



MEER SIR
— A C A D E M Y —

*We Deliver Results,
Not Promises.*

MEER SIR ACADEMY

MFA Applied Art Entrance Syllabus

JMI AMU CUET PG

Comparative Guide for Admission 2027–28

Coverage	Included
JMI	Latest verified pattern, eligibility and preparation syllabus
AMU	Theory and practical syllabus
CUET PG	HUQP03 Applied Arts syllabus and paper pattern
Preparation	Common topics, practical tasks and portfolio checklist

Prepared for entrance aspirants by Meer Sir Academy

Jamia Nagar New Delhi 110025 | www.meersir.com

Purpose and Status of this Guide

This guide brings the M.F.A. Applied Art entrance requirements of Jamia Millia Islamia, Aligarh Muslim University and CUET PG into one preparation document. It identifies the common theory areas, practical skills and university-specific priorities that a candidate should cover.

Important: The 2027–28 admission notifications were not available when this guide was prepared. JMI information uses the official 2026–27 schedule, AMU uses its published M.F.A./visual-art admission syllabus, and CUET PG uses the official 2026 HUQP03 syllabus. The final 2027–28 prospectus and university programme mapping will prevail.

At a Glance Comparison

Feature	JMI	AMU	CUET PG
Programme	M.F.A. Applied Art	M.F.A./M.V.A. visual-art route; verify current specialization	Applied Arts paper HUQP03



Feature	JMI	AMU	CUET PG
Admission test	University entrance test	Departmental theory and practical test	National computer-based test
Latest verified written-test duration	2 hours 45 minutes	As notified by AMU	As notified by NTA
Core emphasis	Applied-art aptitude, design, advertising and practical creativity	Art history, principles, aesthetics, drawing from life and composition	Applied arts, advertising media, photography, printing and reproduction
Practical component	Prepare for studio/design tasks and portfolio assessment if notified	Explicit drawing-from-life and composition paper	Objective subject-specific questions; university may add practical/portfolio stages
Best preparation base	B.F.A. Applied Art subjects	B.F.A./B.V.A. Fine Arts foundation	Official HUQP03 topics

Jamia Millia Islamia

Latest Verified Admission Details

- Programme codes M40–M41 cover M.F.A. Applied Art, including self-financed options listed in the latest schedule.
- The official 2026–27 schedule placed the entrance test on 30 April 2026 from 2:30 p.m. to 5:15 p.m.
- Eligibility in that schedule was a four-year B.F.A. degree with at least 55 per cent marks.
- Candidates must check the 2027–28 notice for any change in codes, seats, fees, test components, interview, portfolio or marking.

Recommended JMI Preparation Syllabus

Until the detailed 2027–28 entrance syllabus is published, candidates should prepare the following B.F.A.-level Applied Art areas:

Area	Topics to Cover
Elements and Principles of Design	Line, shape, form, colour, texture, space, value, balance, rhythm, proportion, emphasis, harmony, contrast, unity and movement.



Area	Topics to Cover
Advertising and Visual Communication	Advertising concepts, target audience, message strategy, campaign planning, public-service advertising, consumer behaviour and visual persuasion.
Graphic Design	Logo and identity design, symbols, trademarks, poster, brochure, book cover, calendar, packaging, signage, information graphics and layout.
Typography	Type anatomy and classification, legibility, hierarchy, spacing, alignment, display and text type, lettering and expressive typography.
Illustration and Visualization	Concept sketches, editorial and advertising illustration, storyboard, character visualization, product rendering and visual metaphor.
Photography	Camera basics, exposure, aperture, shutter speed, focal length, composition, lighting, portrait and product photography, digital image fundamentals.
Printing and Production	Relief, intaglio, screen and offset printing; colour separation; paper; pre-press; reproduction; finishing and basic production terminology.
Art and Design History	Indian and Western art, modern Indian art, major design movements, celebrated artists and designers, folk and traditional visual culture.
Digital and New Media	Raster and vector concepts, digital layout, image editing, web/social-media communication, motion/storyboard awareness and ethical use of images.
General Awareness	Current developments in art, design, advertising, media, culture, awards, exhibitions, branding and visual communication.

Likely Practical Skills to Practise

- Poster or social-awareness campaign based on a given theme.
- Logo, symbol or brand-identity concept with a short rationale.
- Advertising layout for newspaper, magazine, outdoor or digital media.
- Storyboarding and sequential visualization.
- Illustration, memory drawing, object or product rendering and composition.
- Typography and lettering exercises with clear visual hierarchy.
- Portfolio presentation showing process, originality and technical competence.



Aligarh Muslim University

AMU's published M.F.A. admission syllabus consists of a theory paper and a practical paper. Applicants should verify whether the 2027–28 prospectus names the award M.F.A. or M.V.A. and whether Applied Art is offered as a specialization.

Paper One Theory

- History of Indian and European art.
- Fundamentals and principles of art.
- Philosophy of Indian and Western art.
- Art criticism.
- Techniques of Indian and Western art.
- Oriental art.
- Folk art.
- Indian aesthetics.
- Modern Indian and Western art.
- General awareness, particularly art and culture.

Paper Two Practical

Component	Official Focus	Preparation Tasks
Drawing from Life	Lighting, shadow, perspective and resemblance while drawing the model.	Daily portrait and full-figure studies; anatomy, proportion, gesture, tonal modelling and spatial accuracy.
Composition	Expression of rhythm, balance, space and colour according to the theme announced during the test.	Timed thematic compositions; thumbnail studies; focal point; colour harmony; narrative clarity and original treatment.

Applied Art Extension for AMU Aspirants

Along with the official Fine Arts areas, an Applied Art candidate should revise typography, advertising design, illustration, poster design, branding, photography and print production. These topics strengthen the candidate's specialization profile and portfolio.

CUET PG Applied Arts HUQP03

Current Paper Pattern

- Paper code: HUQP03 Applied Arts.
- Seventy-five questions based entirely on subject-specific knowledge.
- All questions are compulsory.
- Questions are bilingual in English and Hindi.



- Universities may prescribe additional eligibility, portfolio, studio test or interview requirements.

Official Subject Syllabus

Unit	Detailed Coverage
Corporate identity	Symbol, logo, logotype and other corporate-identity designs.
Elements of design	Line, texture, colour, size, shape and perspective.
Principles of design	Unity, contrast, size, proportion, balance, movement and layout.
Layout	Understanding and application of layout.
Newspaper advertising	Advantages, disadvantages, types of advertisements, technical aspects and characteristics as an advertising medium.
Magazine advertising	Advantages, disadvantages, types, technical aspects and characteristics as an advertising medium.
Outdoor and supplementary media	Posters, hoardings, signboards, neon signs, transit advertising, direct mail, special advertising and point-of-purchase advertising.
Sales promotion	Packaging, trade shows, exhibits, sampling, premiums and coupons.
Storyboard	Techniques and advanced techniques of storyboarding for television commercials and other work.
Advertising communication	Advertising as communication and marketing communication; consumer behaviour; campaign planning; non-commercial advertising and copywriting concepts.
Photography	Light, subject, camera, film and paper; lighting effects; darkroom practice; enlarging; printing; camera types and functions; focal length, aperture and shutter speed.
Photographic processing	Black-and-white processing, developing, fixing, contact and bromide printing, toning, copying, developers and darkroom chemicals.
Print criticism	Assessing originality, subject matter, print quality, lighting and presentation.
Digital photography	Understanding digital photography.
Design reproduction	Composition and typographical setting with layout.



Unit	Detailed Coverage
Printing	Make-ready and one-colour printing; printing techniques and processes; paper types and uses; offset reproduction; new media and printing media.

Practical Preparation Plan

Weekly Work	Recommended Practice
Drawing	Three life or portrait studies and two perspective/object studies.
Composition	Two timed thematic compositions using different colour schemes.
Advertising	One poster, one press advertisement and one digital-media creative.
Branding	One logo or identity exercise with thumbnails and a written concept.
Typography	Lettering, type hierarchy and one typographic poster.
Photography	One lighting study and one product, portrait or documentary series.
Theory	Art history, aesthetics, design principles, advertising and current art events.
Mock test	One HUQP03-style objective test plus one timed practical task.

Portfolio Checklist

- Keep 12–20 strong works rather than a large unedited collection.
- Show observational drawing, composition, illustration, typography, branding, advertising, photography and digital work.
- Include process pages: research, thumbnails, alternatives and final execution.
- Label each work with title, medium, year and a short concept note.
- Use only original work and clearly identify collaborative contributions.
- Arrange the portfolio in a logical sequence and prepare a concise explanation of major works.
- Carry original work or the format specified in the admission notice; retain a digital backup.

Final Preparation Advice

For a combined JMI, AMU and CUET PG strategy, use HUQP03 as the objective-theory base, add AMU's art history, aesthetics, drawing-from-life and composition requirements, and devote additional studio time to JMI-oriented



MEER SIR
— A C A D E M Y —

*We Deliver Results,
Not Promises.*

advertising, typography, branding and visual communication. Candidates should solve timed theory questions while maintaining regular drawing and design practice.

MEER SIR ACADEMY