

GOVERNMENT OF NCT OF DELHI
COLLEGE OF ART
22-22, TILAK MARG, NEW DELHI-110001

CITIZENS' CHARTER

PARTICULARS OF ORGANIZATION, FUNCTIONS AND DUTIES

1	VISION & MISSION	<p>College of Art is an institution established in 1942 for advanced training in Visual Art (Creative and Applied) leading to the Bachelor of Fine Art Degree of the University of Delhi, further providing advance training in Master in Fine Art course (except Art History) in (a) Applied Art (b) Art History (c) Painting (d) Printmaking (e) Sculpture and (f) Visual Communication with emphasis on studio practicals, prescribed theory subjects and research in selected fields.</p> <p>The College is under the Faculty of Music & Fine Art, University of Delhi, for all academic matters and wholly administered by the Govt. of NCT of Delhi.</p> <p>The objective of the syllabus/teaching programmes in the College is to achieve an overall refinement of the student perception not confined to the skills of the profession alone but also to create the kind of intellect as well as emotional cultivation to arrive at a level of composite creativity and thought. It aims to prepare the students for creative and applied responsibilities in the world of art and design. In its span of existence of nearly 67 years of the College has gradually grown to ensure an exalted position in the teaching of fine art in the country and comparable to any other art institution in the World. In future proposals, an unsurpassed range of patronage is envisaged to orient our teaching programmes to bond relationship with Industry, Commerce and Professionals including NGOs. This is in addition to the already existing extensive student research development projects, illustrated lectures/demonstrations by invited guests, workshops, educational study tours etc. in all the departments to create a catalyst for a richly rewarding learning experience and the future successes of the students.</p> <p>The Faculty are practicing artists - painters, sculptors and graphic designers of national, international repute, and also a selected group of visiting Faculty who enrich the teaching programmes with their expertise, thus providing the students with the opportunity of discussion and interaction with eminent and contemporary artists, designers and entrepreneurs.</p>
2	CLIENTS	Students
3	TYPES OF SERVICES BEING PROVIDED	<p>BFA- Detail of courses</p> <p>The College of Art makes it its endeavor in its academic programs to take account of what has happened in the past, to be alive to the present and plan for the future.</p>

		<p>Fine Art today is a multi-dimensional process reaching nearly all aspects of nature and humanity in search of form, expression and affirmation. The concerns of the artist spans the uniqueness of his / her own vision, the formative processes of life experience, and the complexity of his/her participation. Factors motivating Design range from the common needs for food, shelter, clothing and communication to the most esoteric desires of esteem and self-realization. Design is a force that historically reflects both individual interpretation, conditioned by changing environments and the restraints of materials and technologies of the time.</p> <p>The Foundation Course is an intensive one year study at the first year level which is common to the Specializations of Painting, Sculpture, Applied Art, Printmaking and Visual Communication providing basic training in art and design. It is an introduction to inter-related, equally important subjects which include Drawing, Color, Clay modeling, Printing, Geometry & Perspective, materials and tools and exercises in form, aesthetics and concepts, all of which are designed to promote visual and textural sensitivity, formal perception and manual neat handedness.</p> <p>The Course emphasizes on creating an awareness in the student about the fundamental principles of visual and design experience and to suitably prepare him/her for the Specialization Course. History and Appreciation of Art as a compulsory theory subject and language study of Hindi and English as qualifying theory subjects are studied during the academic session.</p> <p>The Painting Specialization is a comprehensive, in-depth study of the principles of Composition, value, pattern, tone and color theories. Emphasis is placed on the creative process from concept to the finished art work. Focus also to the exposure to study from life, still life, outdoor, etching, lithography, silkscreen, mural and weaving. Aesthetics, History of Art and Methods & Materials are three theory subjects that are studied through the specialization.</p> <p>The Course in Sculpture specialization lays emphasis on the exploration of the nature of three-dimensional form. And, introducing the student to material and technical skills to enhance personal growth and providing opportunities of consistent work to attain a level of quality. Theory subjects are the same as taught in the Painting Specialization.</p> <p>The Course in Applied Art introduces the student to the history of advertising, strategy, copy-writing practiced in the different levels of year-wise study. The final project to be submitted is a complete Campaign promoting either an enterprise or a product or a social issue, along with the other work done during the academic year. The theory subjects of Aesthetics, History of Art and Advertising Practice & Profession are studied through the specialization.</p> <p>The Art History Course offers a chronological survey of Indian and Western art from the dawn of civilization to the present time, including the most modern trends and ideas in the ever changing world of art. It facilitates the understanding of works of art within their historical context by examining issues such as politics, religion, patronage, gender, function, and ethnicity through both contextual and visual analysis; it is aimed at developing an understanding of the origins and functions of art within specific world cultures.</p>
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	<p>The student in the Course of Printmaking is exposed to the opportunity of benefiting from new materials, techniques and cultivating discipline in his work. The Course is meant to equip the student with such abilities as to inspire him to recreate the living quality of our art traditions in the contemporary manifestations of his work and an attitude of professional responsibility. It differs from other fields of specializations to the extent that a major portion of the creative work is intended to be realized through manipulation and exploration of the latest materials and processes in arriving at a synthesis between content and form rather than a direct application. Students pursuing the Course in Visual Communication would be trained to develop in understanding of the various related mediums that include design, illustration & cartooning, photography, scripting, storyboarding, film making & editing, 2D and 3D animations, interface design and computer graphics. Emphasis will be upon the student's expression, both on the practical and technical level from his/her exposure to individual objectives.</p> <p>FOUNDATION COURSE</p> <p>OBJECTIVE</p> <p>The objective of this intensive one year course which is common to the B.F.A. Courses in Applied Art, Painting, Print Making, and Sculpture & Visual Communication is to provide fundamental training in Art and Design. It is an introduction to inter-related equally important subjects which include Drawing, Design, Color, Clay modeling, Printing, Geometry and Perspective, Methods & Materials, exercises in Form, Aesthetics and concepts, all of which are designed to promote visual and textural sensibility, formal perception and manual neat-handedness.</p> <p>The Course emphasis is upon creating awareness in the students about the principles of visual and design experience and to suitably prepare him/her for the Specialization courses.</p> <p>APPLIED ART SPECIALISATION</p> <p>OBJECTIVE</p> <p>Applied Art is basically a subject which assumes various forms of communication through media which are subject to technical, economic and social controls. Emphasis is laid on the development of a temperament which would enable the student to subordinate his individuality to a collective effort. The new technologies of photography, printing and use of a Computer as a visual-problem solver have all opened up endless avenues. On the basis of this understanding, the objective of training is focused on:</p> <p>Development of creative ability and professional skills through study of subjects such as Drawing & Illustration, Lettering & Typography, Design and Subsidiary subjects such as Silk-screen, Offset, Lithography, Photography, Computer Graphics, Packaging and Display Design as Practical subjects, and Aesthetics, History of Art and Advertising Profession and Practice as Theory papers.</p> <p>PAINTING SPECIALISATION</p> <p>OBJECTIVE</p>
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	<p>The objective of the Specialization Course in Painting is to provide the student with training in the skills for original and creative visual expression. It is planned with the conviction that the technical competence provides the most satisfactory foundation for this experience; it is intended that the students are exposed to all schools, traditions, techniques and media of painting practiced from the early to the modern times. The Course seeks to cultivate an individual personality and a professional responsibility in the students. Drawing & Painting Still life, study from life (Portrait and Full-figure and Outdoor). Composition with emphasis on the creative process from the concept to the finished art work. and subsidiary subjects of Printmaking, Mural and Weaving as Practical subjects, and Aesthetics, History of Art and Method & Materials as Theory papers are studied over the three years of this Specialization.</p> <p>SCULPTURE SPECIALISATION OBJECTIVE</p> <p>Exploration of the nature of three dimensional form in Sculpture provides a common denominator for the many related disciplines such as Architecture, Design, Imagery, Expression, Function in Form and Structure blend-in, a process that is both introspective and communicative on multiple levels. Courses of studies in Sculptures have been planned with emphasis on the creative expression as well as a refinement in a student's development in practical/technical aspects.</p> <p>Study from life, Composition, Wood Carving/Stone carving, Ceramics, Assemblage in Practical subjects and Aesthetics, History of Art, and Methods & Material as Theory papers are specialized over the three years of the Course.</p> <p>ART HISTORY SPECIALIZATION OBJECTIVE</p> <p>The Course opens avenues to enable honing of skills in the critical analysis of images and objects through the cultivation of visual literacy, in research analysis, writing and presentation skills through assignments on objects and issues in the study of Art History; to examine and analyze presentations of art including such as in Museums, Art Galleries, Auctions and on the Internet; to engage and enhance critical skills, imagination and creativity as an intrinsic part of an intense learning experience; to learn to analyze elements of composition, principles of design, and identify materials and methods; to master the vocabulary of art and how visual language communicates meaning; and, to increase visual memory through observance.</p> <p>Promote skills of relevance to the continued professional development of art and activity skills, including visual and verbal, which are transferable to a wide range of employment contexts and life experiences; to interpret works of art through a framework of context and develop personal aesthetic judgments and standards.</p> <p>PRINTMAKING SPECIALIZATION OBJECTIVE</p>
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	<p>The Specialization in Printmaking as a Bachelor's program is of four years duration. From the traditional to the new digital technology, and, of all the mediums and means of creative expressions, it is most democratic and potentially capable of reaching a far greater number of people because of its basic nature, being multiples. The medium also transforms to a means of having direct relation to society's needs and render improvement in the various types of graphics including those of advertising and the printing industry. Further, Printmaking is a certain means of communication and dissemination of ideas.</p> <p>In other areas of specialization such as Painting or Sculpture, a student is trained in the skill of original and creative expression. Similarly, in this Course in Printmaking it is aimed to gradually develop proficiency in originality and creative expression and understanding of the pictorial concepts and symbolism; their perceptual and expressive awareness thus exposing them maximum opportunities for advancement.</p> <p>The Course is devised with a conviction that technical competence provided the most satisfactory foundation for creative expression. However, fully realizing that the mastery of technique is a means and not an end, the aim is to enhance each student's potential as a creative artist through the use of printmaking.</p> <p>Keeping open the option of the influence of contemporary movements, the student is also exposed to the opportunity of benefiting from new materials, techniques and cultivating discipline in work. The Course is meant to equip the student with such abilities as to inspire and recreate the living quality of our art traditions in the contemporary manifestations and an attitude of professional responsibility. It differs from other fields of specializations to the extent that a major portion of the creative work is intended to be realized through manipulation and exploration of the latest materials and processes in arriving at a synthesis between content and form rather than a direct application.</p> <p>VISUAL COMMUNICATION SPECIALIZATION OBJECTIVE</p> <p>The objective of the four year BFA Specialization Course in Visual Communication is to provide training in theory and skills essential for various traditional forms of visual media and the latest multimedia software applications. The new generation Visual media communication give exposure to avenues in specialized studies including web design, Video, Camera, Traditional 2D and 3D Animation, Film Editing, Interface Design for Interactive CD, Games etc. The course structure include copy writing, screen play/script writing and computer graphics, in addition to the foundation course in Painting, Applied Arts and Sculpting, which enhances the overall creative skills of the student. Conceptualization of theme and visualization for various media, Compositions, Perspective, cartooning and Photography etc will equip students to take up new technology driven creative opportunities of visual communication media.</p> <p>Visual Communication, with the breadth of understanding of all the disciplines, the student will gain an understanding of the processes through Course and class work covering a variety of print and design</p>
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	<p>projects along with various types of Animation and film production process for television. Inter-disciplinary studies in arts and humanity are combined with intense studies in Creative writing, Copy writing and Screen Play writing.</p> <p>MFA - DETAILS OF COURSES :</p> <p>APPLIED ART SPECIALISATION</p> <p>OBJECTIVE</p> <p>Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects and gain expertise in directing a full advertising campaign from concept to finish, including market research, strategy, copywriting and presentation. Instilling in the student the capability of formulating expression in the traditional media and with equal confidence through finished exercises in Cell Animation.</p> <p>Aimed at furthering the knowledge of design and skills acquired during the undergraduate studies, the program of post graduate studies in Applied Art is designed to emphasize upon the professional aspects and gain expertise in directing a full advertising campaign from concept to finish, including market research, strategy, copywriting and presentation. Instilling in the student the capability of formulating expression in the traditional media and with equal confidence through finished exercises in Cell Animation.</p> <p>SCULPTURE SPECIALISATION</p> <p>OBJECTIVE</p> <p>The curriculum is planned to further enhance the skills of the student while encouraging personal growth based on research in various styles of Sculpture and the related technology. An in-depth portfolio building Course that explores opportunities for expression through vigorous sculptural work in varied media, high level content based projects and creating quality work. Emphasis is on opening avenues for sculptural expression and professional presentation. Art historical and contemporary contextual issues will be extensively discussed.</p> <p>PRINTMAKING SPECIALIZATION</p> <p>OBJECTIVE</p> <p>In a world where environmental, social, political, religious and professional issues and structures are changing kaleidoscopically, no area of cultural activity is more challenging than the field of communications. With traditional boundaries between disciplines dissolving, the structure and ethos of the training demands an ideally equipped program of pre-professional experimentation tailored to the individual needs and skills of the learner. The aim is to create an understanding of industry needs by building each student's knowledge and technical skills through exposure to professional examples; the ability use appropriate visual media, including freehand drawing and computer technology, in order to convey at an advanced level the essential formal elements at each stage of the creative process; to execute complex creative concepts</p>
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		<p>in detail using digital tools accurately; ability to rapidly visualize sophisticated creative ideas and images for the purpose of conceptual communication; Ability to communicate terminology as it refers to various international norms; ability to express concepts and strategies in a clear and professional manner (in the language chosen) with correct sentence construction and grammar for effective communication.</p> <p>VISUAL COMMUNICATION SPECIALIZATION</p> <p>OBJECTIVE</p> <p>This is the era of Communication Technology that has transformed the life of people all over the world. The digital revolution has transformed even traditional media such as Television, Film, Radio and Print. The new interactive technology driven media such as the Internet, Web, Interactive learning, games and various forms of Animation are all the additions of Visual Media of the decade that provide excellent career for creative people with an analytical mindset.</p> <p>The aim of this two year duration post-graduate Specialization Course is to create an understanding of industry needs by enhancing knowledge and technical skills and production process of various media and exposure to professional examples and to develop the ability to use appropriate visual media, from freehand drawing to digital technology to communicate.</p>																
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