

Syllabus for Ph.D. (Design) Entrance Exam Paper -II

UNIT-1	Fundamentals of Design
<p>Fundamentals of visual arts and Design (Design Elements and Principles) Rules of representation through two and three dimensions in visual art. Environmental, conceptual and perceptual aspects of art. How these principles have been used in Design, Arts and Crafts. Various forms of visual arts and their inter-relationship with other modes of creative expression e.g. performing art, cinema and literature.</p>	
UNIT-2	Technical Knowledge
<p>Tools and Techniques – Adobe photoshop, corel draw, Adobe illustrator. Knowledge of traditional medium, materials and techniques and their application in all disciplines of visual expression – e.g. carving and casting processes; handling of 2 colour/ pigment (impasto, glazing, etc.); intaglio/relief print; fresco; preparation of ground for murals etc. Techniques while creating products. Current technology in UI/UX. Current trends in Advertising, Graphic Novels, Product Design, Fashion Design. Developments in modern techniques, processes and procedures and their application in contemporary visual practices installation; multi-colour print; computer-aided design – vector & rector; multimedia and digital technologies in art.</p>	
UNIT-3	Aesthetics of Arts & Design
<p>The study of Indian and Western aesthetics and art appreciation. Design and Art movements which changed design approach and aesthetics. Understanding of visual practices of traditional communities and their contemporary transformations – the ‘folk’, ‘tribal’ and craft practices in India. The study of art in the Far West, East, South East and Central Asia and the ancient Near-East.</p>	
UNIT-4	History of Art
<p>Study of chronological periods from prehistory to post-modern art and artists of the West, with a focus on the various movements that transformed its history. Study of chronological periods and developments in Indian art from prehistory to modern period. Knowledge of artists and designers and their styles. Study of architectural developments through time.</p>	
UNIT-5	Arts and Design Education
<p>Establishment of Bauhaus and thought process behind it. Establishment of Shantiniketan and thought process behind it. Their impact on art education and art world. Development of art education in India from colonial (British) art schools till the present. Indian education policies. Study of important academicians and their work.</p>	

References:

1. *Six centuries of painting* by Randall Davies, York : Dodge Pub. Co., 1914.
2. The Grove encyclopedia of materials and techniques in art, edited by Gerald W.R. Ward, Oxford ; New York, NY : Oxford University Press, 2008
3. Ancient India by RS Sharma, Oxford Publications, 2006
4. Graphic Design School Principles of Graphic Design, David Dabner, Sandra Stewart, Eric Zempel, Wiley
5. Universal Principles of Design, William Lidwell, Kritina Holden, Jill Butler, Rockport Publishers
6. 100 years of Fashion, Cally Blackman,
7. Education in India: Policy and Practice, Jandhyala Tilak, SAGE Publications Pvt. Ltd, 2021
8. History Of Indian Education System, Y. K. Singh, edited by Ruchika Nath, APH Publication Corporation, 2007
9. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, 2009 by HarperBusiness
10. Indian Art and Culture by Nitin Singhanian