

**SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – II**

CRITICAL STUDIES

Sub. Code: BFMP-204

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1:

Purpose of Art; Looking at Art; the Principles of Art.

Unit 2:

Drawing; Neoclassicism; Romanticism; Realism; Impressionism; Postimpressionism; Art Nouveau; The Fauves; Cubism; Pablo Picasso; Picasso and Braque: Similarities and Differences.

Unit 3:

Futurism; Establishment of Modernist Art; Constructivism.

Unit 4:

Fantasy and Dada; Twentieth Century Architecture.

Unit 5:

Beginning of Modern Art Movement in India; Modern Indian Art (1900 – 1925); Artists of Today.

Suggested Readings:

1. The Artist's Handbook of Materials and Techniques, Ralph Maye, Viking Press.
2. Art to Enchant: A Critical Study of Early Victorian Fairy Painting and Illustration, Richard Allen Schindler, University Microfilms International
3. Byzantine Painting: Historical and Critical Study, André Grabar, Skira.
4. The Classic Point of View: A Critical Study of Paintings, Kenyon Cox, T.W. Laurie.
5. Federico Barocci: A Critical Study in Italian Cinquecento Painting, Harald Olsen, Almqvist & Wiksell
6. Italian Painting, The Renaissance: Critical Studies, Lionello Venturi Skira