



**Subject: Syllabus for the written test for the post of Skill Assistant Professor and Skill Instructor against Advt. No. SVSU/2026/Estt./Cont./007 and SVSU/2026/Estt./Cont./008.**

It is hereby informed, that the detailed syllabus for the below mentioned posts is being uploaded on the University website for the information of the candidates.

<b>S. No.</b>	<b>Advt. No.</b>	<b>Posts</b>	<b>Enclosures</b>
1	SVSU/2026/Estt./ Cont./007	Skill Assistant Professor (Nursing)	<b>Annexure-A</b>
2		Skill Assistant Professor (Pharmacy)	<b>As per GPAT</b>
3		Skill Assistant Professor (Physiotherapy)	<b>Annexure-B</b>
4		Skill Assistant Professor (Visual Arts)	<b>As per UGC</b>
5		Skill Assistant Professor (Japanese)	<b>As per UGC</b>
6	SVSU/2026/Estt./ Cont./008	Skill Instructor (Visual Arts)	<b>Annexure-C</b>

**Note: The date of written test of the above said posts will be notified shortly on the University website.**

**Sd/-  
Assistant Registrar  
(Establishment Branch)**

**DETAILED SYLLABUS FOR THE POST OF ASSISTANT PROFESSOR IN**  
**NURSING**

**FOUNDATIONS OF NURSING**

Health –Illness Concept ; Health care and Nursing care concepts; Current trends and concepts in health and Nursing; Nursing as a profession; Code of ethics, Professional conduct for Nurses; Ethical and Legal issues in nursing; Nursing process, Nursing theories, Evidence based nursing practice.

Quality patient care, comprehensive care , Holistic nursing; Quality assurance in nursing; communication & IPR; Admission, discharge, transfer, referral, DAMA of Patients; Nurses Responsibilities in meeting Nutritional, therapeutic, hygienic, eliminational, physical/ psychological, rehabilitative needs. Administration of medications, injections, infusions, blood and products administration; care of Terminally ill patients, Palliative care, Hospice ; FIRST AID ; Communication and Nurse – patient Relationship.

Infection control practices and waste management; Documentation and reporting; Hospital Management information system.

**NUTRITION** : Nutritional Needs of different age groups including infants, children, adolescents, pregnant and lactating mother; special groups; Balanced diet, Nutritional programmes; Requirements of vitamins and minerals, CHO, protein, fat, water.

**HEALTH EDUCATION** : Communication, Counseling techniques,  
Principles, Methods and Media for health Education, A.V Aids, IEC, Advocacy, Management information system

## Biological Sciences- Anatomy, Physiology, Microbiology

### Anatomy and Physiology

**Human Cell-** Structure and functions, tissues and glands:- Classification, structure and functions.

**Blood-** composition, cellular components, groups, functions, homeostasis

**Skeletal System** -Bones & Joints - types, classification, formation of bones

**Muscular System** – Types and structure of muscles, muscles of different parts of body

### **Circulatory and lymphatic system**

Structure of Heart, blood vessels, cardiac output; circulation- systemic, pulmonary, portal, components of lymphatic system, lymphoid organs, spleen, thymus

### **Respiratory System**

Parts of the respiratory system- air passages, lungs, muscles of respiration, physiology of respiration, exchange of gases

### **Digestive System**

Parts of digestive system, accessory organs of digestion, process of digestion, hormones

### **Excretory System**

Parts and Structure of organs of urinary System, physiology of urine formation, micturition

### **Reproductive system**

Structure and physiology of female reproductive organs, Structure of breast, Structure and physiology of male reproductive organs,

### **Nervous System**

Structure of neurons, neuroglia, reflexes, synapse, Central nervous system and Autonomic nervous system - Parts, Structure and Blood supply - brain & spinal cord.

**Endocrine system** – endocrine glands and their hormones

### **Sens Organs**

**Skin-** structure and functions, appendages and receptors, temperature regulation

**Eye** – structure, Layers, Muscles of eye ball, innervation, visual process

**Ear-** parts, physiology of hearing, ear balance

**Nose-** mechanism of sense of smell or olfaction

**Tongue-** structure, location of taste buds

### Microbiology

**Microbes-** General characteristics, structure and classification, Morphological types

Blood and body fluids Culture / transport media

**Laboratory methods** of identification of microorganism

**Infection Control** - Infection: source, chain of infection, types of transmission

**Asepsis** – Types, Disinfection; types and methods, Sterilization - types and methods,

**Biomedical waste management-** Role of nurse in Disinfection, Sterilization, Standard safety measures, biomedical waste management

**Hospital acquired infection** - Hospital infection control program, protocols

Collection and transportation of samples

**Pathogenic organisms** - Cocci, Bacilli, Viruses, Fungi, Parasites, Nematodes and Rodents & vectors – types, features and diseases caused by them and its treatment

**Immunity-** types, Antigen antibody reaction, hypersensitivity-skin test, Serological tests

**Immuno prophylaxis** - Vaccines & sera- types & classification, storage and handling, cold chain

Immunization for various diseases, Immunization schedule, Newly available vaccines

## **MEDICAL SURGICAL NURSING**

Nursing management of patient with Fluid- electrolyte imbalance, Acid Base imbalance,, pain, Unconsciousness, terminal illness, CVA, DM, Epilepsy, Brain tumors, Spinal cord injury, traumatic brain, abdominal injury, Degenerative diseases, Neurological infections; Diagnostic measures /procedures and management of diseases related to Respiratory, cardiovascular and thoracic, GIT, Neurological , Neuro surgical , Renal, Urogenital, musculoskeletal, Endocrine, Eye, ENT, Diseases, Hematological, Immunological, Communicable diseases.

Medical, surgical Emergencies, snakebite, Poisoning, Hypersensitive reactions, Pre and post operative management of diseases affecting above systems;

Geriatrics- age related changes of each system, Health problems and management, social support systems for elderly; Miscellaneous – management of patients with problems of Breast, thyroid, Burns, polytrauma.

Critical care nursing -concept, policies, protocols, standards, ABG Analysis; Hemodynamic monitoring, Ventilator management, monitors, pacemakers, Cardiac surgery, management before, after and rehabilitation; BLS, ACLS, emergency equipments, uses and management; Role of Nurse.

## **NURSING EDUCATION**

Principles of Education, educational philosophies, current trends in Nursing education, Teaching- learning process, laws of learning, principles of teaching, Maxims of teaching, factors influencing learning,; Concepts, principles and steps in curriculum planning and development, Course planning, unit, lesson, planning; Methods of Teaching, educational media, Evaluation and Assessment-Qualities of an evaluation tool, Principles of evaluation, ,test construction; Essay, short answer, multiple choice , OSCE, Attitude scales, Practical and viva.

Management of school of nursing – planning and organization, recruitment of teaching staff, budget, selection and admission, administrative planning, INC guidelines for School of Nursing. Guidance and counseling; In-service Education.

## **Obstetrics and Gynecological Nursing**

Anatomy and Physiology of female reproductive system – female pelvis, internal genital organs and their anatomical relations, conception and fetal development, , fetal circulation,, developmental defects, factors influencing

growth and development; genetic counseling, ; assessment and management of pregnancy, physiological changes in pregnancy; fetal assessment.

Antenatal assessment; management of woman in antenatal, intranatal, post natal period. High risk pregnancy and management; abnormal labour - assessment & management, abnormalities during post natal period& management, Pharmacotherapeutics in obstetrics.

Family welfare programme, vital statistics; MTP ACT, Essential newborn care and management of LBW babies, Resuscitation, management of obstetric emergencies; Infertility ; Management of gynecological problems.

### **CHILD HEALTH NURSING**

Concepts of Child care, National policy and legislations in Child health and welfare, Child welfare programme; preventive paediatrics, principles of growth and development.

Nutritional needs and care of children with nutritional disorders; nursing care of a Neonate; children; Management in medical and surgical conditions- respiratory disorders and infections, GI disorders, Cardiovascular disorders, , Genitourinary disorders, neurological infections and disorders.

Haematological and endocrine disorders, communicable diseases, Eye ENT disorders,, Management in emergencies ; Care of Challenged children; Management in Nutritional deficiencies; congenital defects; seizure; Behavioral disorders; Immunization; CPR.

### **MENTAL HEALTH NURSING**

Current trends in Mental health nursing, Role of Mental health Nurse, Concepts of normal and abnormal behavior; principles and concepts of Mental health Nursing, classification of Mental disorders, , Assessment of Mental health status, , Therapeutic communication and Nurse- patient relationship.

Treatment modalities and therapies used in mental disorders; management of patients with Schizophrenia, Mood( Affective Disorders), Neurotic, Stress related, Somatoform disorders, Behavioral disorders, Adolescent disorders; organic mental disorders, Psychiatric Emergencies, Adult personality disorders, Legal issues in mental Health Nursing.

Community Mental Health Nursing; Rights of Mentally ill clients; Defense mechanisms, structure and function of brain, limbic system and abnormal neurotransmission, OCD, Phobias, Post traumatic stress disorder, stress Adaptation and coping; National mental health programmes.

## **COMMUNITY HEALTH NURSING**

Levels of prevention, Protective health,; Environmental Health; Primary Health care; Epidemiology; Nursing Management of common communicable diseases-Resp. infections, Intestinal infections, Arthropod infections, zoonoses-viral, Bacterial, Rickettsial , parasitic infections, zoonoses, HIV/ AIDS, Emerging Reemerging infections; Non communicable diseases, population control; IEC .

Concept of Community Health Nursing, Principles, Approaches , Roles and Responsibilities of Community Health Nurse; Various Health Committees; Health problems in India; Components of Health Services & Responsibility of Nurse Family Health services; health planning, policies and problems; Delivery of health care in India.

Community health services; National Health programmes & Role of Nurse; Public Health Administration.

## **MANAGEMENT OF NURSING SERVICE AND EDUCATION**

Management in Nursing- Concepts, theories, Principles; Nurse manager, Management process – POSDCORB; Principles and practice of Nursing Administration; Management of Nursing Unit; Management of nursing service department- Nursing service unit, Hospital & Patient care Unit; Role of head Nurse in ward management; personnel management; Leadership; Motivation; Communication; Supervision.

Organizational behavior and Human Relations, Group dynamics; Public relations; Controlling- Quality Assurance, TQM, PERT, BENCH Marking, GANTT CHART; Budgeting, ; Material Management, Documentation & Reporting; Management of Nursing Service Department; Nursing Audit; In-service Education; Nursing As a Profession.

Management of Nursing Educational Institutions; INC Norms; Management of faculty, Selection, Recruitment, Orientation programme, job description, specification, staff

## **DEVELOPMENT AND WELFARE**

performance appraisal; Administration of students; Administration of curriculum; Professional advancement.

RESEARCH : Research process, Research problem/ Question; Review of Literature; Research Approaches and designs; Sampling and data collection, Validity and reliability of instruments;

### PSYCHOLOGY & SOCIOLOGY

Mind & Body relationship, Cognitive processes- Attention, perception , Errors; Learning; Memory, forgetting; thinking;; Intelligence; Aptitude; Motivation; Emotions, & stress , psychometric assessment; Personality & Attitude; Mental hygiene & Mental health, - Role of nurse in maintaining mental health; psychological assessment tests;

Sociology : Individual & Society; Culture & Socialization; Social process; family problems; Communities in India; Community development programmes, urbanization and problems; Social change; Social organization , Disorganization; social problems.

**NOTE:** It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.

## SYLLABUS FOR THE POST OF ASSISTANT PROFESSOR IN PHYSIOTHERAPY

### Cardio Throacic & Pulmonary Conditions

#### 1. Cardio-pulmonary assessment

i) History taking ii) Observation iii) Palpation iv) Auscultation v) Percussion vi) Functional ability

#### 2. Relevant diagnosis tests (for practical knowledge only)

i) Hematology ii) ABG analysis iii) Spirometry iv) Invasive and Non-invasive techniques v) ECG vi) Echocardiography vii) Imaging • Plain X-ray • Computed Tomography • Magnetic resonance imaging viii) Cardiac catheterization ix) Radio nuclide Scanning x) Stress testing xi) Lung Function Testing xii) Biofeedback xiii) Humidification and Aerosol Therapy.

CARDIOLOGY i) Assessment of system of heart disease. ii) Disorders of cardiac rate rhythm and conduction. iii) Cardiac Arrest Course Code Subject MPT 03 Physiotherapy management of cardiopulmonary conditions. iv) Shock v) Rheumatic fever vi) Congenital Heart Valves vii) Disease of Heart Valves ix) Infective endocarditis x) Ischemic heart disease xi) Hypertension xii) Orthostatic hypertension xiii) C.P.R xiv) Pericarditis xv) Heart disease in pregnancy xvi) Inflammatory arterial disease xvii) Raynaud's Disease xviii) Venous Thrombosis xix) Peripheral Vascular Disease xx) Cardiomyopathy xxi) Disease of the pericardium

PULMONOLOGY i. Obstructive Pulmonary Disease ii. Infections of the respiratory System iii. Interstitial and Infiltrative Pulmonary Diseases. iv. Pulmonary Disease due to Exposure to Organic and Inorganic Pollutants v. Pulmonary Disorders due to Systemic Inflammatory disease vi. Pulmonary Vascular disease vii. Disease of the Pleura viii. Respiratory Failure ix. Supplementary Oxygen and Oxygen Delivery in chronic Respiratory disease x. Neuromuscular Atrophic, Poliomyelitis, Motor Neuron Disease, Kyphoscoliosis Pectus carinatum, Pectus Excavatum xi. Pathophysiology of Paralytic-Restrictive Pulmonary Syndromes xii. Conventional Approaches to Managing Neuromuscular Ventilatory Failure xiii. Mechanical Ventilation: Concepts, Physiological effects and Complications

#### CARDIOTHORACIC SURGERIES

1. Closed versus open Heart Surgeries 2 Incisions 3 Preoperative Assessment of Patients 4 Pre and Post-Operative Blood Exchange 5 Hemodynamics Performance of Patient 6 Emergencies in CTVS 7 AV Shunts 8 Heart Transplant 9 Left Ventricular Assistive Devices 10 Procedure on Sternum, Chest wall Diaphragm, Mediastinum and Esophagus 11 Cardiopulmonary Bypass 12 Maintaining and Removing Artificial Airways 13 All Pulmonary Surgeries like Lobectomy, Pneumonectomy Pleurectomy, Thoracotomy etc.

#### General PT

##### 1) Exercise Therapy

i. Assessment techniques: Manual Muscle Testing and Goniometry. ii. Stretching and Mobilization. iii. Re-education and strengthening. iv. Balance and Coordination Ex. v. Gait Analysis and Training (Both Normal and Pathological Gaits) vi. Relaxation and soft Tissue Manipulations. vii. Posture. viii. PNF and Neuromuscular Coordination ix. Hydrotherapy. x. Joint Mobilization

##### 2) Electro-Therapy

i. General Review of Low, Med and high currents and their modifications like Di-dynamic and Russian Currents etc. ii. Laser iii. Cryotherapy iv. UVR and IRR v. Other thermal modalities like SWD, MWD, HydroCollator, Wax therapy Fluido-therapy.

#### Fundamental Mechanics

• Forces; composition and resolution of forces; force systems • Force of gravity and COG • Stability • Reaction forces • Friction • Moments • Newton's laws • Equilibrium: static and dynamic • Simple machines: Levers, pulleys and wheel and axle • Segmental dimensions • Poisson's effect • Static and cyclic load behaviors • Load: Load sharing and load transfer

#### 2. Kinematics

i. Motion : types , location , magnitude and Direction ii. Angular motion and its various parameters iii. Linear motion and its various parameters iv. Projectile motion

#### 3. Muscle Mechanics

i. Structure and composition of muscle ii. Fiber length and cross-section areas iii. Mechanical properties iv. EMG changes during fatigue v. Changes in mechanical properties because of aging, exercise and immobilized of immobilization vi. Clinical application Ligament and Tendon mechanics:

• Structure, composition and mechanical properties • Cross-sectional area measurement • Muscle tendon properties • Temperature sensitivity • Changes in mechanical properties because of ageing, exercise and immobilization • Mechanoreceptors • Clinical application

#### † Bone Mechanism

❖ Structure and composition of bone ❖ Stress ❖ Strain ❖ Modulus of Rigidity & Modulus of elasticity ❖ Mechanical properties of Trabecular system ❖ Mechanical properties of cortical bone  
❖ Bone Remodeling ❖ Response of bone to aging & exercise & immobilization ❖ Mechanics to prevent fracture in bone ❖ Clinical application.

#### 5. Joint Mechanics

❖ Joint design ❖ Joint categories ❖ Joint Functions: Arthrokinematics, Osteokinematics and kinematics chains ❖ Joint forces, equilibrium and distribution of these forces ❖ Degenerative changes in weight bearing joints and compensatory actions ❖ Joint stability and mechanisms ❖ Clinical applications.

#### 7. Measurement Instruments

❖ Photo- optical devices ❖ Pressure transducers and Force Plates ❖ Gait Analyzer ❖ Isokinetic device ❖ EMG (Electro physiology of muscle contraction, recording, processing) ❖ Relationship between EMG and Biomechanical Variables

#### 8. Mechanical energy, Work and power

• Definitions • Positive and negative muscles work • Muscle mechanical power

### Orthopaedics

1. Orthopedic Assessment ➤ Patient History ➤ Observation ➤ Examination-Active and Passive Movements, functional Assessment, Special Tests, Reflexes and Cutaneous Distribution, Joint Play Movements Palpation ➤ Gait-Definitions, Gait Cycle, Abnormal Gait patterns ➤ Posture-Normal and Abnormal, Spinal Deformities ➤ Disability, Evaluation ➤ Assessment of Amputees ➤ Examination and Assessment of Geriatric patient.

2. Regional Examination with Special Emphasis on Special Test: ➤ Head and Face ➤ Cervical Spine ➤ Shoulder ➤ Elbow ➤ Forearm, Wrist and Hand ➤ Thoracic Spine ➤ Lumbar Spine ➤ Pelvis ➤ Hip ➤ Knee ➤ Lower Leg, Ankle and foot.

3. Orthopedic Diagnosis (for Practical Purposes only) ➤ Biomechanical measurements –Limbs and Spine ➤ Hematology and serology ➤ Biopsy ➤ Plain Radiography ➤ Contrast Radiography ➤ Myelography ➤ Radioactive Scanning ➤ Discography ➤ Tomography ➤ Magnetic Resonance Imaging ➤ Arthroscopy ➤ Electromyography, Nerve Conduction Velocity, Strength Duration Curve ➤ BMO- Bone Densitometry- Ultrasound Densitometer and Dual Energy X-ray Absorptiometry (DEXA) 2. Differential Diagnosis in different cardiopulmonary conditions.

4. General Orthopedics i. Infection Disorders of the Bones and Joints ii. Metabolic Disorders of the bones and joints iii. Congenital Disorders of the bones and joints iv. Inflammation of the bones and joints v. Degeneration of the bones and joints vi. Developmental of the bones and joints vii. Connective tissue Disorders viii. Neuromuscular disorders xi. Tumors of bones x. Complex Regional Pain Syndrome xi. Myopathies xii. Burns

### Sports

Emergency sports evaluation, biomechanics of running and jumping, medical problems of athletes, female athletic triad, emergency care athletes first aid and cardiopulmonary resuscitation, sports specific injury pattern -cricket, tennis, football, sports injuries to lower Limb, spine, internal and external bleeding, role of physical exercise in high blood pressure & diabetic athlete, bio-mechanic and injury to cricket, Judo, tennis badminton, swimming, Cyriax mobilization technique for peripheral joints and spine, capsular stretching, principle of Pilates, structural and functional adaptations to resistance training, environmental stress on exercise performance- medium and high altitude, thermal stress, energy expenditure during walking running and swimming.

### Rehabilitation

1 Congenital and hereditary disorders

2 Head Injury.

i) Comatose patient ii) Closed skull fractures iii) Hematomas, subdural, epidural and intracerebral iv) Open cranio- cerebral injuries v) Reconstruction operations in head injuries

3 Disorders of spinal cord and cauda equine

• Acute traumatic injuries • Haematomyelia and acute central cervical cord injuries • Slow progressive compression of the spinal cord • Syringomyelia • Ischemia and infraction of the spinal cord and cauda • Spina bafida

4 Disorders of cranial nerves

5 Disorders of peripheral nerves • Peripheral Neuropathies

• Causalgia • Reflex sympathetic dystrophy • Irradiation neuropathy • Peripheral nerves tumors • Traumatic, compressive and ischemic neuropathy • Spinal radiculitis and radiculopathy • Hereditary motor and sensory neuropathy.

## Syllabus for written test for the post of Skill Instructor in Visual Art (Graphics & Design) -Contractual

### Unit — I

General characteristics of Visual art / Fundamentals of visual art : Space, form, size, shape, line, colour, texture, tonal values, perspective, design and aesthetic organization of visual elements in art object (composition). The uses of two and three dimensions in visual art. Tactile quality in art. Environment and art. Perceptual and conceptual aspects in art.

### Unit — II

Interrelationship of various arts : Rhythm, structure, use of space, visual properties, materials, techniques (traditional and modern), ideas, themes (narrative and non – narrative) conceptual, abstract elements between performing, literary and plastic art.

### Unit — III

Traditional and Modern mediums and materials in making visual arts : Painting, sculpture, print – making, mural, graphic design and multimedia art. Inventions, adaptations and development of these mediums and materials from the pre – historic period to present-day all over the world.

### Unit — IV

Traditional and Modern techniques, processes and procedures, used in making painting, sculpture, print – making, mural, graphic design and multimedia art, such as modeling, carving, building, casting, different way of handling of colour pigment (like impasto, glazing, burnishing, drip), etching, relief, surface printing, fresco buono, fresco secco, etc. Printing processes including computer graphics, etc.

### Unit — V

Relevance of the study of the history of world art (including history of advertising and marketing) for the students of Visual Arts in general and Art History as an area of specialization.

### Unit — VI

Relevance of the study of aesthetic and critical theories of art for the students of Visual Arts (including students of Applied Arts) and students of Art History and Art Criticism specialization.

### Unit - VII

Study of landmark phases and artists in Western Art History from Pre – Historic times to Contemporary phase from the point of view of ideology, materials, techniques, style, themes, formal and stylistic development.

### Unit — VIII

Study of various phases of Indian Art History from Pre–Historic times, to 18th century (including the history of advertisement) from the point of view of general formal and stylistic features and development of ideology, materials technique and themes.

### Unit — IX

Development of modernity in 19th and 20th century. Indian art (including applied arts) with special reference to various art movements, medium, styles, individual artist's contributions in different regions of the country. The development of art education from the British Art Schools till the contemporary period.

#### Unit — X

The significance of the study of Tribal, Folk and Popular arts and craft practices from all over the India for the modern artists (including Applied Arts) from the point of form, technique, content and concepts.

#### Unit — XI

Knowledge of principal elements, perspective values, fundamentals of paintings. Visual principles, image. Chronology of the development of ideas. Visual reality, conceptual reality. Tradition and the gradual development of the art of combining the elements of ideas of different visual arts specialization.

#### Unit — XII

Media and materials and their use, sketching and drawing. Application of materials: oil painting — Alla Prima and old master process, glazing and scumbling, priming of canvas, different types of oil, brushing etc. Tempera and Gouache and their uses in printing in both traditional and non-traditional art. Wash method on paper and silk. Acrylic, pastel, mixed media, water colour mural and mural techniques — Fresco secco and Buono fresco. Ajanta and different modern media relief and mixed media in mural. Collage, Encaustic Wax, Supports in Painting (Canvas, paper, wood, silk, etc.)

#### Unit — XIII

Types of paintings, open air paintings, portrait paintings, study of head and full length figure, male and female. Landscape paintings, patronized art. Paintings under different art movements, still life, thematic, abstract, etc.

#### Unit — XIV

Principles of compositions, reflection of artists personal views, development of concept. Process of creative paintings. Expression of ideas under some aesthetical and philosophical views. Artistic expression during different social and structural changes. Art and Changes.

#### Unit — XV

Application of techniques, colours and colour theory and the application of colour theory in art activities. Colour harmony, traditional application of colour and the application of colour reasoning. Colour preparation, texture, technical aspect of pigment. Sources and influences of various traditions. Study and understanding of artistic value, construction of forms, shapes, planes, volume and totality, understanding of two and three dimensional approaches and the purpose.

#### Unit — XVI

Relevance of the study of aesthetics in Fine Arts/Visual Arts. The early Philosophical thoughts in Indian Culture. Nature and function of works of art in society. Concepts of Rasa, Sadanga, Dhvani, Alankara, etc., in traditional art. Concept of art and beauty, idea, imagination, intuitions form and content, sublime, sympathy, empathy, creativity allegory, myth. Philosophy and aesthetical views of Kant, Hegel, etc. Pre-historic Indian Painting, Classical Indian Paintings, Mural (Ajanta, Bagh) and later Mural traditions, Manuscript Painting, Miniature Painting, Folk and Tribal Paintings.

#### Unit — XVII

Company school of paintings, Raja Ravi Verma, Bengal School under Abanindranath and his disciples (Kshatindra Nath Majumdar, Samarendranath Gupta, K. Venkatappa, Abdul Rahman Chughtai, Ashit Kr. Haider, Nandalal, etc.) Nandalal and his disciples (Ramkinkar, Binod Bihari, Dhirendrakrishna Dev Varma, etc.) Amrit Shergil, Academic Realism, Calcutta Group (Paritosh Sen, Gobardhan Ash, Niode Majumdar, Pradosh Dasgupta, Hemanta Mishra, etc.) Major trends in contemporary Indian Art since, 1947.

#### Unit — XVIII

Major phases in Western Painting. Greeco – Roman, Byzantine, Gothic, Renaissance (background of Renaissance, Humanism and the intentions and discoveries of the evolution of personal style of Early Renaissance and High Renaissance), Baroque and Rococo (background, conception with some important artists activities), Neo – classicism, Romanticism, Neo-Realism, Impressionism Post – impressionism, Cubism, Fauvism, Futurism, Dadaism, Surrealism, Abstract Art, Abstract Expressionism Op. Pop, Neo – lfiguration, Art in Post – modern time.

#### Unit — XIX

Importance of Applied Art in Visual Communication. Understanding of all the elements of an advertising design/graphic design such as typography and calligraphy (Headline, copy), photography, illustration logo and symbol. Outdoor advertising — Its importance in communication. Various kinds of media of outdoor advertising with its advantage over other media. Advertising ethics and censoring in using outdoor media. Advertising campaign - Product (package designing for the surface of container, to start with), Corporate / Government and Social awareness. Name all the media available. New technologies (Computer, digital printers, etc.). Internet, its use in advertising products and services, net marketing. Interaction with other arts i.e. sculpture, painter.

#### Unit — XX

History of advertising from early civilizations. Invention of moveable types. Development of printing processes : Letterpress, off – set gravure, silk-screen, embossing, etc.

Computer and its role in creating new visual effect. History of Indian advertising and different media. History of printing in India. Print media vs Electronic Media.