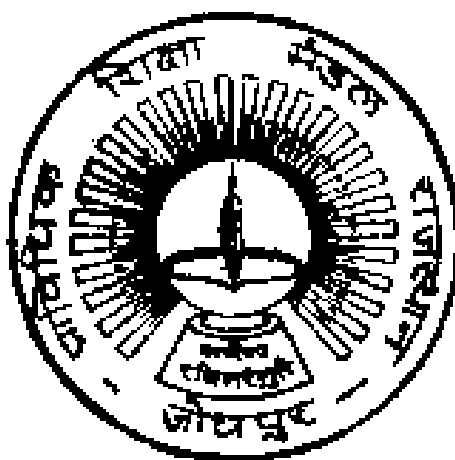


**GOVERNMENT OF RAJASTHAN**  
**BOARD OF TECHNICAL EDUCATION RAJASTHAN**  
**JODHPUR**

**SEMESTER SCHEME-2020-21**

**(SESSION 2021-2022 & ONWARDS)**



**TEACHING AND EXAMINATION SCHEME**  
**AND SYLLABUS**

**COMMERCIAL ARTS**

**(CA)**

.....  
Curriculum Development Cell  
Board of Technical Education, Rajasthan  
W-6 Residency Road,  
Jodhpur

GOVERNMENT OF RAJASTHAN  
BOARD OF TECHNICAL EDUCATION RAJASTHAN, JODHPUR  
**TEACHING AND EXAMINATION SCHEME**  
FOR DIPLOMA I SEMESTER (COMMERCIAL ART) (CA)  
SESSION 2020-2021 & ONWARDS

Subject Code	Subject	Distribution of Time				Distribution of Max. Marks/ Duration							Total Marks	Credits
		Hours per week				End Semester Exam.			Internal Assessment					
		L	T	P	Tot	TH	Hrs.	PR	Hrs.	CT	TU	PR(S)		
*CA 1001	Communication Skills in English-I	1	--	--	1	60	3	--	--	40	--	--	100	1.0
*CA 1002	Computer Applications-I	2	--	--	2	60	3	--	--	40	--	--	100	2.0
CA 1003	Indian Art Appreciation	2	1	--	3	60	3	--	--	20	20	--	100	3.0
CA 1004	Fundamental Design	1	--	--	1	60	3	--	--	40	--	--	100	1.0
CA 1005	Typography & Calligraphy	1	--	--	1	60	3	--	--	40	--	--	100	1.0
CA 1006	Drawing & Illustration – I Lab	--	--	8	8	--	--	40	6	--	--	60	100	4.0
CA 1007	Digital Design – I Lab	--	--	4	4	--	--	40	6	--	--	60	100	2.0
*CA 1008	Communication Skills in English-I Lab	--	--	2	2	--	--	40	3	--	--	60	100	1.0
*CA 1009	Computer Applications-I Lab	--	--	3	3	--	--	40	3	--	--	60	100	1.5
CA 1010	Fundamental Design Lab	--	--	4	4	--	--	40	6	--	--	60	100	2.0
CA 1011	Typography & Calligraphy Lab	--	--	4	4	--	--	40	6	--	--	60	100	2.0
*CA 1111	Anandam (Joy of Giving)	--	--	1	1	--	--	--	--	--	--	100	100	2.0
	Students Centered Activities	--	--	2	2	--	--	--	--	--	--	--	--	-
	<b>Total</b>	<b>7</b>	<b>1</b>	<b>28</b>	<b>36</b>	<b>300</b>	<b>--</b>	<b>240</b>	<b>--</b>	<b>180</b>	<b>20</b>	<b>460</b>	<b>1200</b>	<b>22.5</b>
<b>Grand Total :</b>												<b>1200</b>	<b>22.5</b>	

1. L : Lecture

2. T : Tutorial

3. P : Practical

4. TH : Marks for End Semester Exam for Theory

5. PR : Marks for End Semester Exam for Practical

6. CT : Marks for class tests (Internal Assessment)

7. TU : Marks for tutorials (Internal Assessment)

8. PR(S) : Marks for practical and viva (Internal Assessment)

\*CA 1001, \*CA 1002, \*CA 1008, \*CA 1009 and \*CA 1111 are same in all Branches of Non Engineering. \*\* CA 1004, \*\* CA 1005, \*\* CA 1006, \*\* CA 1007, \*\* CA 1010 and \*\* CA 1011 are same as \*\*VG1004, \*\* VG 1005, \*\* VG 1006, \*\* VG 1007, \*\* VG 1010 and \*\* VG 1111

**Two weeks Induction Programme** for students to be offered right at the start of First Semester.

**Induction Programme includes** 1. Creative Arts 2. Universal Human Values 3. Literary 4. Proficiency Modules 5. Lectures by Eminent Persons 6. Visits to City / Nearby Industries 7. Familiarization to Department / Branch / Exhibition room.

**Anandam (Joy of Giving):** In addition to the practical of one hour every week, students will have to do activities at home and college after college hours.

**Students Centered Activities include** 1. Expert lectures/ practice sessions on technical topics of common interest 2. Personality development 3. Human values

4. Industrial visits 5. Art of living 6. Environmental issues 7. Quiz programs 8. Interview techniques 9. Greening and cleaning of campus etc.

Student Centered Activities will be graded as A, B, C & D on the basis of attendance and interest of the student in learning.

BOARD OF TECHNICAL EDUCATION RAJASTHAN, JODHPUR  
TEACHING AND EXAMINATION SCHEME  
FOR DIPLOMA II SEMESTER (COMMERCIAL ART)(CA)  
SESSION 2019-2020 & ONWARDS

Subject Code	Subject	Distribution of Time				Distribution of Max. Marks/ Duration							Total Marks	Credits
		Hours per week				End Semester Exam.			Internal Assessment					
		L	T	P	Tot	TH	Hrs.	PR	Hrs.	CT	TU	PR(S)		
*CA 2001	Communication Skills in English-II	1	--	--	1	60	3	--	--	40	--	--	100	1.0
*CA 2002	Computer Applications-II	2	--	--	2	60	3	--	--	40	--	--	100	2.0
CA 2003	Aesthetics & Western Art Appreciation	2	1	--	3	60	3	--	--	20	20	--	100	3.0
CA 2004	Design Principles	1	--	--	1	60	3	--	--	40	--	--	100	1.0
CA 2005	Graphics & Printing	1	--	--	1	60	3	--	--	40	--	--	100	1.0
CA 2006	Figure Drawing Lab	--	--	8	8	--	--	40	6	--	--	60	100	4.0
CA 2007	Digital Design – II Lab	--	--	4	4	--	--	40	6	--	--	60	100	2.0
*CA 2008	Communication Skills in English-II Lab	--	--	2	2	--	--	40	3	--	--	60	100	1.0
*CA 2009	Computer Applications-II Lab	--	--	3	3	--	--	40	3	--	--	60	100	1.5
CA 2010	Design Principles Lab	--	--	4	4	--	--	40	6	--	--	60	100	2.0
CA 2011	Graphics & Printing Lab	--	--	4	4	--	--	40	6	--	--	60	100	2.0
*CA 2111	Anandam (Joy of Giving)	--	--	1	1	--	--	--	--	--	--	100	100	2.0
	Students Centered Activities	--	--	2	2	--	--	--	--	--	--	--	--	-
	<b>Total</b>	<b>7</b>	<b>1</b>	<b>28</b>	<b>36</b>	<b>300</b>	<b>--</b>	<b>240</b>	<b>--</b>	<b>180</b>	<b>20</b>	<b>460</b>	<b>1200</b>	<b>22.5</b>
<b>Grand Total :</b>												<b>1200</b>	<b>22.5</b>	

1. L : Lecture

2. T : Tutorial

3. P : Practical

4. TH : Marks for End Semester Exam for Theory

5. PR : Marks for End Semester Exam for Practical

6. CT : Marks for class tests (Internal Assessment)

7. TU : Marks for tutorials (Internal Assessment)

8. PR(S) : Marks for practical and viva (Internal Assessment)

\*CA 2001, \*CA 2002, \*CA 2008, \*CA 2009 and \*CA 2111 are same in all Branches of Non Engineering.

\*\*CA 2004, \*\*CA 2005, 2, \*\*CA 2007, \*\*CA 2010 and \*\*CA 211 are same as \*\* VG 2004, \*\* VG 2005, 2, \*\* VG 2007, \*\* VG 2010 and \*\* VG 2111 respectively

**Anandam (Joy of Giving):** In addition to the practical of one hour every week, students will have to do activities at home and college after college hours.**Students Centered Activities include** 1. Expert lectures/ practice sessions on technical topics of common interest 2. Personality development 3. Human values

4. Industrial visits 5. Art of living 6. Environmental issues 7. Quiz programs 8. Interview techniques 9. Greening and cleaning of campus etc.

Student Centered Activities will be graded as A, B, C &amp; D on the basis of attendance and interest of the student in learning.

**NOTE:** Students will go for one month (24 Working Days) Summer Internship in the Summer Vacations after Second Semester. The Assessment of the Summer Internship will be done in Third Semester.

**TEACHING AND EXAMINATION SCHEME**  
**SEMESTER SCHEME-2020-21**  
**FOR DIPLOMA III SEMESTER (COMMERCIAL ART) (CA)**  
**SESSION 2021-2022 & ONWARDS**

Subject Code	Subjects	Distribution of Time				Distribution of Max. Marks/ Duration							Total Marks	Credits
		Hours per week				End Semester Exam				Internal Assessment				
		L	T	P	Tot	TH	Hrs.	PR	Hrs.	CT	TU/Ass i.	PR(S)		
*CA 3001	Environmental Studies – I	2	--	--	2	60	3	--	--	20	20	--	100	2.0
CA 3002	Professional Studies – I	2	2/2	--	3	60	3	--	--	20	20	--	100	3.0
CA 3003	Photography – I	2	2/2	--	3	60	3	--	--	20	20	--	100	3.0
CA 3004	Advertising Design – I	2	2/2	--	3	60	3	--	--	20	20	--	100	3.0
CA 3005	Graphic Design – I	2	--	--	2	60	3	--	--	20	20	--	100	2.0
CA 3006	Drawing & Illustration – II Lab	--	--	6	6	--	--	--	6	--	--	--	100	3.0
CA 3007	Digital Design – III Lab	--	--	3	3	--	--	40	6	--	--	60	100	1.5
CA 3008	Advertising Design – I Lab	--	--	6	6	--	--	40	6	--	--	60	100	3.0
*CA 3009	Environmental Studies Lab - I	--	--	2	2	--	--	--	6	--	--	60	100	1.0
CA 3010	Photography – I Lab	--	--	3	3	--	--	--	6	--	--	60	100	1.5
CA 3011	Summer Internship (4 weeks after II Sem.)	--	--	--	--	--	--	100	--	--	--	--	100	2.0
*CA 3333	Anandam (Joy of Giving)	--	--	1	1	--	--	--	--	--	--	100	100	2.0
-	Student Centred Activities	--	--	2	2	--	--	--	--	--	--	--	--	--
	<b>Total</b>	10	03	23	36	300	--	300	--	100	100	400	1200	27
<b>Grand Total :</b>												<b>1200</b>	<b>27.0</b>	

- |  |   |
|--|---|
| 1. L : Lecture                                 | 5. PR : Marks for End Semester Exam for Practical                 |
| 2. T : Tutorial                                | 6. CT : Marks for class tests (Internal Assessment)               |
| 3. P : Practical                               | 7. TU/Assi : Marks for tutorials/Assignment (Internal Assessment) |
| 4. TH : Marks for End Semester Exam for Theory | 8. PR(S) : Marks for practical and viva (Internal Assessment)     |

\*CA 3001, \*CA 3009 and \*CA 3333 are same in all Branches of Non Engineering  
 Students Centered Activities will be graded as A, B, C & D on the basis of attendance and interest of the student in learning.

GOVERNMENT OF RAJASTHAN  
BOARD OF TECHNICAL EDUCATION RAJASTHAN, JODHPUR  
TEACHING AND EXAMINATION  
SCHEME SEMESTER SCHEME-2020-21  
FOR DIPLOMA IV SEMESTER (COMMERCIAL ART) (CA)  
SESSION 2021-2022 & ONWARDS

Subject Code	Subjects	Distribution of Time				Distribution of Max. Marks/ Duration							Total Marks	Credits
		Hours per week				End Semester Exam				Internal Assessment				
		L	T	P	Tot	TH	Hrs.	PR	Hrs.	CT	TU	PR(S)		
*CA 4001	Environmental Studies - II	2	--	--	2	60	3	--	--	20	20	--	100	2.0
CA 4002	Professional Studies – II	2	2/2	--	3	60	3	--	--	20	20	--	100	3.0
CA 4003	Photography – II	2	2/2	--	3	60	3	--	--	20	20	--	100	3.0
CA 4004	Advertising Design – II	2	2/2	--	3	60	3	--	--	20	20	--	100	3.0
CA 4005	Graphic Design – II	2	--	--	2	60	3	--	--	20	20	--	100	2.0
CA 4006	Drawing & Illustration – III Lab	--	--	6	6	--	--	--	6	--	--	--	100	3.0
CA 4007	Digital Design – IV Lab	--	--	3	3	--	--	40	6	--	--	60	100	1.5
CA 4008	Advertising Design – II Lab	--	--	6	6	--	--	40	6	--	--	60	100	3.0
*CA 4009	Environmental Studies- II Lab	--	--	2	2	--	--	--	6	--	--	60	100	1.0
CA 4010	Photography – II Lab	--	--	3	3	--	--	--	6	--	--	60	100	1.5
*CA 4444	Anandam (Joy of Giving)	--	--	1	1	--	--	--	--	--	--	100	100	2.0
	Student Centred Activities*	--	--	2	2	--	--	--	--	--	--	--	--	--
	Total	10	03	23	36	300	--	200	--	100	100	400	1100	25.0
<b>Grand Total :</b>												<b>1100</b>	<b>25.0</b>	

1. L : Lecture

2. T : Tutorial

3. P : Practical

4. TH : Marks for End Semester Exam for Theory

5. PR : Marks for End Semester Exam for Practical

6. CT : Marks for class tests (Internal Assessment)

7. TU/Assi : Marks for tutorials/Assignment (Internal Assessment)

8. PR(S) : Marks for practical and viva (Internal Assessment)

\*CA 4001, \*CA 4009 and \*CA 4444 are same in all Branches of Non Engineering

Students Centered Activities will be graded as A, B, C & D on the basis of attendance and interest of the student in learning.

**NOTE:** Students will go for 6 weeks Summer Internship in the Summer Vacations after Fourth Semester. The Assessment of the Summer Internship will be done in Fifth Semester

GOVERNMENT OF RAJASTHAN  
BOARD OF TECHNICAL EDUCATION RAJASTHAN, JODHPUR  
TEACHING AND EXAMINATION SCHEME  
SEMESTER SCHEME-2020-21  
FOR DIPLOMA V SEMESTER (COMMERCIAL ART) (CA)  
SESSION 2022-2023 & ONWARDS

Subject Code	Subjects	Distribution of Time				Distribution of Max. Marks/ Duration							Total Marks	Credits
		Hours per week				End Semester Exam				Internal Assessment				
		L	T	P	Tot	TH	Hrs	PR	Hrs	CT	TU/Assi	PR(S)		
*CA 5001	Professional Management & Entrepreneurship –I	3	-	--	3	60	3	--	--	20	20	--	100	3.0
CA 5002	Professional Studies – III	2	2/2	--	3	60	3	--	--	20	20	--	100	3.0
CA 5003	Copy Writing – I	1	1	--	2	60	3	--	--	20	20	--	100	2.0
CA 5004	Advertising Design – III	2	2/2	--	3	60	3	--	--	20	20	--	100	3.0
CA 5005	Advertising Photography & Videography Techniques – I	2	2/2	--	3	60	3	--	--	20	20	--	100	3.0
CA 5006	Creative Illustration – I Lab	--	--	5	5	--	--		6	--	--	60	100	2.5
CA 5007	Digital Design – V Lab	--	--	3	3	--	--		6	--	--		100	1.5
CA 5008	Advertising Design – III Lab	--	--	3	3	--	--		6	--	--		100	1.5
CA 5009	Advertising Photography & Videography – I Lab	--	--	6	6	--	--		6	--	--	60	100	3.0
CA 5010	Project	--	--	2	2	--	--	--	--	--	--	--	--	0.00
CA 5011	Summer Internship II (6 weeks after IV Sem)	--	--	--	--	--	--		0	--	--	0	100	3.0
*CA 5555	Anandam (Joy of Giving)	--	--	1	1	--	--	--	--	--	--	100	100	2.0
--	Student Centred Activities	--	--	2	2	--	--	--	--	--	--	--	--	--
	Total	10	04	22	36	300	--	260	--	100	100	340	1100	27.5
<b>Grand Total :</b>												<b>1100</b>	<b>27.5</b>	

1. L : Lecture
2. T : Tutorial
3. P : Practical

4. TH : Marks for End Semester Exam for Theory

5. PR : Marks for End Semester Exam for Practical
6. CT : Marks for class tests (Internal Assessment)
7. TU/Assi: Marks for tutorials/Assignment (Internal Assessment)
8. PR(S) : Marks for practical and viva (Internal Assessment)

\*CA 5001 and \*CA 5555 are same in all Branches of Non Engineering.

Students Centered Activities will be graded as A, B, C & D on the basis of attendance and interest of the student in learning.

**Note: Project will be continued and Assesed in VI Semester**

GOVERNMENT OF RAJASTHAN  
BOARD OF TECHNICAL EDUCATION RAJASTHAN, JODHPUR  
**TEACHING AND EXAMINATION SCHEME**  
**SEMESTER SCHEME-2020-21**  
FOR DIPLOMA VI SEMESTER (COMMERCIAL ART) (CA)  
SESSION 2022-2023 & ONWARDS

Subject Code	Subjects	Distribution of Time				Distribution of Max. Marks/ Duration							Total Marks	Credits
		Hours per week				End Semester Exam				Internal Assessment				
		L	T	P	Tot	TH	Hrs.	PR	Hrs.	CT	TU/Assi.	PR(S)		
*CA 6001	Professional Management & Entrepreneurship-II	3	--	--	3	60	3	--	--	20	20	--	100	3.0
CA 6002	Professional Studies - IV	2	2/2	--	3	60	3	--	--	20	20	--	100	3.0
CA 6003	Copy Writing - II	1	1	--	2	60	3	--	--	20	20	--	100	2.0
CA 6004	Advertising Design – IV	1	1	--	2	60	3	--	--	20	20	--	100	2.0
CA 6005	Advertising Photography & Videography Techniques - II	1	1	--	2	60	3	--	--	20	20	--	100	2.0
CA 6006	Creative Illustration - II Lab	--	--	5	5	--	--	40	6	--	--	60	100	2.5
CA 6007	Digital Design - VI Lab	--	--	3	3	--	--	40	6	--	--	60	100	1.5
CA 6008	Advertising Design – IV Lab	--	--	3	3	--	--	40	6	--	--	60	100	1.5
CA 6009	Advertising Photography & Videography – II Lab	--	--	4	4	--	--	40	6	--	--	60	100	2.0
CA 6010	Project	--	--	6	6	--	--	40	--	--	--	60	100	4.0
*CA 6666	Anandam (Joy of Giving)	--	--	1	1	--	--	--	--	--	--	100	100	2.0
--	Student Centred Activities	--	--	2	2	--	--	--	--	--	--	--	--	--
	<b>Total</b>	08	04	24	36	300	--	200	--	100	100	400	1100	25.5
<b>Grand Total :</b>												<b>1100</b>	<b>25.5</b>	

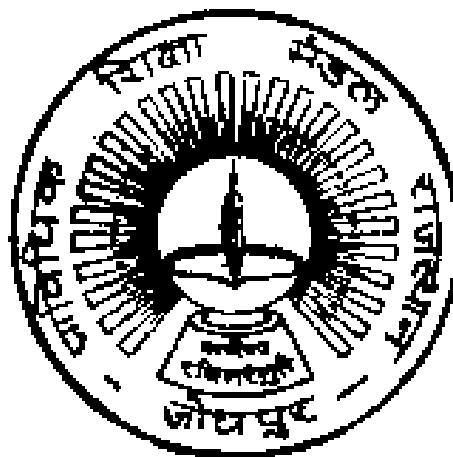
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|--|--|
| 1. L : Lecture                                 | 5. PR : Marks for End Semester Exam for Practical                |
| 2. T : Tutorial                                | 6. CT : Marks for class tests (Internal Assessment)              |
| 3. P : Practical                               | 7. TU/Assi: Marks for tutorials/Assignment (Internal Assessment) |
| 4. TH : Marks for End Semester Exam for Theory | 8. PR(S) : Marks for practical and viva (Internal Assessment)    |

\*CA6001, and \*CA 6666 are same in all Branches of Non Engineering

Students Centered Activities will be graded as A, B, C & D on the basis of attendance and interest of the student in learning.

**GOVERNMENT OF RAJASTHAN**  
**BOARD OF TECHNICAL EDUCATION RAJASTHAN JODHPUR**

**SEMESTER SCHEME-2020-21**



**I SEMESTER**  
**(SESSION 2021-2022 & ONWARDS)**



**COMMUNICATION SKILLS IN ENGLISH - I**

Course Code	CA-1001 (Common in All Branches of Non Engineering)
Course Title	Communication Skills in English - I
Number of Credits	1(L-1 T-0, P-0)
Prerequisites	None

**RATIONAL**

For business purposes at every level of performance, language remains the most common and important means of communication. A diploma holder who wants to join an industry or organization needs to possess adequate knowledge and skills in language, its usage and presentation. Proficiency both in written and spoken language is required to be developed among the diploma holders.

**SUBJECT LEARNING OUTCOMES (SLOS)**

The first year syllabus will develop among students the basic knowledge and skills related to syntax and semantics of English Language.

**CONTENTS**

	<b>L</b>
<b>1. Grammar : :</b>	<b>6</b>
<b>1.1</b> Parts of Speech : Noun; Pronoun; Verb; Adverb; Adjective ; Preposition ; Conjunction ; Interjection.	
<b>1.2</b> Common errors in usage of parts of speech	
<b>1.3</b> Articles, Modals in Conversational Usage, Tenses, and Modals: Can, Could, Shall, Should, Will, Would, May, Might, Must, Need not, Darenot, ought to, Used to.	
<b>2. Punctuation:</b>	<b>2</b>
<b>2.1</b> Full stop, Comma, Question mark, Exclamation mark, Inverted Commas, Capital letters.	
<b>3. Letter Writing and Report Writing</b>	<b>3</b>

**REFERENCE BOOKS**

- Intermediate English Grammar Raymond Murphy, Cambridge University Press
- English Grammar, Usage & Composition Tickoo & Subramanian, Pub: S. Chand and Co.
- A Practical Eng. Grammar (and its Exercise Books) Thomson and Martinet, Pub: ELBS
- High School English Grammar and Composition Wren & Martin, Pub: S. Chand and Co.
- ABC of Common Grammatical Errors Nigel D Turton, Macmillan India Ltd.
- Soft Skills Dr. K. Alex Pub: S. Chand and Co.

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**COMPUTER APPLICATIONS-I**

Course Code	CA-1002 (Common in All Branches of Non Engineering)
Course Title	Computer Applications - I
Number of Credits	2(L-2 T-0, P-0)
Prerequisites	None

**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 also focuses on basic application Software for office automation.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject, the students 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.

**CONTENTS**

<b>1. Introduction</b>	<b>L</b>
	<b>6</b>
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 <b>Input Devices:</b> Keyboard, Mouse, Joystick, Scanner, Optical Mark Reader, Bar-code Reader, Magnetic Ink Character Reader, Web Camera	
1.3.4 <b>Output Device:</b> Monitor, Impact printer – Dot Matrix, Non Impact Printers: Laser and Inkjet Printer	
1.3.5 Memory Organization, Primary Memory, Secondary Memory	
1.4 Software	
1.4.1 System Software	
1.4.2 Application Software	
1.5 Relationship between Hardware and Software	
<b>2. Operating System</b>	<b>4</b>
2.1 Concept of Operating System	
2.2 Functions of Operating System	
2.3 Creating Folder and Shortcut	
2.4 Study of Popular Operating Systems: Windows, Androids.	
2.5 Control Panel: Adding new hardware and software, Display, Adding new font, User account management	
<b>3. Office Automation Software</b>	<b>9</b>
3.1 Word Processing	
3.1.1 Copy, Paste, Find and Replace, Redo Undo, Change Case, Spell Check	
3.1.2 Creating and Formatting Tables, Mail Merge	
3.1.3 Character and Paragraph Formatting, Page Formatting, Header Footer	
3.2 Spreadsheet	
3.2.1 Creating, Saving and Editing a Workbook	
3.2.2 Formatting cells: changing data alignment, different number formats, changing font, adding borders and colors	
3.2.3 Sorting and Filtering, Charts and Graphs	
3.3 Presentation Software	

3.3.1 Creating, Opening, Saving presentations and Printing: Slides, Handout

3.3.2 Slide Layout, Presentation Views

3.3.3 Design Presentation, Running and Controlling a Slide Show

**4. Applications of Mobile Phones**

**3**

4.1 Importance of Mobile Phones

4.2 Different Features of Mobile phones like SMS, Instant Messaging Services and File sharing

4.3 Different applications of mobile phones in Education and Business.

**REFERENCE BOOKS**

1 Computer Fundamentals

P.K. Sinha and P. Sinha, BPB publication.

2. Microsoft office for 2016

Amy Kinser, Pearson education.

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SEMESTER SCHEME 2020-21

## INDIAN ART APPRECIATION

Course Code	CA-1003
Course Title	Indian Art Appreciation
Number of Credits	3(L-2 T-1, P-0)
Prerequisites	None

## RATIONALE

The Indian civilization is said to oldest living civilization of the world. A civilization also incorporates religion and culture of those people often executed by art. Through this subject a student would not just earn proud but also educate herself about the beginning and moderation of local art with journey of time. Study of art from pre-historic to modern age presents a wide array of art styles and techniques. Collectively presents a lot of raw for an art student.

## SUBJECT LEARNING OUTCOMES (SLOS)

## CONTENTS

	L	T
1. <b>Art</b> -Meaning of Fine art, Design & Craft.	2	1
2. <b>Pre-Historic art-</b>	4	2
2.1 The importance and characteristics of Pre-Historic art		
2.2 Indus Valley Civilization and main artifacts		
3. <b>Rock-cut caves of Ajanta &amp; Ellora-</b>	7	4
3.1 The Technique of Ajanta Murals: Tempera style and its treatment		
3.2 Famous paintings of Ajanta Caves 1 & 16:		
3.3 The characteristics of Ajanta Paintings		
3.4 Introduction to Ellora: Kailasha temple		
4. <b>Basic introduction to folk art practices and styles</b>	2	1
4.1 Tad Patr Pothi Chitran		
4.2 Warli		
4.3 kalamkari		
4.4 Mandna		
4.5 Fad chitr		
4.6 Kali ghat		
5. <b>Rajasthani Paintings-</b>	4	2
5.1 Famous Rajasthani painting schools		
5.2 Main features of Rajasthani miniature paintings		
6. <b>Modern age artists-</b>	3	1
6.1 Raja Ravi Verma		
6.2 Ravindra Nath Tagore		
6.3 M. F. Hussain		

## REFERENCE BOOKS

1.	Illustrated Dictionary of Art Terms Kimberley Reynolds & Richard, Sedder	
2.	Indian Painting	C. Sivaramamurti
3.	A Brief History of Indian Painting	Lokesh Chandra Sharma
4.	भारतीय चित्रकला का आलोचनात्मक अध्ययन	चमन किरन, राजहंस प्रकाशन मंदिर
5.	भारतीय चित्रकला का इतिहास	डा. अविनाश बहादुर वर्मा, अनिल वर्मा, संगीता वर्मा

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**FUNDAMENTAL DESIGN**

Course Code	CA-1004
Course Title	Fundamental Design
Number of Credits	1(L-1 T-0, P-0)
Prerequisites	None

**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.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the Learner will be able to:

1. Understand the basic elements of design.
2. The student would found herself on a foundation for further journey of designing.
3. After this elementary knowledge of Design Elements, Colours and Composition student would develop an artistic eye in them to ideate and execute visual output in beautiful way.

**CONTENTS**

<b>1. Definition of Design :</b>	<b>L</b>
1.1 Visual design and Design objectives	<b>2</b>
<b>2. Elements of Design :</b>	
2.1 Line: Definition of Line, Horizontal, Vertical, Straight, Curve, Angular, Rhythmic, Spiral, Radial Lines and their effects.	1
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.	1
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.	1
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.	5
2.5 Textures - Definition of textures, Introduction to visual and tactile textures, Manmade, natural and created textures; Different textures and their effects in brief.	1

**REFERENCE BOOKS**

- |  |                   |
|--|-------------------|
| 1. Design Elements, Color Fundamentals | Aaris Sherin      |
| 2. Elements of Design                  | Gail Greet Hannah |
| 3. Composition                         | Wesley Dow        |

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**TYPOGRAPHY & CALLIGRAPHY**

Course Code	CA-1005
Course Title	Topography & Calligraphy
Number of Credits	1(L-1 T-0, P-0)
Prerequisites	None

**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.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the Learner will be able to:

1. Sharpen the art of copywriting in this world of communication and designing
2. Get the knowledge of typography. An impressive typography would result an impressive layout, which would further bracket those running eyes of our prospect consumer. After this subject students would work out visually appealing message.

**CONTENTS**

<b>1. Typography and Calligraphy :</b>	<b>L</b>
1.1. Definition of Calligraphy	<b>3</b>
1.2. Definition of Typography, Basic Principles of Typography	
1.3. Definition of Type, Difference between Type & Font	
<b>2. Typeface anatomy related to Type and Typesetting</b>	<b>4</b>
2.1. Type face :-Light & Dark	
2.2. Upper Case & Lower Case	
2.3. Ascender Line, Mean Line, Base Line & Descender Line: construction & placement of Type Faces in these lines.	
2.4. Kerning, Leading & Point system	
<b>3. Type Classification</b>	<b>4</b>
3.1. Serif and Sanserif	
3.2. Script and Decorative	

**REFERENCE BOOKS**

- |                      |                              |
|----------------------|------------------------------|
| 1. abc of Lettering  | Carl Holmes                  |
| 2. Applied Lettering | George Evans, Christine Cash |
| 3. Learn Calligraphy | Margaret Shepherd            |

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**DRAWING AND ILLUSTRATION – I LAB**

Course Code	CA-1006
Course Title	Drawing and Illustration-I Lab
Number of Credits	4(L-0 T-0, P-8)
Prerequisites	None

**RATIONALE**

Drawing is the art form of producing images on a surface by means of various tools of visual representation. Blending imagination with drawing an artist creates visual interpretation of a concept which is called illustration. Learning both these skills enables a student to convert her imagination into effective design.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the Learner will have:

1. Knowledge of light and shade, perception of basic shapes, character of surface texture is required For any kind of designing;
2. With practice of this subject students would be able to synthesize the use of drawing and this 3D world into her 2D frame.

**CONTENTS****P**

1. **Sketching:** Indoor and Outdoor Sketches using various medium like: Pencil, Pen & Ink, Charcoal, Colored Pencil or watercolor
  - 1.1. Nature Sketching
  - 1.2. Buildings and Monuments
  - 1.3. Human

Practical Submission: 1 sheet on each category. 16
2. **Still Life:** Study of following in pencils, pen and ink, charcoal, water colour with light and shades on different types of sheets (like a cartridge, handmade, Ivory, textured sheets etc.) few sheets with drapery. 40
  - 2.1. Earthen ware Objects: 1 sheet submission, Half imperial
  - 2.2. Glass and Ceramics: 1 sheet submission, Half imperial
  - 2.3. Branded Products: 1 sheet submission, Half imperial
3. **Copy & Memory Drawing:** 1 Sheet on each. 16
4. **Illustration:** - Illustrate any desired product with emphasis on light, shadow and Surface properties. 16  
**Practical Submission:** Minimum 1 sheet in any mediums: - Water colour, Dry pastel, Charcoal etc.

**REFERENCE BOOKS**

1. How to Draw & Paint Bowo Jaxtheimer
2. What you See Ray Smith
3. Drawing techniques Octopus Books

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**DIGITAL DESIGN – I LAB**

Course Code	CA-1007
Course Title	Digital Design-I Lab
Number of Credits	2(L-0 T-0, P-4)
Prerequisites	None

**RATIONALE**

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

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the Learner will be able:

1. To work on designing software which is very necessary in this world of mass communication
2. To develop Printing ability.
3. To learn software, widely used to deal with digital designing.

**CONTENTS****COREL DRAW / Open Source****44****1. Getting Started with COREL DRAW / Open Source**

- 1.1. COREL DRAW / Open Source software 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:** Recreation of existing logos, Visiting cards & Letterhead.

**REFERENCE BOOKS**

1. Corel DRAW: Official Guide Gary David Bouton
2. CorelDraw Training Guide Satish Jain



**COMMUNICATION SKILLS IN ENGLISH – I LAB**

Course Code	CA-1008 (Common in All Branches of Non Engineering)
Course Title	Communication Skills in English - I Lab
Number of Credits	1(L-0 T-0, P-2)
Prerequisites	None

**RATIONAL**

For business purposes at every level of performance, language remains the most common and important means of communication. A diploma holder who wants to join an industry or organization needs to possess adequate knowledge and skills in language, its usage and presentation. Proficiency both in written and spoken language is required to be developed among the diploma holders.

**SUBJECT LEARNING OUTCOMES (SLOS)**

The first year syllabus will develop among students the basic knowledge and skills related to syntax and semantics of English Language.

**CONTENTS****P**

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

1. Listening
2. Speaking

We can club them together as shown below.

**1. Listening:****7**

For improving listening skills, the following steps are recommended-

- 1.1. Listen to Pre-recorded Tapes
- 1.2. Reproduce vocally what has been heard
- 1.3. Reproduce in Written form
- 1.4. Summarise the text heard
- 1.5. Suggest Substitution of Words and Sentences
- 1.6. Answer Questions related to the taped text
- 1.7. Summarise in Writing

**2. Speaking:****7**

Introducing English consonant-sounds and vowel-sounds

- 2.1. 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. Body Language:****8**

- 3.1. Personal Appearance
- 3.2. Posture
- 3.3. Gestures and Hand Movements
- 3.4. Eye Contact
- 3.5. Facial Expressions

**Note:**

1. The Medium of teaching and examination will be English.

2. At least one question will be set from each unit.
3. No theory question will be set from syllabus of practical.

### REFERENCE BOOKS

7. Intermediate English Grammar Raymond Murphy, Cambridge University Press
8. English Grammar, Usage & Composition Tickoo & Subramanian, Pub: S. Chand and Co.
9. A Practical Eng. Grammar (and its Exercise Books) Thomson and Martinet, Pub: ELBS
10. High School English Grammar and Composition Wren & Martin, Pub: S. Chand and Co.
11. ABC of Common Grammatical Errors Nigel D Turton, Macmillan India Ltd.
12. Soft Skills Dr. K. Alex Pub: S. Chand and Co.

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SEMESTER SCHEME 2020-21

**COMPUTER APPLICATIONS-I LAB**

Course Code	CA-1009 (Common in All Branches of Non Engineering)
Course Title	Computer Applications - I Lab
Number of Credits	1.5(L-0 T-0, P-3)
Prerequisites	None

**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 also focuses on basic application Software for office automation.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject, the students 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.

**CONTENTS**

1. Overview of Parts of Computer, Practice of using My Computer, creating, deleting folders and shortcuts. **03**
2. Practice on Control Panel/ Installing/Uninstalling/ Adding Devices **03**
3. Exercise on Word Processing **09**
  - 3.1 Creating, Saving and Opening documents
  - 3.2 Editing Documents-Cut, Copy, Paste, Undo, Redo, Copying one document to other, Change Case, Go to
  - 3.3 Character and Paragraph Formatting, Numbering and Bullets
  - 3.4 Page Formatting, Header and Footer, Page Break, Watermark
  - 3.5 Spell Check, Find and Replace, Inserting Pictures and Clip-arts
  - 3.6 Working with Tables
  - 3.7 Mail-Merge.
4. Exercises on Spreadsheets: **09**
  - 4.1 Creating, saving and Opening worksheet.
  - 4.2 Editing Worksheet.
  - 4.3 Formatting Cells- Font, Number Formats Alignment and Borders.
  - 4.4 Charts and Graphs.
  - 4.5 Sorting and Filtering.
5. Exercises on Presentation Package: **06**
  - 5.1 Creating, saving and Opening presentations .
  - 5.2 Adding animation in slides
  - 5.3 Running a Slide Show
  - 5.4 Printing Slides and Handouts
6. Hands on Experience on usage of Mobile Phones **03**

**REFERENCE BOOKS**

- 1 Computer Fundamentals P.K. Sinha and P. Sinha, BPB publication.
2. Microsoft office for 2016 Amy Kinser, Pearson education.

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**FUNDAMENTAL DESIGN LAB**

Course Code	CA-1010
Course Title	Fundamental Design Lab
Number of Credits	2(L-0 T-0, P-4)
Prerequisites	None

**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.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the Learner will be able to:

1. Understand the basic elements of design.
2. The student would found herself on a foundation for further journey of designing.
3. After this elementary knowledge of Design Elements, Colours and Composition student would develop an artistic eye in them to ideate and execute visual output in beautiful way.

**CONTENTS**

1. Composition with Various Lines and Techniques like Crosshatching, Looping, Nervous Drawing, Criss-Cross, Dotted Lines etc. Submit 1 sheet and 2 rough layouts.
2. Practical Sheets on Composition of Geometric, Natural, Abstract shapes etc. Submit 1 sheet and 2 rough layouts.
3. Artistic Representations on Actual Space and Illusionistic Space. Submit 1 sheet and 2 rough layouts
4. Compositions in Achromatic, Monochromatic & Polychromatic colour schemes respectively. Submit 1 sheet and 2 rough layouts.
5. Compositions Dealing with Natural and Manmade textures respectively. Submit 1 sheet and 2 rough layouts.
6. Composition in Optical Illusion.

**REFERENCE BOOKS**

- |  |                   |
|--|-------------------|
| 1. Design Elements, Color Fundamentals | Aaris Sherin      |
| 2. Elements of Design                  | Gail Greet Hannah |
| 3. Composition                         | Wesley Dow        |

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**TYPOGRAPHY & CALLIGRAPHY LAB**

Course Code	CA-1011
Course Title	Topography & Calligraphy Lab
Number of Credits	2(L-0 T-0, P-4)
Prerequisites	None

**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.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the Learner will be able to:

1. Sharpen the art of copywriting in this world of communication and designing
2. Get the knowledge of typography. An impressive typography would result an impressive layout, which would further bracket those running eyes of our prospect consumer. After this subject students would work out visually appealing message.

**CONTENTS**

	<b>P</b>
<b>1. Free and Lettering and Calligraphy Practice:</b>	24
1.1. Stroke Practice [2 sheets]	
1.2. Lettering in Hindi & English: Gothic, Roman, Helvetica and Devnagri. [ 2 Sheets]	
1.3. Calligraphy design with letters [2 Sheets]	
<b>2. Recognition and Formation of Type</b>	12
2.1. Anatomy of Type, Type Measurements (1 Sheet on each Topic)	
2.2. Slogan writing in Hindi & English	
<b>3. Writing words by using effective and illustrative Letters (2 Sheets)</b>	8

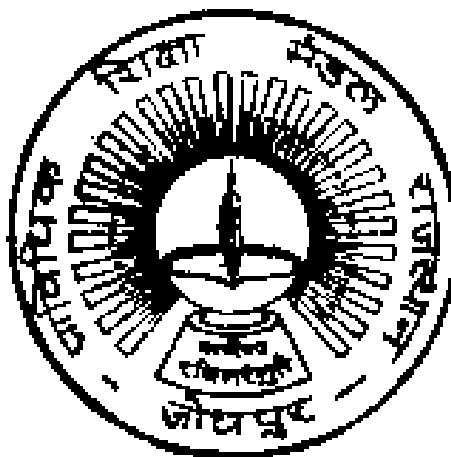
**REFERENCE BOOKS**

- |                      |                              |
|----------------------|------------------------------|
| 1. abc of Lettering  | Carl Holmes                  |
| 2. Applied Lettering | George Evans, Christine Cash |
| 3. Learn Calligraphy | Margaret Shepherd            |

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**GOVERNMENT OF RAJASTHAN**  
**BOARD OF TECHNICAL EDUCATION RAJASTHAN JODHPUR**

**SEMESTER SCHEME-2020-21**



**II SEMESTER**  
**(SESSION 2021-2022 & ONWARDS)**

**COMMUNICATION SKILLS IN ENGLISH - II**

Course Code	CA-2001 (Common in All Branches of Non Engineering)
Course Title	Communication Skills in English - II
Number of Credits	1(L-1 T-0, P-0)
Prerequisites	None

**RATIONAL**

For business purposes at every level of performance, language remains the most common and important means of communication. A diploma holder who wants to join an industry or organization needs to possess adequate knowledge and skills in language, its usage and presentation. Proficiency both in written and spoken language is required to be developed among the diploma holders

**SUBJECT LEARNING OUTCOMES (SLOS)**

The first year syllabus will develop among students the basic knowledge and skills related to syntax and semantics of English Language.

**CONTENTS**

<b>1. Vocabulary Building :</b>	<b>L</b>
	<b>5</b>
1.1. Prefixes and Suffixes	
1.2. Synonyms and Antonyms	
1.3. One Word Substitution	
1.4. Words Often Confused	
1.5. Words Often Mis spelt	
<b>2. Sentence Building:</b>	<b>4</b>
2.1. Types of Sentences and their Transformation -	
2.1.1. Interchange of Affirmative and Negative sentences	
2.1.2. Interchange of Interrogative and Assertive sentences	
2.1.3. Interchange of Exclamatory and Assertive sentences	
<b>3. Composition:</b>	<b>2</b>
3.1. Unseen Passage, Précis Writing	
<b>4. Essay Writing:</b>	<b>2</b>
4.1. Essays on general topics and topics related to environmental problems.	

**REFERENCE BOOKS**

- |  |   |
|--|---|
| 1. Intermediate English Grammar                      | Raymond Murphy, Cambridge University Press  |
| 2. English 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, Pub: S. Chand and Co.        |
| 5. ABC of Common Grammatical Errors                  | Nigel D Turton, Macmillan India Ltd.        |
| 6. Soft Skills                                       | Dr. K. Alex, Pub: S. Chand and Co.          |

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**COMPUTER APPLICATIONS-II**

Course Code	CA2002 (Common in All Branches of Non Engineering)
Course Title	Computer Applications - II
Number of Credits	2(L-2, T-0, P-0)
Prerequisites	None

**RATIONALE**

Use of Computer is increasing for precise and speedy work so it is useful to provide computer knowledge to the students. The course provides knowledge of internet, email, web browsing and E-commerce. It also gives overview of Cyber Security and Information technology Act.

The student will be able to understand the concept of Networks, internet and importance of Cyber security in the present time.

**SUBJECT LEARNING OUTCOMES (SLOS)**

The student will be able to understand the concept of Networks, internet and importance of Cyber security in the present time.

- |  |          |
|--|----------|
| <b>1. Computer Network</b>   | <b>5</b> |
| 1.1 Need of networks   |          |
| 1.2 Data Transmission Media: Twisted pair, Coaxial, Optical Fiber  |          |
| 1.3 Types of Network-LAN, WAN, MAN   |          |
| 1.4 Topologies of LAN - Ring, Bus, Star, Mesh and Tree   |          |
| 1.5 Digital and Analog Transmission  |          |
| 1.6 Modem - Working and characteristics  |          |
| <b>2. Internet</b>   | <b>8</b> |
| 2.1 Introduction to Internet, Intranet, World Wide Web.  |          |
| 2.2 Internet Service Provider.   |          |
| 2.3 URL  |          |
| 2.4 Web Brower and its functions, Web Page, Search Engines   |          |
| 2.5 Protocol: Basic of http, https, FTP, SMTP, POP   |          |
| 2.6 Basic of E-mail:   |          |
| 2.7 E-mail Service Provider  |          |
| 2.8 Composing E-mail   |          |
| 2.9 Mailing List   |          |
| 2.10 Creating Label  |          |
| 2.11 Signature   |          |
| 2.12 Spam  |          |
| <b>3. E-Commerce and Cyber Security</b>  | <b>9</b> |
| 3.1 Introduction to E-Commerce   |          |
| 3.2 Type of E-Commerce   |          |
| 3.3 Advantages and Disadvantages of E-Commerce   |          |
| 3.4 Payment Gateways   |          |
| 3.5 Introduction to different types of Cyber Attacks: Phishing, Ransomware, SQL Injection, Web Jacking, Trojan Attacks, Denial of Service, Cyber Stalking, Password Cracking, Hacking, E mail Spoofing |          |
| 3.6 Cyber laws in India: Introduction to IT (Information Technology) Act'2000  |          |
| 3.7 Definition of Virus, Malware, Scanning & Removing Virus using Antivirus Program  |          |
| <b>4. Multimedia</b>   | <b>4</b> |
| 4.1 What is Multimedia?  |          |
| 4.2 Text and Graphics.   |          |
| 4.3 Animation, Audio, Images and Video.  |          |
| 4.4 Multimedia Application in Education and Entertainments.  |          |



**REFERENCE BOOKS**

1. Computer Fundamentals P.K. Sinha and P. Sinha, BPB publication.
2. Data Communications and Networking Forouzan TMH
3. Internet for Everyone Alexis Leon & Mathews Leon, Vikas Publishing House, New Delhi.

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SEMESTER SCHEME 2020-21

**AESTHETICS & WESTERN ART APPRECIATION**

Course Code	CA2003
Course Title	Aesthetics and Western Art Appreciation
Number of Credits	3(L-2 T-1, P-0)
Prerequisites	None

**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. The intent of this subject is to introduce the beginner to the vivid world of aesthetics and art.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the students will have:

1. An effective knowledge of visual vocabulary appropriate for careers in the visual arts, architecture, visual studies, and the media.
2. Skill of constructing a portfolio of works that demonstrates their writing, and presentation skills through verbal and written exercises.

**CONTENTS**

	<b>L</b>	<b>T</b>
<b>1. Aesthetics</b>	<b>6</b>	<b>3</b>
1.1. What is aesthetics?		
1.2. Importance of Indian Aesthetics		
<b>2. Famous western artist and their art works</b>	<b>16</b>	<b>8</b>
2.1. Leonardo da Vinci		
2.2. Michelangelo		
2.3. Claude Monet		
2.4. Vincent van Gogh		
2.5. Pablo Picasso		
<b>3. Influence of Nature and Religion on Art</b>	<b>4</b>	<b>2</b>

**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. Kleppners Advertising Procedures    | Thomas Russel                       |
| 5. भारतीय सौन्दर्य शास्त्र             | डॉ. नगेन्द्र, अलीगढ़ प्रकाशन        |

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**DESIGN PRINCIPLES**

Course Code	CA-2004
Course Title	Design Principles
Number of Credits	1(L-1 T-0, P-0)
Prerequisites	None

**RATIONALE**

A dish can't be made by pouring ingredients into a bowl. Similarly to create a design one has to have the knowledge of recipe dealing with design elements. This subject of Design Principles presents way to achieve an appealing design. Principles of Design and Rule of Third helps in good composition, Perspective Design present this 3D world into our 2D frame with illusion of same 3D view. These principles apply in all kind of visual composition.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the students will:

1. Develop and enhance their awareness and understanding of the visual world, particularly the natural world and the world of the visual arts, through a thorough study of design principals and observational practices.

**CONTENTS****L**

<b>1. Unity, Harmony, Contrast, Dominance, Rhythm, Proportion and their contribution to design.</b>	<b>4</b>
<b>2. Balance -</b>	<b>4</b>
2.1 Symmetrical & Asymmetrical	
2.2 Radial	
2.3 Value balance	
2.4 Color balance	
<b>3. Perspective Design -</b>	<b>3</b>
3.1 Definition of Perspective Design	
3.2 Aerial Perspective and Linear Perspective	
3.3 Introduction to 1 point, 2 point and 3 point perspective	
<b>4. Rule of Third in design.</b>	<b>2</b>

**REFERENCE BOOKS**

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

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**GRAPHICS & PRINTING**

Course Code	CA-2005
Course Title	Graphics & Printing
Number of Credits	1(L-1 T-0, P-0)
Prerequisites	None

**RATIONALE**

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.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the students will be able:

1. To demonstrate critical thinking and problem-solving skills for design and creation.
2. To demonstrate an effective transference of ideas.

**CONTENTS**

<b>1. Graphic Design :</b>	2
<b>1.1.</b> Definition and Importance of Graphic Design.	
<b>2. Layout:</b>	2
<b>2.1.</b> Definition of Layout	
<b>2.2.</b> Steps of layout	
<b>3. Corporate Identity:</b>	4
<b>3.1.</b> Symbol	
<b>3.2.</b> Definition of Corporate Identity	
<b>3.3.</b> Logo and Logo Type	
<b>3.4.</b> Monogram	
<b>4. Basics of Screen Printing</b>	5
<b>4.1.</b> Introduction and historical background of screen printing	
<b>4.2.</b> Direct and Indirect method	
<b>4.3.</b> Tools & Materials used in screen printing.	

**REFERENCE BOOKS**

- |                                   |   |
|-----------------------------------|---|
| 1. How to                         | Michael Bierut  |
| 2. The Non-Designer's Design Book | Robin Williams  |
| 3. A Smile in the Mind            | Beryl McAlhone, David Stuart, Greg Quinton, Nick Asbury |

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**FIGURE DRAWING LAB**

Course Code	CA-2006
Course Title	Figure Drawing Lab
Number of Credits	4 (L-0 T-0, P-8)
Prerequisites	None

**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.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the students will be able:

1. To synthesize the use of drawing, two-dimensional design and colour.
2. Beginning with Figure Drawing and continuing throughout the program toward the development of advanced capabilities.

**CONTENTS**

- |   |    |
|---|----|
| 1. The Figure:  | 64 |
| 1.1. Proportions of Male and Female (1sheet)  |    |
| 1.2. Simplified geometric form of male and female (1sheet)  |    |
| 1.3. Study of human figure in full & parts: - eyes, nose, lips, ears, arm, wrist leg, feet (8sheet) |    |
| 1.4. Portrait with facial expressions (1 sheet)   |    |
| 1.5. Live figure with shading (1 sheet)   |    |
| 2. Figure in Action: Rapid sketches of figures in action – Walking, Running, Relaxing, Dancing etc. | 16 |
| Practical submission: 2 sheets  |    |
| 3. Drawing Techniques for shading   | 24 |
| 3.1. Hatching   |    |
| 3.2. Highlight & Shading  |    |
| 3.3. Blending   |    |
| 3.4. Stippling  |    |
| 3.5. Line and wash  |    |
| 3.6. Mixed media  |    |

Practical submission: Three sheet on above all topics.

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

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**DIGITAL DESIGN – II LAB**

Course Code	CA-2007
Course Title	Digital Design-II Lab
Number of Credits	2 (L-0 T-0, P-4)
Prerequisites	None

**RATIONALE**

An image speaks faster than words. In this world where everyone has a lot to say a brilliant image pops out to bracket eyes of our prospect. This subject has contents for education on image editing along with elementary knowledge of Photography. All designing professions deal with image editing, presenting opportunity for our students. These contents help students to execute their ideas on a visual platform.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the students will be able:

1. To use Photoshop confidently and effectively. Student will gain the skills and abilities to use Photoshop that are employable and rewarding.

**CONTENTS****Unit 1 Photoshop / Open Source****36**

1. **Introduction to Photoshop / Open Source Software**
  - 1.1. Image Size and Resolution
  - 1.2. Creating New Images
  - 1.3. Creating Workspace
2. **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. **Text and Filters**
  - 5.1. Introduction to textbox
  - 5.2. Formatting Text
  - 5.3. Introduction to Filters

**Submissions:** Newspaper Advertisement, Poster

**Unit 2 Introduction to Photography****16**

1. **Photography in Natural Light:**
  - 1.1. Nature
  - 1.2. Portrait

**Note:**

1. shoot 5 compositions of each of the above points
2. submit softcopy of the same and submit any two print

**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                      |



SEMESTER SCHEME 2020-21

**COMMUNICATION SKILLS IN ENGLISH II-LAB**

Course Code	CA2008 (Common in All Branches of Non Engineering)
Course Title	Communication Skills in English - II Lab
Number of Credits	1(L-0 T-0, P-2)
Prerequisites	None

**RATIONAL**

For business purposes at every level of performance, language remains the most common and important means of communication. A diploma holder who wants to join an industry or organization needs to possess adequate knowledge and skills in language, its usage and presentation. Proficiency both in written and spoken language is required to be developed among the diploma holders

**SUBJECT LEARNING OUTCOMES (SLOS)**

The first year syllabus will develop among students the basic knowledge and skills related to syntax and semantics of English Language.

**CONTENTS**

<b>1. Delivering Short Discourses :</b>	<b>8</b>
1.1. About Oneself	
1.2. Describing a Place, Person, an Object	
1.3. Describing a Picture, Photo	
<b>2. Group Discussion :</b>	<b>8</b>
<b>2.1.</b> Developing skills to initiate a discussion [How to open]	
<b>2.2.</b> Snatching initiative from others [Watch for weak points, etc.]	
<b>3. Interview Skills:</b>	<b>10</b>
3.1. Desirable Qualities	
3.2. Preparation –	
3.2.1. Know the Company	
3.2.2. Know Yourself	
3.2.3. Review Common Interview Questions	
3.2.4. Prepare Questions You Want to Ask the Interviewer	
3.3. Using Proper Verbal and Non-Verbal Cues	
3.4. Exhibiting Confidence	
3.5. Tips for Success	

**Note:**

1. The Medium of teaching and examination will be English.
2. At least one question will be set from each unit.
3. No theory question will be set from syllabus of practicals.

**REFERENCE BOOKS**

1. Intermediate English Grammar Raymond Murphy, Cambridge University Press
2. English 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, Pub: S. Chand and Co.
5. ABC of Common Grammatical Errors Nigel D Turton, Macmillan India Ltd.
6. Soft Skills Dr. K. Alex, Pub: S. Chand and Co.

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**COMPUTER APPLICATIONS-II LAB**

Course Code	CA2009 (Common in All Branches of Non Engineering)
Course Title	Computer Applications - II Lab
Number of Credits	1.5(L-0 T-0, P-3)
Prerequisites	None

**RATIONALE**

Use of Computer is increasing for precise and speedy work so it is useful to provide computer knowledge to the students. The course provides knowledge of internet, email, web browsing and E-commerce. It also gives overview of Cyber Security and Information technology Act.

The student will be able to understand the concept of Networks, internet and importance of Cyber security in the present time.

**SUBJECT LEARNING OUTCOMES (SLOS)**

The student will be able to understand the concept of Networks, internet and importance of Cyber security in the present time.

**CONTENTS****P**

1. Study of different types of Networks and Network Topologies.	3
2. Visit to different Internet Sites.	3
3. Content Searching using Search Engines.	3
4. Downloading and uploading on Websites	3
5. Creating E-mail accounts, Composing and Sending E-mail.	3
6. Sending E-mail with attachments and signature.	3
7. Updating E-mail setting	3
8. Hands on Experience on Different types of E-commerce Websites	3
9. Exercise on Online shopping showing use of payment gateways	3
10. Identifying Cyber Attacks	6
11. Multimedia Applications	6

**REFERENCE BOOKS**

- |                                       |   |
|---------------------------------------|---|
| 1. Computer Fundamentals              | P.K. Sinha and P. Sinha, BPB publication.                         |
| 2. Data Communications and Networking | Forouzan TMH  |
| 3. Internet for Everyone              | Alexis Leon & Mathews Leon,<br>Vikas Publishing House, New Delhi. |

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**DESIGN PRINCIPLES LAB**

Course Code	CA-2010
Course Title	Design Principles Lab
Number of Credits	2(L-0 T-0, P-4)
Prerequisites	None

**RATIONALE**

A dish can't be made by pouring ingredients into a bowl. Similarly to create a design one has to have the knowledge of recipe dealing with design elements. This subject of Design Principles presents way to achieve an appealing design. Principles of Design and Rule of Third helps in good composition, Perspective Design present this 3D world into our 2D frame with illusion of same 3D view. These principles apply in all kind of visual composition.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the students will:

1. Develop and enhance their awareness and understanding of the visual world, particularly the natural world and the world of the visual arts, through a thorough study of design principals and observational practices.

**CONTENTS****P****1. Principles of Design :**

- |   |    |
|---|----|
| 1.1 1 Compositions showing Symmetrical and Asymmetrical balance in which Color Balance and Value Balance is also highlighted. | 8  |
| 1.2 1 Composition Artistically Exhibiting Principles of Unity, Contrast, Dominance, Rhythm & Proportion.                      | 8  |
| 1.3 Perspective Design 1 Sheet - on Linear or Aerial Perspective Respectively.  | 12 |

**2. Composition and Applications of Various Elements and Principles of Design**

- |  |    |
|--|----|
| 2.1 Collage/Paper Craft (Submission 1 Sheet) | 8  |
| 2.2 3D Design (Submit 1 artwork)             | 16 |

**NOTE:**

- 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.

**REFERENCE BOOKS**

- |   |                 |
|---|-----------------|
| 1. Design through Discovery                 | Marjorie Bevlin |
| 2 <sup>o</sup> कला के मूल तत्व और सिद्धान्त | पूर्णिमा पाण्डे |
| 3. Visual Studies                           | Young           |
| 4. Graphic Design                           | Narendra Yadav  |

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**GRAPHICS & PRINTING LAB**

Course Code	CA-2011
Course Title	Graphics & Printing Lab
Number of Credits	2(L-0 T-0, P-4)
Prerequisites	None

**RATIONALE**

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.

**SUBJECT LEARNING OUTCOMES (SLOS)**

After studying the subject the students will be able:

1. To demonstrate critical thinking and problem-solving skills for design and creation.
2. To demonstrate an effective transference of ideas.

**CONTENTS****P**

- |  |     |
|--|-----|
| 1. Layout Design - 1 Submission on each of the following   |     |
| 1.1. Use of Set Square: Format (4:3, 16:9, 60cc, 200cm square, custom), Margin, Columns & Rows, and Gutters. | 4   |
| 1.2. Space division: Linear (Horizontal, Vertical), Radial, and Random                                       | 4   |
| 1.3. Carry bag designing   | 8   |
| 2. Symbol designing-   |     |
| 2.1. Logo Designing: Logo Mark, Logo Type  | 4+8 |
| 2.2. Utilities, Monogram   | 4+8 |
| 3. Screen Printing:  |     |
| 3.1. Layout designing for screen printing  | 4   |
| 3.2. Calendar/ Greeting Card / Wedding Card printing   | 8   |

**NOTE:**

1. **10 copies of Screen Printed submission with colour Printing.**
2. **Field /industrial visit is compulsory. Report of the visit will be considered as a submission**

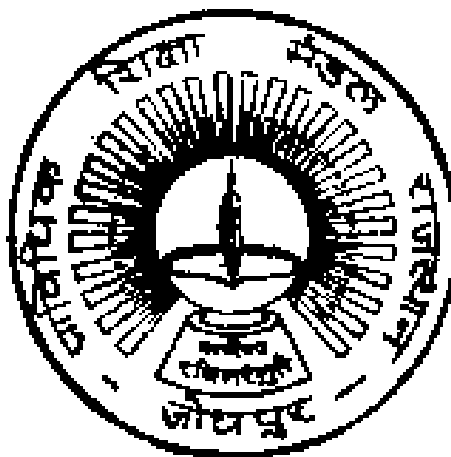
**REFERENCE BOOKS**

- |                                   |   |
|-----------------------------------|---|
| 1. How to                         | Michael Bierut  |
| 2. The Non-Designer's Design Book | Robin Williams  |
| 3. A Smile in the Mind            | Beryl McAlhone, David Stuart, Greg Quinton, Nick Asbury |

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**GOVERNMENT OF RAJASTHAN**  
**BOARD OF TECHNICAL EDUCATION RAJASTHAN JODHPUR**

**SEMESTER SCHEME-2020-21**



**III SEMESTER**  
(SESSION 2021-2022 & ONWARDS)

**ENVIRONMENTAL STUDIES-I**

Course Code	CA-3001 (Common in All Branches of Non Engineering)
Course Title	Environmental Studies-I
Number of Credits	2(L-2 T-0, P-0)
Prerequisites	None

**Course Objectives**

Environmental study is a subject as per directions of Supreme Court / Govt. of India. Under Act. 51 A (g) of our constitution it is our fundamental duty to protect our environment.

A diploma holder must have knowledge of different types of pollution so that she may help in balancing the eco system and controlling pollution by pollution control measures. She should also be aware of environmental laws related to the control of pollution.

**Course Outcomes**

After completing the course the Learner will

- Understand the importance of Environmental cleanliness
- Gain knowledge about the causes of Water and Air pollution ,their effects and methods to check the same.
- Have the knowledge of different types of solid waste and their management techniques.

**COURSE CONTENTS**

<b>1. General :</b>	<b>L 3</b>
1.1 Biotic and abiotic environment.	
1.2 Adverse effects of Environmental Pollution	
1.3 Control strategies	
<b>2. Water Pollution :</b>	<b>7</b>
2.1 Water Quality Standards	
2.2 Surface and underground water sources	
2.3 Impurities in water and their removal	
2.4 Adverse effects of domestic waste water and industrial effluent to surface water sources	
2.5 Self purification of streams	
<b>3. Air Pollution :</b>	<b>7</b>
3.1 Sources of air contaminants	
3.2 Adverse effects on human health	
3.3 Measures to check air pollution	
3.4 Greenhouse effect	
3.5 Global warming	
3.6 Acid rain	
3.7 Ozone depletion	
<b>4. Solid Waste Management :</b>	<b>7</b>
4.1 Introduction to solid waste	
4.2 Its collection and disposal	
4.3 Recovery of resources	
4.4 Sanitary land-filling	
4.5 Vermi-composting	
4.6 Hazardous waste management	

**REFERENCE BOOKS :**

1. Patyavaran Shiksha Dr. A.N. Mathur, Dr. N.S. Rathore  
& Dr. V.K. Vijay
2. Patyavaran Adhyayan Dr. Ram Kumar Gujar  
Dr. B.C. Jat
3. Patyavaran Avabodh Dr. D.D. Ojha
4. Environmental chemistry S.S. Dora  
and pollution control :
5. Ecology concepts and Manuel C. Muller  
application :
6. Environmental protection Emil T. Chanlett
7. Environmental science Cumingham. Saigo
8. Solid waste management : C.I.. Mantell
9. पर्यावरण विनाश के कगार पर राजीव गुप्ता
11. पर्यावरण जीवों का आंगन प्रेमानन्द चंदोला
12. पर्यावरण (त्रैमासिक) पर्यावरण एवं वन मंत्रालय, नई दिल्ली
13. Panda, New letter WWF-India, New Delhi

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SEMESTER SCHEME 2020

**PROFESSIONAL STUDIES – I**

Course Code	CA 3002
Course Title	Professional Studies - I
Number of Credits	3 (L-2,T-2/2, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

- Communication and advertising plays a major role in market management. Thus an aspiring designer should have the basic knowledge of communication, advertising and consumer psychology.

**COURSE CONTENTS:**

<b>1. Communication:</b>	<b>8</b>	<b>4</b>	<b>--</b>
1.1 Introduction to Communication.			
1.2 The Communication Concepts: Definition, Types & Elements			
1.3 The Process of Communication			
1.4 Defining Communication Goal: Designing the Message			
<b>2. Advertising:</b>	<b>6</b>	<b>3</b>	<b>--</b>
2.1 Objectives of Advertising			
2.2 Importance of Advertising: Benefits of Advertising to Consumer, Manufacturer & Society			
<b>3. Consumer Behavior &amp; its Advertising in Brief:</b>	<b>6</b>	<b>3</b>	<b>--</b>
3.1 Consumer Behavior, their Determinations			
3.2 Importance of Consumer Behavior			
3.3 Social & Cultural Influences on Consumer Behavior			
<b>4. Press Visit for Practical Knowledge of Printing</b>	<b>6</b>	<b>3</b>	<b>--</b>

**REFERENCE BOOKS:**

1. Foundations of Advertising	Chunawalls & Sethia
2. Kleppnbris Advertising Process	J Thomas, Russell
3. Advertising	Frank Jefkins
4. Advertising Art & Ideals	G. N. Rege
5. Advertising Art Direction	J. Nath
6. Graphic Design	Narendra Singh Yadav
7. विज्ञापन तकनीक व सिद्धान्त	नरेन्द्र सिंह यादव
8. विज्ञापन कला	एकेश्वर हटवाल

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**PHOTOGRAPHY – I**

Course Code	CA 3003
Course Title	Photography - I
Number of Credits	3 (L-2,T-2/2, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Photography plays an important role in the development of the modern world. An understanding of photography to the commercial artists.

Photography is a vast and creative subject. In this, the students through a professional camera i.e., body, camera sensor and various lenses, they learn the art of commercial photography.

Photography can be used directly as a subject or action, information source for illustration. Photographic material is handled and utilized by the artist in design, layout and production functions. Most of the art work done by professional photographers for the purpose of print and non- print media

**COURSE CONTENTS:**

<b>1. Brief History of Photography:</b>	<b>4</b>	<b>2</b>	<b>--</b>
1.1 Pinhole Camera to DSLR Camera			
<b>2. Exposure:</b>	<b>8</b>	<b>4</b>	<b>--</b>
2.1 Shutter speed			
2.2 Aperture			
2.3 Focal Length			
2.4 Depth of Field			
<b>3. Exposure Triangle: Relation between Shutter, Aperture and ISO</b>	<b>4</b>	<b>2</b>	<b>--</b>
<b>4. Composition:</b>	<b>10</b>	<b>5</b>	<b>--</b>
4.1 Composition in Photography			
4.2 Rule of thirds			
4.3 Focal Point			
4.4 Negative space in photography			

**REFERENCE BOOKS:**

1. D.K. Goel, "The Beginners Photography Guide",
2. Tom Grimm, Michele Grimm, "The Basic Book of Photography"
3. एच. एस. हाशमी, "फोटोग्राफी"
4. Brayon Peterson, "Understanding Exposure"

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**ADVERTISING DESIGN – I**

Course Code	CA 3004
Course Title	Advertising Design - I
Number of Credits	3 (L-2,T-2/2, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Advertising Design is the most visible marketing tool which seeks to transmit an effective message from the marketer to a group of individuals. The marketer pays for sponsoring the advertising activity. Advertising unlike salesmanship which interacts with a Buyer face-to-face is non personal. It is directed at a mass audience and not at an individual as in personal selling.

**COURSE CONTENTS:**

<b>1. Origin of Advertising:</b>	<b>06</b>	<b>03</b>	<b>--</b>
<b>2. Introduction to Advertising</b>	<b>06</b>	<b>03</b>	<b>--</b>
2.1 Definition			
2.2 Types of Advertising			
2.3 Advertising's role in society.			
<b>4. Structure of Advertising Agency:</b>	<b>14</b>	<b>07</b>	<b>--</b>
4.1 Introduction and overview of an Advertising Agency.			
4.2 Departments of an Advertising Agency			
4.2.1 Creative Department.			
4.2.2 Media Department.			
4.2.3 Client Service Department.			
4.2.4 Market Research Department.			

**REFERENCE BOOKS:**

1. G.M. Rege, "Advertising Art and Ideas"
2. Gavin Brackenridge & Co. Inc., "The Agency Book"
3. Sanjay Tiwari, "The Uncommon Sense of Advertising"
4. नरेन्द्र सिंह यादव, "विज्ञापन तकनीक व सिद्धान्त"
5. एकेश्वर हटवाल, "विज्ञापन कला"

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**GRAPHIC DESIGN – I**

Course Code	CA 3005
Course Title	Graphic Design - I
Number of Credits	2 (L-2,T-0, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

The graphic designer needs to develop basic skills and techniques for today's market. The projects in this subject reflect the wide range of applications of graphic skills and an indication of the variety of work involved.

**COURSE CONTENTS:**

<b>1. Understanding Graphic Design :</b>	<b>12</b>	--	--
1.1. Evolution of word 'Graphic'			
1.2. Graphic Design vs Graphic Art			
1.3. Role of drawing in graphic design			
1.4. Role of Graphic Designer			
<b>2. Digital Printing Colour Theory:</b>	<b>08</b>	--	--
2.1. Additive theory of colour			
2.2 Subtractive theory of colour			
<b>3. Standard Print Advertising Sizes:</b>	<b>06</b>	--	--
3.1. Newspaper & Magazine Advertising sizes & measurement			
3.2. Bleed in printing			
3.3. Page Design			

**REFERENCE BOOKS:**

1. Scotts Jason, "Graphic Design for Beginners"
2. Robin Williams, "The Non-Designer's Design Book"
3. Jessica Glaser, "The Graphic Design Exercise Book"
4. Renee Stevens, "Powered by Design"

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**DRAWING & ILLUSTRATION – II LAB**

Course Code	CA 3006
Course Title	Drawing & Illustration – II Lab
Number of Credits	3 (L-0,T-0, P-06)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Drawing embodies a genuine and a decent way of thinking. It is an art in its own right and reflects immediately the impulses of your imagination. Good drawing involves two complementary processes first search and discovery, second consolidation of the results into a unity. Therefore, it is essential for a Commercial Art student.

**COURSE CONTENTS:**

<b>1. Still life:</b>	-- --	<b>30</b>
1.1 Detailed study of different objects (hand finishing) Special Emphasis should be given to Textures Medium Pencil / Water Colour & Poster Colour / Any Medium.		
1.2 Change the treatment of above still life.		
<b>2. Creative Work:</b>	-- --	<b>24</b>
2.1 Any Illustration		
2.2 Change the Treatment of the Original into Creative.		
<b>3. Life Study:</b>	-- --	<b>24</b>
3.1 Study of Figure (Male/ Female) in action		
3.1.1 Medium Pencil/ Charcoal/ Water Colour / Any Medium.		

**Note: 1. Unit Two only for the purpose of Creativity not for board examination.**

**2. 02 sheet Submission for Unit: 1, 02 sheet Submission for Unit: 2, 01 sheet Submission for Unit: 3**

**REFERENCE BOOKS:**

1. Todd M Casey, "The Art of Still Life"
2. Prosenjit Saha, "Drawing Still Life"
3. Pearce Steven, "Beginning Still Life"
4. Hazel Harrison, "Art School: How to Paint & Draw"

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**DIGITAL DESIGN – III LAB**

Course Code	CA 3007
Course Title	Digital Design – III Lab
Number of Credits	1.5(L-0,T-0, P-3)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

In an increasingly digitized world, it's likely that as a designer, students will be working quite a bit with digital design. As a graphic artist, understanding the specifics of designing for digital platforms will help them take their career to the next level.

**COURSE CONTENTS:****1. Introduction of Corel Draw / Any Vector Editing Software / Open Source software.**

<b>Submission</b>	<b>Hours</b>
<b>02</b>	<b>39</b>

**1.1 Study of Tools.**

Student will learn to identify and use of tools in the toolbox to create half page design for flyer / News paper advertisement. They will also learn about the use of color and several ways to apply to an object and its outline. How this relates to RGB and CMYK colors and screen v/s printed colors

**1.2 Using Photographs in a Social Poster**

Student will learn to use vector graphics and bitmap images as they create any standard page size.

**Note: 1. 01 sheet Submission for Unit: 1.1, 01 sheet Submission for Unit: 1.2**

**REFERENCE BOOKS:**

1. Corel Draw in Simple Steps DT Editorial Services
2. CorelDRAW Graphic Suite - Guidebook
3. कोरल ड्रॉ वष्णु प्रिया सिंह
4. Designer Greeting Cards Rockport Publication Inc.
5. Photoshop for Artists Sylvie Covey
6. Photoshop Training Guide Prof. Satish Jain, M. Geetha.

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**ADVERTISING DESIGN – I LAB**

Course Code	CA 3008
Course Title	Advertising Design – I Lab
Number of Credits	3 (L-0,T-0, P-6)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Advertising is an ever growing field with new job and research-based opportunities opening up all the time. Things are becoming more and more scientific. Students will learn overall principles, detailed techniques and technical jargon which will further prepare them for the advertising opportunities that await.

**COURSE CONTENTS:****1. Prepare Full Color Advertisement**

1.1	Prepare 2 Advertising for Newspaper	--	--	<b>24</b>
1.2	Prepare 1 Dangler/Calendar on above subject	--	--	<b>12</b>
1.3	Folder/Leaflet/Flyer	--	--	<b>18</b>
1.4	Package Design for consumer product (Can be on above topic)	--	--	<b>24</b>

**REFERENCE BOOKS:**

1. Art Director's Annual                      A.D.C. Publication
2. The Modern American Poster            J. Stewart Johnson
3. Graphic Posters                              Walter Herdeg, Graphs Press Corp. Zwich
4. Twentieth Publication Design            Madison Squares Press Incorporation Annual
5. Ogilvy on Advertising                      David Ogilvy
6. The Uncommon Sense of                  Sanjay Tiwari Advertising
7. The Agency Book                            Gavin Brackenridge & Co. Inc

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**ENVIRONMENTAL STUDIES-I LAB**

Course Code	CD-3009 (Common in All Branches of Non Engineering)
Course Title	Environmental Studies-I Lab
Number of Credits	1.0 (L-0, T-0, P-2)
Prerequisites	None

**Course Objective**

Environmental study is a subject as per directions of Supreme Court / Govt. of India. Under Act. 51 A (g) of our constitution it is our fundamental duty to protect our environment.

A diploma holder must have knowledge of different types of pollution so that she may help in balancing the eco system and controlling pollution by pollution control measures. She should also be aware of environmental laws related to the control of pollution.

**Course Outcomes**

After completing the course the Learner will

- Understand the extent of Air pollution in their city.
- Understand the extent of Water pollution in their city.
- Know about the Ph value of water , hardness and TDS of water, their importance method of determination .
- Have knowledge of solid waste management of their city

**PRACTICALS**

1. Visit to the important circles and measurement of Air Quality Index
2. Determination of Ph Value of tap Water
3. Determination of Hardness of tap Water by EDTA Method
4. Determination of TDS of tap Water
5. Visiting the local agency to Prepre the report of solid waste management of the city .
6. Plantation

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**PHOTOGRAPHY – I LAB**

Course Code	CA 3010
Course Title	Photography – I Lab
Number of Credits	1.5(L-0,T-0, P-3)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

It's important to undertake a photography course at college to build the foundations of a successful career with technical skills and practical experience. This course provides students the structure necessary to expand their horizons.

**COURSE CONTENTS:**

**Camera part, Function, Digital Camera, Lighting, Exposure, Composition, Depth of Field.**

1. Nature	--	--	<b>09</b>
2. Still life	--	--	<b>09</b>
3. Architecture / Monuments	--	--	<b>09</b>
4. Portraits	--	--	<b>12</b>

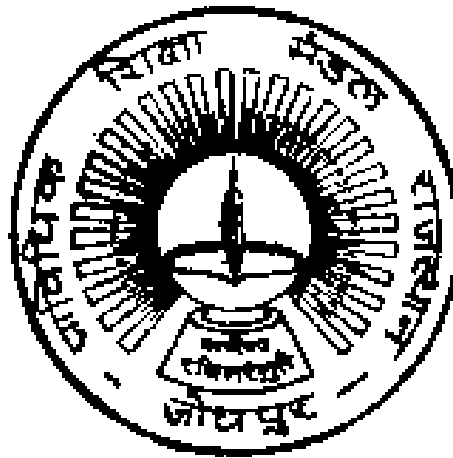
**REFERENCE BOOKS:**

1. Brayan Peterson, "Understanding Exposure"
2. Michael Freeman, "The Photographer's Eye"
3. Fil Hunter, Paul Q Fuqua, and Steven Biver, "Light Science and Magic: An Introduction to Photographic Light"
4. Bruce Barnbaum, "The Art of Photography: An Approach to Personal Experience"

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**GOVERNMENT OF RAJASTHAN**  
**BOARD OF TECHNICAL EDUCATION RAJASTHAN JODHPUR**

**SEMESTER SCHEME-2020-21**



**IV SEMESTER**  
(SESSION 2021-2022 & ONWARDS)



**ENVIRONMENTAL STUDIES-II**

Course Code	CA-4001 (Common in All Branches of Non Engineering)
Course Title	Environmental Studies-II
Number of Credits	2 (L-2 T-0, P-0)
Prerequisites	None

**COURSE LEARNING OBJECTIVES**

Environmental study is a subject as per directions of Supreme Court / Govt. of India. Under Act. 51 A (g) of our constitution it is our fundamental duty to protect our environment. A diploma holder must have knowledge of different types of pollution so that she may help in balancing the eco system and controlling pollution by pollution control measures. She should also be aware of environmental laws related to the control of pollution.

**COURSE OUTCOMES-**

After completing the course the Learner will

- Understand the importance of Environmental cleanliness
- Gain knowledge about the causes of Land pollution , Land erosion and prevention
- Understand about Biodiversity and ecosystems
- Water harvesting methods and about the Rural Sanitation
- Know the different Non conventional energy sources and their advantages

**COURSE CONTENTS****L****1. Land Pollution :****5**

- 1.1 Soil conservation
- 1.2 Land erosion
- 1.3 Afforestation

**2. Ecology :****7**

- 2.1 Basics of species
- 2.2 Biodiversity
- 2.3 Population dynamics
- 2.4 Energy flow
- 2.5 Ecosystems

**3. Water Harvesting and Rural Sanitation :****7**

- 3.1 Water harvesting techniques
- 3.2 Different schemes of Rural Water Supply in Rajasthan
- 3.3 Rural Sanitation
- 3.3 Septic Tank
- 3.5 Collection and disposal of wastes
- 3.6 Bio-gas
- 3.7 Community Awareness and participation

**4. Non Conventional Energy Sources :****7**

- 4.1 Non-Conventional (Renewable) sources of energy
- 4.2 Solar energy, Wind energy, Bio-mass energy, Hydrogen energy

**REFERENCE BOOKS :**

1. Patyavaran Shiksha Dr. A.N. Mathur, Dr. N.S. Rathore & Dr. V.K. Vijay
2. Patyavaran Adhyayan Dr. Ram Kumar Gujar Dr. B.C. Jat
3. Patyavaran Avabodh Dr. D.D. Ojha
4. Environmental chemistry S.S. Dora  
and pollution control :
5. Ecology concepts and Manuel C. Muller  
application :
6. Environmental protection Emil T. Chanlett
7. Environmental science Cumingham. Saigo
8. Solid waste management : C.I.. Mantell
9. Introduction to Environmental Gilbert M Masters  
Engineering & Science Prentice Hall of India, 1995
10. Concept of Ecology, 1991 Edward J Kormondy
11. Ecology 1975 Odum
12. Environmental Engineering Peavy, Rowe, Tehobaniglum
13. Environmental Impact Mc Graw Hill, NewYork, 1977  
Assessment
14. Environmental Technologies for Dr. Upendra Pandel  
Sustainable Development Dr. M.P. Poonia
15. Environmental Pollution V.K. Kohli & Vikas Kohli  
& Management
16. पर्यावरण विनाश के कगार पर राजीव गुप्ता
17. पर्यावरण जीवों का आंगन प्रेमानन्द चंदोला
18. पर्यावरण (त्रैमासिक) पर्यावरण एवं वन मंत्रालय, नई दिल्ली
19. Panda, New letter WWF-India, New Delhi

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SEMESTER SCHIL

SEMESTER SCHEME-2-20-21

**PROFESSIONAL STUDIES – II**

Course Code	CA 4002
Course Title	Professional Studies – II
Number of Credits	3 (L-2,T-2/2, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Study of Advertising, Media and Printing is required for commercial students. Printing has been an ancient art. It has been into existence from the time of ancient Indian culture when they use to print on papyrus leaves and stone tablet. The industrialization of printing changed the outlook of world. World started reading, understand and thinking.

**COURSE CONTENTS:****1. Media:**

1.1	Types of advertising media: Characteristics, Advantages and Disadvantages	2	1	--
1.2	Advertising Campaign: Media Mix, Media Schedule	2	1	--

**2. Brief Introduction: Basic Types of Printing Process:**

2.1	Letter Press Printing	4	2	--
2.2	Offset Printing	8	4	--
2.3	Gravure Printing	4	2	--

**3. Press Visit for Practical Knowledge of Printing** 6 3 --

**Note : One Assignment on Practical / Theory based in tutorial per topics.**

**REFERENCE BOOKS:**

1. Foundations of Advertising	Chunawalls & Sethia
2. Kleppnbris Advertising Process	J Thomas, Russell
3. Advertising	Frank Jefkins
4. Advertising Art & Ideals	G. N. Rege
5. Advertising Art Direction	J. Nath
6. Graphic Design	Narendra Singh Yadav
7. विज्ञापन तकनीक व सिद्धान्त	नरेन्द्र सिंह यादव
8. विज्ञापन कला	एकेश्वर हटवाल

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**PHOTOGRAPHY – II**

Course Code	CA 4003
Course Title	Photography – II
Number of Credits	3 (L-2,T-2/2, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Studying photography will allow students to expand their skills as they immerse themselves in the subject whilst surrounded by peers with the same passion for imagery. They will gain confidence as a photographer, learn about all aspects of the medium and its pioneers.

**COURSE CONTENTS:**

<b>1. Lens:</b>	<b>8</b>	<b>4</b>	<b>--</b>
1.1 Standard Lens			
1.2 Wide Angle Lens, Fish Eye Lens			
1.3 Telephoto Lens			
1.4 Zoom Lens and Prime Lens			
1.5 Macro Lens			
<b>2. Lighting in photography:</b>	<b>8</b>	<b>4</b>	<b>--</b>
2.1 Natural light			
2.2 Artificial light			
2.3 Types of Light: Front light, Back light, Side light, Hard light, Soft light			
2.4 Basic studio lighting: Key light, Fill light, Back light			
<b>3. Camera controls:</b>	<b>6</b>	<b>3</b>	<b>--</b>
3.1 Focus modes: Autofocus, Manual			
3.2 Focus points in AF mode			
3.3 Shooting Modes: P, S, A and M			
3.4 White Balance			
<b>4. Flash:</b>	<b>4</b>	<b>2</b>	<b>--</b>
4.1 Flash controls			
4.2 Sync speed			

**REFERENCE BOOKS:**

1. D.K. Goel, "The Beginners Photography Guide",
2. Tom Grimm, Michele Grimm, "The Basic Book of Photography"
3. एच. एस. हाशमी, "फोटोग्राफी"
4. Brayan Peterson, "Understanding Exposure"

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**ADVERTISING DESIGN - II**

Course Code	CA 4004
Course Title	Advertising Design – II
Number of Credits	3 (L-2,T-2/2, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Advertising study allows students to gain practical advertising experience. It is important to learn much about advertising and the media as a whole. Advertising is a large field, comprised of creative and business professionals who share one main goal: to motivate customers to buy products or services.

**COURSE CONTENTS:**

- |  |           |           |           |
|--|-----------|-----------|-----------|
| <b>1. Advertising design essentials:</b> | <b>14</b> | <b>07</b> | <b>--</b> |
| 1.1 Advertising art & Ideas              |           |           |           |
| 1.2 Target audience                      |           |           |           |
| 1.3 Brand image                          |           |           |           |
| 1.4 Unique selling proposition (USP).    |           |           |           |
| <br>                                     |           |           |           |
| <b>2. Social Media Advertising:</b>      | <b>12</b> | <b>06</b> | <b>--</b> |
| 2.1 Introduction                         |           |           |           |
| 2.2 Social media targeting               |           |           |           |

**REFERENCE BOOKS:**

1. G.M. Rege, "Advertising Art and Ideas"
2. Gavin Brackenridge & Co. Inc., "The Agency Book"
3. Sanjay Tiwari, "The Uncommon Sense of Advertising"
- 4ण नरेन्द्र सिंह यादवए श्विज्ञापन तकनीक व सिद्धान्तए
- 5ण एकेश्वर हटवालए श्विज्ञापन कलाए

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**GRAPHIC DESIGN - II**

Course Code	CA 4005
Course Title	Graphic Design – II
Number of Credits	2 (L-2,T-0, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Graphic design is a dream role for creative types. The variety of platforms, software and the incessant thirst for unique content, students will push the limits of their creativity. Graphic Designers are encouraged to be authentic. A graphic design means variety, allowing them to follow their passions, working on projects.

**COURSE CONTENTS:**

<b>1. Grid:</b>	<b>12</b>	<b>--</b>	<b>--</b>
1.1 What is grid in Graphic Designing			
1.2 Early history of Grids			
1.3 Types of Grids			
1.4 Importance of Grids in Graphic Design			
<b>2. Printing Folds:</b>	<b>08</b>	<b>--</b>	<b>--</b>
2.1 Understanding Folds in printing			
2.2 Different Paper Folding techniques in printing			
<b>3. Digital media design:</b>	<b>06</b>	<b>--</b>	<b>--</b>
3.1 Define Digital Media Design			
3.2 Difference between Digital Media Design and Graphic Design			

**REFERENCE BOOKS:**

1. Scotts Jason, "Graphic Design for Beginners"
2. Robin Williams, "The Non-Designer's Design Book"
3. Jessica Glaser, "The Graphic Design Exercise Book"
4. Renee Stevens, "Powered by Design"

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**DRAWING & ILLUSTRATION – III LAB**

Course Code	CA 4006
Course Title	Drawing & Illustration – III Lab
Number of Credits	3 (L-0,T-0, P-6)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Drawing and Illustration plays a key role in all formats where visual meaning and storytelling use images to render a narrative. Illustrators are trained professionals, who can draw in a variety of media through pen and pencil. Pen and pencil illustrations usually consist of clearly defined lines, while charcoal and pastel illustrations consist of thick lines and smudged areas of shading. These illustrations might grace publications like books, newspapers, or magazines, or they can be admired as they hang on a wall in an art gallery or business.

**COURSE CONTENTS:**

- |   |       |           |
|---|-------|-----------|
| <b>1. Outdoor Study:</b>  | -- -- | <b>30</b> |
| 1.1 Study of various Landscape. The Emphasis will be on the use of Perspective<br>- Both Linear and Colour Perspective. |       |           |
| <b>2. Folk and Traditional Art:</b>   | -- -- | <b>18</b> |
| 2.1 Worli/Madhubani/Mandana Art   |       |           |
| <b>3. 2D / 3D Art :</b>   | -- -- | <b>30</b> |
| 3.1 Mural/3D Model: any medium  |       |           |

**Note: 1. Unit Three only for the purpose of Creativity not for board examination.**

- 2. 01 sheet Submission for Unit: 1, 01 sheet Submission for Unit: 2, 01 sheet Submission for Unit: 3**

**REFERENCE BOOKS:**

- |                                   |                    |
|-----------------------------------|--------------------|
| 1. How to Draw & Paint the Figure | Stan Smith         |
| 2. The art of Drawing             | Philip Rawsion     |
| 3. How to Paint & Draw            | Bodo W. Jaxthermer |
| 4. How to Paint & Draw Series     | Walter T. Toster   |

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**DIGITAL DESIGN – IV LAB**

Course Code	CA 4007
Course Title	Digital Design – IV Lab
Number of Credits	1.5 (L-0, T-0, P-3)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Digital Design is a creative practice that uses digital forms based upon computer technology. It is an essential part of the creative process and development of any design by the designers to gain professional experience and knowledge in corporate and advertising design. This digital design curriculum is designed to provide students with essential graphics and visual communication skills that they can use to enhance almost every aspects of their college work and later they apply to careers.

**COURSE CONTENTS:**

	Submission	Hours
<b>1. Introduction of Photoshop / Any Image Editing Software / Open Source Software</b>	<b>02</b>	<b>24</b>
1.1 Study of Tools. Student will learn to work with raster and *png images, layers, layer masks, text while creating a design.		
1.2 Merging of Photographs Student will learn to merge 3 to 5 photographs to create a single dramatic image.		
<b>2. Introduction of Windows Movie Maker/Open Source software/ Cellphone Apps</b>	<b>01</b>	<b>15</b>
2.1 Create a movie presentation using photographs, text, music and animation effects for short documentary/ advertisements / movie.		

**REFERENCE BOOKS:**

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Designer Greeting Cards  | Rockport Publication Inc.     |
| 2. Photoshop for Artists    | Sylvie Covey                  |
| 3. Photoshop Training Guide | Prof. Satish Jain, M. Geetha. |

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**ADVERTISING DESIGN – II LAB**

Course Code	CA 4008
Course Title	Advertising Design – II Lab
Number of Credits	3 (L-0,T-0, P-6)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

With a rapidly changing and expanding field such as advertising, students must study thoroughly to get the most out of the course which prepare them for the years of application. To really get to know the nature of advertising, they must study the world around them.

**COURSE CONTENTS:****1. Prepare Full Color Advertisement**

1.1	Prepare 2 Advertising for Magazine	--	--	<b>24</b>
1.2	Prepare one Poster / Hoarding (Hand Finish or Computerized)	--	--	<b>12</b>
1.3	Simple product packaging (Wrapper/Paper Board/Polybags)	--	--	<b>24</b>
1.4	T-Shirt Design	--	--	<b>18</b>

- Note:**
1. 5 Rough layouts should be submitted for each submission.
  2. For each submission - Priority should be given to making designs with computers

**REFERENCE BOOKS:**

1. Art Director's Annual                      A.D.C. Publication
2. The Modern American Poster              J. Stewart Johnson
3. Graphic Posters                              Walter Herdeg,
4. Twentieth Publication Design              Madison Squares Press Incorporation
5. Ogilvy on Advertising                      David Ogilvy
6. The Uncommon Sense of                  Sanjay Tiwari Advertising
7. The Agency Book                              Gavin Brackenridge & Co. Inc.

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**ENVIRONMENTAL STUDIES-II LAB**

Course Code	CD-4009 (Common in All Branches of Non Engineering)
Course Title	Environmental Studies-II lab
Number of Credits	1.0 (L-0, T-0, P-2)
Prerequisites	None

**Course Objective:**

Environmental study is a subject as per directions of Supreme Court / Govt. of India. Under Act. 51 A (g) of our constitution it is our fundamental duty to protect our environment.

A diploma holder must have knowledge of different types of pollution so that she may help in balancing the eco system and controlling pollution by pollution control measures. She should also be aware of environmental laws related to the control of pollution.

**Course Outcomes**

After completing the course the Learner will

- Understand the extent of Land pollution in their city.
- Understand the local birds, plants, insects.
- Importance of Afforestation (Plantation)
- Have awareness towards Environment

**Practicals**

1. Visit to local area to document environmental assets-mountain/ desert / river / forest
2. Study of local birds, plants, insects
3. Plantation
4. Environmental awareness campaign through exhibitions

**Note :** After visits/ study, the students will prepare posters , charts , reports for exhibitions / presentations.

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**PHOTOGRAPHY – II LAB**

Course Code	CA 4010
Course Title	Photography – II Lab
Number of Credits	1.5 (L-0,T-0, P-3)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Photography has so many elements, the science of light, the technology of the camera and the creative artistic side, there is a lot to learn. Photography is a very acceptable form of creativity that allows endless flexibility in how students adapt it to their own personal style. That style can grow as they learn more and start to experiment with different things.

**COURSE CONTENTS:****Rule of Third, Color, Filters, Professional Photography.**

1. Action Photography	-- --	21
2. Photo-Journalism	-- --	15

**Submission :** 1. One enlargement (Print) for each topic.  
2. Three shoots for each topic in soft copy

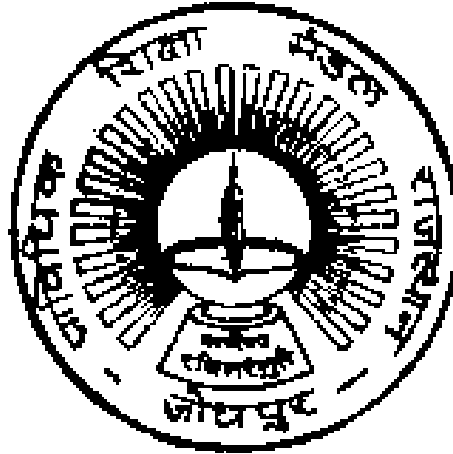
**REFERENCE BOOKS:**

1. Photography Made Simple	S. Chand & Sons.
2. Practical Photography	A.H. Hashmi
3. Trick Photography	
4. Complete Guide to Digital Photography	Rick Sammons
5. Digital Photography	Tom Any
6. The Digital Photography, Book Part 2	Scott Kelby
7. The Art of Photography: Approach to personal expression	Bruce Barnbaum
8. Photography a cultural history Marien	Mary Warner
9. फोटोग्राफी तकनीक एवं सिद्धान्त	नरेन्द्र यादव
10. छायांकन	गुलाब कोठारी

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**GOVERNMENT OF RAJASTHAN**  
**BOARD OF TECHNICAL EDUCATION RAJASTHAN JODHPUR**

**SEMESTER SCHEME-2020-21**



**V SEMESTER**  
**(SESSION 2022-2023 & ONWARDS)**

**PROFESSIONAL MANAGEMENT & ENTREPRENEURSHIP-I**

Course Code	CA 5001(Common to all Branches of Non Engineering)
Course Title	Professional Management & Entrepreneurship-I
Number of Credits	3 (L-3, T-0, P-0)
Prerequisites	None

**Course objective:**

To achieve the targets and goals in an organization, it is essential to have the knowledge of various facets of businesses and management. On the other hand, economic development of a nation much depends upon entrepreneurship development. With large pool of technically educated youth and open market system, a big number of youth can turn to be business ventures, generating employment opportunities and leading to better utilization of resources.

This course not only gives an insight into the basic concepts, principles and processes of management and business organizations but also understanding of different aspects of entrepreneurship development to young entrants.

**COURSE OUTCOMES**

On completion of the course student will be able to:

1. Get familiarize with basics of business organization and management
2. Acquire the essential knowledge required for becoming an entrepreneur

**COURSE CONTENTS****1. Meaning and Scope of Business**

- 1.1 Definition
  - 1.1.1 Profession
  - 1.1.2 Trade
  - 1.1.3 Industry
- 1.2 Objectives of business and profession

**2. Types of Business Organization**

- 2.1 Brief description
- 2.2 Advantages and disadvantages of
  - 2.2.1 Individual/Sole
  - 2.2.2 Partnership
  - 2.2.3 Cooperative
  - 2.2.4 Private and Public limited organizations
- 2.3 Organizational Charts
- 2.4 Business Ethics
- 2.5 Characteristics of small businesses

**3. Management Techniques**

- 3.1 Leadership
- 3.2 Authority
- 3.3 Responsibility
- 3.4 Functions of Management

**4. Human Resource Management**

- 4.1 Functions & Importance
- 4.2 Human resource planning
- 4.3 Training
- 4.4 Mentoring
- 4.5 Motivating

4.6 Grievances and their handling

**5. Material Management**

- 5.1 Duties of purchase department
- 5.2 Purchase order & Contracts
- 5.3 Tendering Procedure
- 5.4 Tenders and their types
- 5.5 Tender related costs
- 5.6 Store Keeping
  - 5.6.1 Objectives
  - 5.6.2 Receipt and issue of material
  - 5.6.3 Physical verification of store
  - 5.6.4 Disposal methods

**6. Entrepreneurship**

- 6.1 Introduction, scope and need
- 6.2 Characteristics of Entrepreneurship
- 6.3 Classification of Industries
- 6.4 Types of Industries
- 6.5 Industrial Policy

**7. Entrepreneurship Support Systems**

- 7.1 Institutional support from state and central organizations viz NSIC, SIDO, KVIC, DIC, SIS SIDBI, SFC, RFC etc
- 7.2 Loan/credit facilities by banks and financial institutions
- 7.3 Facilities to Women entrepreneurs
- 7.4 Important legislations (Factory Act, Minimum Wage Act, Workmen Compensation Act etc)

**REFERENCES:**

- 1. Industrial Engineering and Management, O P Khanna
- 2. Handbook of Small Scale Industry by P M Bhandari
- 3. Entrepreneurial Development, S S Khanka, S Chand
- 4. Industrial Engineering and Management, Sharma and Banga
- 5. Entrepreneurial Development Dr S S Khanka, S Chand Publishing
- 6. Management and Entrepreneurship, V K Sharma and O P Harkut, Scientific Publishers
- 7. Entrepreneurship Development Handbook, O P Harkut and J P Vaishnav, Scientific Publishers
- 8. Entrepreneurship Development And Management, J S Narang, Krishan Lal, V Dalal, Dhanpat Rai

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**PROFESSIONAL STUDIES - III**

Course Code	CA 5002
Course Title	Professional Studies – III
Number of Credits	3 (L-2,T-2/2, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Being a Commercial Art student it is necessary to study advertising & communication. The principles underlying advertising & marketing and the modern day mantras of communication make the longitudes, & latitudes of effective communication.

**COURSE CONTENTS:**

<b>1. Marketing and Advertising:</b>	<b>06</b>	<b>03</b>	<b>--</b>
1.1 What is Marketing & Marketing Mix			
1.2 Role of Advertising in Marketing			
1.3 Direct Marketing and Direct Advertising			
<b>2. The Promotional Mix:</b>	<b>06</b>	<b>03</b>	<b>--</b>
2.1 Personal selling and its characteristics			
2.2 Sales promotion and types of sales promotion			
2.3 Publicity/Public relation			
<b>3. Aspects of Advertising:</b>	<b>04</b>	<b>02</b>	<b>--</b>
3.1 Legal aspects of advertising			
3.2 Various Acts and Laws related to advertising			
3.3 Economical aspects of Advertising			
<b>4. Classification of Advertising:</b>	<b>02</b>	<b>01</b>	<b>--</b>
4.1 Classified Advertising			
4.2 Display Advertising			
<b>5. Adverting Media:</b>	<b>08</b>	<b>04</b>	<b>--</b>
5.1 Print Media			
5.2 Electronic Media			
5.3 Direct Mail			
5.4 P.O.P.			
5.5 Digital Media			

**REFERENCE BOOKS:**

1. Rajeev Batra, John & Myers, David A. Saker, "Advertising Management"
2. Kleppner's, "Advertising Procedure"
3. John S Wright, Daniel S Warner "Advertising"
4. Chunawalla & Sethia, "Foundation of Advertising"
5. Kazmi & Batra, "Advertising & Sales Promotion"

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**COPY WRITING - I**

Course Code	CA 5003
Course Title	Copy Writing - I
Number of Credits	2 (L-1,T-1, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Making Pictures with words, creating magic with script is an essential ingredient of communication design. The student should be well - versed in making effective selling messages to capture the market segment.

**COURSE CONTENTS:****1. Copy Definition**

- |     |  |    |    |    |
|-----|--|----|----|----|
| 1.1 | The importance of Copy in advertisement                | 13 | 13 | -- |
| 1.2 | The role of copy writing                               |    |    |    |
| 1.3 | How copy communicates                                  |    |    |    |
| 1.4 | Message Structure I                                    |    |    |    |
| 1.5 | Message Structure II                                   |    |    |    |
| 1.6 | Message Source   |    |    |    |
| 1.7 | Types of copy Writing                                  |    |    |    |
| 1.8 | Legal restriction in creative writing and advertising. |    |    |    |

**REFERENCE BOOKS:**

- 1 Arthur A Winter, Sherley F Miton , "The Creative connection"
- 2 June valladares , "The Craft of Copywriting"
- 3 David Ogilvy , "Ogilvy on Advertising"
- 4 Rege, "Art & Ideas"

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**ADVERTISING DESIGN – III**

Course Code	CA 5004
Course Title	Advertising Design – III
Number of Credits	3 (L-2,T-2/2, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Advertising is focused on marketing to consumers when they are “on the go” in public places, in transit, waiting and in specific commercial locations such as in a retail venue. Study of advertising for commercial art student is essential, as any type of advertising that reaches the consumer while he or she is outside the home. This subject goes with study of broadcast, print, and Internet advertising.

**COURSE CONTENTS:**

- |   |           |           |           |
|---|-----------|-----------|-----------|
| <b>1. Advertising Campaign:</b>                 | <b>16</b> | <b>08</b> | <b>--</b> |
| 1.1 Advertising Campaign Planning Definition    |           |           |           |
| 1.2 Objectives of Advertising Campaign          |           |           |           |
| 1.3 Principles of advertising campaign planning |           |           |           |
| 1.4 Steps in advertising campaign planning      |           |           |           |
| 1.5 Qualities of good campaign                  |           |           |           |
| <b>2. Marketing:</b>                            | <b>10</b> | <b>05</b> | <b>--</b> |
| 2.1 Advertising and Marketing                   |           |           |           |
| 2.2 Principle marketing steps                   |           |           |           |

**REFERENCE BOOKS:**

- 1 Pete Barry, “The Advertising Concept Book”
- 2 Debbie Millman, “Brand Thinking and Other Noble Pursuits”
- 3 David Ogilvy, “Ogilvy on Advertising”
- 4 G.M. Rege, “Art & Ideas”

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**ADVERTISING PHOTOGRAPHY & VIDEOGRAPHY TECHNIQUES - I**

Course Code	CA 5005
Course Title	Advertising Photography & Videography Techniques - I
Number of Credits	3 (L-2,T-2/2, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Capturing the insightful mood & alluring the audience with an appropriate picture, calls for an art which says what no words can. Photography is a science, which when applied artistically adds magic to the mundane. Training the students in picture perfect photography that strikes the right communication note is a task that this subject promises to fulfill.

**COURSE CONTENTS:**

<b>1. Comparative study of DSLR and Mirror less camera:</b>	<b>04</b>	<b>02</b>	<b>--</b>
1.1 Merits and Demerits.			
<b>2. Bokeh:</b>	<b>06</b>	<b>03</b>	<b>--</b>
2.1 Factors influencing DOF: Focal length of lens, Aperture and Distance of subject from camera			
2.2 Hyperfocal distance			
<b>3. Image Sensors:</b>	<b>04</b>	<b>02</b>	<b>--</b>
3.1 Popular sizes: Full frame, APS-C, Micro and One Thirds (1/3")			
<b>4. Exposure metering:</b>	<b>04</b>	<b>02</b>	<b>--</b>
4.1 Factors influencing exposure metering.			
4.2 Multi-pattern/Matrix metering, Center weighted metering and Spot metering			
<b>5. Video Camera:</b>	<b>04</b>	<b>02</b>	<b>--</b>
5.1 Analogue vs. Digital			
5.2 Parts of video camera			
<b>6. Types of Video Camera shots:</b>	<b>02</b>	<b>01</b>	<b>--</b>
6.1 Establishing shot, Wide shot, Medium shot, Close up shot and Pedestal shoot			
<b>7. White balance in video shooting.</b>	<b>02</b>	<b>01</b>	<b>--</b>

**REFERENCE BOOKS:**

1. Bruce Pinkard, "The Photographer's Bible"
2. American Showcase inc, "Corporate Photography Showcase"
3. "Creative Black Book"
4. Henry Horenstein, "The Photographer's Source"
5. Moblus International list, "The Audiovisual Hand Book"

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**CREATIVE ILLUSTRATION – I LAB**

Course Code	CA 5006
Course Title	Creative Illustration –I Lab
Number of Credits	2.5 (L-0,T-0, P-5)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Creativity knows no bounds. Flights of fanciful thinking, visual imagery deftly crafted on any surface calls for a mind that perceives every object, every instance in a new light.

Essentially this subject intends to transform the hardcore marketing oriented designer into a high calibre creative visionary, with an eye for beauty and a mind for lateral thinking.

**COURSE CONTENTS:**

1.	<b>Cartoon &amp; Caricatures</b>	--	--	<b>20</b>
2.	<b>Editorial Illustration</b>	--	--	<b>25</b>
3.	<b>Story Board on any given subject.</b>	--	--	<b>20</b>

**Submission : 2 Submission in Each Unit.**

**Note : 1. Use of computer software for Unit 2 is compulsory.**

**For Unit I a fine balance of hand illustration & Computer Software shall be used.**

**2. The Essential Theory should be taught during the Practical.**

**REFERENCE BOOKS:**

- 1 American Showcase inc, "Illustration showcase"
- 2 Art Direction Book Company, "Creativity Thirteen"
- 3 Athenane Publication, "The singing Line"

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**DIGITAL DESIGN - V LAB**

Course Code	CA 5007
Course Title	Digital Design - V Lab
Number of Credits	1.5 (L-0,T-0, P-3)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

When the whole world has succumbed to the charms of binary language, can design be far behind. The sudden rise in computer technology has ushered in a design revolution. To walk shoulder to shoulder with rapidly evolving market, a deep insight of digital technology & its latest creative avatar is quintessential.

**COURSE CONTENTS:**

	<i>Submission</i>			
<b>1. 2D Modeling:</b> Students will learn to describing certain types of artificial images, such as technical diagrams, logos, the glyphs of a font, etc.	2	--	--	18
<b>2. Digital Painting:</b> Student will learn to use traditional painting techniques such as watercolour, oils, impasto etc. digitally on computer to use them for conceptual design for films, television, video games etc.	1	--	--	21

**Note 1. The Essential Theory should be taught during the Practical.**

**REFERENCE BOOKS:**

1. Jargan Buster; Alastair Campbell, "The Digital Designing"
2. Corel Draw Latest Version Text Book
3. Photoshop Computer Software

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**ADVERTISING DESIGN – III LAB**

Course Code	CA 5008
Course Title	Advertising Design – III Lab
Number of Credits	1.5 (L-0, T-0, P-3)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

To make a mark in this cut throat competitive market, the student must be well-versed in designing messages with a cutting edge. Carrying further the baton of design, the student has to foray into the realm of campaign planning, generating a series of mono-medium or multimedia advertising.

Applying the principles of unity & continuity the student is expected to gain professional prowess in campaign planning.

**COURSE CONTENTS:**

	<i>Submission</i>			
<b>1. In Shop Display: Floor/Shelf/Counter</b>	<b>1</b>	--	--	<b>09</b>
<b>2. Brochure Design</b>	<b>1</b>	--	--	<b>18</b>
<b>3. Other Media in Advertising</b>	<b>2</b>	--	--	<b>12</b>
3.1 Transit/Shelter				
3.2 Online advertising				

**Note :** 1. The Essential Theory should be taught during the Practical.

**REFERENCE BOOKS:**

1. J. Stewart Johnson, "The Modern American Poster"
2. Macdonald Orbis Book, "Graphic Design Source Book"
3. Graphic Press Corporation, "Graphic Poster" (Series)
4. Gavin the Brackenridge & Co Inc, "The Agency Book" 16th & 17<sup>th</sup>
5. The Society of Publication Design, "Publication Design Annual"

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**ADVERTISING PHOTOGRAPHY & VIDEOGRAPHY - I LAB**

Course Code	CA 5009
Course Title	Advertising Photography & Videography - I Lab
Number of Credits	3 (L-0,T-0, P-6)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Capturing the insightful mood & alluring the audience with an appropriate picture, calls for an art which says what no words can. Photography is a science, which when applied artistically adds magic to the mundane. Training the students in picture perfect photography that strikes the right communication note is a task that this subject promises to fulfill.

**COURSE CONTENTS:****1. Product Photography:**

- |  |    |    |    |
|--|----|----|----|
| 1.1 Product Advertisement Photography on fast Moving Consumer Goods like food & beverages, cosmetic etc. | -- | -- | 42 |
| 1.2 Product advertisement in photography on consumer durables like cars, home appliances etc.            |    |    |    |

**2. Public Service Advertisements:**

- |   |    |    |    |
|---|----|----|----|
| 2.1 Advertisement in photography on social issues related to literacy, Women issues, racial discrimination etc. | -- | -- | 36 |
|---|----|----|----|

**Note: The Essential Theory should be taught during the Practical.**

**REFERENCE BOOKS:**

1. Bruce Pinkard, "The Photographer's Bible"
2. American Showcase inc, "Corporate Photography Showcase"
3. "Creative Black Book"
4. Henry Horenstein, "The Photographer's Source"
5. Moblus International list, "The Audiovisual Hand Book"

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**PROJECT**

Course Code	CA 5010
Course Title	Project
Number of Credits	0 (L-0,T-0, P-2)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Project work shall be assigned to the student at the start of V semester classes, registered as per B.T.E.R. Rules & Regulation for V semester.

The project can be assigned to the students individually or in groups. Project work shall consist of the actual task and the report writing. The actual task may be of different nature like designing, fabrication, survey and studies in market / organization, etc. Some other problems may be given as per the need and local conditions. Facilities of computer may be utilized for the project work.

It is further advised that the topics of the project may be decided at the beginning of the V semester. The students may also be encouraged to collect material and do preparatory work during the semester of study.

At the end of the project, a project report should be submitted by each student before the final assessment. The assessment of the project should be of continuous nature throughout the project duration. The final assessment will be done immediately after completion of project by examiners on the basis of project report, work done during the project and viva - voce.

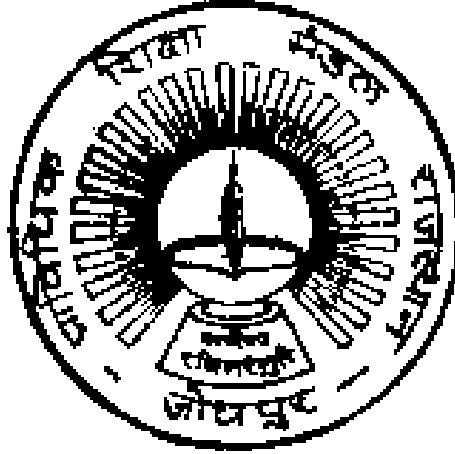
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SEMESTER SCHEME 2020-21



**GOVERNMENT OF RAJASTHAN**  
**BOARD OF TECHNICAL EDUCATION RAJASTHAN JODHPUR**

**SEMESTER SCHEME-2020-21**



**VI SEMESTER**  
**(SESSION 2022-2023 & ONWARDS)**

**PROFESSIONAL MANAGEMENT & ENTREPRENEURSHIP-II**

Course Code	CA 6001 (Common to all branches of Non Eng.)
Course Title	Professional Management & Entrepreneurship-II
Number of Credits	3 (L-3, T-0, P-0)
Prerequisites	None

**Course objective:**

To achieve the targets and goals in an organization, it is essential to have the knowledge of various facets of businesses and management. On the other hand, economic development of a nation much depends upon entrepreneurship development. With large pool of technically educated youth and open market system, a big number of youth can turn to be business ventures, generating employment opportunities and leading to better utilization of resources.

This course not only gives an insight into the basic concepts, principles and processes of management and business organizations but also understanding of different aspects of entrepreneurship development to young entrants.

**Course Outcomes**

On completion of the course student will be able to:

1. get familiarize with basics of business organization and management
2. acquire the essential knowledge required for becoming an entrepreneur.

**COURSE CONTENTS****1. Financial Management**

- 1.1 Sources of Finance
- 1.2 Cash and Credit
- 1.3 Cheque and Draft
- 1.4 Brief idea of cost accounting

**2. Tax and Insurance**

- 2.1 Brief idea about direct and indirect taxes
- 2.2 Industrial insurance

**3. Quality Management**

- 3.1 Concept of quality
- 3.2 Quality Assurance
- 3.3 Online & offline quality control
- 3.4 Factors responsible for deviation
- 3.5 ISO 9000 model
- 3.6 Total quality management.

**4. Sales and Marketing Management**

- 4.1 Concept of Marketing
- 4.2 Marketing Mix (4P)
- 4.3 Advertising and Sales Promotion
- 4.3 Sales Vs Marketing
- 4.4 Functions of marketing department
- 4.5 After sales services

**5. Setting up an SSI**

- 5.1 Steps in setting up an SSI
- 5.2 Pre market survey

- 5.3 Product Identification
- 5.4 Site selection & land allotment
- 5.5 Procurement of raw materials
- 5.6 Establishment of Machinery

## 6. Project Report

- 6.1 Procedure of preparing a project report
- 6.2 Format of a project report
- 6.3 Analysis of sample project reports

Important: An entrepreneurship camp can be arranged by the institutions stretched over 3-4 days with the help of agencies such as RIICO, DST, RajCON, DOI, banks etc. However no question should be asked in examination from this event.

### REFERENCES:

1. Industrial Engineering and Management, O P Khanna
  2. Handbook of Small Scale Industry by P M Bhandari
  3. Entrepreneurial Development, S S Khanka, S Chand
  4. Total Quality Management, M P Poonia and S C Sharma
  5. Industrial Engineering and Management, Sharma and Banga
  6. Entrepreneurial Development Dr S S Khanka, S Chand Publishing
  7. Management and Entrepreneurship, V K Sharma and O P Harkut, Scientific Publishers
  8. Entrepreneurship Development Handbook, O P Harkut and J P Vaishnav, Scientific Publishers
  9. Entrepreneurship Development And Management, J S Narang, Krishan Lal, V Dalal, Dhanpat Rai
- Note: Students are advised to supplement their readings on latest development in entrepreneurship through internet and open courseware.

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**PROFESSIONAL STUDIES - IV**

Course Code	CA 6002
Course Title	Professional Studies – IV
Number of Credits	3 (L-2,T-2/2, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Advertising is more than a concentration within a business major. More accurately, it describes a collection of skills that are useful in any career. As a professional discipline, advertising is a vital function of any business' operation. It explores customer perceptions and journeys as primary sources of profit.

**COURSE CONTENTS:**

<b>1. Media Planning</b>	<b>8</b>	<b>4</b>	<b>--</b>
1.1 Meaning			
1.2 Characteristics of advertising media for media planning			
1.3 Factors influencing media planning			
1.4 Importance of media planning			
1.5 Advertising Scheduling			
<b>2. The Advertising Budget:</b>	<b>6</b>	<b>3</b>	<b>--</b>
2.1 Advertising Budget			
2.2 Factors in Advertising budget			
2.3 Methods of Advertising Budget Allocation			
<b>3. Research in Advertising:</b>	<b>10</b>	<b>5</b>	<b>--</b>
3.1 Marketing Research			
3.2 Advertising Research			
3.3 Marketing Research Techniques			
3.4 Pre-testing in advertising			
3.5 Post-testing in advertising			
<b>4. Role of Creativity in Advertising:</b>	<b>2</b>	<b>1</b>	<b>--</b>

**REFERENCE BOOKS:**

1. Rajeev Batra, John & Myers, David A. Saker, "Advertising Management"
2. Kleppner's, "Advertising Procedure"
3. John S Wright, Daniel S Warner, "Advertising"
4. Chunawalla & Sethia, "Foundation of Advertising"
5. Kazmi & Batra, "Advertising & Sales Promotion"
6. नरेंद्र सिंह यादव, "वज्ञापन तकनीक एवं सद्धान्त"

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**COPY WRITING - II**

Course Code	CA 6003
Course Title	Copy Writing – II
Number of Credits	2 (L-1,T-1, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Knowledge of copy writing prepares students for more than just a career in business. It is a thorough exploration of customer perceptions, buyer personas, messaging, communication, data, and much more.

**COURSE CONTENTS:****1. Execution of copy strategy in print media copy for:**

- 1.1 Newspaper
- 1.2 Magazine
- 1.3 Poster
- 1.4 Hoarding
- 1.5 Transit.

06 06 --

**2. Execution of copy Strategy in Non print :**

- 2.1 TV
- 2.2 Radio

03 03 --

**3. Execution of Copy for :**

- 3.1 Point of Purchase Advertising
- 3.2 Sales Promotion Materials

04 04 --

**Note :** The Student will submit two copy submission in each sub - topic of unit 2, 3, and 1.

**REFERENCE BOOKS:**

1. Arthur A Winter, Sherley F Miton, "The Creative connection"
2. June valladares, "The Craft of Copywriting"
3. David Ogilvy, "Ogilvy on Advertising"
4. Rege, "Art & Ideas"

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**ADVERTISING DESIGN - IV**

Course Code	CA 6004
Course Title	Advertising Design – IV
Number of Credits	2(L-1,T-1, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Marketing is an essential process for every business or organization. Especially since our global consumer markets are growing increasingly competitive as time goes by. As more marketing and advertising services are required throughout the world, so too are the people who add their skills to the industry.

**COURSE CONTENTS:****1. Appeals and Social Aspects of Advertising:**

- 1.1 Buying Motives/Needs
- 1.2 Types of Appeals
- 1.3 Ethics in Advertising
- 1.4 Advertising and Cultural Values

08 04 --

**2. New Media Trends:**

- 2.1 Internet as media
- 2.2 Types of websites
- 2.3 Advertising and Portals
- 2.4 Mobile Internet
- 2.5 Viral Advertising
- 2.6 Blogs and Community Forums

10 05 --

**3. Production of Animation Films:**

- 3.1 Stop frame Animation
- 3.2 Types of Animation

04 03 --

**4. TV Commercial/Ad Film Production:**

- 4.1 Production
- 4.2 Aspect Ratio
- 4.3 Major Factors Affecting the Budget
- 4.4 Creative Strategy

04 02 --

**REFERENCE BOOKS:**

1. Pete Barry, "The Advertising Concept Book"
2. Debbie Millman, "Brand Thinking and Other Noble Pursuits"
3. David Ogilvy, "Ogilvy on Advertising"
4. G.M. Rege, "Art & Ideas"

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**ADVERTISING PHOTOGRAPHY & VIDEOGRAPHY TECHNIQUES - II**

Course Code	CA 6005
Course Title	Advertising Photography & Videography Techniques - II
Number of Credits	2 (L-1,T-1, P-0)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Students train their mind to study people. “Why did this character do this?” “Why did they react so?” They do not only study the technical side of videographer but also study the characters themselves. Students are usually expected to grasp knowledge of conceptual shifts, vocabulary for the analysis of film form, and an awareness of extra textual domains.

**COURSE CONTENTS:**

<b>1. Basics of video production:</b>	<b>03</b>	<b>03</b>	<b>--</b>
1.1 Preproduction			
1.2 Production			
1.3 Post Production			
<b>2. Introduction to Script:</b>	<b>02</b>	<b>02</b>	<b>--</b>
<b>3. Types of camera movement:</b>	<b>02</b>	<b>02</b>	<b>--</b>
3.1 Panning, Tilting, Zoom in and out, Tracking			
<b>4. Frame rate and types of FPS in video production:</b>	<b>02</b>	<b>02</b>	<b>--</b>
<b>5. Video editing:</b>	<b>02</b>	<b>02</b>	<b>--</b>
5.1 Video formats & Types of video format			
<b>6. Video shoot accessories:</b>	<b>02</b>	<b>02</b>	<b>--</b>
6.1 Tripod			
6.2 Microphone			

**REFERENCE BOOKS:**

1. Bruce Pinkard, “The Photographer's Bible”
2. American Showcase inc, “Corporate Photography Showcase”
3. “Creative Black Book”
4. Henry Horenstein, “The Photographer's Source”
5. Moblus International list, “The Audiovisual Hand Book”

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**CREATIVE ILLUSTRATION – II LAB**

Course Code	CA 6006
Course Title	Creative Illustration -II Lab
Number of Credits	2.5 (L-0,T-0, P-5)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Studying art and design provides the opportunity to acquire new skills. As well as knowledge of different art forms, media and techniques students can also gain specialist skills in areas such as story illustration and digital technologies.

**COURSE CONTENTS:**

	<b>Submission</b>			
<b>1. The Story Illustration</b> can be created using various drawing styles & techniques	<b>2</b>	--	--	<b>25</b>
<b>2. Creative Composition</b> Effective use of textures, Lines, tones Colours & Creative forms are essential	<b>1</b>	--	--	<b>20</b>
<b>3. Vector Graphic</b> Digitally designed typically having flat design and colours, streamlined and clean looking appealing.	<b>1</b>	--	--	<b>20</b>

**Note : 1. A fine balance of hand illustration & Computer Software shall be used.**

**2. The Essential Theory should be taught during the Practical.**

**REFERENCE BOOKS:**

1. American Showcase inc, "Illustration showcase"
2. Art Direction Book Company, "Creativity Thirteen"
3. Athenane Publication, "The singing Line"

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**DIGITAL DESIGN - VI LAB**

Course Code	CA 6007
Course Title	Digital Design - VI Lab
Number of Credits	1.5 (L-0,T-0, P-3)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Digital design is a much more streamlined process these days than in the past. As more people take improvements in technology and innovations for granted, digital design has become an increasingly important area. Many designers now require multi-faceted skills to be able to make use of a range of software solutions that can develop, enhance and create the most innovative digital design solutions.

**COURSE CONTENTS:**

	<b>Submission</b>
<b>1. Digital Video Making:</b> Students will learn basic editing techniques, transition, types of transitions and elementary manipulation and arrangement of video shots during the practical.	<b>1 -- -- 39</b>
1.1 Video shoot	
1.2 Audio recording	
1.3 Video editing & effects	

**Note 1. The Essential Theory should be taught during the Practical.**

**REFERENCE BOOKS:**

1. Patrick McGrath and Robert M Goodman, "Editing Digital Video"
2. Ed Pincus, "The Filmmaker's Handbook"
3. Barbara Dies, "The Invisible Cut"

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**ADVERTISING DESIGN – IV LAB**

Course Code	CA 6008
Course Title	Advertising Design – IV Lab
Number of Credits	1.5 (L-0, T-0, P-3)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Study of advertising, communications or a related field can provide a foundation in the creative and analytical skills required to work in the field. Coursework in consumer behavior and media combined with classes in design, copywriting and photography prepares students to develop effective ad campaigns while employed at agencies around the country.

**COURSE CONTENTS:**

	Submission			
<b>1. Specialty Advertising:</b>	1	--	--	09
<b>2. Advertising Campaign:</b>	1(campaign)	--	--	21
<b>3. Web page Designing for Cell phone:</b>	1	--	--	09

**Note :** 1. Advertising campaign has to be carried out in all the given media simultaneously.

2. The Essential Theory should be taught during the Practical.

**REFERENCE BOOKS:**

1. J. Stewart Johnson, "The Modern American Poster"
2. Macdonald Orbis Book, "Graphic Design Source Book"
3. Graphic Press Corporation, "Graphic Poster" (Series)
4. Gavin the Brackenridge & Co Inc, "The Agency Book" 16<sup>th</sup> & 17<sup>th</sup>
5. The Society of Publication Design, "Publication Design Annual"

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**ADVERTISING PHOTOGRAPHY & VIDEOGRAPHY - II LAB**

Course Code	CA 6009
Course Title	Advertising Photography & Videography - II Lab
Number of Credits	2 (L-0,T-0, P-4)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

The Studies of still and moving visual prepares students to participate in a world increasingly shaped by moving pictures. Through courses that offer a foundation for understanding of technology and art studies teaches students to create and analyze moving images, to produce research, and to make art.

**COURSE CONTENTS:**

- |  |    |    |           |
|--|----|----|-----------|
| <b>1. Commercial Service Advertisement:</b>                            | -- | -- | <b>20</b> |
| 1.1 Advertising photography related to Hotels, Banks, Institution etc. |    |    |           |
| <b>2. Documentary Film/Video shooting techniques:</b>                  | -- | -- | <b>32</b> |
| 2.1 Short Documentary film on any subject.                             |    |    |           |

**Submission:** 1. One clip of video in soft copy of minimum 30 seconds duration.

**Note:** The Essential Theory should be taught during the Practical.

**REFERENCE BOOKS:**

1. Bruce Pinkard, "The Photographer's Bible"
2. American Showcase inc, "Corporate Photography Showcase"
3. "Creative Black Book"
4. Henry Horenstein, "The Photographer's Source"
5. Moblus International list, "The Audiovisual Hand Book"

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**PROJECT**

Course Code	CA 6010
Course Title	Project
Number of Credits	6 (L-0,T-0, P-6)
Prerequisites	NIL

**COURSE LEARNING OBJECTIVES:**

Project work shall be assigned to the student at the start of VI semester classes, registered as per B.T.E.R. Rules & Regulation for VI semester.

The project can be assigned to the students individually or in groups. Project work shall consist of the actual task and the report writing. The actual task may be of different nature like designing, fabrication, survey and studies in market / organization, etc. Some other problems may be given as per the need and local conditions. Facilities of computer may be utilized for the project work.

It is further advised that the topics of the project may be decided at the beginning of the VI semester. The students may also be encouraged to collect material and do preparatory work during the semester of study.

At the end of the project, a project report should be submitted by each student before the final assessment. The assessment of the project should be of continuous nature throughout the project duration. The final assessment will be done immediately after completion of project by examiners on the basis of project report, work done during the project and viva - voce.

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SEMESTER SCHEME 2020-21