



FACULTY OF  
ARTS, DESIGN AND  
HUMANITIES



2024 - 25

# BFA (Applied Arts)

Programme Structure

Division	Faculty of Arts, Design and Humanities
School Name	School of Design
Department Name	Department of Visual Arts
Programme Name	BFA (Applied Arts)

## Course Basket

Course Basket	Credits Assigned
Program Core	Courses dealing with foundations, depth and breadth of the major in which a student is admitted at MIT-WPU
Program Electives	Open electives under the Programme allow students to specialise in a particular area connected to their major.
University Core	Courses that reflect the core MITWPU values and the mission of Life Transformation of students.
University Electives	Multidisciplinary courses across the faculties at MIT-WPU and outside the Programme core.

Semester	Name of the Course	Type	Credits
I	2D Composition: Form Shape Space	PC	4
I	Fundamentals of Arts	PC	3
I	Calligraphy	PC	3
I	Introduction to Photography	PC	3
I	Print Art Basics	PC	3
I	Effective Communication	UC	1
I	Critical Thinking	UC	1
I	Environment and Sustainability	UC	1
I	Social Leadership Development Program	UC	1
I	Foundations of Peace	UC	2
I	Yoga - I	UC	1
Total			23

Sr. No	Name of the Course	Type	Credits
II	3D Space & Clay exploration	PC	3
II	Grids and Composition	PC	3
II	Typography: Anatomy & Terminology	PC	4
II	Photography: Lighting and Composition	PC	3
II	Print Making Techniques	PC	3
II	Advanced Excel	UC	1
II	Financial Literacy	UC	1
II	Co-creation	UC	1
II	Indian Constitution	UC	1
II	Indian Knowledge System	UC	2
Total			22

Sr. No	Name of the Course	Type	Credits
III	Branding	PC	3
III	Figure drawing and modeling	PC	3
III	Typeface design	PC	4
III	Semiotics	PC	3
III	Program Elective I	PC	3
III	Folk Art: Study	UC	1
III	Research Innovation Design Entrepreneurship	UC	1
III	Spiritual and Cultural Heritage : Indian Experience	UC	2
Total			20

Semester	Name of the Course	Type	Credits
IV	Branding Creation and Promotion	PC	3
IV	Advertising Strategies and Techniques	PC	3
IV	Publication Processes	PC	2
IV	Environmental sketching - Nature	PC	2
IV	Digital Tools	PC	3
IV	Elective II	PE	4
IV	Folk Art: Applications	UE	3
IV	Rural Immersion	UC	1
IV	Life Transformation Skills	UC	1
Total			22

Semester	Name of the Course	Type	Credits
V	Advertising Campaign	PC	5
V	User Research	PC	3
V	Environmental Sketching - Urban Cityscape	PC	3
V	Portfolio Building	PC	2
V	Elective- III	PC	4
V	Folk Art: Project	UE	3
V	Managing Conflicts Peacefully: Tools and Techniques	UC	2
Total			22

Semester	Name of the Course	Type	Credits
VI	Storyboarding	PC	4
VI	Outdoor Advertising	PC	3
VI	Applied Art Project	PC	4
VI	Digital image Creation	PC	2
VI	Digital Marketing	PC	2
VI	Program Elective - IV	PE	4
VI	National Academic Immersion	UC	2
Total			21

Semester	Name of the Course	Type	Credits
VII	Emerging Trends in Applied Art	PC	3
VII	Entrepreneurship & Management	PC	3
VII	Summer Internship	PC	3
VII	Professional Project	PC	6
Total			15

Semester	Name of the Course	Type	Credits
VIII	Capstone Project	PC	18
Total			18

## Professional Elective Tracks

Semester	Name of the Course	Type
III	Illustration Basics	Program Elective - I
III	Photography Basics	Program Elective - I
III	Visualization Basics	Program Elective - I
IV	Illustration: Styles & Techniques	Program Elective - II
IV	Photography: Studio & Outdoor	Program Elective - II
IV	Visualization: Styles & Techniques	Program Elective - II
V	Illustration: Visual Storyboarding	Program Elective - III
V	Advertising Photography	Program Elective - III
V	Visualization: Metaphor & Exploration	Program Elective - III
VI	Illustration Project	Program Elective - IV
VI	Photography Project	Program Elective - IV
VI	Visualization Project	Program Elective - IV

## University Elective Tracks

Semester	Name of the Course	Type
III	Folk Art: Study	UE
IV	Folk Art: Applications	UE
V	Folk Art: Project	UE

\*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.