

JAIN UNIVERSITY

Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956



MASTER OF VISUAL ARTS – APPLIED ART Programme Guide

www.jainuniversity.ac.in

Programme Overview

Master of Visual Arts introduces Applied Art to students who are seeking self-expression through visual language. The students are trained in advanced level during the course which envisages a progressive movement towards higher levels of practical & theoretical knowledge to reach mastery in their field and to become hard core professionals.

Programme Name

Master of Visual Arts – Applied Art

Programme Code

042

Course Code & Name

4402

Degree Awarded

Master of Visual Arts

Duration of the Programme

2 year, 4 semesters

Eligibility

50 % of marks in Bachelor's or Master's Degree in Fine Arts / Visual Arts & must pass in the entrance test conducted by the Jain University.

Medium of Instruction / Examination

English

Study Campus

**Jain Knowledge Campus
44/4, District Fund Road
Jayanagar 9th Block, Bangalore**

Programme Timings

10.00 am to 4.00 pm

Programme Advisor

Dr. Choodamani Nandagopal

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Programme Curriculum

Semester I

- **Practical – 1**
Visualisation - 1
- **Practical – 2**
Concept making, and application - 1
- **Theory – 1**
Advertising Media & Communication
- **Theory – 2**
Western Art – Post Medieval to Modern

Semester II

- **Practical – 1**
Visualisation - 2
- **Practical – 2**
Concept making and application - 2
- **Theory – 1**
Advertising Art & Ideas
Historical Aspects of Advertising
- **Theory – 2**
Indian Art - Post Medieval to Contemporary

Semester III

- **Practical – 1**
Visualisation / Illustration / Outdoor Media 1
- **Practical – 2**
Electives – Photography / Digital art & design / Painting
- **Theory – 1**
Creative Thinking & Communication
- **Theory – 2**
Study of Visual Language & Research Methodology

Semester IV

- **Practical – 1**
Visualisation / Illustration / Outdoor Media -2
- **Practical – 2**
Exhibition & Display
- **Internship**
- **Dissertation & Viva voce**

Assessment

- Assessment of student's performance will be based on two components i.e. Internal Assessment and Semester Examination conducted at the end of each semester
- A theory subject will comprise of an Internal Assessment component of 20 marks and Semester Examination component of 80 marks
- A practical subject will comprise of an Internal Assessment component of 40 marks and Semester Examination component of 160 marks