

COMMUNICATION SKILLS IN ENGLISH

CODE CA 101

BC 101/CD 101/ ID 101/ TD 101

L	T	P
1	-	2

RATIONALE

The students seeking admission to the diploma courses do not have the required proficiency in English. It has, therefore, been decided to introduce English and Communication Techniques to help them attain proficiency in the subject.

CONTENTS

L		P
1.	Narration, Voice, Basic Sentence Patterns. (Nine basic sentence patterns)	5
2.	Transformation of Sentences, Determiners, Preposition. (a) Interchange of degree of comparison (b) Interchange of Affirmative and negative sentences (c) Interchange of Interrogative and Assertive sentences (d) Interchange of Exclamatory and Assertive sentences	7
3.	Tenses, Common errors (Noun, Pronoun, Articles, Adverb, Punctuation, Preposition etc.)	7
4.	Modals in Conversational Usage and punctuation:	
	Modals: Can, Could, Should, Will, Would, May, Might, Must, Need not, Dare not, ought to, Used to.	4
	Punctuation: Full stop, Comma, Question mark, Exclamation mark, Inverted Commas, Capital letters	
5.	Composition - 1. Unseen Passage, Précis Writing	2
6.	Letter Writing, and Report Writing	
	3	
7.	Essay Writing - Essays on general topics and topics related to environmental problems.	2

PRACTICALS

We envisage two successive stages for attaining skill in communication ability;

1. Listening
 2. Speaking
- We can club them together as shown above

1. Listening:

- 1.1 For improving listening skills the following steps are recommended,
 - 1.1.1 Listen to Pre-recorded Tapes

- 1.1.2 Reproduce Vocally what has been heard
 1.1.3 Reproduce in Written form
 1.1.4 Summarise the text heard
 1.1.5 Suggest Substitution of Words and Sentences
 1.1.6 Answer Questions related to the taped text
 1.1.7 Summarise in Writing
- 2. Speaking: 6**
 2.1 Introducing English consonant-sounds and vowel-sounds.
 2.1.1 Remedial exercises where necessary
 2.2 Knowing Word stress
 Shifting word stress in poly-syllabic words
 [For pronunciation practice read aloud a para or page regularly while others monitor]
- 3. Vocabulary: 10**
 3.1 Synonyms. Homonyms. Antonyms and Homophones
 3.2 Words often confused, as for example,
 [I-me; your-yours; its-it's; comprehensible-comprehensive; complement-compliment]
 3.3 Context-based meanings of the words, for example,
 3.3.1 man[N] man[vb]; step[[N] ,step[vb]
 3.3.2 conflict _____ Israel Palestinian conflict
 Emotional conflict,
 Ideas conflict
 3.3.3 learn _____ I learn at this school
 I learnt from the morning news
- 4. Delivering Short Discourses: 15**
 4.1. About oneself
 4.2 Describing a Place, Person, Object
 4.3 Describing a Picture, Photo.
- 5. Group Discussion : 15**
 5.1 Developing skill to initiate a discussion [How to open]
 5.2 Snatching initiative from others [Watch for weak points, etc.]
- 6. Expand a topic-sentence into 4-5 sentence narrative. 8**

Note:

- The Medium of teaching and examination will be English.
- The Question on Essay Writing (Unit-7) will be compulsory.
The student will have to attempt one essay out of two, touching upon given points .
- At least one question will be set from each unit.
- No theory question will be set from syllabus of practicals.

REFERENCE BOOKS:

- | | |
|---|--|
| 1. Intermediate English Grammar | Raymond Murphy,
Pub: Foundation Books,
New Delhi |
| 2. Eng. Grammar, usage & Composition | Tickoo & Subramanian
Pub: S.Chand and Co. |
| 3. A Practical Eng. Grammar
(and its Exercise Books) | Thomson and Martinet.
Pub : ELBS |
| 4. High School English Grammar
and Composition | Wren & Martin |

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COMPUTER APPLICATIONS

P	L	T
BC102/CA 102/CD 102/ ID 102/ TD 102		2
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RATIONALE

Use of Computer is increasing for precise and speedy work so it is useful to provide computer knowledge to the students. The course content is designed to give an overview and understand working of computer components and Operating System. The course provides knowledge of internet, email, web browsing and E-commerce. The course also focuses on basic application Software MS-Office.

The student will be able to appreciate the role of Computer Technology, more specifically computer hardware, software and its application in the present social and economic scenario.

L

1. Introduction

6

- 1.1 Characteristics of Computers
- 1.2 Application of Computer
- 1.3 Component of Computer
 - 1.3.1 Block Diagram of Computer
 - 1.3.2 ALU and CU
 - 1.3.3 Input Device: Keyboard, Mouse, Joystick, Scanner, Optical Mark Reader, Barcode Reader, Magnetic Ink Character Reader, Web Camera
 - 1.3.4 Output Device: Monitor, Impact printer –Dot Matrix and Drum, Non Impact Printer: Laser and Inkjet Plotter
 - 1.3.5 Memory Organization, Primary Memory, Secondary Memory
- 1.4 Languages and Translators
 - 1.4.1 Low Level and High Level Language
 - 1.4.2 Compiler and Interpreter

2. Operating System

6

- 2.1 Concept of Operating System
- 2.2 Functions of Operating System
- 2.3 Relationship between Hardware and Software
- 2.4 Software
 - 2.4.1 System Software
 - 2.4.2 Application Software
- 2.5 Creating Folder and Shortcut
- 2.6 System Tool: Disk cleanup, Disk Fragmentation, System Restore
- 2.7 Control Panel: Adding new hardware and software, Display, Adding new font, User account management
- 2.8 Accessories: Calculator, Notepad, Paint, WordPad, Snipping Tool

3. Computer Network	6
3.1 Need of networks	
3.2 Data Transmission Media: Twisted pair, Coaxial, Optical Fiber, Satellite transmission	
3.3 Types of Network-LAN, WAN, MAN	
3.4 Topologies of LAN - Ring, Bus, Star, Mesh and Tree	
3.5 Digital and Analog Transmission	
3.6 Serial and Parallel data transfer	
3.7 Modem - Working and characteristics	
4. Internet	8
4.1 Introduction to Internet and Intranet	
4.2 Internet Service Provider.	
4.3 URL and DNS	
4.4 Web Browser and its functions, Web Page, Search Engines	
4.5 Protocol: Basic of http, https, FTP, SMTP, POP	
4.6 Basic of E-mail:	
4.6.1 E-mail Service Provider	
4.6.2 Composing E-mail	
4.6.3 Mailing List	
4.6.4 Creating Label	
4.6.5 Signature	
4.6.6 Spam	
5. Word Processing	8
5.1 Introduction to MS Word	
5.2 Opening, saving in different format and Printing Document.	
5.3 Copy, Paste, Find and Replace, Go to, Redo Undo, Change Case, Spell Check	
5.4 Creating and Formatting Tables	
5.5 Inserting Clipart, Hyperlink, Symbol	
5.6 Character and Paragraph Formatting	
5.7 Page Formatting: Header Footer, Page break, Watermark	
5.8 Mail merge	
6. Power Point Presentation	7
6.1 Introduction to Power Point	
6.2 Creating, Opening, Saving presentations and Printing: Slides ,Handout	
6.3 Slide Layout, Presentation Views	

- 6.4 Insert Sound, Smart Art, Chart
- 6.5 Design Presentation using Animation and Custom Animation
- 6.6 Running and Controlling a Slide Show

7. Spreadsheet 12

- 7.1 Introduction to Spreadsheet
- 7.2 Creating, Saving and Editing a Workbook.
- 7.3 Inserting, Deleting Work Sheets and Printing worksheet
- 7.4 Copying and Moving data from selected cells
- 7.5 Formatting cells: changing data alignment, different number formats, changing font, adding borders and colors
- 7.6 Sorting and Filtering
- 7.7 Working with Formulas: Mathematical, Logical, Text
- 7.8 Charts and Graphs

8. E-Commerce and Security 7

- 8.1 Introduction to E-Commerce
- 8.2 Type of E-Commerce
- 8.3 Advantage and Disadvantage of E-Commerce
- 8.4 Payment Gateway
- 8.5 Definition of Virus, Malware, Trojan Horse
- 8.6 Scanning & Removing Virus using Antivirus Program

PRACTICALS

- 1. Study of Computer Components. 3
- 2. Practice of using My Computer, creating, deleting folders and shortcuts. 3
- 3. Practice on Paint, WordPad, Notepad, Calculator and Snipping tool. 3
- 4. Practice on System Tools-Disk Cleanup, Disk Fragmenter, System Restore. 3
- 5. Practice on Control Panel. 3
- 6. Study of different types of Networks and Network Topologies. 3
- 7. Visit to different Internet Sites. 3
- 8. Content Searching using Search Engines. 3
- 9. Creating E-mail accounts, Composing and Sending E-mail. 3
- 10. Sending E-mail with attachments and signature. 3

- 11. Exercise on MS-WORD: 21
 - 11.1 Starting MS-Word, Creating, Saving and Opening documents
 - 11.2 Editing Documents-Cut, Copy, Paste, Undo, Redo, Copying one document to other, Change Case, Go to
 - 11.3 Character and Paragraph Formatting, Numbering and Bullets

- 11.4 Page Formatting, Header and Footer, Page Break, Watermark
- 11.5 Spell Check, Find and Replace, Inserting Pictures and Clip-arts
- 11.6 Print Preview and Printing documents
- 11.7 Working with Tables
- 11.8 Creating Hyperlink
- 11.9 Saving documents in different formats- PDF, XPS, Web page
- 11.10 Mail-Merge.

- 12. Exercise on MS-PowerPoint: 15
 - 12.1 Starting MS-PowerPoint, Creating, Saving and Opening presentations .
 - 12.2 Adding animation in slides
 - 12.3 Running a Slide Show
 - 12.4 Printing Slides and Handouts
 - 12.5 Designing Custom animation

- 13. Exercise on MS-EXCEL: 21
 - 13.1 Starting MS-Excel, Creating, Saving and Opening worksheet.
 - 13.2 Editing Worksheet.
 - 13.3 Formatting Cells- Font, Number Formats Alignment and Borders.
 - 13.4 Implementing Mathematical, Logical and Text Formulas.
 - 13.5 Charts and Graphs.
 - 13.6 Sorting and Filtering.
 - 13.7 Printing Workbooks.

- 14. Study of E-Commerce and Payment Gateways. 3

REFERENCE BOOKS :

- 1 Computer Fundamentals P.K. Sinha and P. Sinha,
BPB publication.
- 2. Microsoft office for 2016 Amy Kinser
Pearson education.
- 3. Data Communications and Networking Forouzan TMH

ART AESTHETICS & ADVERTISING

CODE CA 103

L	T	P
2	1	-

RATIONALE

Art is a diverse range of creative endeavour pursued by humans ever since the inception of mankind. And aesthetics is the value of beauty & appreciation of beauty in all forms. As civilization progressed art and aesthetics combined itself with marketing communication to form advertising. The intent of this subject is to introduce the beginner to the vivid world of art, aesthetics and advertising.

CONTENTS

	L
1. Art -Meaning of fine art, Design, Craft.	3
2. Brief notes on significant periods of western art.	22
2.1 Stone age painting -Short note on cave painting	
2.2 Middle period -Byzantine and Islamic art	
i. Romanesque art	
ii. Gothic art	
iii. Renaissance art	
iv. Mannerism	
v. Baroque	
vi. Neoclassism	
2.3-Modern period- Nineteenth century onwards.	30
i. Romanticism	
ii. Realism	
iii. Naturalism	
iv. Impressionism	
v. Symbolism	
vi. Fauvism	
vii. Cubism	
viii. Futurism	
ix. Dadaism	
x. Expressionism	
3. Brief notes on selected periods of Indian art	15
3.1 Indus valley	
3.2 Cave paintings	
3.3 Ragmala Paintings	
4. Aesthetics	6
4.1 What is aesthetics?	
4.2 Importance of Aesthetic	

5. Brief history of advertising

14

- 5.1 Premarketing era - Prehistoric-Middle of 18th century
- 5.2 Mass communication era-Middle 1770-1900
- 5.3 The Research era-21th century onwards

REFERENCE BOOKS

- | | | |
|----|--------------------------------------|-------------------------------------|
| 1. | What is Art ? | John Canaday, Hutchison & Co. |
| 2. | Illustrated Dictionary of Art Terms | Kimberley Reynolds & Richard Sedder |
| 3. | Crash Course in Art | Eva Howarth |
| 4. | Indian Painting | C.Sivaramamurti |
| 5. | भारतीय चित्रकला का आलोचनात्मक अध्ययन | चमन किरन, राजहंस प्रकाशन मंदिर |
| 6. | पाश्चात्य सौन्दर्य शास्त्र | डॉ. नगेन्द्र, अलीगढ़ प्रकाशन |
| 7. | भारतीय सौन्दर्य शास्त्र | डॉ. नगेन्द्र, अलीगढ़ प्रकाशन |

FUNDAMENTAL DESIGN

CODE CA 104

L	T	P
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RATIONALE

Design is a factor that organizes part into a whole for a predestined goal. To strike order out of chaos, to balance beauty and utility and to make a mark in this competitive world the student has to know the basics of designing.

CONTENTS

	L
1. Definition of Design : Visual design and Design objectives	2
2. Elements of Design :	
2.1 Line : Definition of Line, Horizontal ,Vertical, Straight, Curve Angular, Rhythmic, Spiral, Radial Lines and their effects .	2
2.2 Shape: Definition of shape, introduction to geometric, natural, abstract shapes. Types of basic shapes-square, rectangle,, circle,, sphere, semi circle. Difference between form and shape.	2
2.3 Space: Definition of Space, Positive and Negative Space. Formal and Informal space Division of Space. Actual Space and Illusionistic Space. Various Grounds of Space - Background, Foreground, Middle Ground	2
2.4 Color - Definition of Color, Color and Pigment theory, Color Properties, Color Wheel, Hue, Intensity and Value Various types of Color schemes - Primary, secondary, tertiary, achromatic, monochromatic, polychromatic, color schemes	8
2.5 Textures - Definition of textures, Introduction to visual and tactile textures, Manmade, natural and created textures; Different textures and their effects in brief	2hrs.
3. Principles of Design	
3.1 Unity, contrast, dominance, rhythm, proportion and their contribution to design.	4
3.2 Balance - Asymmetrical, symmetrical, radial, value balance and color balance	3
3.3 Perspective Design - Definition of Perspective Design, ,Aerial Perspective and Linear Perspective , Introduction to 1 point, 2 point and 3 point perspective	3
3.4 Rule of Third in design.	2

PRACTICALS

P

1. Elements of Design

1.1	2 Composition with Various Lines and Techniques like Crosshatching, Looping, Nervous Drawing, Criss-Cross, Dotted Lines	8
1.2	2 Practical Sheets on Composition of Geometric, Natural, Abstract shapes.	8
1.3	2 Artistic Representations on Actual Space and Illusionistic Space	8.
1.4	3 Compositions in Achromatic, Monochromatic, Polychromatic colour schemes respectively	12
1.5	3 Compositions Dealing with Natural, Manmade and Created textures respectively	12
2.	Principles of Design :	
2.1	2 Compositions showing Symmetrical and Asymmetrical balance in which Color Balance and Value Balance is also Highlighted	10
2.2	2 Compositions Artistically Exhibiting Principles of Unity, Contrast, Dominance, Rhythm & Proportion	10.
2.3	Perspective Design 2 Sheets - on Linear and Aerial Perspective Respectively	12
3.	Composition and Applications of Various Elements and Principles of Design	
3.1	Collage/Paper Craft	15
3.2	3D Design	25

NOTE :

- Traditional, Folk, Modern or Contemporary Motifs can be used in creating the above topics mentioned in part three but imitation along with innovation should be the rule.
- The students should feel free to use and Experiment with various materials and mediums for pictorial expression.
- Layout file should be maintained and submitted along with the submission.
- **Field /industrial visit is compulsory. Report of the visit will be considered as a submission**

REFERENCE BOOKS :

- | | | |
|----|------------------------------|-----------------|
| 1. | Design through Discovery | Marjorie Bevlin |
| 2. | कला के मूल तत्व और सिद्धान्त | पूर्णमा पाण्डे |
| 3. | Visual Studies | Young |
| 4. | Graphic Design | Narendra Yadav |

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TYPOGRAPHY & GRAPHICS

CODE CA 105

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1	-	5

RATIONALE

Typography, Lettering and Calligraphy - All have an important role in advertising art. Typography is the art & technique of arranging type to make written language legible, readable and appealing.

Graphics is art with a purpose. It is an aesthetic expression of concepts & ideas using various graphic elements & tools. One age old technique of graphic expression of reproduction is screen printing through this subject the student will gain insight into vast dimensions of graphics & printing technique.

CONTENTS

		L
1.	Typography and Calligraphy :	10
	1.1 Definition of Typography	
	1.2 Definition of Calligraphy	
	1.3 Definition of Type	
	1.4 Typeface anatomy related to type and type setting	
	1.4.1 Type face :-Light & Dark	1.4.14 - Crossbar
	1.4.2 Upper Case & Lower Case	1.4.15 - Fillet.
	1.4.3 Strokes	1.4.16 - Nick
	1.4.4 Stem	1.4.17 - Loop
	1.4.5 Hair	1.4.18 - Swash
	1.4.6 Leading	1.4.19 - Counter
	1.4.7 Base Line	1.4.20 - Chin
	1.4.8 Kerning	1.4.21 - Apex &Vertex
	1.4.9 Ascender Line & Descender Line	1.4.22 - Crotch
	1.4.10 Tail	1.4.23 - Spine
	1.4.11 X Line	1.4.24 - Bracket
	1.4.12 T Line	
	1.4.13 Point Height	
	1.5 Type Classification	
	1.5.1 Serif and Sanserif	
	1.5.2 Script and Decorative	
2.	Graphic Design :	2
	2.1 Definition and Importance of Graphic Design.	
3.	Layout:	2
	3.1 Definition of Layout	
	3.2 Steps of layout	
4.	Corporate Identity:	6
	4.1 Definition of Corporate Identity	
	4.2 Logo and Logo Type	
	4.3 Monogram	
	4.4 Symbol	
5.	Basics of Screen Printing	10 h
	5.1 Introduction and historical background of screen printing	

- 5.2 Direct and Indirect method
- 5.3 Tools & Materials used in screen printing.

PRACTICAL

	P
1. Free and Lettering and Calligraphy Practice:	40
1.1 Stroke Practice [2 sheets]	
1.2 Lettering in Hindi & English [2 Sheets & 2 Graphs]	
1.3 Calligraphy design with letters [2 Sheets]	
2. Recognition and Formation of Type	40
2.1 Anatomy of Type, Type Measurements (1 Sheet on each Topic)	
2.2 Gothic, Roman, Helvetica and Devnagri.	
3. Writing words by using effective and illustrative Letters (5 Sheets)	25
4. Typographical Design - 1 Submission on each of the following	45
5.1 Slogan writing in Hindi & English	
5.2 Carry Bag .	
5.3 Greeting Card / wedding card design	
5.4 Stickers	

NOTE:

1. 10 copies of Screen Printed submission, with minimum of two colour Printing, in any two of the above sub topic.

2. Field /industrial visit is compulsory. Report of the visit will be considered as a submission

REFERENCE BOOKS :

- | | |
|------------------------------------|---------------------------|
| 1. Type & Typography | Ben Rasen |
| 2. How to Draw Lettering | Gautam Dev Aryan |
| 3. Practical Guide to Lettering | G.D. Aryan |
| 4. Calligraphy | Anis Siddiqui |
| 5. English –Hindi Modern Lettering | A. H. Hasmi |
| 6. Typography | Gavin Ambrose,Paul Harris |

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FIGURE DRAWING

CODE CA 107

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RATIONALE

Figure drawing is drawing of the human form in of its varied sizes, shapes and postures. The degree of representation may range from highly detailed, anatomically correct rendering to loose and expressive sketches. Learning figure drawing instills a sense of proportion, fluidity of lines & expressions.

CONTENTS

1.	The Figure:	70
	1.1 Proportions of Male and Female(2sheets)	
	1.2 Simplified geometric form of male and female (2sheets)	
	1.3 Study of human figure in full & parts: - eyes ,nose, lips, ears, hand, leg, feet and facial expressions.(8sheets)	
	1.4. Live figure with shading(2sheets)	
2.	Figure in Action: Matchstick figures and rapid sketches of figures in action. Practical submission: (4 sheets)	60
3.	Drawing Techniques to be for shading	20
	3.1 Blending 3.10 Feathering	
	3.2 Blot Drawing 3.11 Gradations	
	3.3 Bracelet Shading 3.12 Hatching	
	3.4 Brush Drawing 3.13 Highlighting	
	3.5 Building Up 3.14 Lifting Out	
	3.6 Burnishing 3.15 Line and Wash	
	3.7 Contour Drawing 3.16 Stippling	
	3.8 Corrections 3.17 Mixed Media	
	3.9 Crosshatching 3.18 Shading	

Practical submission: Introduction and use of all the above Techniques in two sheets.

NOTE : 1. Rough file of everyday sketches to be submitted with submission.

2. Field /industrial visit is compulsory. Report of the visit will be considered as a submission

REFERENCE BOOKS:

1. Free Hand Drawing	Self-taught Guptil
2. Rendering with Pen & Ink	Diamond Book Publication
3. Drawing Techniques	Octopus Books
4. The Figure	Walt Reed
5. Anatomy and Drawing	Victor Perard

DIGITAL DESIGN - I

CODE CA 108

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RATIONALE

Graphic designer express visual concepts with the help of images generated through the imagination. employing digital aids of computer graphics and photography. The student is able to project her idea in better and more professional manner.

PRACTICALS

Unit 1 COREL DRAW / Open Source

70

1. Getting Started with COREL DRAW / Open Source

- 1.1 COREL DRAW Interface
- 1.2 Drawing Basic Shapes
- 1.3 Transforming Objects
- 1.4 Navigating around the Document
- 1.5 Saving a Document

2. Drawing and coloring

- 2.1 Drawing Line
- 2.2 Calligraphy
- 2.3 Applying Fill and Outlines
- 2.4 Pages and Layout Tools
- 2.5 Working with Layers

3. Working with Text

- 3.1 Text Tool
- 3.2 Artistic and Paragraph Text
- 3.3 Formatting Text
- 3.4 Fill text to path

4. Applying Effects

- 4.1 Blend
- 4.2 Extrude
- 4.3 Perspective
- 4.4 Shadow
- 4.5 Envelope

Submissions: Symbols, creating existing logos, Visiting cards & Letterhead.

Unit 2 Photoshop / Open Source

50

1. Introduction to Photoshop

- 1.1 Image Sign and Resolution
- 1.2 Creating New Images
- 1.3 Creating Workspace

2. Magic Tools

- 2.1 Tool Box and Tool Options Box
 - 2.2 Tool Presets
 - 2.3 Selection Tool and Selection Menu
 - 2.4 Copying and Pasting a Selection
- 3. Working with Layers**
- 3.1 Layers
 - 3.2 Adjustment Layer
- 4. Painting and drawing tools**
- 4.1 Brush Presets
 - 4.2 Shape Tools
- 5. Working with filters and texts**
- 5.1 Creating & Working with Smart Fitters
 - 5.2 Using the Liquate Command
 - 5.3 Lens Correction Fitters
- Submissions:** Newspaper Advertisement, Flyer, Poster

Unit 3 Introduction to Photography

30

- 3. Photography in Natural Light:**
- 3.1 Landscape
 - 3.2 Nature
 - 3.3 Human Figure

NOTE:

- 1. 5 Aesthetic compositions of each of the above points.**
- 2. Field /industrial visit is compulsory. Report of the visit will be considered as a submission**

REFERENCE BOOKS:

- | | |
|---------------------------------|----------------------------------|
| 1. Digital Designing | Jargon Buster, Alastair Campbell |
| 2. Coral Draw -Latest Version | Text Book |
| 3. Photoshop Computer Software- | Text Book |
| 4. Photography made simple: | S.Chand and sons |
| 5. Practical Photography: | A.H. Hashmi |

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