





सर जे. जे. अर्जुनजीकर कला महाविद्यालय  
SIR J. J. INSTITUTE OF APPLIED ART



P R O S P E C T U S

# about

# the



Sir J.J. Institute of Applied Art started operations in the premises of Sir J.J. School of arts since 1935 and was granted status of an independent institute in 1961.

Since 1981 the institute has been affiliated to the University of Mumbai as a college for teaching B. F. A. (Applied Art), a degree Course prescribed by the University of Mumbai.

# institute

All India Council for Technical Education, New Delhi too has granted its approval for conducting a full time degree course in Applied Art (B.F.A. applied art) to the Institute. Since academic year 1988-89, University of Mumbai permitted to start Master's Degree in Applied art, M.F.A. (Applied Art).

AS per the norms of All India Council for Technical Education, University of Mumbai has revised the course pattern to 12 + 4 years, from the academic year 1998 - 99 to maintain course uniformity across the country; these modifications were made considering the required academic experience (knowledge or proficiency) of a candidate.

The aim of the institute is to provide a professional and specialized training in visual Communication. The Specialized areas covered are, Lettering–Typography, Illustration, Photography, Computer Graphics and the Exhibition Display Design and Stage Craft. The course is designed for the large number of talented youth, whose aspirations are better satisfied by training that is theoretical and practical in character.

The Institute believes in changing and adopting with times, thus providing relevant and contemporary education. For the last 60 years; our alumni have set the standard as creative practitioners in advertising, Public Relation and the Media.

The graduates of this Institute are well placed in the professional field of Communication Design, such as Advertising Agencies, Design Departments of various corporate organizations, Animation Studios, Publishing Houses etc. Every year the jobs for skilled artists and designers keep on increasing, which in turn increase the responsibilities of the Institute to produce quality talent.



# courses

**University of Mumbai**

# of

## Degree Courses

- ✦ **Bachelor of Fine Arts (Applied Art), (B.F.A.)**
- ✦ **Master of Fine Arts (Applied Art), (M.F.A.)**  
in the subjects :- I) Illustration, ii) Typography

## Duration

**4 Years**

**2 Years**

## College Run Courses...

- ✦ **Apprentice Training,(A.T.C.) -  
Certificate Course (Part Time)**

**1 Year**

# studies

The First year of the Degree Course B. F. A. (Applied Art) is designed to assist students in developing the proficiency and motivation. Strong emphasis is given to “Learning by Doing”. Students are expected to develop their abilities and extend their experience by addressing problems and broadening the range of their working methods. The fundamentals of Applied Art are introduced to the students during the first year.

Specialization program starts from the Second year onwards, where the students are also introduced to the elective subjects:

- ✿ Lettering & Typography,
- ✿ Illustration,
- ✿ Photography,
- ✿ Computer Graphics,
- ✿ Exhibition Design, Display and Stage Craft.

Third year students have to select any one elective of their choice, which they have to study till the Final Year along with the Communication Design as a major subject.

The Final year comprises of a complete project in communication design and elective subject. To give thorough understanding of subject matter and theories involved in the practices, Project reports or Dissertations are written by the students.

# terms of admission



**Applications for the various courses are accepted during the following period.**

- ✳ **First year B. F. A. (Applied Art):** - Within a period of 15 days, after the date of declaration of the result of H. S. C. C. Examination of Maharashtra State.
- ✳ **M. F. A. (Applied Art):** - Within a period of 15 days, after the date of declaration of result of B. F. A. (Applied Art) Examination of University of Mumbai.
- ✳ **Apprentice Training Course (A. T. C):** - Within a period of 15 days, after the date of declaration of result of S. S. C. Examination of Maharashtra State.

The application forms duly filled will be accepted within 10.30 a.m. to 01.00 p.m. and 02.00 p.m. to 04.00 p.m. in the office of the institute. Applications received after the prescribed dates are not considered.

### **Candidate seeking admission for the First Year Course of the Degree of Fine Art (Applied Art) Eligibility Of Maharashtra State & OMS candidate appearing for CET:**

Candidate must have passed the Higher Secondary School Certificate Examination conducted by the Maharashtra State Board of H. S. C. or an Examination of another University or Board recognized or equivalent there to with not less than 45% marks in the aggregate.



(40% aggregate marks in the case of backward class candidate from Maharashtra State only)



terms

of

admission



**Note:** Candidates who have appeared for qualifying examination i.e. HSC (Std. XII) or its equivalent examination during the academic year and whose results are not declared till the last date of submission of application form are eligible to appear for MH - AAC - CET , however for admission to First year of degree course in B. F. A. such candidates must fulfill the criteria as mentioned in the Brochure printed By DOA (Directorate of Art).

Maharashtra State Candidate and OMS candidate are eligible to appear for the MH-AAC-CET conducted by the competent authority of Govt. of Maharashtra for the academic year .

Even though Outside Maharashtra State (OMS) candidates are eligible to appear for the MHAAC-CET , it is specially made clear that such **OMS candidate will not be able to participate in the Centralized Admission Process (CAP) on the basis of score in MH - AAC- CET.** This OMS candidate will be able to apply for the admission against the Institutes Level Seats only.

The Facility of Constitutional Reservation is not available for the OMS candidates. Therefore all OMS candidates will be treated as OPEN / GENERAL category candidates in the entire admission process.

**Eligibility criteria for admission to ...GOI nominees / J&K Migrants / Foreign Nationals / Foreign Students / PIO...Visit to: [www.doa.org.in](http://www.doa.org.in)**

There will be THREE practical subjects each of 50 marks and one General Knowledge (objective type) paper of 40 marks.



# terms

# of

# admission

**Candidate seeking admission to the Apprentice Training Course (ATC):**

No educational qualification is prescribed in respect of candidates seeking admission to the Apprentice Training Course. However Candidates Having qualification of S. S. C. with Art or S. S. C. and Intermediate Drawing Grade Examination or having the Apprentice Training Certificate from the employer (Studios) will be given preference.

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Candidates seeking admission for these courses are selected after an Entrance Test and an interview (entrance test is conducted only for photography)

The marks will be given out of 200, out of which 150 marks for practical examination, 40 marks for General Knowledge (Objective Type) examination.

**Credit Marks are awarded to the candidates who have passed Intermediate Grade Examination in following order: "A" Grade: 10 Marks "B" Grade: 6 Marks "C" Grade: 4 Marks**

**The candidates who have not passed the Intermediate Grade exam are also eligible for appearing for the MH-AAC-CET 2013.**

★ **For any Detailed Information log on to : [www.doa.org.in](http://www.doa.org.in) or Contact...**

Directorate of Art, Maharashtra State, Mumbai. Sir J. J. School of Art Campus, Dr. D. N. Road, Fort, Mumbai - 400001. Telephone: 022- 22620231, Helpline: 022- 22632063.

★ Candidates with college allotment letter reports to the Directorate of Arts, Sir J. J. School of Art Campus, Dr. D. N. Road, Fort, Mumbai - 400 001 for scrutiny of original certificates & for collecting the admission letter on or before 31<sup>st</sup> August of the current academic year.....

★ **No candidate shall report Directly to the Institute.**

 **SIR J.J. INSTITUTE OF APPLIED ART**



The reservation percentage of Seats for Backward Classes in Art Institutions as laid down under G. R. Higher Technical and Employment Department No. ADR-2094 / (243) G.E.5 ,dated 20<sup>th</sup> July 1994.

# reservation of seats

1. Scheduled Castes and Nav- Buddhas	13%
2. Scheduled Tribes	7%
3. Vimukta Jatis (14 as specified )	3%
4. Nomadic Tribes ( NT-1 )	2.5%
5. Nomadic Tribes ( NT-2 ) (Dhangar as specified)	3.5%
6. Nomadic Tribes (NT-3) (Vanjara as specified )	2%
7. Other Backward Class (Including S.B.C.-2% )	19%

**Total :**

**50%**

## Candidates seeking admission to the Post Graduate Course of M. F. A. (Applied Art):

- ★ Must have passed the Bachelor of Fine Arts Degree Examination, in the respective branch of this University, or an examination of another University recognized by the University of Mumbai as equivalent thereto.
- ★ The admission to the course will be made purely on the merits of candidates at the qualifying examinations and on the performance of the candidate in an interview.

## A part from these Backward Class candidates following seats are reserved:-

- |   |     |
|---|-----|
| 1. Children of Defense Personnel/Ex-Service men | 5%  |
| 2. Physically Handicapped                       | 1%  |
| 3. Female Students                              | 30% |

Other than the above reservations, few seats are reserved for the Government of India Quota. Their admission will be decided only if \* Art Education facility is not available in the state from which they come from OR Applicant whose parents are transferred recently (i.e. in the current year) and who are the Government Servants OR Defense Personnel, are eligible for Government of India Seats.

# documents required

Documents required to be submitted along with application form for admission:

- A) Applicants Coming from the Maharashtra State and also other than Maharashtra State are required to submit along with their application form the attested copies of:**
- 1** Mark list of H. S. S. C. Examination or its equivalent examination.
  - 2** Passing Certificate of the same.
  - 3** Jr. College / College Leaving Certificate / Transfer Certificate OR No objection Certificate from the College.
  - 4** Caste Certificate (in case of Backward Class Candidate)
  - 5** Caste Validity Certificate.
  - 6** Non-Creamy Layer Certificate in case of O. B. C. Candidate.
  - 7** Intermediate Drawing Grade Examination Certificate (Original or Provisional, issued only by the Directorate of Art, Maharashtra)



The Certificates mentioned and ORIGINAL DOCUMENTS are to be submitted along with two attested copies including the fees at the time of admission.

**B) If admitted, the students belonging to the state other than Maharashtra State and also students passing the H. S. S. C. or its equivalent Examination from the Boards other than Maharashtra OR students from other countries are required to produce the following certificates in ORIGINAL while paying the fees to secure admission.**

- ❶ Provisional Eligibility Certificate from University of Mumbai.
- ❷ Migration Certificates.
- ❸ Mark-List of H. S. S. C. Examination or its equivalent examination.
- ❹ Passing Certificate of the same.
- ❺ Jr. College / College leaving Certificate / Transfer Certificate & Transcript.  
OR No objection Certificate from the College.
- ❻ Intermediate Drawing Grade Examination Certificate. (Original OR Provisional, issued only by the Directorate of Art, Maharashtra.



SIR J.J. INSTITUTE OF  
APPLIED ART



The male students of this institute are admitted to Sir J. J. Institute's Hostel, kalanagar, Bandra (East), Mumbai 400051.

Applicants who are in need of Hostel Accommodation, (if seats are available) should apply in the prescribed form after securing admission to this institute.

**M..F.A. student will not be considered for Hostel admission.**



Hostel  
accommodation

The female students who are in need of hostel accommodation should apply to **The Superintendent ,Savitridevi Phule Mahila Chhatralaya, Netaji Subhash Road, Mumbai 400 004** in the prescribed form , copy of which can be taken from the office of the Superintendent of that hostel.

## Degree Course & M.F.A. ( Applied Art)

The session consists of Two terms

1<sup>st</sup> Term: June to October

2<sup>nd</sup> Term: November to April

### Hours of Attendance:

Monday to Friday	8.45 am. to 3.30 pm.
Recess	12.45 pm. to 1.30 pm.

# working hours

### Apprentice Training Course :

Monday to Friday ( Twice a week )	5.30 pm. to 7.30 pm.
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The Institute will remain closed  
on Saturdays, Sundays and Holidays  
declared by Government.

The Institute has  
the following vacations:

1. Diwali Vacation
2. Winter Vacation
3. Summer Vacation



SIR J.J. INSTITUTE OF  
APPLIED ART

## Degree course in Applied Art

1. Tuition fees	3000.00 ( Per term 1500.00)
2. Admission fee	200.00 ( for first year )
3. Development fee	2000.00 ( Per term 1000.00)
4. Gymkhana fee	200.00
5. Library fee	200.00
6. Caution Money	800.00 ( Refundable )
7. Annual Art Exhibition fee	350.00
8. Prospectus fee	100.00
9. Studio & Equipment fee	200.00
10. Computer fee	100.00
11. Identity Card	50.00 ( First year )
12. Extra Curricular Activities	200.00
13. Locker Rent	100.00
<b>Total :</b>	<b>7500.00</b>

# fee structure

### University fees :

1. Enrollment fees  
( For 1<sup>st</sup> year only ) 200.00
2. Eligibility fees 200.00  
(For students coming from other than Maharashtra State )
3. Enrollment Eligibility Form fees 20.00



## Post Graduate Course In Applied Art

1. Tuition fees	4000.00 ( Per term 2000.00 )
2. Admission fee	300.00 ( for first year )
3. Development fee	3000.00 ( Per term 1000.00 )
4. Gymkhana fee	300.00
5. Library fee	400.00
6. Caution Money	1000.00 ( Refundable )
7. Annual Art Exhibition fee	450.00
8. Prospectus fee	100.00
9. Studio & Equipment fee	300.00
10. Computer fee	300.00
11. Identity Card	50.00 ( First year )
12. Extra Curricular Activites	300.00

**Total :** 10500.00

## Apprentice Training Courses

1. Photography	4500.00
2. Interior Decoration ( Design )	4500.00

Examination fees :

### Degree Courses

2<sup>nd</sup> year

Final year

### Post Graduate Degree Course

M.F.A. ( Applied Art ) 1200.00

Form fees 10.00

Mark Sheet 50.00

# Please note

**Any change in the fees structure depends on time to time decisions taken by Government of Maharashtra and or University of Mumbai.**



SIR J.J. INSTITUTE OF  
APPLIED ART

### Group : I ( Theory )

1. Advertising Art & Ideas
2. History of Visual Communication

### Group : II ( Practical )

1. Drawing
2. Nature & object Drawing
3. Colour
4. 2D Design
5. 3D Design
6. Perspective
7. Visualisation
8. Graphic Design
9. Typography & Calligraphy
10. Layout

**For the Revised Degree course  
of B. F. A. ( Applied Art ) with effect  
from academic year 2004-05**

11. Introduction to Elective Subjects  
( Only Lectures )
  - a. Lettering & Typography
  - b. Illustration
  - c. Photography
  - d. Computer Graphics
  - e. Exhibition –Display Design & Stagecraft
12. Subsidiary Subjects : ( Only Lectures )  
Printing – Block Making,  
Plate Making, Screen Printing

First  
Year

College Examination

syllabus

Note : Subjects marked with (asterisk\*) are not for examination.

## Group : I (Theory )

1. History of Visual Communication
2. Advertising Art & Ideas

## Group : II ( Practical )

1. Drawing
2. Typography & Calligraphy
3. Visualisation
4. Graphic Design
5. Package Design
6. Information Design
7. Communication Design
8. Introduction to Elective Subjects  
( Practical based common assignments )

Elective Subjects :

- a. Lettering & Typography
- b. Illustration
- c. Photography
- d. Computer Graphics

e. Exhibition Display Design & Stagecraft

9. Introduction to Subsidiary Subjects  
( Practical based common assignments )  
( Subsidiary Subjects : Printing – Block Making,  
Plate Making , Screen Printing )

## University Examination

Note : Subjects marked with (asterisk\*) are not for examination.



SIR J.J. INSTITUTE OF  
APPLIED ART

## Group I ( Theory )

- 1 Advertising Art & Ideas
- 2 Copy Writing

## Group II ( Practical )

- 1 Drawing
- 2 Graphic Design
- 3 Information Design
- 4 Publishing Design
- 5 Communication Design
- 6 Elective Subject

Note : Subjects marked with (asterisk\*) are not for examination.

The student has to select any one subject as elective from the following, which He / She has to continue till the Final year.

**College Examination**

- a. Lettering & Typography.
- b. Illustration.
- c. Photography.
- d. Visualisation.
- e. Exhibition Design Display & Stage Craft.

One fifth of the total number of student's will be admitted in each of the elective class on the basis of merit.

### Group – I ( Theory )

- 1 Advertising Art & Ideas
- 2 Dissertation /Project Report
- 3 Copy writing ( Not for Examination )

### Group- II ( Practical )

- 1 Communication Design
- 2 Print Media / Out Door Media

Project with selected elective should be completed with thorough understanding of every step of Advertising Campaign from Market Study to Final Presentation.

The Project should cover any one area from the following :

**Product :** Consumer – Consumer Durable  
**Service :** Commercial – Non Commercial  
**Public Welfare :** National – International

This project should consist of minimum 6 media and total 10 assignments during the academic year

### Group – III Elective Subject

( As Selected in the Third year )

Final  
Year  
University Examination



Note : Subjects marked with (asterisk\*) are not for examination.



For the Revised Degree course  
of M. F. A. ( Applied Art ) with effect  
from academic year 20.....

M. F. A.

T Y P O G R A P H Y

First  
Year

Introduction of Lettering,  
Introduction of Typography,  
Typography for  
Advertising Communication,  
Expressive Typography,  
Book Typography,  
Project Typography.

Second  
Year

Project Work,  
Dissertation.

syllabus

I L L U S T R A T I O N

First  
Year

Anatomy, Techniques and Styles in Illustration, Illustration for  
Advertising, Illustration for Publishing, Printing process and  
Reproduction Methods.

Second  
Year

Architectural / Illustration,  
Industrial Illustration, Computer Graphics, Animation,  
Project Work, Dissertation.

History of Photography, Types of Cameras, Types of Camera usage and the accessories. The Lens and the Shutter. Practical techniques of focusing and exposing. Photographic Chemicals and their use. Methods of controlling image. Studio Lighting for Portraiture and Table Top, Still Life and Special Effects. Composition Principals.

Importance of Flash synchronization, Various types of Filters and their usage.

# photography

A. T. C.  
Apprentice Training Courses

**Techniques:** Draftsmanship, Plan, Elevations, Section Drawing, Major Drawing, Perspective, Serigraphy, Rendering in Colour, Working Drawings.

**Theory:** Evolution of Design, Design through the ages from the primitives to renaissance days, Fundamentals of Design, Material and methods of Manufacturer.

**Practical:** Problems consisting of interior scheme of homes, offices, shops, window displays etc. Furniture Design with application of Theory and Techniques.

# interior decoration design



SIR J.J. INSTITUTE OF  
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Note : Subjects marked with (asterisks\*) are not for examination.

## Revised Course Examination Pattern

for every year :

Class Work	20 marks
Examination	80 marks

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Total	100 marks
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The Institute will conduct Examination in theory as well as practical subjects at the end of **First** and **Third year B.F.A.** Applied Art Courses.

From the academic year 1998-99 the revised course is introduced and

**Second year** and **Final Year**

Examinations for all practicals as well as theory subjects of B.F.A. Applied Art Degree Course will be conducted by the University of Mumbai.

**B. F. A.  
( Applied Art )**

## Old Course Examination Pattern

for every year :

Class Work	40 marks
Examination	60 marks

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Total	100 marks
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# examination

## Post Graduate Course in Applied Art :

### First Year

On satisfactory completion of practical work the examination in theory subject only will be conducted by the University of Mumbai.

### Second Year

Examination under these courses are conducted by the University of Mumbai.

#### Examination for Both the courses :

Class work	40 marks
Examination	60 marks
<b>Total</b>	<b>100 marks</b>

## A. T. C. Apprenticeship Training Courses

Examination under the courses are conducted by this Institute.

Terminal Examinations of all the courses are held by the Institute at the end of first term.

No candidates will be admitted to these examinations unless he/she produces a certificate :

- i Of having completed the minimum amount of Units in theory and practicals as prescribed in the syllabus.
- ii Of having attended, in such term, at least 75% of the total number of lectures in theory and at least 75% of the total of periods devoted to studio practice.
- iii Of having submitted the studio practicals.



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All students must read and comply by the rules of the college as contained in this prospectus and with the official notice appearing from time to time on the notice board.

# rules and regulations

1. Students of the college shall abide by the rules and regulations at present in force that may hereafter be made for the administration of the college and shall do nothing inside or outside the college that will interfere with its orderly administration. Guardians/Parents are presumed to have agreed to the rules when their ward joined the college.
2. No student shall be allowed in the college premises without his/her Identity Card, and should be produced whenever demanded by any member of the staff.
3. Students must provide themselves with their own material. The authorities are not responsible for the loss or damage to the property of the student.
4. Students are required to attend college regularly relevant authorities. They are liable to be fined if found habitually late or irregular.
5. The college authorities must be informed of the reason for any absences. A medical certificate must be produced for any of more than three days through sickness.

6. If a student remain absent continuously in the first term and his / her attendance does not come up to 75% of total working days his /her admission for the second term will be terminated.
7. No student is allowed to remain in the class after working hours except with the permission of the professor/class teachers.
8. The work carried out under the guidance of the teacher and done in the class only will be treated as class work.
9. All work executed in the class must remain in the custody of the teacher-in-charge in suitable portfolios. Works not selected for display in the college exhibition will be returned to the student.
10. The student should maintain cleanliness in their respective class rooms and studios. Any student found willfully damaging the college property will be severely dealt with. The whole class is responsible for the care of the college property and punishable collectively if the damage is not traced to and individual.
11. Change in the address must be communicated to the office.
12. Students desirous of making appeal to the Dean on any account must address the Dean through the professor-in-charge/Class Teacher of the class.
13. The Dean reserves the right to remove any students. If in his opinion he / she is not fit or associating himself / herself with disorderly proceeding or misbehaving inside or outside the college.



SIR J.J. INSTITUTE OF  
APPLIED ART

**Library :**

The Institute has a Library with a good number of books, Journals and periodicals on the subjects of applied Art and is for the purpose of reference for the staff and students. The students are guided in their graded reading by the class teacher during the academic year.

**Computer Lab :**

To create Computer Aided Designs, faster and better for Communication Design, in order to make learning more practical and close to the needs of advertising field.

**Video Room :**

The Institute is equipped with the facility of Laser Disc System, Film and slide Projector for the utilization of students for learning.

**Study excursion :**

A study excursion of the selected students is arranged every year under the guidance of the Dean, to some places of education and cultural importance.

# activities

### Art Gallery :

Display of original works by great painters and illustrators are a constant source of inspiration for the new generation.



### Display Room :

The selected class work of the students of the Institute is kept frequently on view for the benefit of students and the public.

### QIP Cell:

The cell has been created as a part of Quality Improvement Programme (QIP) and mainly used for the development and improvisation of the teaching methodology for Art Education. It also keeps on account of new development in teaching along with the interaction with visiting experts.

### Annual Social and Exhibition :

Every year at the end of an academic session an exhibition of the students work is held in the institute. A Social gathering of the students is also held at the same time.

### Extra curricular Activities :

Students' Majlis ,a representative organization of the students of the institute ,devoted to educational ,sports,gymkhana and cultural activities ,organizes lectures,demonstrations,exhibitions,seminars,sports,tournaments etc.for the benefit of the best works of the students of institute.From the year 2003-04 ,the institute has started releasing 'SHILPANJALI'in Compact Disc format.



SIR J.J. INSTITUTE OF  
APPLIED ART





## Prof. G. G. Waghmare

Dean Sir J. J. Institute of Applied Art, Mumbai

## Professors

1. Vacant
2. Vacant
3. Vacant
4. Vacant

# faculty members

## Teaching

The appointments marked with \* are on  
Temporary basis.

## Lecturers

1. **Shri S. S. Chavan**, G. D. Art (Com.)
2. **Shri S. B. Kshirsagar**, M. F. A. (By Research)
3. **Shri V. D. Samant**, M. F. A. (By Research)
4. **Shri S. Y. Nandoskar**, M. F. A. (By Research)
5. **Shri S. G. Jog**, M. F. A. (By Research)
6. **Shri L. A. Naware**, B. F. A. (Applied Art)
7. **Shri G. S. Shepal**, B. F. A. (Applied Art) B. A., B. J.
8. **Shri G. V. Pangrekar**, B. F. A. (Applied Art)
9. **Shri A. Z. Gharde**, M. F. A. (Applied Art)
10. **Shri S. B. Nikam**, G. D. in Printing Technology
11. **Shri K. L. Pulkundwar**, B. F. A. (Applied Art)\*
12. **Shri A. S. Vilekar**, M. F. A. (Applied Art)\*
13. **Shri S. H. Kurwade**, B. F. A. (Applied Art)\*
14. Vacant
15. Vacant
16. Vacant
17. Vacant
18. vacant
19. vacant
20. vacant
21. vacant
22. vacant
23. Vacant
24. Vacant
25. Vatient
26. Vavant
27. Vacant
28. Vacant
29. Vacant
30. Vacant
31. Vacant
32. Vacant