



**DEPARTMENT OF VISUAL ARTS
ASSAM UNIVERSITY SILCHAR**

The approved structure and the details of the PhD syllabus

Sl No	Course Code	Course Name	Credit	Maximum Marks
1	501	Research Methodology (School Level)	04	100
2	502	General and advanced appreciation of Visual Arts	04	100
3	503	Specialized Research Area in Visual Arts	04	100
4	504	Term Paper	04	100

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PhD COURSE WORK 2017

Course No. 502: General and advanced appreciation of Visual Arts

Unit-I: ART APPRECIATION

- Art and aesthetics
- Critical Theories on Visual Art
- Art and Society

Unit-II: CHANGING TRENDS IN SCULPTURE

- History of Sculpture: An Overview
- Modern Sculpture
- Contemporary Sculpture

Unit-III: CHANGING TRENDS IN PAINTING

- History of Painting : An Overview
- Modern Painting
- Contemporary Painting

Unit-IV: CHANGING TRENDS IN MEDIA AND ADVERTISING

- History of Advertising : An Overview
- Print and Electronic Media
- Visual Communication; Scope and Application

• **References:**

- Vidya Dehejia, Indian Art, Phaidon,
- Kramrisch Stella, 'The Art of India, London, 1954.
- Appaswamy. J, Abanindranath Tagore and the Art of his Times, New Delhi, LKA, 1968.
- Archer W. G., India and Modern Art, London: George Allen and Unwin, London, 1959
- Chopra Suneet, "The Folk in Modern Art in India", I I C Quarterly, Monsoon, New Delhi 1990,.
- Dewey John, "Art as Experience", Putnam's Son, New York.
- Gupta Indra, India's 50 Most Illustrious Women.
- Havell.E.B, 1911, "Ideals of Indian Art", Calcutta.
- Kapur Geeta, "Reaching out to the past", LKC- 40, 1995.
- Mitra Ashok, Four Painters (Kolkata: New Age, 1965)
- Sen Geeti, 1996, "Images and Imaginations", Mapin Publishing Pvt. Ltd, Ahmedabad.
- Siva Kumar. R., Santiniketan Murals. Calcutta, Seagull Publications, 1995.
- Subramanian K. G, "The Creative Circuit", Seagull Publications, Calcutta, 1993.
- Mathew Arnold, "Culture and Anarchy", London, Murray, 1869
- H.W. Janson, "History of Art" (5th revised edition), Thames& Hudson, London
- H. H. Arnason, "A History of Modern Art, Thames& Hudson, London
- Hugh Honour & John Fleming, The Visual Arts; A History, Prentice Hall, Clifts1991.
- H. B. Chipp, "Theories of Modern Art, Berkley, 1968
- W. Haftmann, "Painting in the 20th Century", New York, 1980
- N. Lynton, "The story of modern Art", Oxford, 1980
- J. Russel "The Meanings of Modern Art", London, 1981
- Margaret- A. Rose "Parody: Ancient, Modern and Post- Modern", Cambridge U Press, 1995
- Horace. C. Fairlamb "Critical conditions, Post- Modern and question, Cambridge U Press, 1995
- "The Art Book", Phaidon Press Ltd, London, 1995

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**PhD COURSE WORK 2017
Course No. 503: Visual Language (Painting)**

Unit-I:

- Modernism
- Avant-garde Art
- Abstraction in Twentieth Century

Unit-II:

- Pop Art
- Op Art and Minimalism
- Graffiti

Unit-III:

- Feminism, Post Colonialism and Art
- Semiotics and Conceptual Art
- Post Structuralism and Art

Unit-IV:

- Installation
- New Media Art
- Performance

• **References:**

- Dewey John, "Art as Experience", Putnam's Son, New York.
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**PhD COURSE WORK 2017
Course No. 503: Plastic Art (Sculpture)**

Unit-I:

- Late 19th Century Sculptures
- 20th Century Sculptures
- Abstraction and sculpture

Unit-II:

- Existential sculpture
- Pop sculpture
- Minimal sculpture

Unit-III:

- Feminism, Post Colonialism and Art
- Semiotics and Conceptual Art
- Post Structuralism and Art

Unit-IV:

- Hyper real sculpture
- New Media Art
- Installation and Performance

• **References:**

- Dewey John, "Art as Experience", Putnam's Son, New York.
- Gupta Indra, India's 50 Most Illustrious Women.
- Havell.E.B, 1911, "Ideals of Indian Art", Calcutta.
- Kapur Geeta, "Reaching out to the past", LKC- 40, 1995.
- Mitra Ashok, Four Painters (Kolkata: New Age, 1965)
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**PhD COURSE WORK 2017
Course No. 503: Visual Communication (Applied Art)**

Unit I. Visual Language and Communication

- Signs, Symbols, Gesture and communication
- Visual Perception and Design Principles
- Graphic Narratives

Unit II. Advertising and Communication Medias

- Segmentation and Communication medias
- Brand identity and Imaging
- Consumer behaviour and Brand promotion

Unit III. Calligraphy and Typography

- Evolution of script
- Typography and digital application
- Publication design

Unit IV. Communication and Technology

- Design and web
- Principles of Interactive design
- Innovation in Visual Communication
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References:

- Sharma .S, Advertising Planning and Implementation. New Delhi, PHI Pvt. Ltd,2009
- Kazmi. S.H, Advertising and sales promotion, New Delhi. Excel Books, 2009
- Arens, W.F. Contemporary advertising. USA: Irwin, 1994
- Brierley, S. The advertising handbook. London: Routledge, 1995
- Cobley, P. The communication theory. London: Routledge, 1996
- Czerniawski, R.D. Creating brand loyalty. New York: Amacom, 1999
- Danna, S.R. Advertising and popular culture: studies in variety and versatility. Ohio, Bowling Green State University Popular Press, 1992
- Dyer, G. Advertising as communication. London: Routledge, 1982
- Frith, K.J. Understanding the ad: reading culture in advertising. New York: Peter Lang, 1997
- Mathew Arnold, "Culture and Anarchy", London, Murray, 1869
- H.W. Janson, "History of Art" (5th revised edition), Thames& Hudson, London
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Course No. 504: Term Paper

This involves,

- The Term Paper shall be prepared under the guidance of the Supervisor
- Report and a Presentation on the subject area of specific PhD Topic including Objectives, Specific Methodology, Literature review etc.
- Submission is in neatly printed in A4 size paper minimum of 15 pages with supporting constituents like photographs, pictures, images, depictions, tables, representations, illustrations etc.
- Evaluation of the paper shall be done by RAC of concern scholar.