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INSTITUTE OF MANAGEMENT STUDIES
Recognised by UGC & Affiliated to CCS University, Meerut
GRADE 'A' INSTITUTE BY UGC-NAAC

BFA (APPLIED ART)

PROGRAMME OUTCOMES (PO)

PO1: History of Art : Appreciate, understand and apply concepts of Art history to different design solutions

PO2: Aesthetic Analysis: Talent to classify, significantly evaluate and prepare complex aesthetics using fundamentals of Art and Design concepts with contextual understanding of the same.

PO3: Advertising Principles and Theory :Ability to transform composite production scenarios with brand awareness and present-day issues into problems, explore, recognize and propose appropriate solutions using rising technologies.

PO4: Accomplish Practical Graphic Design Solutions : Ability to invent and explore different approaches to a problem and coming up with Graphic Design solutions.

PO5: Current Implement Procedure: Skill to select recent computing tools, skills and techniques compulsory for original software solutions

PO6: Drawing and Illustration skills: Facility to apply and execute expert principles of illustrative technique .

PO7: Image Creation: Ability and understanding of photography techniques to implement as design solutions.

PO8: Administration and team building : Skill to recognize administration and design philosophy with necessary technical skills to supervise projects in multidisciplinary environments.

PO9: Announcement Usefulness: Converse successfully with the Art and Design community as well as culture by being able to know successful documentations and presentations.



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BFA APPLIED ART

PROGRAMME SPECIFIC OUTCOMES (PSO)

PO1: Concepts of Art and Design : Appreciate and apply design concepts, computer skills and art information for the conceptualization of appropriate applied art solutions .

PO2: Difficulty Analysis: Talent to classify, significantly evaluate and prepare complex design problems using fundamentals of art and design with computer knowledge.

PO3: Drawing / Improvement of Solutions: Facility to transform composite production scenarios and present-day issues into problems, explore, recognize and propose included solutions using rising technologies.

PO4: Accomplish Investigations of Complex Design problems: Ability to invent , research and experiment to interpret data and present well up to date conclusions.

PO5: Current Implement Procedure: Skill to select recent computing tools, skills and techniques compulsory for original software solutions

PO6: Proficient Principles: Facility to apply and give expert brand context to complex advertising requirements.

PO7: Ultimate Education: Identify the need for and enlarge the ability to appoint in permanent education as a Applied Art qualified.

PO8: Mission Administration: Skill to recognize administration and Design philosophy with artistic ability to supervise projects in multidisciplinary environments.

PO9: Announcement Usefulness: Converse successfully with the Advertising and design society as well as culture by being able to know successful documentations and presentations.

PO10: Public & Ecological Alarm: Ability to implement ethical, cost-effective, green, and sustainable solutions targeted to client benefit and requirement

PO11: Personality & Group Job: Ability to job as a part or manager in various teams in multidisciplinary situations.

PO12: Modernization and Private Enterprise: Classify opportunities, private enterprise dream and use of original thoughts to build worth and means for the betterment of the human being and the world.



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COURSE OUTCOME (CO)

BFA APPLIED ART (YEAR 1)

BFA-101 History of Art in India

CO1: To develop an understanding of culture and context during different historical periods in India.

CO2: To be able to identify art that belongs to different cultures and periods in Indian history.

CO3: To develop contextual understanding of traditional art forms and processes and to be able to correlate and identify its evolution in contemporary times.

CO4: To understand the semiotics and semantics of traditional and modern art forms.

CO5: To be able to research, identify and apply historical and traditional art forms and techniques to individual work.

BFA APPLIED ART (YEAR 2)

BFA-201 History of Western Art

CO1: To develop an understanding of Western philosophy, culture and art

CO2: To understand Art movements in the western world and be able to contextualize them.

CO3: To identify Western styles, principles and subjects along with correlations to art forms, movements and eminent artists.

CO4: To be able to understand and emulate techniques of Western Art as applicable.

CO5: To research principles of Western Art and authenticate findings through appropriate research methodologies.

2 BFA-202 Aesthetic

CO1: To seek for and understand different aesthetics and what defines various concepts.

CO2: To be able to understand and apply concepts of aesthetic to simple problems with design thinking.

CO3: To identify problems and solutions using aesthetics as a governing principle along with appropriate research.

CO4: To understand the balance between economics and aesthetics.

CO5: To explore and ideate fresh concepts based on acquired knowledge of aesthetic principles.



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3 BFA-203 Advertising Theory

CO1: To understand the history of communication and the role it played on the evolution of advertising.

CO2: To understand the basic principles of advertising and relationship to audience

CO3: To understand simple narrative structure and the role it plays in Advertising.

CO4: To understand different cultures and contexts with relation to type of advertising.

CO5: To learn how changing economy and historical events led to an impact in consumer psychology.

4 BFA-208 Practical (Graphic Design (a) Press Layout)

CO1: To understand the basic principles of Graphic design and to be able to use them effectively for Visual Communication.

CO2: To understand basic structure and principles for 2D layout design along with typography.

CO3: To understand effective public promotion and creation of awareness within the constraints of a defined space.

CO4: To understand audience specifications based upon culture and context.

CO5: Developing versatility and flexibility in ideation and execution methods.

5 BFA-209 Practical (Graphic Design (b) Poster Design)

CO1: To create maximum impact using principles of Visual Communication.

CO2: To develop clear messages with good communication.

CO3: To be able to eliminate superfluous elements in imagery and create clear, concise messages

CO4: To utilize principles of design to create aesthetics.

CO5: To understand the medium itself, its range, impact and usage.

6 BFA-210 Practical (Drawing & Illustration)

CO1: Understanding by observation of different forms and environments.

CO2: Understanding and being able to reproduce different forms, including human anatomy.



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CO3: Developing skills of drawing from memory and rendering different environments.

CO4: Drawing of various products in different rendering mediums and techniques in a given space, and illustration for varied media.

CO5: Understanding and drawing Architectural features, sculptures, textiles, furniture, study of any one specific subject throughout the year.

BFA-211 Practical (Photography & Reproduction Technique)

CO1: Understanding photography as an integral and essential part of Visual Communication

CO2: Learning different techniques of photography in different contexts and environments.

CO3: Learning techniques of photographic reproduction.

CO4: Understanding and applying techniques of typography along with photography for message creation.

CO5: Learning different digital techniques for image enhancement and manipulation as per context.

BFA-301 History of Far Eastern Art

CO1: To gain exposure and insights into the history and cultures of the Far East.

CO2: To understand contexts, environments, sociology and philosophy of Art, Architecture, Sculpture and other forms of Visual Communication in ancient civilizations like China, Japan, Korea, Cambodia and others in Asia.

CO3: To identify and contextualize religious and social influences on their Art and Architecture.

CO4: To be able to apply the styles and techniques of Far Eastern Art.

CO5: To analyze and interpret various styles and historical forms according to the context.

2 BFA-302 Aesthetic

CO1: To study the fundamental concepts of Indian Aesthetic.

CO2: To understand and apply the concepts and philosophies of Indian Aesthetic as required.

CO3: To study the philosophies of different schools of thought.

CO4: To study the works of various prominent figures in Indian history and literature.

CO5: To analyze different schools of thought and be able to apply them accordingly.



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BFA-303 Advertising Theory

CO1: To understand the nature and scope of Markets, Market Research and Marketing.

CO2: To be able to identify and create Brand Image and Identity.

CO3: To apply appropriate research methodologies to Campaign planning and Strategy.

CO4: To apply appropriate selection of Media.

CO5: To ideate and create advertising messages using appropriate media, writing and image creation skills.

BFA-308 Practical (Graphic Design (a) Press Layout)

CO1: To create appropriate layout designs.

CO2: Understanding client requirement and application of media accordingly.

CO3: To ideate and explore different ways of communication within the limitations present.

CO4: Understanding the constraints of space and creating effective communication.

CO5: Applying practical aspects of design thinking, problem solving and communication with computer skills.

BFA-309 Practical (Graphic Design (b) Poster Design)

CO1: To integrate and combine visual and typographical elements to create unique visual communication.

CO2: To use the principles of design for aesthetic and effective communication.

CO3: To ideate, explore and create new approaches to visual design.

CO4: To be able to use technical and digital skills effectively in creation.

CO5: To be able to communicate with varied audiences using appropriate and effective visuals and text.

BFA-310 Practical (Drawing & Illustration)

CO1: Using research techniques and observation of different forms and environments.

CO2: Understanding and being able to reproduce different forms, including human anatomy with appropriate research methodologies.

CO3: Developing skills of drawing from memory and rendering different environments.



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CO4: Drawing of various products in different rendering mediums and techniques in a given space, and illustration for varied media.

CO5: Understanding and drawing Architectural features, sculptures, textiles, furniture, study of any one specific subject throughout the year.

BFA-311 Practical (Photography & Reproduction Technique)

CO1: Applying techniques of photography to graphic design.

CO2: Visualization and ideation of different media for Graphic Design.

CO3: Exploring the potential and applications of the Image in greater detail.

CO4: Using multimedia principles and applications in Design.

CO5: Developing technical skills for further application in design creation.

BFA-401 History of Modern Indian Art

CO1: Understanding the concept of Indian Modernism.

CO2: Exploring and observing artists and techniques used in Indian Modern Art.

CO3: Understanding the narrative flow and structure of Contemporary Indian Art and how it can be used.

CO4: Exploring techniques of Modern Indian Art to be used in Graphic Design and Applied Art.

CO5: Understanding the language of Modern Indian Art in sociological, political and other contexts and using it accordingly.

BFA-402 History of Modern Western Art

CO1: Understanding history and evolution of Modern Western Art.

CO2: Understanding and researching historical, cultural, sociological and political implications of Modern Western Art.

CO3: Identifying prominent styles, movements and artists of Modern Western Art.

CO4: Applying principles and techniques of Western Art as appropriate.

CO5: Using digital skills to integrate elements of Modern Western Art into Design.



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BFA-403 Advertising Theory

CO1: Understanding structure and function of an Advertising Agency.

CO2: Understanding organizational functions and roles in Advertising industry.

CO3: Understanding legal and ethical aspects of Advertising.

CO4: Exploring and ideating different media and spaces for Advertising.

CO5: Using digital and technical skills to create effective advertising material.

BFA-409 Practical (Graphic Design (a) Press Layout)

CO1: To explore new approaches to Graphic Design and Print layouts.

CO2: To apply research methodologies as appropriate to create new design ideation.

CO3: Creating press communication for product promotion and public awareness.

CO4: Applying concepts of Graphic Design in Print Media creation.

CO5: Applying suitable and innovative digital skills.

BFA-410 Practical (Graphic Design (b) Poster Design) 40 60 100

CO1: To ideate and combine visual and typographical elements to create unique visual communication.

CO2: To use the principles of design for aesthetic and advanced communication.

CO3: To ideate, explore and create new approaches to visual design.

CO4: To be able to use technical and digital skills effectively in creation.

CO5: To be able to communicate with varied audiences using appropriate and effective visuals and text.

6 BFA-411 Practical (Drawing & Illustration)

CO1: Using research techniques for observation and recreation of different forms and environments.

CO2: Understanding and being able to reproduce different forms, including human anatomy with appropriate research methodologies.

CO3: Developing skills of drawing from memory and rendering different environments.



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CO4: Drawing of various products in different rendering mediums and techniques in a given space, and illustration for varied media.

CO5: Understanding and drawing Architectural features, sculptures, textiles, furniture, study of any one specific subject throughout the year.