

ORDINANCES
PERTAINING TO THE COURSES OF STUDY & EXAMINATIONS
FOR THE M.F.A. DEGREE COURSE
(Designed as per norms and guidelines laid down by AICTE)

MFA COURSE (TWELVE+FOUR+TWO)

The course is planned to prepare the students to face the challenges of the changing art scene and take on the demands of the ever-growing field of Communication Design and Fine Art. The programme has been meticulously drawn up to meet the contemporary requirements in the related fields. The course is of two years duration and comprises of theory and practical components besides research work, to supplement the practical knowledge.

The course commences after graduation in B.F.A. or B.V.A.

NATURE OF COURSE

Medium of Instruction / Teaching: English

Examination Pattern

First Year M.F.A. (Part-I)

- (i) Theory
- (ii) Practical

Second Year M.F.A. (Part-II)

- (i) Practical
 - (ii) Dissertation
 - (iii) Viva-Voce
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COURSES OFFERED

Applied Art

- 1) Communication Design
- 2) Illustration

Painting

- 1) Painting
- 2) Mural

(5 seats in each branch: total 20 seats)

COURSE OBJECTIVES

- The syllabus for the MFA Degree course in the respective discipline of Painting and Applied Art has been planned to provide a higher platform for handling the complexities in the field of Visual Art and to enable the students to face the challenges of the newly emerging trends in visual language and communication.
- The First Year M.F.A. (Part I) initiates the students towards advance study in the chosen subject of Applied Art /Painting. The study is extensively supplemented with relevant theory in the subject of choice leading to a deeper understanding of the chosen field of specialization.
- The Second year M.F.A. (Part II) is as an extension of the first year. Here the student undertakes intensive study in the chosen area of specialization and is allowed to freely express his/her individuality while doing so through his/her creative skills. In this year the student is exposed to the contemporary field of Fine Art and the industry through project work so that he/she is confident enough and better equipped to face new challenges in the field.

Ordinances and Regulations relating to the Master of Fine Art Course:

- OC -** Every candidate for the M.F.A. degree will be registered as a post graduate student of Goa University.
- OC -** To be eligible for admission to the Master of Fine Art (M.F.A.) degree course in the relevant branches, the candidate must have passed the Bachelor of Fine Art examination (minimum 4 years course) in the respective branch of this University or an equivalent examination of another University in India / abroad.
- OC -** The admission to the course will be based on the merit of the candidate's performance at degree level and test conducted by the institution.
- OC -** Candidates securing admission in M.F.A. branches must have obtained minimum 50% marks in the respective subject, in the qualifying examination.
- OC -** The duration of the course for the degree of Master of Fine Art shall be 2 academic years.

- OC -** The examination for the degree of Master of Fine Art will be held in two parts; Part I examination at the end of First year of the course and Part II examination at the end of the Second year of the course.
- OC -** A candidate will be allowed to appear for Part II only after having cleared Part I of the examination
- OC -** A candidate will be permitted to appear for Part I or Part II examinations only after he/she has fulfilled the requirements laid down by the University regarding attendance, practical work, dissertation, tutorials, viva-voce, etc. as stipulated in the relevant ordinance and regulations, to the satisfaction of the guide/teacher and the staff panel arranged by the Dean/Principal of the College, on behalf of the University.
- OC -** A candidate studying for the degree of Masters of Fine Art in the relevant branch will have to undergo training in the prescribed course of study extending over two academic years and will have to pass the following examinations;

First Year M.F.A. (Part I)	College Exam	700 marks	Theory & Practical
Second year M.F.A. (Part II)	University Exam	600 marks	Practicals, Dissertation & Viva-Voce

- OC -** A candidate admitted to any of the M.F.A. courses will have to complete the respective course within a period of 5 academic years from the date of his/her admission to First Year M.F.A.
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M.F.A. (APPLIED ART)

The following will be the subjects offered for M.F.A. in Applied Art, degree course by paper:

1. Communication Design
2. Illustration

M.F.A. in Applied Art – First Year (Part I)

OC - The scheme of examination.

The Candidate will be examined in the subject as indicated in the following table.

Sr. no.	Description	Internal marks		Exam marks	Duration In Hours	Total
		Theory	practical			
(i)	Visual Communication	50	--	100	3	150
(ii)	Advertising Design and Practice	50	--	100	3	150
(iii)	Subject of specialization					
	a) Theory	50	--	100	3	150
	b) Practical	--	50	200	25	250
Grand total :						700

The board of examiners may go through the class work of the students in any particular case/cases wherever necessary during the assessment of the practical examination.

OC - The following table indicates subjects and the number of assignments to be completed in the specified number of hours during the First academic year.

Sr. no	Subject	Hours	Assignments
(i)	Visual Communication	70	5
(ii)	Advertising Design and Practice	70	5
(iii)	Subject of Specialization		
	a) Theory	70	5 tutorials
	b) Practicals	750	8 practicals with written analysis
Total :-		960	

Following are the details of the syllabus and the nature of studio practicals of various subjects for examination.

(i)Visual Communication

- Man and the creative spirit. The need to communicate and the methods and codes man has devised to do so (from early times till the 21st century).
- The intrinsic relationship between art and craft
- The art object and the concept of beauty
- Art appreciation and the aesthetic experience
- Art as communication: The subject matter, perceptual and conceptual reality, the personal response to experience, the communication of order
- Words as visuals. Mediums of visual expression, painting and sculpture architecture and environmental design, dance and drama, photography and film

(ii)Advertising Design & Practice

Unit 1:Unique Selling Propositions

The importance of Unique selling proposition (USP) in advertising.
Modern methods of identifying (USP) of the product, service and social issue and its application.
Studying and Reviewing case studies pertaining USP in advertising

Unit 2: Ideation and Visualization –the creative process.

The conceptualizing process - generating and developing new ideas.Methods/process of ideation/Brainstorming and Visualization.
Translating ideas into visuals. Studying and reviewing case studies

Unit 3:Marketing Strategies in Advertising.

Modern procedures engaged in market strategies.
Applying Market Research to Advertising. Advertising media for Marketing Channels. Studying and Reviewing case studies.

Unit 4: Media and media planning

Media profile, Penetration and Frequency.

Support Media

Above and Below the line Media

Studying and Reviewing case studies

Unit 5:Advertising psychology

Consumer Behaviour, Human Needs and Wants

Positive and Negative Appeals

Buying Motives and Buying Habits

Psychoanalysis in Advertising and Subliminal Advertising

Unit 6: New Technologies

Knowledge of the latest and Sophisticated Printing Technology Colour processing.

(iii) Subject of Specialization

Communication Design

a) Theory

Communication Design application:

- Design for Sales and Advertising, Design for Service, for Persuasion and Propaganda, for Education and Awareness, for Social Change and Uplift, and Environmental design

Communication Design practice

- Elements and systems of design; 2 Dimensions, 3 Dimensions and movement. Understanding the design problem and the factors that directly or indirectly influence it. Design methodology – a study of the phases from analysis through synthesis; an evaluation. Audience point of view when constructing communicable messages for the audience through visual media.

b) Practical

During the First Year, the candidate will have to choose any two of the three choices provided i.e. a) Service, b) Corporate, and c) Social, for project work, to be done over the span of the entire two years. A minimum of 4 to a maximum 6 media (comprising of 12 individual units in total) will have to be executed along with its project report and comprehensive media plan under each of the two choices. One project would have to be handled during each term.

Study of Typography:

- An advanced study of Western and Indian language scripts
History, classification, anatomy and usage of various letterforms;
Theoretical and applicable principles of communicating with letterforms
Multilingual typography
- Expressive typography, Typography as a visual image
Calligraphy; experiments in western and Indian language scripts
The 3 dimensional letterform.
Typography in different contexts like Mailers, Posters, Signage, Motion Graphics and other New Age media

Study of grid and layout

Media technology

- An overview of digital technology used in communication design.
- Designing for the internet and other online communication device;
- Its limitations and possibilities.
- Designing for the print media.
- Modern printing processes; constraints and possibilities.
- Study of production methods of books, newspapers, magazines etc.
Design for packaging – materials and processes

Illustration

a) Theory

- History of Illustration: the History of illustration across cultures and time periods is explored in this section, from early cave paintings to today's most advanced digital explorations.
- Definition and Characteristics: An illustration is a decoration, interpretation or visual explanation of a text, concept or process, designed for integration in published media, such as posters, flyers, magazines, books, teaching materials, animations, video games and films.
- This section explores the many artistic genres or types of illustration that have been the focus of artists working in the field, from historical to contemporary.
- Styles and Techniques: Medium, Material and Medias.
- Study of minimum six illustrators: The complete study of 3 National and 3 International Illustrators, their work and style. The study of diverse spectrum of illustrators, across time, cultures, and artistic styles.
- Illustration trends and future: Digital Art and innovative Medias.

b) Practical

First Year, the candidate will have to choose any two of the three choices provided i.e. a) Service, b) Corporate, and c) Social, for project work, to be done over the span of the entire two years. A minimum of 4 to a maximum 6 media (comprising of 12 individual units in total) would have to be executed along with a project report and comprehensive media plan under each of the two choices. One project would have to be handled during each term.

- OC -** The First Year Examination will be conducted by the College, recognized by the Goa University and no candidate will be admitted to the Examination unless he/she produces a certificate from the institution.
- (i) Of having attended in each term at least 3/4th of the total no. of lectures in theory and at least 3/4th of the total periods devoted to studio work.
 - (ii) Of having completed and submitted the minimum number of units in theory and practical as prescribed in the syllabus.
 - (iii) Of having secured a minimum of 35% marks in internal assessment in each subject, both in theory and practical.
- OC -** The provision for award of grace marks at the M.F.A. (Part I) and Part (II) examination shall be as per the general ordinance OA.5.16
- OC -** There shall be no revaluation of the answer books at the M.F.A. examination except in Theory Subject in the First Year M.F.A. (Part I).

OC -STANDARD FOR PASSING THE EXAMINATION:

1. At least 35% of the full marks in Internal Assessment in Theory.
2. At least 35% of the full marks in Internal Assessment in Practical
3. Those of the successful candidates who obtain less than 50% marks in theory and practicals, together, at one and the same sitting, shall be placed in Pass Class.
4. Those of the successful candidates who obtain 50% and above of the total marks in Theory and Practical taken together, at one and the same sitting, shall be placed in the Second Class.
5. Those of the successful candidates who obtain 60% and above of the total marks in Theory and Practicals taken together, at one and the same sitting, shall be placed in First Class.
6. Those of the successful candidates who obtain 70% and above of the total marks in Theory and Practicals taken together at one and the same sitting shall be placed in Distinction.
7. The successful candidate who is a repeater shall be declared as 'Passes'.
8. A candidate who has passed in any one or more subjects in Theory, securing a minimum of 40% marks in each head may at his option be exempted from appearing in that subject at a subsequent examination and will be declared to have passed that whole examination, when he has passed in the remaining subjects of the examination in accordance with the Rules.
9. A candidate who has passed in all the subjects in Practicals, and who has obtained 40% of the total number of marks of the aggregate, may at his option be exempted from appearing in that subject at a subsequent examination and will be declared to have passed that whole examination when he has passed in the remaining subjects of the examination in accordance with the Rules.
10. Candidates passing the Examination on the basis of point 8 and/or 9 above will not be eligible for a Class or Prize or Scholarship to be awarded at the Examination.

M.F.A. in Applied Art - Second Year (Part II)

OC - The scheme of examination:

Sr. no.	Description	Internal marks		Exam marks	Duration in Hours	Total
		Theory	Practicals			
(i)	Subject of Specialization					
	a) Theoretical knowledge / assessment in the concerned subject of specialization.	25	--	100	3 Hrs.	125
	b) Practicals pertaining to visual requirements in the concerned subject, skillfully presented with suitable techniques and materials.	--	25	250	25 hrs.	275
(ii)	Dissertation	--	--	--	--	100
(iii)	Display of work and Viva-Voce	--	--	--	--	100
Grand total of marks for the examination						600

The board of examiners may go through the class work of the students in any particular case/cases wherever necessary during the assessment of the practical examination.

OC-The following table indicates subjects and the number of assignments to be completed in the specified number of hours during the First academic year.

Sr.no	Subject	Hours	Assignments
(i)	Subject of specialization		
	(a) Theory	70	5 tutorials
	(b) Practicals	780	12 practicals
(ii)	Dissertation	} 110	
(iii)	Viva Voce		
Total :		960	

Following are the details of the syllabus and the nature of studio practicals of various subjects for examination.

Practicals in the subject of specialization:

(i) Communication Design/ Illustration

During the Second year, the third choice of project, (not undertaken during the first year) will have to be opted by the candidate. This project must be executed and professionally presented in 3 parts.

(a) An identity programme will have to be designed and practically executed for the project in hand.

(b) A total of 4 advertising media will have to be planned, designed and executed, professionally, in readiness for commercial release.

(c) Additional merchandising/marketing material will have to be designed and executed as part of the project.

(ii) Dissertation

During the Second Year, a dissertation comprising of a minimum 7000 up to a maximum of 10000 words, on a topic associated with the subjects of study, must be submitted by the candidate. The dissertation should be able to provide new sights on the chosen topic, through personal research and views stated by the candidate.

(iii) Viva-Voce

At the end of the Second Year, a Viva-Voce session will be conducted as a part of the examination of the candidate wherein all work done in the practicals of the two years of MFA will have to be displayed before a panel of examiners. Of this body of work, the second year project work is compulsory while the first year projects may be presented at the discretion of the candidate.

OC - The First Year Examination will be conducted by the College, recognized by the Goa University and no candidate will be admitted to the Examination unless he/she produces a certificate from the institution.

(i) Of having attended in each term at least 3/4th of the total no. of lectures in theory and at least 3/4th of the total periods devoted to studio work.

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10. Candidates passing the Examination on the basis of point 8 and/or 9 above will not be eligible for a class or Prize or Scholarship to be awarded at the Examination.
