



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Bachelor of Fine Arts (Honours) Applied Arts - Fifth Semester - Modifications to the Course Outcomes, Course Content and Mode of Assessment - Approved - Orders Issued.

ACA 16

No. 5575/ACA 16/2026/MGU

Priyadarsini Hills, Dated: 02.06.2026

Read:- 1. U.O.No.5797/AC A16/2024/MGU, dated.27.06.2024.

2. Minutes of the meeting of the Expert Committee on Fine Arts (UG).

3. Orders of the Vice Chancellor under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, dated. 31.05.2026

ORDER

The syllabi of various Honours Under Graduate Programmes coming under The MGU-UGP (Honours) Regulations, 2024, have been approved vide paper read as (1) above and published on the website of the University.

The Expert Committee on Fine Arts (UG), discussed the need to modify the Course Outcomes, Course Content and Mode of Assessment of DSC/DSE/SEC type courses, to rectify the typographical errors in the index page for the courses MG5DSEAAS300: Animation Film Design: Pre-Production, and MG5DSEAAS301: Editorial Illustration, and to rectify the typographical error in Course Name in the detailed syllabus page for the course MG5SECAAS300: Fine Arts Photography, in the Fifth Semester syllabus of **Bachelor of Fine Arts (Honours) Applied Arts** programme, and has submitted recommendations vide paper read as (2) above.

(Recommendations are attached as Annexure)

Considering the urgency, sanction has been accorded by the Vice Chancellor, in exercise of the powers of the Academic Council vested upon him under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, vide paper read as (3) above, to approve the said recommendations.

Hence, the Course Outcomes, Course Content and Mode of Assessment of the said courses in the Fifth Semester syllabus of **Bachelor of Fine Arts (Honours) Applied Arts** programme, stands

modified to this extent.

Orders are issued accordingly.

SIJI ANNA KURIEN

ASSISTANT REGISTRAR III
(ACADEMIC)
For REGISTRAR

Copy To

1. PS to VC
2. PA to Registrar/CE
3. Convenor, Expert Committee, Fine Arts (UG)
4. JR 2 (Admin)/DR 2, AR 3 (Academic)
5. JR/DR/AR (Exam)
6. Tabulation/Academic Sections concerned
7. AC C1/AC C2 Sections
8. IT Cell 3/OQPM1 Sections
9. PRO/IQAC/Records Sections
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File No. 18694/AC A16-3/2026/ACA 16.

Forwarded / By Order

Section Officer

The document is digitally approved. Hence signature is not needed.

Annexure

Semester V

Index Page

Course Code	Title of the Course (Modified)	Type of the Course	Credit	Hours / week	Hour Distribution/ week (Modified)				Page No.
					L	T	P	O	
No Change	No Change	No Change							11
MG5DSEAAS300	Animation Film Design: Pre-Production				1	3	0	-	
MG5DSEAAS301	Editorial Illustration (Specialization: Illustration)	No Change							
No Change	No Change	No Change							

Course Name: The Art of Advertising

Course Code: MG5DSCAAS300

COURSE OUTCOMES(CO)

CO No.	Expected Course Outcome	Learning Domains * (Modified)	PO No. (Modified)	Page No
1	No Change	No Change	No Change	103
2				
3				
4				
5		K,An,E		
6				
7		No Change		
8				
9				
10		No Change		

Typographical Error Rectified	Remember (K)	Page No. 103
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COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units (Modified)	Course Description	Hrs	CO No. (Modified)	Page No.	
1	Advertising : The Term & It's Context			1,2	104,105	
	1.1	No Change	No Change			
	1.2					
	1.3					
2	Advertising & Art			3,4,5		
	2.1	No Change	No Change			
	2.2					
	2.3					
	2.4					
	2.5					
	2.6					
	2.7					
	2.8					
	2.9					
3	Advertising & Traditional Media (Application Level)			6,7		
	3.1	No Change	No Change			
	3.2					
	Existing			Proposed		
	3.2			3.3		
	Existing			Proposed		
	3.3			3.4		
	Existing			Proposed	Existing	Proposed
	3.4			3.5	U	Nil
	Existing			Proposed	No Change	
	3.3			3.6		
	Existing			Proposed		
	3.4			3.7		
	Existing			Proposed		
	3.5			3.8		
Existing	Proposed					
3.6	3.9					

	Existing	Proposed			
	3.7	3.10			
4	Designing Solutions for Unconventional, Retail & Contemporary Media.			8,9,10	
	4.1	No Change	No Change		
	4.2				
	4.3				
	4.4				
	4.5				
4.6					
5	Teacher Specific Content				

Mode of Assessment

A. Continuous Comprehensive Assessment(CCA)- 30 Marks (Modified)		Page No
Components:	Marks	105,106
(a) Concept, Research & Process	12	
(b) Studio Involvement & Skill Attainment	10	
(c) Presentation & Viva	08	

B. End Semester Evaluation(ESE)- 70 Marks (Modified)		Page No
Mode of Examination: Practical (Display Valuation)		105,106
Students will present their completed works from the entire course for final valuation. An external or internal expert will evaluate the displays through direct interaction with the students, providing a comprehensive review of their artistic achievements and understanding.		
NB: Mode of examination being 'Display Mode' No Question Paper shall be required.		
Criteria	Marks	
(a) Concept, Research & Process	15	
(b) Creativity	10	
(c) Originality	10	
(d) Involvement & Skill	15	
(e) Final Display & Viva	20	

Course Name: Advertising: Theory and Practice
Course Code: MG5DSCAAS301

COURSE OUTCOMES(CO)

CO No.	Expected Course Outcome	Learning Domains * (Modified)	PO No.	Page No
1	No Change	K,U	No Change	107
2		No Change		
3				
4				
5				
6				
7				
8				
9				
10				

Typographical Error Rectified	Remember (K)	Page No. 108
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COURSE CONTENT

Content for Classroom Transaction (Units)

Module (Included)	Units (Included)	Course Description	Hrs	CO No. (Modified)	Page No
1	Fundamentals of Advertising			No Change	108,109
	1.1	No Change	No Change		
	1.2				
	1.3				
	1.4				
2	Creative Development in Advertising			No Change	108,109
	2.1	No Change	No Change		
	2.2				
	2.3				
	2.4				

3	Media Planning and Buying			
	3.1	No Change	No Change	
	3.2			
	3.3			
3.4				
4	Contemporary Issues and Trends in Advertising			8,9,10
	4.1	No Change	No Change	
	4.2			
	4.3			
4.4				
5	Teacher Specific Content			

Mode of Assessment

A. Continuous Comprehensive Assessment(CCA)- 30 Marks (Modified)		Page No
Criteria		109,110
Classroom Exercise Participation	10 Marks	
Seminar Presentation	10 Marks	
Written Assignment	10 Marks	

B. End Semester Evaluation(ESE)- 70 marks (Modified)		Page No
Mode of Exam: Theory (Take- Home Exam)		109,110
End Semester Evaluation (ESE) shall be conducted as Take- Home Exam. The following format can be used for the question paper.		
Criteria	Marks (Total 70)	
Long Answer type question: 2 out of 4 (2 x 25)	50	
Visual Response	20	
NB: The question paper will be prepared by college level. Note: Visual Response - A visual response is a method of answering a question or conveying information through the use of drawings, images, or other visual representations instead of written text.		

Course Name: Animation Film Design: Pre-Production
Course Code: MG5DSEAAS300

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No. (Modified)	Page No.
1	No Change	No Change	1,2,3	111,112
2			1,2,3,4,5	
3			1,2,3,4,5	
4			1,2,3,4,5,6	
5			1,2,3,4,5,6	
6			1,2,3,4,5,6,7	
7			1,2,3,4,5,6,7,8,9	
8			1,2,3,4,5,6,7,8,9	
9			1,2,3,4,5,6,7,8,9,10	

Typographical Error Rectified	Remember (K)	Page No: 112
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COURSE CONTENT

Content for Classroom Transaction (Units)

Module (Included)	Units	Course Description	Hrs (Modified)	CO No. (Modified)	Page No
1	Animation Films and Advertising		5	1,2,3	112,113
	1.1	No Change	2	1,2,3	
	1.2		3	1,2,3	
Summary (Others) - Removed					

2	The Language of Animation Films		5	1,2,3
	2.1	No Change	2	1,2,3
	2.2		3	1,2,3
Summary (Others) - Removed				
3	Pre-Production for Animation Films		40	4,5,6,7,8,9
	3.1	No Change	No Change	4,5,6,7,8,9
	3.2			4,5,6,7,8,9
	3.3		5	4,5,6,7,8,9
	3.4		5	4,5,6,7,8,9
	3.5		5	4,5,6,7,8,9
	3.6	No Change	4,5,6,7,8,9	
	3.7	5	4,5,6,7,8,9	
	3.8	No Change	4,5,6,7,8,9	
Summary (Others) - Removed				
4	Display and Presentation		No Change	1,2,3,4,5,6,7,8,9
	4.1	No Change	5	1,2,3,4,5,6,7,8,9
	4.2		5	1,2,3,4,5,6,7,8,9
5	Teacher Specific Content			

Teaching and Learning Approach (Modified)	Classroom Procedure (Mode of transaction)	Page No. 113
	<p>Learning Approach Read handouts, discussions, watching audio-visual moving images contents, critical interpretations, hand on experience of creating moving images content.</p> <p>Teaching Approach Direct Instruction: lecture, Explicit Teaching, E-learning, interactive Instruction: Active co-operative learning, discussion, Assignments Authentic learning, Library work and Group discussion, Presentation by individual student, Practical Work: Hands on experience of moving-images media technologies.</p>	

Mode of Assessment

A. Continuous Comprehensive Assessment(CCA)- 30 Marks (Modified)		Page No
Practical Components	30	113
Criteria	Marks	
Studio Involvement	5	
Ideation	5	
Final Work	15	
Concept and Research	5	

B. End Semester Evaluation(ESE)- 70 Marks (Modified)		Page No
Mode of Exam: Practical (Display Valuation)		113
Practical Components	70	
Criteria	Marks	
Display	10	
Practical Work	50	
Viva	10	

Course Name: Editorial Illustration

Course Code: MG5DSEAAS301

COURSE OUTCOMES(CO)

CO No.	Expected Course Outcome	Learning Domains * (Modified)	PO No.	Page No
1	No Change	No Change	No Change	114
2				
3				
4				
5				
6				
7				
8		U,Ap		
9		No Change		
10				

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units (Modified)	Course Description	Hrs	CO No.	Page No	
1	Foundations of Editorial Illustration					115
	1.1	No Change	No Change	No Change		
	1.2					
	1.3					
	1.4					
2	Techniques and Media					
	2.1	No Change	No Change	No Change		
	2.2					
	2.3					
	2.4					
3	Editorial Contexts and Applications					
	Existing	Proposed	No Change	No Change	No Change	
	2.1	3.1				
	Existing	Proposed				
	2.2	3.2				
	Existing	Proposed				
	2.3	3.3				
Existing	Proposed					
2.4	3.4					
4	Professional Practices and Portfolio Development					
	Existing	Proposed	No Change	No Change	No Change	
	3.1	4.1				
	Existing	Proposed				
	3.2	4.2				
	Existing	Proposed				
	3.3	4.3				
Existing	Proposed					
3.4	4.4					
5	Teacher Specific Content					

Mode of Assessment

A. Continuous Comprehensive Assessment(CCA)- 30 Marks (Modified)		Page No
Components	Marks	116
a) Practical Works	20	
b) Studio Involvement	10	

B. End Semester Evaluation(ESE)- 70 marks (Modified)		Page No
Mode of Examination: Practical (Display Valuation)		116
Students will present their completed works from the entire course for final valuation. An external or internal expert will evaluate the displays through direct interaction with the students, providing a comprehensive review of their artistic achievements and understanding.		
NB: Mode of examination being 'Display Mode' No Question Paper shall be required.		
Criteria	Marks (70)	
(a) Concept, Research & Process	15	
(b) Creativity	10	
(c) Originality	10	
(d) Involvement & Skill	15	
(e) Final Display & Viva	20	

Course Name: Editorial Design
Course Code: MG5DSEAAS302

Typographical Error Rectified	Remember (K)	Page No. 118
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COURSE CONTENT
Content for Classroom Transaction (Units)

Module	Units (Modified)	Course Description	Hrs	CO No.	Page No	
1	Foundations of Editorial Design					118,119
	1.1	No Change	No Change	No Change		
	1.2					
	1.3					
	1.4					
2	Typography and Layout Techniques					
	2.1	No Change	No Change	No Change		
	2.2					
	2.3					
	2.4					
3	Color, Imagery, and Visual Storytelling					
	Existing	Proposed	No Change	No Change	No Change	
	2.1	3.1				
	Existing	Proposed				
	2.2	3.2				
	Existing	Proposed				
	2.3	3.3				
	Existing	Proposed				
2.4	3.4					
4	Practical Applications and Professional Development					
	Existing	Proposed	No Change	No Change	No Change	
	3.1	4.1				
	Existing	Proposed				
	3.2	4.2				
	Existing	Proposed				
	3.3	4.3				
	Existing	Proposed				
3.4	4.4					
5	Teacher Specific Content					

Mode of Assessment

A. Continuous Comprehensive Assessment(CCA)- 30 Marks (Modified)		Page No
Components	Marks	119
a) Practical Works	20	
b) Studio Involvement	10	

B. End Semester Evaluation(ESE)- 70 marks (Modified)		Page No
Mode of Examination: Practical (Display Valuation)		119
Students will present their completed works from the entire course for final valuation. An external or internal expert will evaluate the displays through direct interaction with the students, providing a comprehensive review of their artistic achievements and understanding.		
Criteria	Marks (70)	
(a) Ideation & Concept	30	
(b) Technical Proficiency	10	
(c) Display	10	
(d) Viva	20	
NB: Mode of examination being 'Display Mode' No Question Paper shall be required.		

Course Name: Other Modernism(s)
Course Code: MG5DSEAAS303

Programme	BFA (Hons) Applied Arts (Included)	Page No. 120

COURSE OUTCOMES(CO)

CO No.	Expected Course Outcome	Learning Domains * (Modified)	PO No.	Page No
1	No Change	K	No Change	121
2		No Change		

3	No Change	No Change	No Change	
4				
5				

Typographical Error Rectified	Remember (K)	Page No. 121
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Serial Number (Modified)	Suggested Readings	
1	Hal Foster, The "Primitive" Unconscious of Modern Art, October , Autumn, 1985, Vol. 34 (Autumn, 1985), pp. 45-70 Published by: The MIT Press	Page No. 124
2	https://www.afterall.org/articles/introduction-from-the-outside-in-magiciens-de-la-terre-and-two-histories-of-exhibitions/	
3	Jyotindra Jain, 'Other Masters: Five Contemporary Folk and Tribal Artists of India' , 1998, Crafts Museum and The Handicrafts and Handlooms Exports Corporation of India Ltd.,	
4	<i>Arts and crafts movement: Modern reinventions</i> by Naman P Ahuja.	
5	Limbu, Subash Thebe. "Adivasi Futurism." (2020).	

Course Name: Aesthetic Concepts in Asian Art
Course Code: MG5DSEAAS304

Programme	BFA (Hons) Applied Arts (Included)	Page No. 125
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Typographical Error Rectified	Remember (K)	Page No. 126
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Mode of Assessment

A.Continuous Comprehensive Assessment(CCA)- 30 Marks (Modified)		Page No
Criteria		
Classroom Exercise Participation	10 Marks	

Seminar Presentation	10 Marks	127
Written Assignment	10 Marks	
B. End Semester Evaluation(ESE)- 70 marks (Modified)		Page No
Mode of Exam: Theory (Open Book/Take- Home Exam)		128
End Semester Evaluation (ESE) shall be conducted as Take-Home Exam. Mark distribution and Criteria: No Change		
NB: The question paper will be prepared by college level.		
Note- Provide reasonable accommodations to ensure that disabled students have an equal opportunity to demonstrate their knowledge and skills. This may include extended time for exams, a quiet environment, assistive technologies, or alternative formats for assessments. Maintain confidentiality regarding the specific accommodations granted to disabled students. Treat each student with respect and sensitivity, recognizing their unique needs and contributions to the learning community. By adopting an inclusive and individualized approach, we can ensure that disabled students are assessed fairly and have the support needed to succeed academically. The goal is to create an environment where all students, regardless of ability, can fully participate and demonstrate their knowledge and skills.		

Course Name: Fine Arts Photography
Course Code: MG5SECAAS300

Programme	BFA (Hons) Applied Arts (Included)	Page No. 130
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Course Name (Typographical Error Rectified)	Fine Arts Photography	Page No. 130
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COURSE CONTENT

Content for Classroom Transaction (Units)

Module (Included)	Units (Included)	Course Description	Hrs (Modified)	CO No. (Modified)	Page No
1	Fine Arts Photography		No Change	No Change	132,133
	1.1	No Change			
	1.2				
	1.3				

	1.4			
	1.5			
2	Post-Processing and Editing		No Change	No Change
	2.1	No Change		
	2.2			
	2.3			
	2.4			
3	Fine Arts Photography Practical		25	
	3.1	No Change	No Change	4,5,6,7
	3.2			4,5,6,7
	3.3			4,5,6,7
4	Teacher Specific Content			Nil

Mode of Assessment

A.Continuous Comprehensive Assessment(CCA)- 25 Marks (Modified)		Page No
Components	Marks	133
a) Studio Involvement	10	
b) Practical Projects	15	

B. End Semester Evaluation(ESE)- 50 marks (Modified)		Page No
Mode of Examination: Practical (Display Evaluation)		133
Students will present their completed photography projects from the entire course for final valuation. An external or internal expert will evaluate the display evaluation through direct interaction with the students, providing a comprehensive review of their understanding in photography.		
Components	Marks(50)	
Projects	30	
Display	10	
Viva voce	10	
NB: Mode of examination will be 'Viva Voce', No Question Paper shall be required.		