Curriculum of M F A – APPLIED ART AND ADVERTISING

Course Code	Course Title	L	T	P	Cr	ES	Course Code	Course Title	L	T	P	Cr	ES
	SEMESTER 1							**SEMESTER 2**					
18FNA501	Basics of Advertising	1	1	0	2	A	18FNA511	History of Art	2	0	0	2	A
18FNA500	Communication and Media Theories	1	1	0	2	E	18FNA512	Media Ethics and Laws	2	0	0	2	B
18FNA508	Studies in Visual Aesthetics	2	0	0	2	D	18FNA514	Creative Copywriting for Print and Online Media	1	1	0	2	E
18FNA509	Research Methodology for Communication and Media Studies	2	1	0	3	G	18FNA515	Creative Copywriting for Radio and Television	1	0	2	2	D
18FNA571	Elements of Composition Lab.	0	1	2	2	L1	18FNA517	Public Relations	1	0	0	1	H
18FNA551	Audiography Practice Lab. I	0	1	2	2	L2	18FNA584	Digital Video Editing	0	1	2	2	L2
18FNA552	Photography Practice Lab. I	0	1	2	2	L3	18FNA556	Audiography Practice Lab. II	0	1	2	2	L1
18FNA553	Videography Practice Lab. I	0	1	2	2	L4	18FNA557	Photography Practice Lab. II	0	1	2	2	L5
18FNA576	Graphic Design Lab. I	0	1	2	2	L5	18FNA558	Videography Practice Lab. II	0	1	2	2	L6
18CUL501	Cultural Education	2	0	0	P/F	F	18FNA679	Short Film Production (Fiction and Documentary) Lab.	0	1	2	2	L3
							18FNA586	Graphic Design Lab. II	0	1	2	2	L4
							18AVP501	Amrita Values Programme	1	0	0	1	F
	TOTAL				19			**TOTAL**				22	
	SEMESTER 3							**SEMESTER 4**					
18FNA601	Visualization and Storyboarding	1	1	0	2	A	18FNA692	Internship				2	P1
18FNA602	Brand Management	2	0	0	2	B	18FNA696	Comprehensive and Technical Viva-voce				4	P2
18FNA603	Internet Advertising	1	1	0	2	C	18FNA697	Project Work				4	P
	Elective	2	0	0	2	E		**TOTAL**				10	
18FNA585	Illustration Practical	0	0	2	1								
18FNA587	Typography Practical	0	0	2	1								
18FNA590	Visualization and Storyboarding Lab.	0	0	2	1	L1							
18FNA674	Media Advertisement Practice Lab.	0	1	2	2	L2							
18FNA676	Packaging Practical	0	0	2	1	L4							
18FNA678	Television Commercials and Radio Spots Lab.	0	1	2	2	L3							
18FNA690	Live-in-Lab.@ / Open Elective*	2	0	0	2	J							
18FNA698	Mini Project				4	P1							
	TOTAL				22			**TOTAL for the Programme = 73 Credits**					
	ELECTIVES (any one)												
18FNA521	Web Design and Content Management	2	0	0	2	E	18MCJ632	Creative Expression in Regional Language	2	0	0	2	E
18FNA634	Motion Graphics for Film and Television	2	0	0	2	E	18MCJ633	Photo Journalism	2	0	0	2	E

*One Open Elective course is to be taken by each student, in the 3rd semester, from the list of Open electives offered by the School.

@Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for the Open Elective course in the third semester.