

**B.V.A. (H) PART - III**  
**SPECIALIZED BRANCH APPLIED & ADVERTISING ART**  
**PAPER - XI : HISTORY OF ADVERTISING ART**

Course Content for Theory Papers (4th Year)

Full Marks – 100 ( U/E. - 70, I/A. - 30 )

**GROUP A :**

1. The term Advertising' Ancientry of Advertising and communication.
- a) pre-Printing period prior to the 15th century. Early printing period from the 15th century to about 1840 period of Expansion from 1840 to 1900.
- b) Period of consolidation from 1900 to 1925.
- c) Period of Scientific Development from 1925 - 1945.
- d) Period of Business and Social Integnation from 1945 to the present.

**GROUP B :**

- 2 Early form of Indian Advertising
3. Religion and Advertising.
4. Village Economy
5. Early Indian Printing Publication and newspaper.
6. Beginning of commercial Advertising and Advertising Agencies.

**GROUP C :**

- 7 2nd World War and after condition of Advertising in India.
8. Present and Future of Advertising in India.

**GROUP D :**

9. The Legal Aspects of Advertising –
  - a) Passing off copy right- Trade marks - Miscellanbceous - other laws affecting undertising.
  - b) Formation and function of I.E.N.S (Indian and Eastern Newspaper Society) ILNA (Indian Language Newspaper Association) AAAI (Advertising Agencies Association of India) DAVP ( Directorate of Advertising and Visual Publicity), RNI/ABC Report / PCI/ PIB.

**B.V.A. (H) PART - III**

**For all Specialized Branches**

**PAPER - XII : AESTHETICS AND ART FORMS OF NORTH-EAST**

**Course Contant for Theory Papers (4th Year)**

**Full Marks – 100 (Group A - Indian - 50, Group - B Western - 50 )**

**GROUP - A ..... Marks - 50 ( U/E. - 35, I/A. - 15**

**1. AESTHETICS (ORIENTAL) :**

- A. INTRODUCTION TO AESTHETICS AND IT'S BRIEF HISTORICAL BACKGROUND.
- B. THE SIX LIMBS OF INDIAN ART
- C. TAGORE'S IDEA OF BEAUTY
- D. ABANINDRA NATH ON AESTHETICS OF ART.

**2. AESTHETICS (WESTERN) :**

- A. NATURE OF BEAUTY :
  - \* PLATO
  - \* ARISTOTLE
  - \* CROCE
  - \* NIETZCHE
  - \* HERBERT READ
- B. ELEMENT'S OF ART

**3. THEORIES RELATING TO RESPONSE AND APPRECIATION :**

- A. EMPATHY
- B. PSYCHICAL DISTANCE
- C. PLEASURE
- D. ART IN RELATION TO SOCIETY

**GROUP B : ..... Marks - 50 ( U/E. - 35, I/A. - 15**

**ART FORMS OF NORTH EAST :**

**1. GEOGRAPHIC & DEMOGRAPHIC PROFILE OF NORTH-EAST**

**2. ART FORMS OF NORTH EARTH :**

- A. POTTERIES
- B. TERRACOTTA
- C. ORNAMENTS
- D. WOOD CARVINGS
- E. BUSKETRY
- F. CANE & CRAFTS.
- G. WEAVING
- H. COSTUMES
- I. MUSICAL INSTRUMENTS.

- 3. Scroll & Manuscripts paintings
- 4. Court Painting & Major Artists of Tripura.
- 5. Monuments & Relics of Tripura.
- 6. Rock Sculpturers : Unakoti, Debtamura
- 7. Architectures : Temple & Palaces of Tripura.

**B.V.A. (II) PART - III**  
**SPECIALIZED APPLIED & ADVERTISING ART**  
**Papers-XIII to XV (Composition), Papers- XVI to XVII (Study)**

**Course Content for Practical Papers (4th Year)**

**Full Marks - 500**

Composition-300 ( U/E. - 210, I/A. - 90 )

Study-200 ( U/E. - 140, I/A. - 60 )

**PAPER - XIII COMPOSITION -1 ..... Full Marks - 100 ( U/E. - 70, I/A. - 30 )**

Name of Item for Class Work	Quantity (Each Item Minimum)
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Magazine Advertisement, Press Advertisement Hoarding Design, Show Card With Campaign Planning. (Computer Aided Design)	2 Nos.
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\* Subject for Examination of Paper - XIII in BVA PART-I-III : **MAGAZINE ADVERTISEMENT**

**PAPER - XIV COMPOSITION -2 ..... Full Marks - 100 ( U/E. - 70, I/A. - 30 )**

Poster Design, Exhibition Mural, Pavilion Design, Window Display	2 Nos.
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\* Subject for Examination of Paper - XIV in BVA PART--III : **POSTER DESIGN**

**PAPER - XV COMPOSITION 3..... Full Marks - 100 ( U/E. - 70, I/A. - 30 )**

Name of item for Class Work	Quantity (Each Item Minimum)
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Package Design (Shopping Bag, Cassette/ CD Cover) Carton Gift Bag, Rapper), Product Design. (Computer Aided Design)	1 No.
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\* Subject for Examination of Paper - XV in BVA PART--III : **PACKAGE DESIGN**

**PAPER - XVI - STUDY-1 .....FULL MARKS - 100 ( U/E. - 70, I/A. - 30 )**

Name of Item for Class Work	Quantity (Each Item Minimum)
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Drawing from Life for use in Illustration. Project Oriented Illustration : Influence of Modern Trends, Editorial Illustrations for letter Press and Printing Medium : any	Best 20 Nos. of works from during the years will be submitted for assessment.
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\* Subject for Examination of Paper - XVI in BVA PART--III : **LIFE DRAWING**

**PAPER - XVII , STUDY-2 .....FULL MARKS - 100 ( U/E. - 70, I/A. - 30 )**

Name of Item for Class Work	Quantity (Each Item Minimum)
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Outdoor & Indoor Sketch Figurative Sketch (Human & Animal) Outdoor (Landscape & Object Study Medium : any.	Best 50 Nos. of works from during the years will be submitted for assessment.
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\* Subject for Examination of Paper - XVII in BVA PART-III : **SKETCH**