea, or Entrepreneurship.
12. The curriculum also gives a mild taste of verticals of Applied Art, Toy designing, Interior Styling, Retail window styling, and advancement in product, indoor, and Outdoor Photography.

1ST YEAR - SEMESTER I

Paper	Course particulars	Course objective	Total Duration	Marks			Credits
				Internal	External	Total	
Theory 1	Design & Communication	Study of elements and features of Design, synergy of design and aesthetics	2 lecture per week	25	75	100	8
Theory 2	History of design	History of design, various isms of design and its cultivation	2 lecture per week	25	75	100	8
Core Paper 1	Design Thinking	Understanding steps of design thinking, various brain storming sessions to open up the students imagination.					
	Design Construction	Intro to Designing, understanding ongoing, and trends in Design, creation of experiential designs.	8 weeks	100	100	200	16
	Design Composition	Understanding techniques of brain storming, ideas of pitch creation, creation of logos, symbols and branding					
Core Paper 2	Design Studio	Practice of Campaign, with posters, press layouts, magazine ads, and stationary creation	8 weeks	100	100	200	16
	Design & Tech Studio	Photoshop & Illustrator: understanding different tools and how to create designs					
Optional	Design collateral Studio	Print Making/ Photography/Illustration/ Packaging Experimentation, invention and creative outburst of design collateral.	2 weeks	50	50	100	8
		Total Marks Semester 1		300	400	700	56

1ST YEAR - SEMESTER II

Paper	Course particulars	Course objective	Total Duration	Marks			Credits
				Internal	External	Total	
Theory 1	Design & Communication	Study of various classifications of graphic designs, marketing, market research and Ad appeals.	2 lecture per week	25	75	100	8
Theory 2	Innovation in Design (Theory)	Importance of Innovation in Art, Applied Art, and design. Understanding Communication, Design, & different types of design verticals.	2 lecture per week	25	75	100	8
	Design Construction	Advanced study of product design, and Exhibition design					
Core Paper 1	Innovation in Design	Advanced knowledge of innovation in design through various types of designs, like textile, jewellery, interiors, designs, way finding, UI/UX etc.	8 weeks	100	100	200	16
	Graphic Design Project	Marketing, planning & execution of Design project, from start to finish of the design.					
	Design & Tech Studio	knowledge of Publication design, creation of event campaign based on publication					
Core Paper 2	Design Composition	Visual Identity, Branding and campaign creation of a company, stationaries, a complete profile, with client pitch, and final presentations	8 weeks	100	100	200	16
	Design & Research Studio	Practical based research dissertation (Guard book+ branding design elements)					
Optional	Design collateral Studio	Print Making/ Photography/Illustration/ Packaging Experimentation, invention and creative outburst of design collateral.	2 lecture per week	25	75	100	8
		Total Marks Semester 1		275	425	700	56

2ND YEAR - SEMESTER III

Paper	Course particulars	Course objective	Total Duration	Marks			Credits
				Internal	External	Total	
Theory 1	Design & Communication	Study of visual identity, computer aided designs, and new media designs	2 lecture per week	25	75	100	8
Core Paper 1	Design Thinking	Conceptualisation of a product line for a company which will be showcased in a website, creation of web page designing.					
	Design Construction	Visual Identity of a company, stationaries of at least 15 products, a complete profile, with client pitch, and final presentations	8 weeks	100	100	200	16
	Design Composition	Understanding techniques of brain storming, ideas of pitch creation, creation of logos, symbols and branding					
Core Paper 2	Design Studio	Creation of an event campaign, for promoting a publication	8 weeks	100	100	200	16
	Design & Tech Studio	InDesign: understanding different tools and how to create publication (magazine/catalogue) using the software.					
Optional	Design collateral Studio	Project based designs for Installation/ Photography/Typography/ Exhibition designs	2 weeks	50	50	100	8
		Total Marks Semester 1		275	425	700	56

2ND YEAR - SEMESTER IV

Paper	Course particulars	Course objective	Total Duration	Marks			Credits
				Internal	External	Total	
Core Paper 1	Design Construction	Marketing & planning of brand identity, branding, campaign, of a service company from start to finish of the campaign					
	Innovation in Design	Final Ad Campaign on any brand product, service or event campaign, branding and visual identity of the brand.	8 weeks	100	100	200	16
	Design & Research Studio	Marketing, planning & execution of Design project, from start to finish of the design.					
Core Paper 2	Design & Tech Studio	Designing of UI/UX of a company from start to finish (UI/UX designs, inner pages, google slides, promotional posters)					
	Design project	Portfolio Development, creation of layouts, systematically placing design works.	8 weeks	100	100	200	16
Optional	Design collateral Studio	Project based designs for Installation/ Photography/Typography/ Exhibition designs	2 lecture per week	25	75	100	8
Educational Tour		An educational tour where the students can foster in an environment that showcases art, heritage & aesthetics.	1 - 2 weeks		25	25	2
Dissertation		Dissertation and viva voce on any art, design related topic	1 period in a. Week	75	100	175	14
		Total Marks Semester 1		300	400	700	56