

Bharati Vidyapeeth (Deemed to be University)

SCHOOL OF VISUAL ARTS

Outcome for Bachelor of Visual Arts - Applied Art (BVA-AA)

Overall Course Outcome.

It is a creative program designed to serve as an educational platform to innovate, and develop a highly creative job-oriented career for interested applicants.

This 4- year-long program offers professional training of global standards, besides non-academic benefits such as self-esteem, motivation, aesthetic awareness, cultural exposure, creativity, improved emotional expression, and social harmony and appreciation of diversity. Designers who can respond creatively to applied art and design problems are always in high demand and can build successful careers in education, restoration work, advertising, museums, and retail. Many go on to start their own creative businesses or work freelance as technicians, designers, and craft workers.

Outcome Year wise

1st Year BVA Applied arts

In the first year, the students are introduced to the basics of art and design. Every subject in the syllabus is broken down to its very root so that the thinking process of the students builds up in a strong, individualistic manner. Assignments are discussed through the factors of layout, colour scheme, proportions, design principles, elements of design, etc. and how to apply when visually communicating information and ideas.

2nd Year BVA Applied arts

In the second year, the syllabus focuses more on individual subjects. The students are required to apply the knowledge and skills learnt from the first year into their syllabus to create something entirely original. Students will be able to use a variety of brainstorming techniques to generate new ideas for each design. Also, Students will be able to understand the Concept building for individual design. The students are introduced to the elective subjects & introduction of media. Various assignments are given to students which compel them to think critically about every element that is present in their design.

3rd Year BVA Applied arts

The third-year requires students to understand the process of concept building for projects. In this process, they learn to approach design through a strong, inventive thinking algorithm that

makes sure that every project they take up has a strong impact. Students learn to comprehend the essence of a concept and content in any design thus making sure that each of their designs makes a point and communicates to the maximum of their audience.

4th Year BVA Applied arts

During the fourth year, students are taught the practical and economic aspects of design considering the latest market trends following the latest technology. They are made to analyse the communication process to build up an effective strategy and deliver an efficient design. Students are taught to bridge the gap between the question and the answer with the help of novel problem-solving techniques, including an understanding of principles of visual composition, symbolic representation, typography, aesthetics, etc. and the construction of meaningful images by providing creative solutions for society.

To nourish the inherent talent of the students, they have to prepare a trendsetting project in their selected elective.