



Constituent college of Bareilly International University

Administrative Block, BIU Building, Rohilkhand Medical College Campus, Pilibhit Bypass Road, Bareilly-243006 (U.P.) INDIA

Phone : 0581-2526051/ 53, +91 9568 131000 Email : info@biu.edu.in Website : www.biu.edu.in

Bachelor of Fine Arts (BFA) in Applied Art

Four-Year Undergraduate Degree Programme (8 Semesters)

PROGRAMME VISION

The BFA Applied Art programme aims to produce creative visual communicators, designers, illustrators, advertising professionals, art directors, branding specialists, and interdisciplinary visual thinkers capable of working across traditional and digital platforms.

The programme combines:

- Fine Art Foundations
- Advertising Design
- Visual Communication
- Illustration
- Typography
- Branding
- Digital Media
- Photography
- Motion Graphics
- UI/UX Design
- Creative Strategy
- Professional Practice

PROGRAMME OBJECTIVES

The programme seeks to:

1. Develop strong visual communication abilities.
2. Build professional skills in advertising and branding.



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3. Cultivate creative problem-solving and design thinking.
4. Integrate traditional artistic practices with digital technologies.
5. Foster innovation in communication design.
6. Develop industry-ready portfolios.
7. Encourage socially responsible and culturally relevant design practices.
8. Prepare students for contemporary creative industries.
9. Build research, conceptualization, and strategic communication skills.
10. Encourage entrepreneurial and independent creative practice.

GRADUATE ATTRIBUTES

Graduates will be able to:

- Design visual communication systems.
- Create advertising campaigns.
- Develop brand identities.
- Execute professional illustrations.
- Use contemporary digital tools.
- Create motion graphics and multimedia content.
- Apply research-driven design methodologies.
- Build professional portfolios and client presentations.
- Work collaboratively in creative industries.

PROGRAMME STRUCTURE

Duration

4 Years (8 Semesters)

Total Credits

180–200 Credits

Theory : Practical Ratio

30 : 70



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Learning Components

- Studio Practice
- Advertising Labs
- Design Workshops
- Digital Media Labs
- Industry Projects
- Internships
- Live Campaigns
- Research Projects
- Portfolio Reviews
- Professional Exhibitions

YEAR I

FOUNDATION STUDIES

SEMESTER I

Visual Foundations and Observation

STUDIO COURSE 1

Drawing and Observation Studies

Unit 1: Line and Contour

- Blind contour drawing
- Continuous line drawing
- Gesture drawing
- Contour studies

Unit 2: Shape and Form

- Geometric forms
- Organic forms
- Positive and negative space





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Unit 3: Light and Shade

- Tonal values
- Volume rendering
- Cast shadows
- Chiaroscuro basics

Unit 4: Perspective

- One-point perspective
- Two-point perspective
- Spatial depth

Unit 5: Nature Studies

- Leaves
- Plants
- Natural textures
- Shells and stones

STUDIO COURSE 2

Elements and Principles of Visual Design

Units

Elements of Art

- Line
- Shape
- Form
- Texture
- Colour
- Space
- Value





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Principles of Design

- Balance
- Rhythm
- Harmony
- Unity
- Contrast
- Emphasis
- Movement
- Proportion

Activities

- Abstract compositions
- Paper constructions
- Visual problem-solving exercises

STUDIO COURSE 3

Colour Exploration Studio

Units

Colour Theory

- Colour wheel
- Primary, secondary, tertiary colours
- Warm and cool colours

Colour Relationships

- Complementary
- Analogous
- Triadic
- Split complementary





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Colour Psychology

- Emotional effects of colour
- Cultural associations

Practical Work

- Colour charts
- Colour compositions
- Nature-based colour studies

STUDIO COURSE 4

Material and Media Exploration

Introduction to:

- Graphite
- Charcoal
- Ink
- Watercolour
- Poster colour
- Acrylic
- Pastel
- Mixed media

Exploration Activities

- Texture creation
- Surface manipulation
- Experimental mark-making

STUDIO COURSE 5

Visual Journal and Sketchbook Practice





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Components

- Daily drawing
- Observation records
- Idea development
- Visual notes
- Museum and gallery reflections

Students maintain a semester-long visual journal.

THEORY COURSE 1

History of Art and Visual Culture I

Units

Early Civilizations

- Prehistoric Art
- Cave Paintings

Ancient Art

- Egyptian Art
- Greek Art
- Roman Art

Indian Art

- Indus Valley Civilization
- Mauryan Art
- Buddhist Art
- Ajanta Paintings

Learning Focus





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- Understanding visual evolution
- Comparative visual traditions

THEORY COURSE 2 **Fundamentals of Aesthetics**

Topics

- What is Art?
- Beauty and Expression
- Creativity
- Imagination
- Visual Perception
- Indian Aesthetic Concepts

WORKSHOP MODULE I

Workshops

- Clay Modeling
- Basic Printmaking
- Creative Assemblage
- Collage Construction

FIELD STUDY

Activities

- Museum visit
- Heritage walk
- Nature sketching camp





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Submission

Field documentation portfolio

SEMESTER II

Interdisciplinary Exploration and Visual Communication

STUDIO COURSE 6

Advanced Drawing and Human Studies

Units

Figure Drawing

- Human proportions
- Gesture studies
- Anatomical basics

Portrait Studies

- Facial proportions
- Expression drawing

Environment Drawing

- Interior spaces
- Outdoor sketching
- Urban observation

STUDIO COURSE 7

Foundation Painting Studio

Introduction to:

- Watercolour painting





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- Acrylic painting
- Gouache techniques

Topics

- Still life
- Landscape
- Expressive painting
- Colour composition

STUDIO COURSE 8

Introduction to Printmaking and Graphic Exploration

Relief Processes

- Potato printing
- Linocut basics
- Texture printing

Experimental Printmaking

- Monoprint
- Found-object printing
- Stencil techniques

Learning Areas

- Image transfer
- Repetition
- Positive-negative relationships





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STUDIO COURSE 9

Visual Communication and Applied Art Basics

Units

Typography Introduction

- Letter construction
- Visual lettering

Poster Design

- Layout principles
- Visual hierarchy

Symbol Design

- Signs and icons
- Simplification

Illustration Basics

- Visual storytelling
- Character simplification

STUDIO COURSE 10

Digital Art and Contemporary Media

Introduction to

- Digital drawing
- Image editing
- Visual presentation





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Software Orientation

- Adobe Photoshop
- Adobe Illustrator
- Open-source alternatives

Topics

- Digital composition
- Hybrid art processes

THEORY COURSE 3

History of Art and Visual Culture II

Indian Art

- Gupta Art
- Mughal Painting
- Rajput Painting
- Pahari Painting

Western Art

- Renaissance
- Baroque
- Impressionism

Modern Indian Art

- Bengal School
- Progressive Artists' Group

Contemporary Art Introduction

- Installation





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- New Media
- Public Art

THEORY COURSE 4

Introduction to Visual Culture and Communication

Topics

- Image and Society
- Media Literacy
- Visual Communication
- Popular Culture
- Advertising and Images
- Contemporary Visual Language

WORKSHOP MODULE II

Rotational Workshops

Students undertake introductory workshops in:

Painting

- Surface preparation
- Basic painting techniques

Printmaking

- Relief printing
- Experimental print methods

Applied Art

- Typography
- Poster design
- Illustration





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Interdisciplinary Practice

- Installation basics
- Collaborative art-making

FOUNDATION PORTFOLIO PROJECT

Students create a comprehensive portfolio comprising:

Drawing Portfolio

- Observation studies
- Figure studies
- Experimental drawings

Painting Portfolio

- Colour works
- Creative compositions

Printmaking Exercises

- Relief prints
- Experimental prints

Visual Communication Projects

- Posters
- Symbols
- Typography exercises

Sketchbook Submission

- Research
- Documentation
- Reflections





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FOUNDATION YEAR JURY

Assessment by interdisciplinary faculty panel based on:

Technical Skills

- Observation
- Drawing ability
- Material handling

Creative Development

- Experimentation
- Originality
- Problem-solving

Conceptual Ability

- Visual thinking
- Communication skills

Portfolio Quality

- Presentation
- Documentation
- Process understanding

RECOMMENDED SOFTWARE EXPOSURE

Students receive introductory training in:

- Adobe Photoshop
- Adobe Illustrator
- Canva
- Procreate (Introduction)
- Digital Portfolio Platforms





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RECOMMENDED READING

Art Fundamentals

- Betty Edwards — *Drawing on the Right Side of the Brain*
- Johannes Itten — *Elements of Color*
- Wucius Wong — *Principles of Form and Design*

Art History

- E. H. Gombrich — *The Story of Art*
- Stella Kramrisch — *The Art of India*

Visual Culture

- John Berger — *Ways of Seeing*

EVALUATION SYSTEM

Component	Weightage
Studio Assignments	30%
Portfolio	20%
Sketchbook / Visual Journal	10%
Workshops	10%
Theory Examination	15%
Jury Assessment	15%

SPECIALIZATION READINESS OUTCOMES

At the completion of the Foundation Year:





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Painting Students will have:

- Strong drawing and painting fundamentals
- Colour understanding
- Visual expression skills

Printmaking Students will have:

- Knowledge of image transfer
- Print processes fundamentals
- Material sensitivity

Applied Art Students will have:

- Visual communication basics
- Typography exposure
- Design thinking foundations

YEAR II

INTRODUCTION TO APPLIED ART

SEMESTER III

Practical Subjects

1. Advertising Design I

- Communication concepts
- Advertising principles
- Campaign thinking

2. Illustration I

- Editorial illustration



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- Children's illustration
- Conceptual imagery

3. Typography II

- Type anatomy
- Typography systems
- Expressive typography

4. Photography II

- Studio photography
- Product photography
- Advertising photography

5. Digital Design I

- Adobe Illustrator
- Vector graphics
- Infographics

6. Packaging Design I

- Product packaging
- Structural packaging
- Label design

Theory Subjects

History of Visual Communication

- Evolution of communication
- Advertising history
- Print culture
- Visual media

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Communication Theory

- Semiotics
- Signs and symbols
- Consumer psychology

SEMESTER IV

Practical Subjects

1. Advertising Design II

- Campaign development
- Media adaptation
- Storyboarding

2. Corporate Identity Design I

- Logo systems
- Brand marks
- Visual identity

3. Illustration II

- Advertising illustration
- Digital illustration
- Visual metaphors

4. Computer Graphics

- Adobe InDesign
- Layout systems
- Publication design

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5. Photography III

- Fashion photography
- Lifestyle photography
- Brand photography

6. Packaging Design II

- Sustainable packaging
- Brand integration

Theory Subjects

History of Design and Advertising

- Bauhaus
- Swiss Design
- Modern Branding
- Indian Advertising History

Art Appreciation and Criticism

- Visual analysis
- Design criticism
- Contemporary communication

YEAR III

ADVANCED APPLIED ART PRACTICE SEMESTER V

Practical Subjects

1. Advertising Campaign Design I



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- Consumer insights
- Market research
- Brand positioning

2. Branding and Identity Systems

- Visual identity architecture
- Brand manuals
- Rebranding projects

3. Publication Design

- Magazine design
- Editorial systems
- Book design

4. Motion Graphics I

- Storyboarding
- Kinetic typography
- Animation principles

5. UI/UX Design I

- User-centered design
- Interface layouts
- Wireframing

6. Illustration III

- Advanced conceptual illustration
- Sequential storytelling

Theory Subjects



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Consumer Behaviour and Marketing

- Target audience
- Consumer psychology
- Branding strategies

Research Methodology

- Design research
- User research
- Visual documentation

SEMESTER VI

Practical Subjects

1. Advertising Campaign Design II

- Integrated campaigns
- Social media campaigns
- Cross-platform communication

2. Motion Graphics II

- Adobe After Effects
- Visual effects
- Animated advertisements

3. UI/UX Design II

- Prototyping
- App interfaces
- User testing

4. Environmental Graphics



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- Signage systems
- Wayfinding design
- Exhibition graphics

5. Digital Illustration and Concept Art

- Advanced digital workflows
- Entertainment design

6. Portfolio Development I

Theory Subjects

Contemporary Visual Culture

- Digital culture
- Social media communication
- Visual trends

Professional Practice

- Copyright
- Client management
- Freelancing
- Studio management

YEAR IV

PROFESSIONAL SPECIALIZATION

SEMESTER VII

Practical Subjects

Major Project I

Students select specialization pathways:





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Advertising Design

- Integrated campaign

Branding

- Corporate identity system

Illustration

- Professional illustration series

UI/UX

- App and digital product design

Motion Graphics

- Animated communication project

Packaging Design

- Product branding system

Design Research Studio

- User-centered research
- Design innovation

Internship

- Advertising agency
- Design studio
- Media house
- Branding consultancy

Portfolio Development II





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Theory Subjects

Global Advertising and Design Trends

- Contemporary branding
- Emerging technologies
- Global campaigns

Entrepreneurship for Creative Industries

- Agency setup
- Design business
- Startups

SEMESTER VIII

Practical Subjects

Major Degree Project

Students create:

- Complete campaign system
- Brand identity programme
- Illustration portfolio
- Motion graphics package
- UI/UX product solution

Degree Exhibition

Includes:





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- Exhibition design
- Public presentation
- Client pitch simulation

Professional Portfolio

- Website portfolio
- Showreel
- Resume
- Case studies

Theory Subjects

Dissertation

Research areas:

- Advertising
- Branding
- Illustration
- Consumer psychology
- Visual communication
- Design history
- Digital media

Viva Voce

- Project defense
- Portfolio review
- Industry interaction

ELECTIVE COURSES

Students may choose from:



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- Animation
- Film Graphics
- Storyboarding
- Game Art
- Character Design
- Exhibition Design
- Editorial Design
- Book Illustration
- Visual Merchandising
- Fashion Communication
- Social Media Design
- AR/VR Design
- Design for Sustainability
- Digital Marketing
- Art Direction

SOFTWARE TRAINING MODULE

Students must achieve proficiency in:

Graphic Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Motion Graphics

- Adobe After Effects
- Premiere Pro

UI/UX

- Figma



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- Adobe XD

3D & Emerging Tools

- Blender
- Cinema 4D (Advanced)
- AI-assisted creative tools

Modern programmes increasingly integrate digital tools, interface design, branding, and multimedia communication into applied art education.

INDUSTRY ENGAGEMENT

Students must complete:

- Advertising Agency Internship
- Design Studio Visits
- Live Client Projects
- Brand Audit Exercises
- Design Competitions
- Workshops by Industry Experts
- Creative Hackathons
- Portfolio Reviews

Industry exposure and internships are emphasized across leading contemporary applied art programmes.

SPECIAL WORKSHOPS

Traditional Skills

- Calligraphy
- Printmaking
- Hand Rendering
- Poster Art





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Contemporary Skills

- Design Thinking
- UI/UX Workshops
- Motion Graphics
- AI for Designers
- Creative Strategy

Industry Modules

- Brand Building
- Copywriting
- Creative Direction
- Campaign Planning

INFRASTRUCTURE REQUIREMENTS

Studios

- Drawing Studio
- Illustration Studio
- Advertising Design Lab
- Computer Graphics Lab
- Photography Studio
- Motion Graphics Lab
- Exhibition Space

Equipment

- High-End Workstations





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- Graphic Tablets
- DSLR Cameras
- Studio Lighting
- Printing Systems
- Projection Systems
- **SUGGESTED READING**

Advertising

- David Ogilvy – *Ogilvy on Advertising*
- Luke Sullivan – *Hey Whipple, Squeeze This*

Branding

- Alina Wheeler – *Designing Brand Identity*
- Marty Neumeier – *The Brand Gap*

Typography

- Ellen Lupton – *Thinking with Type*

Design

- Don Norman – *The Design of Everyday Things*
- Robin Williams – *The Non-Designer's Design Book*

Visual Communication

- John Berger – *Ways of Seeing*
- Wucius Wong – *Principles of Form and Design*

CAREER OPPORTUNITIES



Regional BIU Admission Center : IIP Academy, B7, Sector 2, Noida 201301 | 98711 20402



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Graduates can work as:

- Art Director
- Creative Director
- Graphic Designer
- Brand Designer
- UI/UX Designer
- Illustrator
- Advertising Designer
- Motion Graphics Artist
- Packaging Designer
- Visual Strategist
- Creative Consultant
- Design Researcher
- Social Media Designer
- Exhibition Designer
- Digital Content Creator
- Entrepreneur

DISTINCTIVE STRENGTH OF THIS CURRICULUM

This syllabus combines the strongest aspects of fine arts education, advertising pedagogy, communication design, branding systems, digital technologies, and contemporary creative industries. It bridges traditional artistic foundations with modern professional practice, making graduates equally capable of functioning as artists, designers, strategists, entrepreneurs, and visual communicators in the global creative economy.

IMPORTANT NOTE

In this **programme**.

Guest lectures, masterclasses, workshops, special events and 2 Educational tours, are **mandatory and included in the programme fee**.

