

Ph.D. Entrance Test Syllabus for Ph.D. in Visual Arts

The PET (Ph.D. Entrance Test) for Ph.D. in Visual Arts consists of two parts:

- Part I: Research Methodology & Aptitude (50 marks) and
- Part II: Visual Arts (50 marks)

Total Marks for Ph.D. Entrance Test: 100 Marks

SYLLABUS

Part I: Research Methodology & Aptitude (50 marks)

Unit-I

Introduction to Research Methodology

- Overview of research methodology and its importance in academic research
- Research process and its key components
- Ethical considerations in research
- Formulating research questions and objectives

Unit-II

Research Design and Sampling Techniques

- Research design: experimental, quasi-experimental, correlational, and descriptive designs
- Appropriate research design based on research questions
- Principles of sampling: probability and non-probability sampling techniques
- Sample size determination and power analysis

Unit-III

Data Collection Methods and Instrumentation

- Quantitative data collection methods: surveys, experiments, and archival data
- Qualitative data collection methods: interviews, focus groups, and observations
- Validity and reliability of research instruments
- Ethical considerations in data collection

Unit-IV

Data Analysis and Interpretation

- Introduction to statistical analysis techniques: descriptive and inferential statistics
- Parametric and non-parametric tests based on research design and data type
- Qualitative data analysis techniques: thematic analysis, content analysis, and grounded theory
- Interpretation of research findings and drawing conclusions

Unit-V

Research Writing and Presentation

- Academic writing skills: structuring a research paper, literature review, and referencing
- Effective data visualization and presentation techniques
- Publishing research in academic journals
- Peer review process and responding to reviewers' comments

Unit-VI

Advanced Research Methodology (Optional, for 6-unit syllabus)

- Advanced statistical analysis techniques: multivariate analysis, factor analysis, and regression analysis
- Advanced qualitative research methods: case studies, ethnography, and phenomenology
- Mixed-methods research designs and integration of quantitative and qualitative data
- Research ethics in complex research scenarios
- Research Methodology in Visual Arts: Qualitative and quantitative research methods in visual arts
- Visual data collection and analysis techniques
- Experimental and innovative research methods in visual studies
- Practice-based research in visual arts

Reference Books:

1. "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell.
2. "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar.
3. "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams.
4. "Qualitative Inquiry and Research Design: Choosing Among Five Approaches" by John W. Creswell.
5. "Research Methodology: Methods and Techniques" by C.R. Kothari.
6. "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar.
7. "Research Methodology: Concepts and Cases" by Deepak Chawla.
8. "Research Methodology: Methods and Techniques" by C. R. Kothari and Gaurav Garg.
9. "Research Methodologies in Design" by N. Elango and Kavitha Elango.
10. "Research Methods for Product Design" by Alex Milton and Paul Rodgers.
11. "Design Research: Methods and Perspectives" by Brenda Laurel and Peter Lunenfeld.
12. "Research for Designers: A Guide to Methods and Practice" by Gjoko Muratovski.

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Part II: Visual Arts (50 marks)

Unit-I

Foundations of Visual Arts

- Elements and principles of design
- Color theory
- Composition
- Typography
- Visual hierarchy
- Drawings, doodles, paintings
- Layout design and composition
- Image: Illustration, Photography
- Image: graphics

Unit-II

Visual Perception and Cognition

- Introduction to Visual Perception: Sensation vs. perception, Visual perception theories (e.g., Gestalt principles, bottom-up and top-down processing), Visual perception and the human visual system
 - Depth perception and cues (e.g., binocular and monocular cues, depth illusions), Object recognition and visual constancies, Perceptual organization and figure-ground segregation
 - Perception of Form and Depth: Perception of visual forms (e.g., shape, size, orientation)
 - Color Perception: Color vision and the trichromatic theory, Color perception and color spaces – RGB, CMYK, RYB, Colour Models, Color constancy and color illusions, Cultural and individual differences in color perception
 - Visual Memory and Cognitive Processes: Visual memory encoding and retrieval processes, Mental imagery and visual representations

Unit-III

Visual Communication

System of Communication:

- Definition of communication
- Components of the communication process: sender, message, channel, receiver, feedback
- Encoding and decoding of visual messages
- Role of context and cultural factors in communication
- Influence of technology and media on communication systems
- Importance in human interaction

Structure of Communication:

- Verbal vs. non-verbal communication
- Visual elements in communication: images, symbols, colors, typography, objects, layout
- Visual hierarchy and organization of information
- Use of composition and design principles to enhance communication
- Effective use of visual elements to convey meaning and evoke emotions

Types of Communication:

- Interpersonal communication: one-on-one communication between individuals
- Mass communication: communication to a large audience through mass media
- Visual communication: conveying messages through visual means (e.g., images, graphics, illustrations)
- Digital and online communication: communication facilitated by digital technologies and online platforms
- Cross-cultural communication: communication between individuals from different cultural backgrounds

Visual Language and Semiotics:

- Visual language as a means of communication
- Semiotics and the study of signs and symbols
- Iconic, indexical, and symbolic signs in visual communication
- Visual semiotics and its application in interpreting visual messages

- Cultural and contextual interpretation of visual signs

Communication Models and Theories:

- Shannon-Weaver model of communication
- Transactional model of communication
- Cognitive theories of communication (e.g., schema theory, cognitive load theory)
- Persuasive communication theories (e.g., elaboration likelihood model, social influence theories)
- Sociocultural theories of communication (e.g., cultural dimensions theory, social identity theory)
- Semantics and Meaning: The study of meaning in language and communication, Semantic theories and frameworks (e.g., referential semantics, conceptual semantics)
- Lexical semantics and the analysis of word meaning
- Semiotics in Visual Communication: Semiotic analysis of visual signs and symbols, Visual semiotics and visual rhetoric, Semiotics of advertising, branding, and other visual designs
- Applied Semiotics and Pragmatics: Applications of semiotics and pragmatics in various fields (e.g., marketing, media studies, cultural studies), Semiotics in film, literature, and popular culture, Semiotic and pragmatic approaches to the study of social and cultural phenomena
- Image: Illustration, Photography as mode of Communication. Techniques in Illustration, Techniques in Photography,

Unit-IV

Drawing, Painting, Sculpture and Contemporary Art Practices

- Drawing- painting; Traditional and contemporary painting techniques, Life drawing and figure studies, Still life and landscape painting, Conceptual and experimental approaches in painting
- Sculpture and Installation and other forms - Sculpture techniques and materials; Modeling, carving, and casting; Installation art and site-specific works; Contemporary sculpture practices
- Contemporary art trends and movements, New media and digital art, Conceptual art and installation practices, Interdisciplinary approaches in contemporary art
- Traditional Indian Art Forms: Folk and tribal art; Traditional Indian art forms (e.g., Madhubani, Tanjore, Pattachitra), Symbolism and motifs in traditional Indian art, Techniques and materials used in traditional Indian art forms, Influence of religion, culture, and philosophy on traditional Indian art
- Traditional Indian Painting Techniques: Study of traditional Indian painting techniques (e.g., miniature, fresco, Mysore); Pigments, brushes, and tools used in traditional Indian painting; Styles and themes in traditional Indian painting; Contemporary adaptations of traditional Indian painting techniques
- Exploration of folk and tribal art forms from different regions of India
- Contemporary Indian Art Movements: Indian art movements and artists, Themes, styles, and mediums in contemporary Indian art; Social and political commentary in contemporary Indian art, Impact of globalization and technology on contemporary Indian art

Unit-V

Art History and Aesthetics

- Indian art history from ancient to contemporary times
- Western art history and major artistic movements
- Aesthetics and theories of art - India and Globe
- Indian Aesthetics and Rasa Theory: Introduction to Indian aesthetics and its key concepts, Rasa theory and its application in visual arts, Role of emotions and aesthetics in traditional Indian art, Comparison of Indian aesthetics with Western aesthetic theories
- Darshana, Chitrasutra, Kamasutra as sources of understanding Indian Arts: Kala
- Indian Iconography: Study of Indian iconography and symbolism, Deities and divine forms in Indian art, Iconographic conventions and their significance, Interpretation and representation of myths and legends in Indian art
- Relationship between art, architecture, and spirituality in India

Unit-VI

Applications in Applied Arts

- Process of conceptualization and ideation in applied arts projects
- Materials, techniques, and tools used in various applied arts disciplines

- Real-world examples of successful applied arts projects
- Practical aspects of applied arts, including prototyping, fabrication, and production
- Sustainability and ethical considerations in applied arts
- User-centered design and the importance of audience engagement in applied arts projects
- Interdisciplinary approaches in applied arts and collaboration with other professionals
- Significance of Applied Arts in contemporary society.
- Various disciplines within applied arts, such as graphic design, Communication design, space design, information design, advertising, Animation etc.
- Relationship between form and function in applied arts
- Aesthetics, usability, and innovation in applied arts
- Design principles and elements in applied arts
- Current trends and developments in the field of applied arts
- Technology in applied arts and its applications

Reference Books:

1. "The Design of Everyday Things" by Don Norman
2. "Interaction Design: Beyond Human-Computer Interaction" by Jennifer Preece, Yvonne Rogers, and Helen Sharp
3. "Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students" by Ellen Lupton
4. "Universal Principles of Design" by William Lidwell, Kritina Holden, and Jill Butler
5. "Gestalt Psychology: The Definitive Guide to Understanding Gestalt Psychology for Beginners" by Steven Turner
6. The Art of Ancient India by Susan L. Huntington
7. "Art: A Brief History" by Marilyn Stokstad and Michael Cothren
8. "Gardner's Art Through the Ages: A Global History" by Fred S. Kleiner
9. "The Story of Art" by E.H. Gombrich
10. "Art History" by Marilyn Stokstad and Michael Cothren
11. "The Elements of Color: A Treatise on the Color System of Johannes Itten" by Johannes Itten
12. "Color and Light: A Guide for the Realist Painter" by James Gurney
13. "Visual Perception: A Clinical Orientation" by Steven H. Schwartz
14. "Visual Thinking for Design" by Colin Ware
15. "The Visual Brain in Action" by David Milner and Melvyn A. Goodale
16. "Ogilvy on Advertising" by David Ogilvy
17. "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan and Edward Boches
18. "Confessions of an Advertising Man" by David Ogilvy
19. "Graphic Design: The New Basics" by Ellen Lupton and Jennifer Cole Phillips
20. "Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students" by Ellen Lupton
21. "The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman
22. "Understanding Exposure: How to Shoot Great Photographs with Any Camera" by Bryan Peterson
23. "Printmaking: A Complete Guide to Materials & Processes" by Beth Grabowski and Bill Fick
24. "The Printmaking Bible: The Complete Guide to Materials and Techniques" by Ann d'Arcy Hughes and Hebe Vernon-Morris
25. "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran and Dennis K. Davis
26. "Media and Society: An Introduction" by Michael O'Shaughnessy and Jane Stadler