

# INFORMATION BROCHURE





## Welcome to College of Art & Design

The 'College of Art & Design' is now well-known as 'Non-Government Aided college'. Since 2004 the College started functioning with lots of hopes and dreams of common people, art loving personalities, artists, social workers, educationists and keen support of the University of Burdwan which is situated in the glorious spectacular ambience in the outskirts of Bardhaman.





# MISSION & VISION

## Mission:

College of Art and Design, Bardhaman is resolute to make the arts accessible, inclusive, and meaningful through diverse approaches to creative and technological innovation, integrated with visual, oral, and written communication. College of Art & Design's mission is to educate a diverse student population to become creative thinkers who, through their creative professional work, contribute to making a better world.

## Vision :

The College of Art & Design is now one of the foremost institutions for fine arts, art history, and the design professions, with programs that are consistently highly ranked in national perspective. The college strives to function as a collaborative of engaged students and faculty committed to creative activity in every aspect of the visual arts and design disciplines. Our curricula promote inquiry-based learning, encourage risk-taking and independent thinking, nurture the creative spirit, and pursue opportunities to improve the environment in which we live. The College of Art and Design will lead in promoting the visual arts by fostering critical and creative thinking, artistic expression, effective communication, cultural awareness, and community engagement.

Although the University of Burdwan had General Degree Colleges, as well as Medical, Engineering & Music Colleges affiliated to it, there was no Art College under it till 2004. Thanks to the foresight of some visionaries of Bardhaman, College of Art and Design came up that year to fill up the gap.

The College, popularly known as CAD, started functioning from the 'Srijani' building situated at Krishnasayer Park with only 75 students on the roll. Originally there was only the Degree Programme of this professional course in three disciplines Painting, Sculpture and Applied Art and a Diploma Course – Diploma in Visual Art (Craft & Design). The dedication of the faculty, some of whom have national exposure and renown, soon attracted learners from many parts of the home and neighbouring states. The achievement of students graduating from CAD strengthened its foundation and contributed to its growth. The Master Programme in 'Fine Art' (MFA) was added in 2009 and, consistent with the recommendation of the UGC, the academic planning was switched from the Annual to the Semester system under CBCS.

Physical growth demands creation of new infrastructure. So initially the College hired a building having more space for Teaching–Learning. Subsequently, the College shifted to its own building near 'Amar' Mouza, Nawabhat, Suri Road, Bardhaman, constructed with resources a portion of which came from the LAD fund of the former MP of Bardhaman, Ms. Mamta Sanghamita. The College continues to flourish and at present it has 176 students pursuing UG, PG & DVA (Craft & Design) programmes in different fields of their interest under the caring supervision of 20 faculty members (Full-Time, Part-Time, Guest Lecturer) and truly supportive office staff.

The College management, called Society, promotes participative management and gives all administrative support to other stakeholders in translating the vision of the College into reality. In the teeth of all odds the CAD is determined to pace forward shaping hundreds of young minds specializing in one or other discipline of fine art. The college authority wants to so transform the college in the near future as to make CAD emerge as the inevitable destination of these creative minds.



## COURSE STRUCTURE

### MASTER OF FINE ART :

Discipline – Painting

Duration – 4 Semester Program

Eligibility – B.A. in Painting / Indian or Traditional Painting

Subjects – Creative Painting or Potraiture, Elective, Art History, Dissertation, Exhibition.

Discipline – Sculpture

Duration – 4 Semester Program

Eligibility – B.A. in Sculpture / Architecture / Ceramics

Subjects – Creative Sculpture or Potraiture, Elective, Art History, Dissertation, Exhibition.

Discipline – Applied Art

Duration – 4 Semester Program

Eligibility – B.A. in Applied Art / Graphics / Design

Subjects – Advertising Designing or Illustration, Elective, Art History, Dissertation, Exhibition.

\*\*\* Total seats in MFA (including all disciplines) is 10 \*\*\*

### DIPLOMA IN VISUAL ART:

Discipline – Craft & Design

Duration – 2 Years

Eligibility – H.S. / (10+2)/ Graduate

Subjects – Painting, Artistic Craft, Applied Art, Print Making & Paper Making, Graphic & Textile Design.

\*\*\* Total seats in DVA (Craft & Design) is 25 \*\*\*

### BACHELOR OF FINE ART :

Disciplines – Painting / Sculpture / Applied Art

Duration – 8 Semester Program

Eligibility – H.S. / (10+2)/ Graduate



Discipline – Foundation

Duration – 2 Semester Program (Sem-I & Sem-II)

Subjects – Painting, Applied Art, Sculpture, Print Maker, Design, Art History (Indian & Western), Language.

Discipline – Painting

Duration – 6 Semester Program

Subjects – Drawing, Pictorial Composition, Portrait, Elective, Projects Work Methods & Materials, Art History (Indian, Western, Far-Eastern)

Discipline – Applied Art

Duration – 6 Semester Program

Subjects – Drawing, Pictorial Composition, Portrait, Elective, Projects Work Methods & Materials, Art History (Indian, Western, Far-Eastern)

Discipline – Sculpture

Duration – 6 Semester Program

Subjects – Drawing, Pictorial Composition, Portrait, Elective, Projects Work Methods & Materials, Art History (Indian, Western, Far-Eastern)

\*\*\* Total seats in BFA (including all disciplines) is 50 \*\*\*



The following projects are conducted by the college for the benefit of students are educational development-

Continuous evaluation process

Regular theoretical class works

Regular practical class works

Group discussion and individual presentation

Library accessibility

Workshop and practice classes

Field work and outdoor study

Project work or conceptual practice

Experiment work and academic study

Art educational tour program

Seminar and interactive session

Art educational tour program

Seminar or interactive session

On campus industry and interaction

SC ST OBC and minor group scholarship program through government norms

Examinations

Annual exhibition and award distribution

Individual counselling and career development

Placements



Through admission criteria and admission test students shall have to take admission for mfa BFA and DVA (Craft and Design) course program.

Yearly fees maybe increased as per norms implemented by the college authority. Hostel facilities are not available. Students shall have to appear for every examination through the year (Semester wise) under CBCS and subsequently for final examinations. Without permission of the college authority no student will conduct any meeting inside the campus. Studio equipments and library books are valuable for institution.

Attendance of every student at least 75% for the theoretical and 60% for practical classes under rotational group class system.

Both theory and practical class performances will be treated as internal assessment





## PAINTING

One of the oldest and universal medium to express the language of art is painting course in Burdwan West Bengal. From Cave painting to postmodern era Painting medium itself has been changing its distinctiveness as well as application in the larger space of the society through its line, form, texture, colours and mixed media. There are immense scopes to study Painting as specialization in Burdwan West Bengal.

Drawing, Pictorial compositions, Portrait painting, Fresco Secco and Fresco Bunou Mural (Tiles) all these mediums are most significantly supporting to enrich students' perception and over all knowledge and understanding of Painting mediums. Apart that student is getting wide space to experiment on Book Art as project work along with Computer Graphics and installation.

Each and every specialization semesters student will be taught to develop individual style, skill and Professionalism by keen supervision of young energetic faculties.







## SCULPTURE

Sculpture deals with three -dimensionality, and it occupy a space which is created with different kinds of traditional as well as modern medium such as stone, wood, terracotta, clay, metal, natural or artificial fiber, glass-fiber, ceramic etc. Space is necessary for a sculptor, the space which is actually occupied with tangible medium is called positive; the space which is not occupied with a material but plays a vital role in the formation and visualization of sculpture is known as negative space, both are tremendous important for a sculptor. Whereas space is a fashion for a painter, as he creates the illusion of a space with the application of perspective, foreshortening and colour on a two dimensional flat surface, on paper, canvas etc. We can even touch a sculpture to feel its actual form, material value, smoothness or roughness of its surface.

Form, light and Shade (real), Surface, Texture, Reflection (on sculptural surface), and Colour these are very much important elements in the creation of a sculpture, it might be figurative or non-figurative, abstract or realistic. Even light (neon, fluorescent), felt and water are included today as a direct visual art medium for many sculptors and installation artist there are few major methods such as carving and modeling which have been practicing since ancient time for the creation of a round or relief sculpture. Construction, Assemblage and knitting are comparatively modern as a technique. Venus of Willendorf (25,000 BCE) is one of the earliest examples of stone (carving) sculpture made by humankind.

Carving is the method which subtracts the material stone or wood to get the final form, but modeling does both subtraction and addition simultaneously in the process of formation of a sculpture in clay, wax, and terracotta. Indian subcontinent, ancient Egypt, and Mexico (Maya) is famous for its stone architecture and sculpture, the ancient China, and Greece, south Indian chola knows how to cast a bronze.

Arnaldo Pomodoro, Louise Nevelson, Cesar, Ibram Lassaw, Julio Gonzalez, Alexander Calder, David Smith, Anthony Caro, assembled junk and industrial metal (found object) for their sculpture during the later part of 20th century. Gabo and Pevsner constructed three-dimensional object with the same kinds of industrial materials. Artist of this age for a time knits natural as well as artificial fiber for the creation of a sculptural form.

College of Art and Design (CAD) at Bardhaman included all major methods and materials in its BFA and MFA course program under the CBCS Syllabus structure of UGC. 1st & 2nd semester students are mainly introduced with clay modelling for their study as well as creative work; whereas students in specialization semesters follow carving, assemblage, knitting, installation and modelling also for their class work.







## APPLIED ART

This new medium is implemented in wide range of visual to audio visual world. The world is changing fast with help of technological development. The Applied art is working in every sphere of the Advertisement to entertainment world. The medium itself highly interesting and application related to the larger scale of society.

After the successful completion 1st and 2nd Semester, student will go for six semesters BFA specialization in Applied Art course program Burdwan West Bengal. Drawing, Illustration, Typographical Design, Out of Home Design, Press and Magazine Add, 3D Graphic Design-Pavilion Design, Photography and Computer Graphics these are all mediums are within course curriculum. Students will get wide knowledge and understanding of Applied Art during training program.







## DIPLOMA

This short time -framed course is very prospering, professional oriented for those who does not want to go for 8 Semester Graduation course program. Students here are introduced with various kinds of techniques and media –they are introduced with the basics of graphics and textile designs, artistic crafts, print making, mask making, painting, book-cover and logo designing, screen printing, macron, tapestry and all. They can select any medium for their professional life latter. A huge number of students are doing job as work education teacher in various schools in West Bengal these days and a lot of them working as freelance artist.



## MEMBERS OF SOCIETY

Smt. Falguni Das Rajak – *President*  
Bhargab Prasad Mukhopadhyay –

*Secretary*

Dibyendu Dey – *Teacher-in-Charge*

Suman Sarkar

Biswanath De

Thakurananda Pal

Uday Kumar Mukhopadhyay

Tarun Chatterjee

Shyamal Baran Saha

Sukriti Ghoshal

Sumitava Pal

Technical Assistant (Computer)

Saugata Roy

Tarun Chatterjee – UDC cum

Accountant

Kousik Sen – UDC

Uday Kumar Mukhopadhyay – LDC

Chanda Chattopadhyay – LDC

Ashok Kumar Bir – LDC

Gopal Chandra Raj – Senior Attendant

Paban Kumar Mondal – Attendant

Janardan Ganguly – Guard cum  
Attendant

Sk. Syeed – Guard

Sk. Kamal Hossain – Guard

Jiban Rajbanshi – Guard

Gouranga Roy – Sweeper cum Helper

Bhajahari Santra – Guard cum Helper

Kalpana Das – Sweeper

## STAFF PROFILE

### Academic & Administration

Dibyendu Dey  
Teacher-in-Charge

Painting  
Thakurananda Pal, Assistant Professor  
Vinayak Bhattacharya, Assistant  
Professor  
Bhaskar Hazarika, Assistant Professor  
(On Temporary Basis)

Sculpture  
Dibyendu Dey, Assistant Professor  
Sourav Jana, Assistant Professor

Applied Art  
Sanjay Ray, Assistant Professor  
Subhankar Mondal, Assistant Professor

Art History  
Ruma Karmakar, Assistant Professor

Craft & Design  
Syed Md. Musha, Teacher  
Ajit Das, Teacher

Visiting Professor  
Shreya Mukherjee (Art History)  
Subhajit Das (Art History)

Guest Lecturer  
Pradip Chakroborty (English)  
Biswanath Dawn (Bengali)  
Ramadhar Misra (Hindi)  
Suchismita Pratihar (EVS)



## STUDENTS DISCIPLINE

No student shall within the precincts of College of Art and Design-

Neither any public meeting of students nor any public function in which any outsider is invited should be held or organised without prior permission in writing of the teacher in charge. No outsider shall be allowed to address the students without the prior permission in writing of the teacher in charge. No theatrical performance dance or show of any kind shall be held in the name of the college without prior permission in writing of the teacher incharge.

No student shall by word spoken written or by signs or visible representation attend or insult the fellow student or any teacher of the college or an employee officer or any authority of the university or college. Misappropriate destroy mutilate disfigure or otherwise damage any property of the college including furniture books equipments computers apparatus. Disobey Any rule or order issued by the teacher in charge or university or the authorities of the institution. Involve or indulge in any short of ragging in or outside the college.

A student be guilty of a breach of discipline if he or she violates any provision of rule 2 or is otherwise guilty of misconduct or indecorous behaviour.

For a breach of discipline committed by a student the teacher in charge of the college may warn him her or impose a fine on him or her or suspend him from the college for one month or any shorter period or expel him her from the college for such period as he thinks fit.

If a Student commits a breach of discipline at any time after he/she has been sent up for an University Examination, the Teacher-in-Charge of the College shall report the facts to the University as soon as practicable for suitable actions. The University may, thereupon take steps in respect of- (a) Whether the Examination of the student be cancelled and/or (b) whether he/she be debarred from every University Examination for a specified period.

Same as otherwise provided, in all matters of discipline the Teacher-in-Charge's decision shall be final.

No student shall be considered to have pursued a regular course of study in any subject pertaining to the under-graduate courses unless he/she has attended a minimum of 75% of the lectures delivered & 60% of the practical classes held in that subject during the prescribed period.

No student (Ex or Current) shall send or upload any message against College or against any staff member (teaching or non-teaching) at any social media such as Facebook, Twitter, Instagram etc. No Student or body of Student can open any Website or any social media Page / Handle in the name of College of Art & Design, Bardhaman. Strict Legal Action will be taken against him/her if found guilty.

College of Art and Design is strictly a ragging-free campus. College of Art and Design never allows any kind of ragging to any student he/she might be freshers or otherwise in any department and strict action will be taken against such kind of activities.

UGC in this regard has notified 3<sup>rd</sup> Amendment in UGC Regulations on 29<sup>th</sup> June, 2016 to expand the definition of ragging by including the following:

Any act of physical or mental abuse (including bullying and exclusion) targeted at another student (fresher or otherwise) on the ground of colour, race, religion, caste, ethnicity, gender (including transgender), sexual orientation, appearance, nationality, regional origins, linguistic identity, place of birth, place of residence or economic background.



# COLLEGE OF ART & DESIGN

Established: 2004

(Affiliated to the University of Burdwan)

Accredited 2 (f) & 12 (B) under UGC Act 1956

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