

NIRMA UNIVERSITY
INSTITUTE OF DESIGN
COMMUNICATION DESIGN
Semester III

Institute:	INSTITUTE OF DESIGN
Name of Programme:	BACHELOR OF DESIGN
Course Code:	2DD601CC25
Course Title:	Art & Aesthetics
Course Type:	(<input checked="" type="checkbox"/> Core / Value Added Course/ Departmental Elective/ Institute Elective/ University Elective/(Open Elective/Any other)
Year of introduction:	Academic Year 2025-26

L	T	Practical component				C
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Course Learning Outcomes (CLO):

At the end of the course, the student will be able to:

1. Demonstrate an understanding of the fundamental elements of art and their integration in a piece of artwork. BL 2, 3
2. Analyze, interpret, and critically evaluate works of art within formal, cultural, social, and historical contexts. BL 4, 5
3. Cultivate creativity and critical thinking through the study and creation of art, fostering innovative approaches to addressing design challenges. BL 6
4. Create 2D or 3D compositions by applying conceptual, theoretical, or stylistic approaches inspired by great artists or art movements. BL 3, 6

Content Unit	Syllabus	Total Teaching hours: 45
		Teaching hours
Unit 1	Introduction of Art and Aesthetics: <ul style="list-style-type: none"> • Concept of art and basic understanding of art - line, shape, form, value, color, space, and texture • Historical context of art and aesthetic. 	9
Unit 2	Theory of Aesthetics: Indian Concept of Aesthetics: <ul style="list-style-type: none"> • Six Limbs (<i>Sadanga</i>) in Indian Art. • Concepts of <i>Rasa</i>, <i>Bhava</i>, <i>Dhvani</i>, and <i>Alankara</i> Theory of Aesthetics: Western Concept of Aesthetics: <ul style="list-style-type: none"> • Plato's Theory of Imitation, Aristotle's Poetics • Beauty, proportion, harmony 	12

Unit 3	Study and analysis art movements in context of Western Art and Indian Art	12
	<ul style="list-style-type: none"> Analyze a specific art style or movement and apply its principles to a communication design format, such as posters, environmental graphics, illustrations, or other mediums. 	
Unit 4	Understanding Compositions	12
	<ul style="list-style-type: none"> Context: The historical, religious, or environmental background surrounding a particular work of art, which aids in understanding its meaning. Meaning: An explanation of the artwork's content, including the message or narrative conveyed through its subject matter. Judgment: A critical evaluation of a work of art, focusing on its aesthetic or cultural significance. 	

Self-Study	
Suggested Readings/References	<p>Reading list</p> <ol style="list-style-type: none"> Mahalakshmi R., <i>Art and History: Texts, Contexts and Visual Representations in Ancient and Early Medieval India</i>, Bloomsbury Academic India, 2021. Bloomsbury Publishing Arnason H. H., <i>A History of Modern Art: Painting, Sculpture, Architecture, Photography</i>, Thames and Hudson, 1998. Asher Catherine B., <i>Architecture of Mughal India</i>, Cambridge University Press, 1992. Chakravarty Anjan, <i>Indian Miniature Painting</i>, Roli Books, 2005. Gombrich E. H., <i>The Story of Art</i>, Phaidon Press Ltd, 1995. Huntington Susan L. and Huntington John C., <i>The Art of Ancient India: Buddhist, Jain, Motilal Banarsidass</i>, 2014. Mitter Partha, <i>Indian Art</i>, Oxford University Press, 2001. Sinha Gayatri, ed., <i>Visual Culture: Indian Art: An Overview</i>, Rupa & Co., 2002. <p>Viewing list</p> <ol style="list-style-type: none"> Partha Mitter on Reimagining Modernism: Picasso Manqué Syndrome and the Virtual Cosmopolitan https://www.youtube.com/watch?v=kLB-b1Dggsw National Gallery of Modern Art (NGMA): https://sites.google.com/view/ngmaindia/ngma

	3. National Museum, New Delhi: https://nationalmuseumindia.gov.in/en 4. The British Museum: https://www.britishmuseum.org/ 5. MoMA: https://www.moma.org/ 6. Victoria & Albert Museum: https://www.vam.ac.uk/articles/an-introduction-to-the-aesthetic-movement?srsId=AfmBOoqE6Y8CScibRBXihaJwk-mMalwDOsIe_IGcsK_bcp7_20vqGzZW
Suggested Case List	
Suggested field visits	The course will have various museum & exhibition visits

w.e.f. Academic Year 2025-26 and onwards