

Savitribai Phule Pune University

Department of Technology

Bachelor of Fine arts Applied Arts (Technical)

Entrance Exam Syllabus

SECTION A: Creative Aptitude & Visual Skills Assessment

1. Visual Reasoning: Pattern Recognition (Shapes, Symbols, Visual Forms), Visual Sequences & Series, Odd Image/Element Out, Mirror, Reflection & Rotation Concepts

2. Observation Skills: Spot the Difference, Visual Memory (Objects, Scenes Recall), Detail Identification, Image-Based Questions & Analysis

SECTION B: Applied Arts & Technical Knowledge

1. Fundamentals of Applied Arts (Advertising): What is Applied Art?, Role of Advertising in Media, Types of Advertising (Print, Digital, Outdoor), Visual Communication Basics

2. Design Fundamentals: Elements of Design (Line, Shape, Color, Texture, Space), Principles of Design (Balance, Contrast, Unity, Rhythm, Emphasis), Composition & Layout Techniques, Typography Basics (Fonts, Readability, Alignment)

3. Color Theory: Primary, Secondary, Tertiary Colors, Color Harmony & Combinations, Warm vs Cool Colors, Color Psychology in Advertising

4. Drawing & Visualization Skills: Sketching for Ideas (Rough Layouts/Thumbnails), Object & Human Illustration Basics, Creative Visualization Techniques, Poster & Concept Drawing

5. Graphics & Digital Media Basics: Introduction to Graphic Design, Raster vs Vector Graphics, Basics of Image Editing, Software Awareness: Adobe Photoshop, Adobe Illustrator, CorelDRAW

6. Typography & Layout Design: Basics of Typography (Serif, Sans-serif, Display Fonts), Text & Image Balance, Poster, Banner & Advertisement Layout, Grid Systems Basics

7. General Awareness (Creative & Media Field): Basics of Advertising Industry, Famous Ad Campaigns (India & Global), Branding & Logo Awareness, Current Trends in Design & Media

8. Creative Reasoning & Concept Development: Story Creation from Visuals, Scene Interpretation, Idea Generation (Concept Building), Completing Incomplete Drawings, Creative Problem Solving

9. Basic Design Awareness: Shapes, Forms & Structure, Balance & Composition, Symmetry & Asymmetry, Visual Hierarchy & Layout Basics

10. Basic Drawing Sense (Theory-Based): Line, Shape & Form Understanding, Human Figure Basics (Proportion), Object Drawing Basics, Light, Shadow & Shading Concepts