

EVALUATIVE REPORT OF THE DEPARTMENT OF APPLIED ART

1. Name of the Department: **Applied Art**
2. Year of establishment: **2007**
3. Is the Department part of a School/Faculty of the university: Yes, Faculty of Fine Arts
4. Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.):

S. No.	Name of the Programme	Type of Programme	Annual Intake
01	MFA Applied Art (Regular)	PG course (10+2+4+2)	08
02	BFA Applied Art (Regular)	UG course (10+2)	30
03	Certificate course in Commercial Art	One year (Self Financing course)	20
04	Certificate course in Photography	One year (Self Financing course)	20
05	Certificate course in Calligraphy	One year (Self Financing course)	10

5. Interdisciplinary courses and departments involved
 Department of Art History and Art Appreciation, Faculty of Fine Arts
 Department of Graphic Art Print making, Faculty of Fine Arts
 Department of Sculpture, Faculty of Fine Arts
6. Courses in collaboration with other universities, organization, industries, foreign institutions, etc.
 - Collaboration with College of Art Delhi (Delhi University)
 - All India Fine Arts & Craft Society (AIFACS),
 - Lalit Kala Academy.
7. Details of programmes / courses discontinued, if any, with reasons:
 Nil

8. Examination System: Annual/ Semester/Trimester/Choice Based Credit System:

S.No.	Name of the Programme	Examination System
01	MFA Applied Art (Regular)	Semester
02	BFA Applied Art Semester (Regular) session 2012-13	Semester
03	BFA Applied Art II, III & IV year (Regular)	Annual
04	Certificate course in Comm. Art (One year Self Financing)	Annual
05	Certificate course in Photography (One year Self Financing)	Annual

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06	Certificate course in Calligraphy (One year Self Financing)	Annual
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9. Participation of the department in the courses offered by other departments
The students of Applied Art have an interdisciplinary interaction with other departments such as

S. No.	Department	Courses
1	Graphic Art	Print making
2	Art History & Art Appreciation	History of Art
3	Sculpture	Clay Modeling/Sculpture

Through this process they learn different techniques and later they use in their own discipline, also students get opportunity to understand other students by which they get space to understand each other.

10. Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)

S. No.	Posts	Sanctioned	Filled	Existing (including MPS/CAS)
1	Professor	0	0	2
2	Associate Professors	1	1	1
3	Asst. Professors	2	2	0

11. Faculty profile with name, qualification, designation and specialization (D.Sc./D.Litt./Ph.D/M.Phil., etc.)

S. No.	Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D. students guided for the last 4 years
1	S.G.H.Zaidi	B.F.A. & Diploma in Teaching of Art & Craft and Certificate course in Photography	Professor	Applied Art	23	NIL
2	Z. A. Zargar	B.F.A. & M.F.A. Applied	Professor	Applied Art Visualization	28	NIL
3	Hafeez Ahmed	B.F.A. & M.F.A., Applied	Asso. Prof.	Applied Art Visualization	19	NIL

12. List of senior Visiting Fellows, faculty, adjunct faculty, emeritus
Professors:
Nil

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13. Percentage of classes taken by temporary faculty – programme-wise information
Nil

14. Programme-wise Student Teacher Ratio
Consolidated

Note: Over all students teacher's ratio of the Department is
35:1

15. Number of academic support staff (technical) and administrative staff: sanctioned and filled

S. No.	Post	Sanctioned	Filled	Actual
01	Lab Attendant in Photography	01	01	01
02	Tech. Assistant in computer Lab	01	01	01
03	Office Clerk	01	01	01
04	Peon	01	01	01

16. Research thrust areas recognized by funding agencies Nil

17. Number of faculty with ongoing projects from a) National b) International funding agencies and c) Total grants received. Give the names of the funding agencies and grants received project-wise. :

Faculty member working on Project with outside agency:

Mr. Hafeez Ahmed

S. No.	Ongoing Project	Project Title	Name of Funding agency	Grants received in rupees
1	a.National	Ban Gurjar Project based on Genetic Human Development	Environmental Impact Agency (NGO), Worked as a consultant for design material and photography in North India region.	Voluntarily
2	b. International Funding Agencies	CF Education and Care (Information and communication about Cystic Fibrosis in India and South Asian country) Working as a design consultant for the above project.	Cystic Fibrosis World Wide (CFWW) for development of Cystic Fibrosis South Asian Trust (CFSAT) for CF children and families.	Voluntarily
3	c. Total Grant Received	NIL		

18. Inter-institutional collaborative projects and grants received

Nil

19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, etc.; total grants received. :

Nil

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20. Research facility / centre with

Nil

21 Special research laboratories sponsored by / created by industry or corporate bodies:

Nil

22 Published Papers in Journals/Group Show

- Number of papers published in peer reviewed journals (national / international)
- Conferences (National and International)/Participation in exhibitions
- Monographs articles/Art Camps
- Chapters in Books
- Edited Books
- Books with ISBN with details of publishers/Solo exhibitions
- Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database – International Social Science Directory, EBSCO host, etc.)/
Art related Practical projects

S. No.	Exhibitions & other Art Related	National	Internationa	Total
1	Group Show	11	06	17
2	Art camps/workshops	10	02	12
3	Art related Practical Projects	11	-	11
4	Solo Exhibitions	00	01	01
5	Edited Books	01	-	01
	Total	53	09	43

Please see Annexure - ERD I: Publications

23. Details of patents and income generated

Nil

24. Areas of consultancy and income generated:

Nil

25. Faculty selected nationally/ internationally to visit other laboratories in India and abroad

1	Prof. S. G. H. Zaidi	Visited Chandigarh Art College, Faculty of Fine Arts. Banaras Hindu University, Varanasi. Himachal Central University and APJ Institute of Design and visited to Assam College of Art, Guwahati. Visited Oman, Fine Arts Society in May 2012.
2	Prof. Zahoor A. Zargar	Visited College of Art, Delhi. Jaipur University of Rajasthan. Fine Arts College, Almora. Women's Polytechnic, Delhi, National Science Centre.
3	Asso. Prof. Hafeez Ahmed	Visited Fine Arts Faculty, Vanasthali Vidyapeeth. Rajasthan, Fine Arts faculty, Jaipur, Rajasthan and APJ Institute of Design.

26 Faculty serving in

a) National committees b) International committees c) Editorial Boards d) any other:

1	Prof. S. G. H. Zaidi	a & b) National Committee/International Committee
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		<p>: Serving as an advisor, Himachal Central University, Member B.O.S. FMG Education Greater Noida, U.P.</p> <p>c) Member Editorial Board, JAUHAR Quarterly Magazine, Tehzib Magazine, JMI.</p> <p>d) •Former Member: Academic Council, Executive Committee, Jamia court, Finance committee JMI, •Coordinator Decoration Committee Convocation since 1995 till date Former Chief organizer Talimi Mela, an Educational Festival of University 2005 to 2009, Coordinator Foundation Day JMI.</p>
2	Prof. Zahoor Zargar	<p>a&b) Advisor selection committee, College of Art Delhi, external expert of selection committee, Faculty of Fine Arts Vanasthali, Rajasthan, Advisory committee AICTE and External Member of Women's Polytechnic.</p> <p>c) Member of Executive council, Member of Academic Council, Decorative Committee Annual Convocation, Member of Talimi Mela, Educational Festival of university, Chairperson Faculty Committee and Departmental Board of Studies, Jamia Millia Islamia.</p>
3	Mr. Hafeez Ahmed	<p>a&b) Advisor for Selection Committee of Staff Selection Commission, Govt. of India for the post of Production Artist, Advisor and founder member of Cystic Fibrosis South Asian Trust, Member of India for Cystic Fibrosis worldwide.</p> <p>c) Member of the faculty committee, Board of Studies, Syllabus Committee, Campus Development Committee, In charge Sport Activity, Faculty of Fine Arts, Admission Asstt. Superintendent, Coordinator Self Financing courses, Asstt. Superintendent for Annual and Semester Examination, Tabulator for Annual and Semester Examinations.</p>

27 Faculty recharging strategies:
NA

28 Student projects

- Percentage of students who have done in-house projects including inter-departmental projects:

S. No.	Foundation course	Drawing, Painting, Print making, Design, Typography, Calligraphy
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1	Specialization courses	Graphic Design, Illustration, Still Life, Life Study, Computer Software, Optional Papers: Print making & Photography in detail Visualization and Graphic Design campaigning on market product and for social awareness.
		Children's Stories book illustration, Free expressions drawing and illustration in Black & White medium and colours, Television commercials story boards (product
2	Percentage of students doing projects in collaboration with other universities industry/ institute :	Nil

29 Awards / recognitions received at the national and international level by

• Faculty:

1	Prof. G. H. Zaid	Awarded Golden Pegeen Awarad (Gold) by 1st FME Group of Institutions April 2012
2	Prof. Zahoor A. Zargar	1. Awarded by All India Fine Arts and Crafts Society, Jammu & Kashmir academy of Fine Arts, Gujarat Lalit Kala Academy. 2. Done Portrait of Mr. Bipin Chander Pal commissioned by Parliament of India for portrait of Bipin Chander Pal, and he is also recognized by Anitoon Animation, Institute and Delhi Collage of Art.
3	Hafeez Ahmed, Associate. Prof	1. Awarded National scholarship, JRF, Ministry of HRD, Govt. of India in the field of Applied Art. 2. Awarded Gold Medal winner of the Agnipath All India Art Competition and Exhibition in Sept. 2005

• Doctoral / Post Doctoral fellows

Nil

• Students:

- Ms. Anupama Kumari awarded Foreign Scholarship in Paris (France), winner of Embassy of France and the Krishnakriti Foundation in the field of Fine Arts for higher study at The Ecole National Sueprieure des Beaux Arts, Paris for the year 2012-13.
- Ms. Anupama Kumar awarded by Microsoft Most popular art work for portraying on canvas, The Vision of India 2020, showcased at Microsoft Leadership conclave, 2011.
- Manoranjan Kumar awarded 1st prize in photography competition during North Zone cultural festival, organized by A I U at Chandigarh in 2009.
- Anupama Kumari awarded one of the selected Draft-art-designs / poster developed during IEC design workshop "Last Mile Polio Eradication Initiative" facilitated by the MOHFW/GIO and supported by UNICEF in technical collaboration with NPSP/WHO at the Heritage Village Manesar, Haryana, 2009.
- A Poster competition on Eradicating Polio from India organized by Dept. of Applied Art with association of UNICEF and WHO, for outstanding

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performance Awarded students names : Merajun-Nabi, Balvir Singh, Zoya Khan, Thokchom Sony, Satyasha Singh and Anupama Kumari in 2010.

- Mr. Brij Madhav awarded 1st prize in Painting based on Prem Chand stories by Jamia Premchand Archive and Litrary Centre in 2008.
- Ms. Anupama Kumar awarded third prize in Painting based on Prem chand stories by Jamia Premchand Archive and Litrary Centre in 2008.

30 Seminars/ Conferences/Workshops/Art Camp organized and the source of funding (National / international) with details of outstanding participants, if any.

S. No.	Name of the conference / seminar /workshop / Art Camp Attended/Organized	Funding & sponsoring authorities organizes	Year	Remarks
1	Photography workshop(City Life Delhi) Resource person Mr. Parthiv Shah an eminent photographer (CMCA)	Jamia Millia Islamia	2012	Deptt. of Applied Art
2	Make Art Stop AIDS Art move organized by CMCA with faculty students.	Jamia Millia Islamia	2009	Deptt. of Applied Art
3	Stop motion Animation workshop (Kathputli Animation) with faculty	Not Funded	2009	Deptt. of Applied Art
4	Photography (Model Shoot)Atul	M.C.R.C.	2008	
5	Animation (Clay Animation, Human Pixilation, Waste material and cut-out animation. Kathputli	Not Funded	2009	Deptt. of Applied Art
6	Animation and Drawing Anitoons Animation	Not Funded	2009	Deptt. of Applied Art
7	AIDS / HIV Awareness (4 days) 10 students from each department of Faculty of Fine Arts,JMI. Art moves(CMCA) Mr.		2009	
8	Art and Design workshop (5 days) at Heritage Village, Manesar, Haryana.	UNICEF (WHO/ NPSP) Facilitated by the MOHFW /GIO	2009	Student, Deptt. of Applied Art

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9	Eradicating Polio from India (Poster making competition (1 week)UNICEF and WHO	Not Funded	2010	Deptt. of Applied Art
10	Calligraphy Workshop (3 days)		2009	Deptt. of Applied Art
11	Graphic Design Eminent Graphic designers of India		2009	Deptt. of Applied Art
12	“SAMHITA”National level Seminar cum workshop (Photography)	College of Art, Delhi	2008	Participated Ms.Shivangi Singh B.F.A. final year
13	Presentation on Graphic Design Behives (Noida)		2008	
14	Gaming Presentation Lakshay digital		2008	Department of Applied Art
15	Animation Presentation Frembox at Mir Taqi Mir		2008	
16	Animation Presentation Picasso Animation		2008	Deptt. of Applied Art
17	Provided Technical help for making a short Animation film Anitoons Animation		2008	Deptt. of Applied Art
18	Presentation and Animation on International Animation day	Anitoons, Picasso, Framebox, Arena, Maya & Animation Studios at Kamani Auditorium.	2008	Ansari Auditorium, Jamia Millia Islamia
19	“SAMHITA” National level Seminar cum workshop (Photography) 6 days	College of Art, Delhi	2009	Participated Ms.Anupama Kumari B.F.A.
20	Art Kaleidoscope : Life through the Visual Arts British Council and NGMA	British Council Division	2009	
21(a)	‘SAMHITA’ National level Seminar cum workshop (Photography) 6 days at deptt. of Applied Art	College of Art, Delhi	2010	Participated Ms.Sharha M.F.A final

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21(b)	'SAMHITA' National level Seminar cum workshop on Stop motion Animation 6 days at Deptt. of Visual communication	College of Art, Delhi	2010	Participated Anupama Kumari M.F.A. Sem.-I
22(a)	"SAMHITA" National level Seminar cum workshop on Stop motion Animation 6 days at Deptt. of Visual communication	College of Art, Delhi	2011	Participated Mr. Ajay Kumar B.F.A. final Year
22(b)	"SAMHITA" National level Seminar cum workshop on Illustration 6 days at Deptt. of Applied Art	College of Art, Delhi	2011	Participated Mr. Anupama Kumari M.F.A. Sem.-III
23	Photography workshop	Dheeraj Paul	2010	
24(a)	Photography competition during North Zone cultural festival,	organized by A I U at Chandigarh in 2009.	2009	Mr. Manoranjan Kumar (B.F.A. final)
14	Gaming Presentation Lakshay digital		2008	Department of Applied Art
15	Animation Presentation Frembox at Mir Taqi Mir		2008	
16	Animation Presentation Picasso Animation		2008	Deptt. of Applied Art
17	Provided Technical help for making a short Animation film Anitoons Animation		2008	Deptt. of Applied Art
18	Presentation and Animation on International Animation day	Anitoons, Picasso, Framebox, Arena, Maya & Animation Studios at Kamani Auditorium.	2008	Ansari Auditorium, Jamia Millia Islamia
19	"SAMHITA" National level Seminar cum workshop (Photography) 6 days	College of Art, Delhi	2009	Participated Ms. Anupama Kumari B.F.A. final year
20	Art Kaleidoscope : Life through the Visual Arts British Council and NGMA	British Council Division	2009	

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21(a)	'SAMHITA" National level Seminar cum workshop (Photography) 6 days at deptt. of Applied Art	College of Art, Delhi	2010	Participated Ms. Sharha M.F.A final
21(b)	'SAMHITA' National level Seminar cum workshop on Stop motion Animation 6 days at Deptt. of Visual communication	College of Art, Delhi	2010	Participated Anupama Kumari M.F.A. Sem.-I
22(a)	"SAMHITA" National level Seminar cum workshop on Stop motion Animation 6 days at Deptt. of Visual communication	College of Art, Delhi	2011	Participated Mr. Ajay Kumar B.F.A. final Year
22(b)	"SAMHITA" National level Seminar cum workshop on Illustration 6 days at Deptt. of Applied Art	College of Art, Delhi	2011	Participated Mr. Anupama Kumari M.F.A. Sem.-III
23	Photography workshop	Dheeraj Paul	2010	
24(a)	Photography competition during North Zone cultural festival,	organized by A I U at Chandigarh in 2009.	2009	Mr. Manoranjan Kumar (B.F.A. final)
24(b)	Poster competition during North Zone cultural festival	Organized by A I U at Chandigarh in 2009.	2009	Mr. Hilal Ahmed (M.F.A. previous)
25(a)	Poster competition during North Zone cultural festival	Organized by A I U at Punjab in 2010	2010	Ms. Padmalika Bhattacharya (M.F.A. final)
25(b)	Cartoon competition during North Zone cultural festival	Organized by A I U at Punjab in 2010	2010	Mr. Krishanadas Sharma (M.F.A. final)
26(a)	Cartoon and Photography competition during North Zone cultural festival	Organized by A I U at Ludhiana in 2011	2011	Mr. Meraj-un-Nabi (B.F.A. final)
26(b)	Poster and Rangoli competition during North Zone cultural festival	Organized by A I U at Ludhiana in 2011	2011	Mr. Vicky (B.F.A. final)

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24(b)	Poster competition during North Zone cultural festival	Organized by A I U at Chandigarh in 2009.	2009	Mr. Hilal Ahmed (M.F.A. previous)
25(a)	Poster competition during North Zone cultural festival	Organized by A I U at Punjab in 2010	2010	Ms. Padmalika Bhattacharya (M.F.A. final)
25(b)	Cartoon competition during North Zone cultural festival	Organized by A I U at Punjab in 2010	2010	Mr. Krishanadas Sharma (M.F.A. final)

Other practical projects/designs

Prof. G. H. Zaidi designed

- Ramachandran “Icons of the Raw Earth”
- Ramachandran, Art of Muralist
- Raja Ravi Varma, New Perspective
- Jamia Millia Islamia - A Profile
- Platinum Jubilee Celebration, Jamia Milla Islamia
- M F Hussain Art Gallery “Art, Anthology”
- Gazal
- Sufism (Book Cover)
- Paighamber Mohammed, Quran Aur Hadis, Islami Darshan (Book cover)

Designed Posters

- Teachers’ day
- Raja Ravi Varma Exhibition

31 Code of ethics for research followed by the departments.
Department does not offer research programme leading to PhD.

32 Student profile course-wise:

S. No.	Name of the Course (refer to question no. 4)	Applications received	Selected		Pass Percentage	
			Male	Female	Male	Female
1	B.F.A. Applied Art					
	2008	365	11	7	100	100
	2009	404	8	15	100	100
	2010	432	16	8	100	100
	2011	478	12	17	100	100
	2012 (Semester)	508	18	16	100	100
2	M.F.A. Applied Art					
	2008	34	2	3	100	100
	2009	21	3	3	100	100
	2010 (Semester)	56	5	2	100	100
	2011	36	3	3	100	100
	2012	58	2	6	100	100

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3	One Year Certificate Courses in Commercial Art					
	2008	51	12	4	100	100
	2009	62	11	5	100	100
	2010	33	7	10	100	100
	2011	25	6	5	100	100
	2012	26	7	1	100	100
4	Photography					
	2008	27	9	3	100	100
	2009	58	14	2	100	100
	2010	64	14	4	100	100
	2011	82	13	4	100	100
	2012	69	11	1	100	100
5	Calligraphy					
	2008	2	Nil	Nil	Nil	Nil
	2009	9	1	2	100	100
	2010	14	2	1	100	100
	2011	11	1	1	100	100
	2012	20	0	3	100	100

33. Diversity of students

S. No.	Name of the Course (refer to question no. 4)	% of students from JMI	% of students from other universities within Delhi Delhi	% of students from universities outside the	% of students from other countries
1	B.F.A. (Applied Art)				
	2008	16.6	61.11	22.29	Nil
	2009	4.34	78.26	17.40	Nil
	2010	12.50	70.80	16.70	Nil
	2011	17.25	39.28	43.47	Nil
	2012 (Semester)	2.85	57.14	37.16	2.85
2	M.F.A. (Applied Art)				
	2008	Nil	66.66	33.34	Nil
	2009	20	40	40	Nil
	2010 (Semester)	28.57	42.86	28.57	Nil
	2011	33.33	16.67	50	Nil
	2012	Nil	60	40	Nil
3	One year Certificate Courses in Commercial Art				
	2008	6.25	93.75	Nil	Nil
	2009	Nil	100	Nil	Nil
	2010	Nil	100	Nil	Nil

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4	Photography				
	2008	16.66	83.34	Nil	Nil
	2009	Nil	100	Nil	Nil
	2010	5	95	Nil	Nil
	2011	Nil	94.11	5.89	Nil
	2012	8.33	50	41.67	Nil
5	Calligraphy				
	2008	Nil	Nil	Nil	Nil
	2009	Nil	100	Nil	Nil
	2010	33.33	66.67	Nil	Nil
	2011	Nil	50	50	Nil
	2012	33.33	66.67	Nil	Nil

34. How many students have cleared Civil Services and Defence Services examinations, NET,SET, GATE and other competitive examinations? Give details category-wise.
Nil

35. Student progression

S. No.	Student progression	Percentage against enrolled
1	UG to PG	
	B.F.A. to M.F.A.	
	2012	37
	2011	60
	2010	71
	2009	50
	2008	60
2	Employed	
	• Campus selection	25
	• Other than campus recruitment	75

36. Diversity of staff

S. No.	Percentage of faculty who are graduates	
1	Of the same university	33.3
2	From other universities within the State	33.3
3	From universities from other States	33.3
4	From universities outside the country	Nil

37. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period

Nil

38. Present details of infrastructural facilities with regard to

S. No.	Library	Available in the Faculty
1	Internet facilities for staff and students	Available with wi-fi facility

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2	Total number of class rooms	4 rooms and 1 Hall
3	Class rooms with ICT facility	Yes All
4	Students' laboratories	Available Computer and Photography Lab
5	Research laboratories	In the process of Designing

Detail in brief:

The faculty of Fine Arts is having a well equipped Library which consists of several books covering each discipline. News Paper / Magazine facility is also available and students are very regularly visiting the library. Every year we getting a handsome amount to purchase new books. The Library is also having books related with other subjects which act as reference material for our discipline. Internet facility is also available for students. We do have a well equipped Computer Lab, also students are using their own laptops with Wi-Fi facility. The department is having teaching rooms and one big hall for M.F.A. Students have joint History of Art classes.

39. List of doctoral, post-doctoral students and Research Associates

a) From the host university

NA

b) From other universities

NA

40. Number of post graduate students getting financial assistance from the university.

At present we are availing the facility to provide financial Assistant on merit basis.

41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.

Nil

42. Does the department obtain feedback from

a. Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?

We do take feedback from teachers as well as students after the completion of an exercise every week and accordingly we improvise our practical work.

b. Students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback.

We implement on feedbacks which we used to receive.

c. Alumni and employers on the programmes offered and how does the department utilize the feedback?

Our alumni who are working in reputed Ad agencies or any professional institution are regularly visiting department and through them we are getting knowledge about the market. They are also interacting with students and getting good feedback from them.

43. List the distinguished alumni of the department (maximum 10)

S. No.	Name	Course	Designation
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1.	Ms. Bipasha Benerjee	B.F.A.	Creative Art Director
2.	Iftexhar Beg	B.F.A.	Working with H.B. International, Toronto, Ontario
3.	Mr. Anwar Abbas	B.F.A.	Art Director
4.	Mr. Azizuddin Khusro	B.F.A.	Art Director
5.	Mr. Asad Khan	B.F.A.	Art Director in film Industry
6.	Mr. Mazhar Ilahi	B.F.A. & M.F.A.	Asst. Prof. Patna Arts College
7.	Ekta Verma		B.F.A. Art Director
8.	Mr. Ritroop Biswas	B.F.A.	Art Director
9.	Mr. Somnath	B.F.A.	Art Director
10.	Ms. Anupama Kumari	B.F.A. & M.F.A.	Awarded Embassy of France Scholarship for higher study in The Ecole National Supérieure des Beaux Arts, Paris, FRANCE.

44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.

45. List the teaching methods adopted by the faculty for different programmes.

The department of Applied Art has only UG and PG programmes. Ours is a practical based BFA (Eight semesters and MFA four semesters) courses (still we have annual base B.F.A. programme of 2nd 3rd 4th year and each exercise is having eight periods per day for five days. During foundation course which is 1st to four semesters our exercises are skill based but in 5th.to 8th. Semester skill co relates with creativity.

Motivation and Teaching methodology are the core area of this discipline. To start a new exercise / Technique, teacher has to demonstrate or show teaching aid for an effective result. Power point presentation is a regular exercise by the teacher or a resource person. Students are also going to see exhibitions which are the best way to communicate art.

46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?

The Department of Applied Art monitors its objectives through the learning process of practical works, where students do their exercises based on skill and every week the work is submitted and evaluated by the teachers.

Because the nature of the course is skill and creativity based therefore the process of learning of an individual is easily assessed in the next class.

The skill process depends upon the daily practice of a particular exercise, therefore after the college hours and on holidays students do their work outside the college premises.

S. No.	Different activities	The students are regularly participating in organizing different activities throughout the year under the umbrella of Subject Association.
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1.	Fresher and Farewell	Fresher and Farewell are the main events of the curriculum where students with enthusiasm take part and prove their abilities by showing the stage decoration, plays, songs etc.
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47. Highlight the participation of students and faculty in extension activities.

Various scholarly activities National	various scholarly activities beyond syllabus our students involve deeply for his/her project work student study based on i.e. Human Right Commission, Awareness for AIDS with CMAC, Green Peace foundation, PCRA, Microsoft India, Old Age Home, Public Health Foundation, Women and Child education.
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48. Give details of “beyond syllabus scholarly activities” of the department.

And some others refreshing activity with the co-ordination of the students organized by our subject association.

Social work activities	Participating in NCC & NSS programmes regularly
Cultural Activities	1.Music, Dance, Drama, Short Plays/Act 2.Stage Decoration 3.Farewell and Fresher Party 4.Extension Lectures 5.Campus Decoration 6.Talimi Mela (Educational Fair) 7.Outdoor Activities 8.Festival Celebrations 9.Educational Tour 10.Picnic 11.Film Club 12.Sport Activity (Athletics, Cricket, Badminton, Wally ball, Football, Basketball)

49. State whether the programme/ department is accredited/ graded by other agencies/ organization? If yes, give details.

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India Today conducted a survey

This year 2012 India Today conducted a survey for accreditation, for which a detailed proforma was prepared and the faculty of Fine Arts Jamia Millia Islamia ranked 04 at National Level and we are also accredited with “UNICEF”, Microsoft India, Green Peace foundation, National Human Right Commission, CF South Asian Trust, Public Health foundation, Petroleum & Conservation and Research Association and National Science Centre New Delhi.

50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.

- There are private/government institutions at National Level offering related “Art

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discipline” but their criterion is specific. So far our faculty of Fine Arts is concerned we have designed this course in such a way that students are getting knowledge of Art in multi directions; specially in the field of Applied Art, that is why our passed out students are immediately absorbed in the market.

- Applied Art as the name itself suggests is Art as Applied to a specific purpose in order to inform or sell goods or services. It is a best regarded as a powerful medium for mass communication besides its extensive use in the field of advertising, Applied Art is also considered as an effective tool for visual publicity. It is an art of the modern age with a firm belief in art and industry suitable to the age.
- Applied Art is the need of every nation and national industry and the field of commerce has to depend on it. When labour and machinery play their part in producing indigenous goods or products, the Applied artist plays an equally important part in planning, designing, advertising and helping to sell these goods or products. The Applied artist is as fascinating, a creative field as anyone connected with other Fine Art he can make his work a thing of beauty, charm and attraction, there by becoming a Fine showman and an engaging sells man.
- The syllabus is designed to sharpen artistic intellectual and creative sensibilities, the students are groomed to attain proficiency as Graphic Designers (Applied Artist) in the field of Advertising. Intellectual development is also directed to perusing higher education.

51. Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Strengths

- Professional Degree

The Department of Applied Art offers a degree in BFA and MFA in Applied Art. As the name itself suggests, this discipline of fine arts is meant for commercial application, because of which most students choose this branch of art as there are more opportunities of jobs than any other discipline of art in the market. Several avenues, such as advertising agencies, photography, Illustration, printing press, digital printing, e-books, e-commerce, animation, event management and teaching are open for applied art students.

- Advanced cohesive syllabus as per the professional need in the relevant field
The syllabus of this course has been designed with an aim to fulfill the needs of today’s advertising and commercial industry, and incorporates the needs of a fast evolving market.
- Teaching methodology involves new developments and advanced approach in the field of Applied Art.
While teaching any module of the curriculum, teachers try to adopt the latest teaching techniques, from power point presentations to hands-on workshops, for enhanced communication. Students are also periodically visiting advertising agencies and other commercial places to have first-hand knowledge about this discipline.
- Although we have limited resources in the department but inspite of that we have achieved a lot, such as 100% placement of passed out students, students are getting awards and honours.
- Continuous interaction with market through workshops, exchange programmes,

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extension lectures in the field of Applied Art/Design/Visual Communication/Media
(Print and Electronic)
Digital.

Weaknesses

- Inadequate teaching strength

There are three permanent Teachers and three visiting faculties in the department but still we need more qualified teachers to enhance the standard of the subject.

- Need to update computer lab and other labs regularly according to rapid changing technology

The basic requirement in the computer lab is to upgrade all the machines according to the rapid changing technology. Currently, it is equipped with PCs, but should also have Apple Mac computers which are in practice in advertising agencies and also at all professional places. Moreover, we also need latest software on an urgent basis. Sophisticated scanners and Digital plotters have also become the basic need of today's market. In future there should be more labs to give stress on each subject such as Illustration, Graphic Design, Electronic Media and Digital Labs.

- Need to develop basic infrastructure

The department is very badly in need of space for class rooms and adequate labs which is a necessity for such kind of practical work. Another major requirement of this course is display of work, which too requires infrastructure.

- Power backup for multimedia labs unavailable.
- Gap between available technology and market standards.

Opportunities

- Multi-disciplinary approach to enhance aesthetic sense, and active participation during National and International art fairs and Media (advertising) events.
- We are trying to tie-up with companies and individual experts so that they can directly interact with students and help us build a path to professional success.
- Exchange programme within the university and with universities in India and abroad through MoUs. This will give the students an alternate view that they can add to their working style.
- Development of teaching methodology.
- Regular participation of students and teachers during national and international workshops.

Challenges

- Fast evolving graphic software industry – Need funds to upgrade software and knowledge.
- A majority of students cannot afford expensive photography equipment. A few unit should be available in the department.
- Funds for organizing internal workshops. Stress on inviting internationally acclaimed graphic designers, photographers, illustrators etc.
- Absence of a National level “Council for Arts” to set the norms of Fine Arts in various directions.

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- Awareness of importance of art in public life. Need to adequately priorities art vis- a- vis other fields of study like – science and technology.

52. Future plans of the department.

- To enhance the standard of Department of Applied Art following are the future plans:
- To upgrade the Computer lab, it is necessary to introduce Apple Macintosh technology which is in practice in all the Advertising agencies in particular and in all professional places in general. Also new digital printing machines like Plotters should be introduced among students to enhance their creative abilities.
- To introduce more specific labs like Graphic designing lab, Multimedia lab, Illustration Lab, Digital Lab.
- Reference Archive is a very integral part of Applied Art, Where students will able to find out references related with their topics. Material will be provided on CDs, magazines and books will also be available.
- Frequent Visits of Galleries and Museums to have the first hand knowledge of art.
- Eminent artists will visit department and have interaction with students, also live demonstrations by these artists will be arranged.
- Our discipline is directly related with Printing Technology. In future new Printing Techniques will be introduced so that students will improve their design quality. A Printing Lab will be set up with complete infrastructure.
- A course “Visual Communication” will be introduced so that students will know the use of Graphic Design in different direction.
- A separate course of Typography & Calligraphy will also be an important part of Applied Art, Where students will be taught to create a new “FONT” at international standard. Also Urdu and Arabic Calligraphy will be introduced at traditional style / Modern Style.
- In future our department will also introduce a course in TV commercials, where students will produce Product/ Social Campaigns for TV.
- A gallery will be established to display the works of Graphic Design by the students on permanent basis.