

DDU Gorakhpur University, Gorakhpur
Department of Fine Arts & Music



Ph. D COURSE WORK

in

Visual Arts

Department of Fine Arts & Music
DDU Gorakhpur University, Gorakhpur
Faculty of Arts

Course Work for Ph. D. Visual Arts

Every student admitted in Visual Arts for the Ph. D. programme will be required to pass a course work of minimum 21 credits. The division of this 21 credits course work is in three categories. Category-A (9 credits) courses are *compulsory* for all Ph. D. students of Visual Arts. Category-B (6-credits) courses are *discipline-specific courses*. Category-C (6 credits) courses are *research theme- specific courses*.

Course Nature	Course Code	Core Courses	Credit
(Compulsory Course)			
Compulsory Course	STAT 600	Research Methodology	4+0
	LIB 600	Research and Publication Ethics	1+1
	CSC 600	Computer Fundamentals and IT	1+1
	FMV 601	Credit Seminar	0+1
			09 Credits
Elective Course (Any two of the followings)			
Discipline-Specific Courses	FMV 602	Fundamentals of Advertising & Graphic Design	03
	FMV 603	Fundamental of Illustration	03
	FMV 604	Material and Methods of Painting	03
	FMV 605	Concepts of Visual arts	03
	FMV 606	Study of Clay modeling, Plaster of Paris, Wood Carving & Metal Casting in Plastic Art	03
	FMV 607	Indian Philosophy & Aesthetic	03
			06 Credits
Open Elective Course(Any two of the followings)			
Research Theme-Specific Courses	FMV 608	Presentation & technical knowledge of Display	03
	FMV 609	Interrelationship of Visual and Performing Arts	03
	FMV 610	Specialization in Indian Art and culture	03
	FMV 611	Study of Natyashastra & Vishnudharmottara Purana	03
	FMV 612	Method & Display of Art work	03
	FMV 613	Indian folk Art and culture	03
			06 Credits
			Thesis
			Non Credit
Total			21 Credits

COURSE CONTENTS

Seminar

Course Code: FMV 601

Credits: 01

The seminar paper will be related to the Research Theme- Specific Course of the candidate and the candidate should have to give a seminar presentation of it.

Discipline-Specific Courses Elective Course Section –B

Fundamentals of Advertising & Graphic Design

Course Code: FMV 602

Credits-3

- Introduction to advertising and publicity. History of Advertising. Work of Advertising agency and its various departments.
- Elements of Design and Composition, Socio Culture Signs and symbols.
- Creative writing and its techniques, Selection of appropriate media for advertising and evaluation of media. Understanding of market and consumer.

Suggestive Readings:

- Hope, Diane S. & Barnes Susan B. (2005). Visual Communication: Perception, Rhetoric, and Technology. NY USA. Hampton Press Publishing
- Williams, Rick & Newton, Julianne. (2007). Visual Communication: Integrating Media, Art & Science London. UK. Routledge Communication Publishing
- Hilligoss, Susan. (1999). Visual Communication: A writer's guide. Boston MA. USA Addison- Wesley Publishing
- Bergstrom, BO. (2009). Essentials of Visual Communication. London UK. Lawrence King Publishing
- Mandav, Pradeep. (2005). Visual Communication. New Delhi, India. Neha Publishers
- Mathur, Pratish K. (2006). Visual Communication: Beyond Words London UK. GNOSIS Editions
- Kenneth. L. Smith, Sandra Moriarty, Keith Kenney & Gretchen Barbatsis. (2004). Handbook of Visual Communication: Theory, Methods & Media. London UK. Routledge Communication Publishers
- Morgan, John & Welton, Peter. (1992). See What I Mean, 2ED: An Introduction to Visual Communication. London. UK. Hodder Education Publishing

- Karjaluoto, Eric. (2013). *The Design Method: A Philosophy & Process of Functional Visual Communication (Voices that Matter)*. Peachpit CA USA. New Riders Publication
- Wells, William D & Burnett, John J. & Moriarty, Sandra (1997). *Advertising: Principles & Practices* NJ. USA. Pearson Education Publishing
- Jigenheimer. (1992). *Advertising Media*. USA. Brown (William C) Co. Publishing
- Moriarty, Sandra E. (1990) .*Creative advertising: Theory & Practice*. NJ USA. Prentice-Hall Publishing
- Fletcher, A. D & Bowers, T.A. (1988). *Fundamentals of Advertising Research*. CA USA. Wadsworth Publishing co. inc
- Sandage, Charles H, Fryburger, Vernon & Rotzoll, Kim . (1989). *Advertising Theory & Practice* UK. Longman Group Publishers
- *Schaum's Outline of Theory & Problems of Advertising* by Herbert Holtje (1978). NY USA. Mc Graw Hill Publishing

Fundamental of Illustration

Course Code: FMV 603

Credits-3

- Study of Character design and Situation based Illustration.
- Character Design through Character and object morphing.
- Study of Fashion Illustration, Story boarding for films and advertising films.

Suggestive Readings:

- Bridgman, George B. (2003). *Bridgman's Complete Guide to Drawing from Life: Over 1,000 illustrations*. CA, USA. Sterling Press Publ.
- Perard, Victor. (2006). *Anatomy and Drawing* Mumbai. India. GracePrakashan Publishers
- Albert, Greg. (1994). *Basic Figure Drawing Techniques*. NY.USA. North Light Books Publication
- Reed, Walt. (1989). *The Figure (Figure Approach to drawing & C.)* NY. USA. Gramercy Publishing
- *Color and Light: A Guide for the Realist Painter* by James Gurney
- *Understanding Comics: The Invisible Art* by Scott McCloud

Material and Methods of Painting

Course Code: FMV 604

Credits-3

- Use of Water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Color Theory – Color System (RGB, CMYK, and PANTONE), Color Wheel (primary, secondary and tertiary colors), and Color Dimensions.

Suggestive Readings:

- Hayashi Studio, (1994), Water Colour Rendering, Graphic-Sha Publishing Co., Ltd.
- B. Edwards, (2004), Color by Betty Edwards: A Course in Mastering the Art of Mixing Colors, Penguin Group Inc, New York. ISBN: 1-58542-199-5.
- Feisner, E. (2006). ColourStudies, NY NY USA. Fairchild Publications
- Gerritsen Franz. (1983). Theory & Practise of color: A color based theory based on the laws of perception. Subsequent Edition Van Nostrand Reinhold Publication.
- Fraser, Tom & Banks Adam. (2004). Designers color Manual: The complete guide to color theory & application, San Francisco, USA. Chronicle Books
- Gonnella, Rose & Friedman Max. (2014) Design Fundamentals: Notes on color theory. 1st Edition. San Francisco, USA. Peach Pit Press
- Recker, Keith & Eiseman Leatrice. (2011). Pantone: The twentieth century in color
- Mollica, Patti. (2013). Color theory: An essential guide to color from basic principles to practical applications. 1st Edition. San Francisco USA. Walter Foster Publishing Ungar Joseph. (1986). Rendering Mixed media. NY USA. Watson-Guption Publication INC U.S.

Concepts of Visual arts

Course Code: FMV 605

Credits-3

- **Fundamentals of Pictorial Composition:** Line, Form & Shape, Texture, Space, Tone and hue, Balance, Unity, Perspective and proportion.
- Colour (Solar spectrum, Primary and Secondary colour) Visual effects and uses of Water, Poster & Oil Colours with their binder
- Colour psychology and colour interaction.

Suggestive Readings:

- Light for Visual Artists: Understanding & Using Visual Light in Art and Design - Richard Yot
- Color and light: A Guide for the Realist Painter - James Gurney
- Bridgman's Complete Guide to Drawing From Life - George B. Bridgman
- How to Draw: Drawing and Sketching Objects and Environments - Scott Robertson

Study of Clay modeling, Plaster of Paris, Wood Carving & Metal Casting in Plastic Art

Course Code: FMV 606

Credits-3

- Introduction to new perspectives in materials; materials, significations and meanings.
- Techniques and methods to use different materials in sculptural practice.

- Understand and reflect the history of sculpture with a focus on the relationship between concepts and materials. Sculptural installations- use of new Medias in sculpture. introduction to the Indian artists and their practices.

Suggestive Readings:

- Figure Sculpting Volume 1, Planes and Construction Techniques in Clay, Philippe Faraut, Charisse Faraut
- Figure Sculpting Volume 2, Gesture & Drapery Techniques in Clay, Philippe Faraut, Charisse Faraut
- A Sculptor's Testimony in Bronze and Stone, The Sacred Sculpture of Avard T. Fairbanks, Eugene F. Fairbanks, Avard T. Fairbanks, Eugene Fairbanks
- Making Sculpture from Scrap Metal, Peter Parkinson, 2016

Indian Philosophy & Aesthetic

Course Code: FMV 607

Credits-3

- Introduction to Art & Aesthetics: Art as a social phenomenon's, Art as object of perception. Aesthetics Activity : The diversity of its forms; The Aesthetics & Artistic design
- Ideas of life and art according to Indian philosophy. Early references to Art and Beauty.
- Indian Aesthetics and it's relations to philosophy and relation. The theory of RASA and it's applications to various Arts.

Suggestive Readings:

- Bharatiya Chitrakala by B.M. Dabhade
- Philosophics of India by Heinrich Zimme
- Indian Sculpture and Painting by E.B. Barel, Chap III
- Rasa Bhava Vichar by R.P. Kangale.
- Studies in Iconology by Erwin Panofsky Chap. VI
- Aesthetics by Yuri Borev.
- Prachin Bhartiya Kala ani Adhunik Jahirati, Lekhan: Dr. Muktadevi Prashant Mohite, Prakashak- Visa Buksa

Discipline-Specific Courses
Open Elective Course
Section –C

Presentation & technical knowledge of Display

Course Code FMV 608

Credits: 03

- Professional presentation, focused body of work, framing.
- Mounting Techniques, Sizing Mounts for Display.

Interrelationship of Visual and Performing Arts

Course Code FMV 609

Credits: 03

- Ragas & Colors.
- feeling & emotion.

Specialization in Indian Art and culture

Course Code FMV 610

Credits: 03

- Modern India sculpture.
- Modern Indian painting.

Study of Natyashastra & Vishnudharmottara Purana

Course Code FMV 611

Credits: 03

- Described as the Golden Age of Indian Arts –
- Natyashastra & Vishnudharmottara Purana

Method & Display of Art work

Course Code FMV 612

Credits: 03

- Framing.
- Mounting.
- Exhibition display arrangement & installation

Indian folk Art and culture

Course Code FMV 613

Credits: 03

- Most famous folk paintings, Madhubani paintings,
- Patachitra paintings, Kohbar painting in Uttar Pradesh.

Suggested Readings:

- Indian Art and Culture – Nitin Singhania
- Dr. HRIDAY GUPTA CHOWK POORNA (Uttar Pradesh Ki Bhoomi Ankan Lok Kala)