

COMPUTER APPLICATIONS -I

CODE CA 101

BC 101/CD 101/ ID 101/ TD 101

L	T	P
1	--	3

RATIONALE

The course has been designed to provide an introduction to Computer Technology and its tools. The student will be able to understand the basics of Computer and its application. The student will be able to appreciate the role of Computer Technology, more specifically computer hardware, software and its application in the present social and economic scenario.

The course has focus on the following:

- * Computer Organization.
- * Computer Operating System and Software
- * MS Windows, Word Processing
- * Presentation Packages.

CONTENTS

	L	P
1. Computer Appreciation :	2	3
1.1. Characteristics of Computers.		
1.2. Input, Output, Storage units.		
1.3. CPU, Computer System.		
2. Computer Organization :	11	12
2.1 Central Processing Unit.		
2.1.1 Control Unit.		
2.1.2 Arithmetic Unit.		
2.1.3 Instruction Set.		
2.1.4 Register.		
2.1.5 Processor Speed.		
2.2 Memory		
2.2.1 Main Memory.		
2.2.2 Storage Evaluation Criteria.		
2.2.3 Memory Organization.		
2.2.4 Memory Capacity.		
2.2.5 Random Access Memories.		
2.2.6 Read Only Memories.		
2.2.7 Secondary Storage Devices.		
2.2.7.1 Magnetic Disk.		
2.2.7.2 Floppy and Hard Disk.		

2.2.7.3 Optical Disks CD-ROM.		
2.2.7.4 Mass Storage Devices.		
2.3 Input Devices		
2.3.1 Keyboard.		
2.3.2 Mouse.		
2.3.3 Trackball.		
2.3.4 Joystick.		
2.3.5 Scanner.		
2.3.6 Optical Mark Reader.		
2.3.7 Bar-code Reader.		
2.3.8 Magnetic Ink Character Reader.		
2.3.9 Digitizer.		
2.3.10 Card Reader.		
2.3.11 Voice Recognition.		
2.3.12 Web Camera		
2.3.13 Video Cameras.		
2.4 Output Devices		
2.4.1 Monitors.		
2.4.2 Printers.		
2.4.2.1 Dot Matrix Printers.		
2.4.2.2 Inkjet Printers.		
2.4.2.3 Laser Printers.		
2.4.3 Plotters.		
2.4.4 Computers Output Micro-Film (COM).		
2.4.5 Multimedia Projector		
2.5. Computer Software.		
2.5.1 Relationship between Hardware and Software.		
2.5.2 System Software, Application Software, Compiler. Interpreter, Names of some high level languages		
2.5.3 Applications of Computer		
3. Operating System :	9	12
3.1 Microsoft Windows		
3.1.1 An overview of different versions of Windows.		
3.1.2 Basic Windows elements.		
3.1.3 File Management through Windows.		
3.1.4 Using Essential Accessories: Systems Tools- Disk cleanup, Disk defragmenter, Entertainment, Games, Calculator, Imaging-Fax, Notepad, Paint, WordPad, Recycle Bin, Windows Explorer, Creating Folders & Icons		

4.	Word Processing :	5	39
4.1	Word Processing Concepts.		
4.2	Saving, Closing, Opening an Existing Document.		
4.3	Selecting text, Editing text.		
4.4	Finding and Replacing text.		
4.5	Printing Documents.		
4.6	Creating and Printing Merged Documents, Mail merge		
4.7	Character and Paragraph Formatting, Page Design and Layout.		
4.8	Editing and Proofing Tools; Checking and correcting spellings.		
4.9	Handling Graphics.		
4.10	Creating Tables and Charts.		
4.11	Document Templates and Wizards.		
5.	Presentation Package :	3	24
5.1	Creating. Opening and Saving presentations.		
5.2	Creating the look of presentation.		
5.3	Working in different Views, working with Slides.		
5.4	Adding and formatting Text, Formatting Paragraphs.		
5.5	Checking Spelling and Correcting Typing Mistakes.		
5.6	Making Notes, Pages and Handouts.		
5.7	Drawing and Working with Objects.		
5.8	Adding Clip Art and Other Pictures.		
5.9	Designing Slide Shows.		
5.10	Running and Controlling a Slide Show.		
5.11	Printing Presentations.		

REFERENCE BOOKS :

- | | | |
|----|-----------------------------------|---------------------------------------------------------------------|
| 1 | Foundations of Computing | P.K. Sinha and P. Sinha,
First edition, 2002
BPB publication. |
| 2. | Microsoft office 2000 for Windows | S. Sagman,
second Indian print, 2001
Pearson education. |

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COMMUNICATION SKILLS IN ENGLISH

CODE CA 102	L	T	P
BC 102/CD 102/ ID 102/ TD 102	1	-	2

RATIONALE

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

CONTENTS

	L
1. Narration, Voice, Basic Sentence Patterns. (Nine basic sentence patterns)	5
2. Transformation of Sentences, Determiners, Preposition.	7
3. Tenses, Common errors (Noun, Pronoun, Articles, Adverb, Punctuation, Preposition etc.)	7
4. Modals in Conversational Usage, Prefix, Suffix, Idioms & Phrasal verbs :	4
Modals Can, Could, Should, Will, Would, May, Might, Must, Need not, Dare not, Ought to, Used to.	
Phrases At all; In stead of; In Spite of; As well as; Set up; Up set; Look up; Call off; Call out; Come across; Set right; Look other.	
Idioms Work up (excite); Break down; Stand up for; Turn down; Pass away; Pass on; Back up; Back out; Carry out; Done for (ruined); Bring about; Go through; Ran over; Look up (improve); Pick out (selected).	
5. Composition - 1. Unseen Passage, Precis Writing	2
6. Letter Writing, Paragraph Writing, Report Writing	3
7. Essay Writing - Essays on general and topics related to environmental problems.	2

PRACTICALS

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

1. Listening
2. Speaking

We can club them together as shown above.

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|-----------|----------------------------------------------------------------------------------------|-----------|
| 1. | Listening : | 6 |
| | 1.1 For improving listening skills the following steps are recommended, | |
| | 1.1.1 Listen to Pre-recorded Tapes | |
| | 1.1.2 Reproduce Vocally what has been heard | |
| | 1.1.3 Reproduce in Written form | |
| | 1.1.4 Summarise the text heard | |
| | 1.1.5 Suggest Substitution of Words and Sentences | |
| | 1.1.6 Answer Questions related to the taped text | |
| | 1.1.7 Summarise in Writing | |
| 2. | Speaking : | 6 |
| | 2.1 Introducing English consonant-sounds and vowel-sounds. | |
| | 2.1.1 Remedial exercises where necessary | |
| | 2.2 Knowing Word stress | |
| | Shifting word stress in poly-syllabic words | |
| | [For pronunciation practice read aloud a para or page regularly while others monitor] | |
| 3. | Vocabulary : | 10 |
| | 3.1 Synonyms. Homonyms. Antonyms and Homophones | |
| | 3.2 Words often confused, as for example, | |
| | [I-me; your-yours; its-it's; comprehensible-comprehensive; complement-compliment] | |
| | 3.3 Context-based meanings of the words, for example, | |
| | 3.3.1 man[N] man[vb]; step[N] ,step[vb] | |
| | 3.3.2 conflict _____ Israel Palestinian conflict | |
| | Emotional conflict, | |
| | Ideas conflict | |
| | 3.3.3 learn _____ I learn at this school | |
| | I learnt from the morning news | |
| 4. | Delivering Short Discourses : | 15 |
| | 4.1. About oneself | |
| | 4.2 Describing a Place, Person, Object | |
| | 4.3 Describing a Picture, Photo. | |

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|-----------|--------------------------------------------------------------------|-----------|
| 5. | Group Discussion : | 15 |
| | 5.1 Developing skill to initiate a discussion [How to open] | |
| | 5.2 Snatching initiative from others [Watch for weak points, etc.] | |

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|-----------|-------------------------------------------------------------|----------|
| 6. | Expand a topic-sentence into 4-5 sentence narrative. | 8 |
|-----------|-------------------------------------------------------------|----------|

Note :

1. The Medium of teaching and examination will be English.
2. The Question on Essay Writing (Unit-7) will be compulsory. The student will have to attempt one essay out of two, touching the given points on general/ local topic related to environmental problems.
3. At least one question will be set from each unit.
4. No theory question will be set from syllabus of practicals.

REFERENCE BOOKS :

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|---------------------------------------------------------|--------------------------------------------------------|
| 1. Intermediate English Grammar | Raymond Murphy,
Pub: Foundation Books,
New Delhi |
| 2. Eng. Grammar, usage & Composition | Tickoo & Subramanian
Pub: S.Chand and Co. |
| 3. Living Eng. Structure | Stannard Alien.
Pub: Longman |
| 4. A Practical Eng. Grammar
(and its Exercise Books) | Thomson and Martinet.
Pub : ELBS |
| 5. High School English Grammar
and Composition | Wren & Martin. |

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ART APPRECIATION AND AESTHETICS

CODE CA 103	L	T	P
	1	2/2	--

RATIONALE

This subject will provide an overview on Indian and Western Art and impart knowledge about Indian and Western Aesthetics.

CONTENTS

1. The meaning of Tradition and Traditional Art, Influence of Nature, Religion and Philosophy on Indian art.	2	2
2. Brief History of Indian Art :	8	8
2.1 Indus Valley Civilization - Mohan-Jo-Daro and Harappa.		
2.2 Ajanta, Discovery - Chief Characteristics of Ajanta Cave Paintings, Famous Paintings of Cave No. 1, 2, 9, 10, 16, 17.		
2.3 Ragmala Painting : History of Ragmala, Rajasthani Tradition of, Kishangarh, Kangra, Jaipur & Jodhpur.		
2.4 Great Artists of India : Raja Ravi Verma, Avanindra Nath Thakur, Ravindra Nath Thakur, Nand Lal Bose, Yamini Roy, M.F. Hussain.		
3. Western Art :	8	8
3.1 Brief History of Western Art		
3.2 Introduction to Early Christian Art, Byzantine Art, Romanesque Art, Gothic and Renaissance Period.		
3.3 Brief History of Modern Art : In India and Western Countries.		
3.4 Great Artists of Western Countries : Leonardo-Da-Vinci, Rembrant, Paul Cizane, Claude Monet, Paul Gaugin, Auguste Renoir, Pablo Picasso.		
4. Indian Aesthetics :	8	8
4.1 Brief Historical Background of Aesthetics		
4.2 Concept of Beauty based on Ancient Scriptures and their Relevance of Art		
4.3 Bharata's Rasa Theory and its Interpretation by Major Aesthetician of India like Bhatt, Nayank, Abhinavagupta.		
4.4 Aesthetic Theories of Anand K. Coomaraswami and Rabindranath.		

5. Western Aesthetics :	4	4
5.1 The Aesthetic Theories of Great Philosophers - Plato, Freud , Aristotle, Kant etc.		

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	Evo Howarth
4. भारतीय चित्रकला का आलोचनात्मक अध्ययन	चमन किरन, राजहंस प्रकाशन मंदिर
5. पाश्चात्य सौन्दर्य शास्त्र	डॉ. नगेन्द्र, अलीगढ़ प्रकाशन
6. भारतीय सौन्दर्य शास्त्र	डॉ. नगेन्द्र, अलीगढ़ प्रकाशन

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BASIC DESIGN

CODE CA 104	L	T	P
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RATIONALE

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

CONTENTS

1. Definition of Design : Visual Design and Design Objectives	1
2. Elements of Design :	
2.1 Line : Definition of Line, Formal and Informal Lines, Horizontal, Vertical, Straight, Curved, Angular, Rhythmic Spiral, Radial Lines and their effects	1
2.2 Shape : Definition of Shape, Geometric, Natural, Abstract, Non-Objective Shapes Types of Basic Shape - Square, Rectangle, Circle, Sphere, Semicircle Difference between form and Shape.	1
2.3 Space : Definition of Space, Positive and Negative Space. Formal and Unformal 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, Hill, Intensity and Value Various types of Color Schemes	4
2.5	Textures - Definition of Textures, Visual and Tactile Textures, Manmade, Natural and Created Textures; Different Textures and Their Effects in Brief	4
3.	Principles of Design	
3.1	Unity, Contrast, Dominance, Rhythm, Proportion and their Contribution to Design	4
3.2	Balance - Asymmetrical, Symmetrical, Radial, Value Balance and Color Balance	4
3.3	Perspective Design - Definition of Perspective Design, Aerial Perspective and Linear Perspective 1 point, 2 point and 3 point perspective	5
4.	Layout and its Step	
4.1	Tools and Materials in Design Role of Designer	5

PRACTICALS

1.	Elements of Design	
1.1	Composition with Various Lines and Techniques like Crosshatching, Looping, Nervous Drawing, Cress Cross Dotted Lines etc.	8
1.2	2 Practical Sheets on Composition of Geometric, Natural, Abstract and Non-Objective shapes	8
1.3	2 Artistic Representations on Actual Space and Illusionistic Space	8
1.4	3 Compositions in Achromatic, Monochromatic and Polychromatic Respectively	10
1.5	3 Compositions Dealing with Natural, Manmade and Created Textures	10

2.	Principles of Design :	
2.1	2 Compositions showing Symmetrical and Asymmetrical Balance in which Color Balance and Value Balance is also Highlighted	8
2.2	2 Compositions Artistically Exhibiting Principles of Unity, Contrast, Dominance, Rhythm & Proportion	8
2.3	Perspective Design 2 Sheets - on Linear and Aerial Perspective Respectively	16
3.	Composition and Applications of Various Elements and Principles of Design	
3.1	Collage	12
3.2	3D Design	16
3.3	Conceptual Imagery Design (Sign, Symbol, Shape or form that Represents Something in the Artists Mind) Special Attention should be given in the Transitory phase from Concept to Visual when the student goes through the process of making Connection, Elimination and Creation.	16

Note :

- Traditional, Folk, Modern or Contemporary Motifs can be used in creating the above topics mentioned in part three but imitation along with Innovation should be the rule.
- The students should feel free to use and Experiment with various materials and mediums for pictorial expression.

REFERENCE BOOKS :

1.	Design through Discovery	Marjorie Bevlin
2.	कला के मूल तत्व और सिद्धान्त	पूर्णिमा पाण्डे
3.	Visual studies	Young
4.	Graphic design	Narendra Yadav

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DRAWING AND ILLUSTRATION - I

CODE CA 105	L	T	P
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RATIONALE

This subject will develop the sense of structure study from any kind of forms in Nature. Since the artists language, whether verbal or pictorial, is a verbal one. Anything he wishes to communicate must be in some Graphic form. The artist works with line, tone and colour to graphically present her ideas. There are many materials, tool and methods used to prepare visual message.

Regular sketching and still life study will enable the student to develop her vision and she can differentiate the basic textural qualities of various objects for a student of Design. This practical subject will help the students to know about drawing and illustration.

CONTENTS

1	Fundamentals / Basics	24
1.1	How to Draw Line, Forms , Textures, Tones, Shapes, Shades, Converting Shapes to Mass (3D effect), Perspective, and Creativity, Wrist Exercise. Practical Submission: Approx 20 Sheets on various techniques.	
2.	Sketching : Indoor and Outdoor Sketches using Pencil, Pen and Ink, Water Colour	56
2.1	Nature Sketching	
2.2	Vegetables and Fruits	
2.3	Human Figure	
2.4	Landscape	
2.5	Buildings and Monuments	
	Practical Submission: 20 Sheets / Sketches on each category. Note : There should be few sheets on creative sketches.	

3.	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, Poona handmade, Ivory, textured sheets etc.) few sheets with drapery	100
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3.1 Earthen Ware Objects

3.2 Glass and Ceramics

3.3 Commercial Products

3.4 Food Items

3.5 Plant and Flower

Practical Submission: 3 Sheets on each category in different medium and different sheets. Size : Half Imperial.

Note : Few sheets will be in rendering and illustrative memory drawing.

REFERENCE BOOKS :

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|----|--------------------|-----------------|
| 1. | How to Draw &Paint | Bowo Jaxtheimer |
| 2. | Human Anatomy | Victor Parald |
| 3. | What you See | Ray Smith |
| 4. | Drawing techniques | Octopus Books |

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TYPOGRAPHY & CALLIGRAPHY

CODE CA 106	L	T	P
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RATIONALE

Typography, Lettering and Calligraphy - All have an Important Role in Advertising Art, because it helps people to Communicate with the Clarity which an Idea Deserves.

Typography is the art of Designing Communication by means of Printed words. Calligraphy and Lettering is the Art of Writing Beautiful Letters.

CONTENTS

1.	Free Hand Lettering and Calligraphy Practice (4 sheets 4 graphs copy).	30
2.	Recognition and Formation of Type :	40
2.1	Gothic, Roman, Helvetica, Universe.	
2.2	Sans - Serif, Serif and Italic Style.	
2.3	Anatomy of Type, Type Measurement, Point System (one sheet on each topic)	

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|----|--------------------------------------------------------------------------------------------------------------------|-----------|
| 3. | Computerized type Setting, Creativity with type. Understanding Text, Study of various Alignments (3 sheets) | 30 |
| 4. | Designing logo type Signature (two sheets of each) | 20 |
| 5. | Typographical Coloured Designing of Shopping bag (Two different designs) | 10 |
| 6. | Creating word by using effective and Illustrative Letters. (10 sheets) | 20 |

REFERENCE BOOKS :

- | | |
|---------------------------------|------------------|
| 1. Type & Typography | Ben Rasen |
| 2. How to Draw Lettering | Gautam Dev Aryan |
| 3. Practical Guide to Lettering | G.D. Aryan |
| 4. Calligraphy | Anis Siddiqui |

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LIFE STUDY**CODE CA 107**

L	T	P
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RATIONALE

Drawing the figure is often regarded as the supreme challenge. Figure drawing basically consists of drawing complex forms and building them into a convincing and recognizable structure.

CONTENTS

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|-----------|---------------------------------|-----------|
| 1. | Drawing Techniques : | 24 |
| 1.1 | Blending 1.10 Feathering | |
| 1.2 | Blot Drawing 1.11 Gradations | |
| 1.3 | Bracelet Shading 1.12 Hatching | |
| 1.4 | Brush Drawing 1.13 Highlighting | |
| 1.5 | Building Up 1.14 Lifting Out | |
| 1.6 | Burnishing 1.15 Line and Wash | |
| 1.7 | Contour Drawing 1.16 Stippling | |
| 1.8 | Corrections 1.17 Mixed Media | |
| 1.9 | Crosshatching 1.18 Shading | |

Practical submission : 16 Sheets of 1/4 Imperial size.

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|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 2. | The Figure : | 12 |
| 2.1 | Proportions of Male and Female for Normal & Fashion Figures | |
| 2.2 | Simplified Geometrical form of the Figure in different Actions. | |
| | Practical Submission:4 Sheets of 1/4 Imperial size | |
| 3. | Standing Figure : Short, Tall, Thin, Fat - Standing Figures. | 24 |
| | Practical Submission : 4 Sheets of 1/2 Imperial size | |
| 4. | Seated Figure : Different Poses like Squatting, Cross Legged on Floor of Raised Platform, Sitting on Chair. | 30 |
| | Practical Submission : 3 Sheets of 1/2 Imperial size | |
| 5. | Figures in A Setting - Different Backgrounds like Market, Garden or Playground. | 24 |
| | Practical Submission : 2 Sheets of 1/2 Imperial size | |
| 6. | Portrait - Female, Male and Child (Cronial, Profile and Three Fourth). | 36 |
| | Practical Submission : 3 Sheets of 1/2 Imperial size | |
| 7. | Figure in Action : Dancing Running, Jumping etc. | 30 |
| | Practical Submission : 3 Sheets of 1/2 Imperial size | |
| | Mediums for the above units - After introduction to various media, Mediums and Materials the Students will Review the Materials Available their uses and select the best Suited for an Assignment keeping in view the Manipulation of the Material in order to Produce a Skilled Study of life or Human form. | |

REFERENCE BOOKS :

- | | |
|-----------------------------|--------------------------|
| 1. Free Hand Drawing | Selftaught Guptil |
| 2. Rendering with Pen & Ink | Diamond Book Publication |
| 3. Drawing Techniques | Octopus Books |
| 4. The Figure | Walt Reed |
| 5. Pack Up & Sketch | Rebb |

(The Institute will provide funds for hiring a model at the local labour per day rates).

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GRAPHIC DESIGN - I

CODE CA 108

L	T	P
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RATIONALE

The Task of a graphic designer is to communicate a message to her audience successfully through the organization of words and images. The graphic artist starts by assembling a given number of elements and contribute an overall style and visual details to make a design functional within its intended market, thus offering a creative individual approach. This can be achieved only by a thorough grounding of current design technologies that apply to the business of design.

CONTENTS

- | | | |
|-----------|-------------------------------------------|-----------|
| 1. | Introduction to Corporate Identity | 30 |
| 1.1 | Monogram | |
| 1.2 | Logo | |
| 1.3 | Trademark | |
| 1.4 | Symbols | |

Practical Submissions : 4 quarter imperial sheets of each corporate identity:

- | | | |
|-----------|-----------------------------|------------------------------------|
| 2. | Stationery Design : | 30+10 (For Screen Printing) |
| 2.1 | Designing of Letterheads | |
| 2.2 | Visiting Cards and Envelope | |
| 2.3 | Labels | |
| 2.4 | Stickers | |
| 2.5 | Tags | |

Practical Submissions :

- 5 quarter imperial sheets of each stationery design.
- 10 Screen printed copies of Letterhead (2 to 3 colours)
- 10 Screen printed copies of Visiting Card, Greeting Card and Envelope (2 to 3 colours)

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|-----------|--------------------------------------------------------------------------------------------------------------|-----------|
| 3. | Designing of Layouts, Elements of Layout and their Importance. Types of Layout for Consumer Products. | 30 |
|-----------|--------------------------------------------------------------------------------------------------------------|-----------|

Practical submission : 3 different Layouts, a Press Advertisement for a Single Consumer Product in Black and White.

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|-----------|---------------------------------------------------------|-----------|
| 4. | Designing of Book Jacket and Compact Disc Cover. | 25 |
| | Practical submission : | |
| 1. | One Book Jacket Design | |
| 2. | One Compact Disc Cover Design Both in Colour | |

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|-----------|-----------------------------------------------------------------------|-----------|
| 5. | Preparation of Charts for Educational and Informative Subjects | 25 |
| | Practical Submission : 2 Charts on different subjects | |

REFERENCE BOOKS :

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|----|----------------------------------------------|-------------------|
| 1. | Graphic Design School | Alan Swann. |
| 2. | Practical Graphic Design Techniques - Edited | Lydia Darbyshire. |

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COMPUTER APPLICATION - II

CODE CA 201 L T P
BC 201/CD 201/ID 201/TD 201 1 -- 3

RATIONAL

The course has been designed to provide an introduction to Computer Networks, Internet and Internet Accesses, Electronic mailing system, Worksheets concepts, Branch related software application. The student will understand the basic Web terminology. The students will be able to access Internet, send & receive emails, searching and managing data on worksheet.

CONTENTS

	L	T	P
1. Branch Related Applications and Softwares :	5		15
1.1 Only for Costume Design & Dress Making Students			
• Corel Draw / Photoshop			
1.2 Only for Textile Design Students			
• Corel Draw / Photoshop			
1.3 Only for Commercial Art Students			
• Corel Draw / Photoshop			
1.4 Only for Beauty Culture Students			
• Cosmopolitan/ Photoshop			
1.5 Only for Interior Decoration Students			
• 3D- Home / Autocad			
2. Computer Networking :	4		8
2.1 Need of networks.			
2.2 Types of Network-LAN, WAN, MAN etc.,			
2.3 Topologies of LAN - Ring, Bus, Star, Mesh and Tree topologies,			
2.4 Components of LAN -Media, NIC, NOS, Bridges, HUB, Routers, Repeater and Gateways,			
2.5 Modem - Working and characteristics,			
2.6 Types of Connections - Dialup, Leased Lines, ISDN,			
3. Internet Basic :	5		15
3.1 Evolution.			
3.2 Protocols.			
3.3 Interface Concepts.			
3.4 Internet Vs Intranet.			
3.5 Growth of Internet.			
3.6 Internet Service Provider.			
3.7 URLs and Domain names.			
3.8 Portals and Applications.			

4. Electronic Mail (E-mail) :	5	20
4.1 Concepts		
4.2 POP and WEB Based E-mail		
4.3 Merits.		
4.4 Address.		
4.5 Basics of Sending & Receiving.		
4.6 E-mail Protocols.		
4.7 Mailing List.		
4.8 Free Email services.		
5. World Wide Web (WWW) :	4	14
5.1 History and Working.		
5.2 Web Browsers, and Its functions.		
5.3 Concept of Search Engines.		
5.4 Searching the Web.		
5.5 Web Servers.		
5.6 Web Protocols.		
6. Spreadsheet Package :	7	18
6.1 Spreadsheet Concepts.		
6.2 Creating, Saving and Editing a Workbook.		
6.3 Inserting, Deleting Work Sheets.		
6.4 Entering data in a cell / formula.		
6.5 Copying and Moving data from selected cells.		
6.6 Handling operators in formulas.		
6.7 Functions; Mathematical, Logical, Statistical Text, Financial. Date and Time Functions, using Function Wizard.		
6.8 Formatting a Worksheet: Formatting cells changing data alignment, changing date, number, character, or currency format, changing font, adding borders and colors.		
6.9 Printing worksheet.		
6.10 Charts and Graphs- Creating, Previewing, Modifying Charts.		
6.11 Integrating word processor, spread sheets, web pages.		

NOTE:

- Above concept may be illustrated using internet. Student should practice on internet for needful searching, text & voice chatting etc. Student are required to practice on MS-Excel and branch related software's.

2. From topic no.1 "Branch Related Applications & Software" No question will be asked in theory paper. The Questions from this topic will be incorporated in practical examinations of respective branches.

REFERENCE BOOKS :

- | | |
|------------------------------------------------------------|------------------------------------------------------|
| 1. O level Module -M 1.2- Internet
& web page designing | V.K.Jain,
BPB Publications. |
| 2. Internet for Everyone
& Mat hews Lean, | Alexis Lean
Vikas Publishing
House, New Delhi. |
| 3. Microsoft office 2000 for Windows
Pearson education | S. Sagman |

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ENVIRONMENTAL STUDIES**CODE CA 202****L T P**

BC 202/CD 202/ ID 202/ TD 202

2 -- 2/2

RATIONALE

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.

CONTENTS

1. General :	L
	5
1.1 Biotic and abiotic environment.	
1.2 Adverse effects of Environmental Pollution	
1.3 Control strategies	
1.4 Various Acts and Regulations	
2. Water Pollution :	10
2.1 Water Quality Standards	
2.2 Surface and underground water sources	
2.3 Impurities in water and their removal	
2.4 De-fluoridation	
2.5 Adverse effects of domestic waste water and industrial effluent to surface water sources	
2.6 Eutrophication of lakes	
2.7 Self purification of streams	

3. Air Pollution :	10
3.1 Sources of air contaminants	
3.2 Adverse effects on human health	
3.3 Measurement of air quality standards and their permissible limits	
3.4 Measures to check air pollution	
3.5 Greenhouse effect	
3.6 Global warming	
3.7 Acid rain	
3.8 Ozone depletion	
4. Solid Waste Management :	5
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	
5. Land Pollution :	5
5.1 Soil conservation	
5.2 Land erosion	
5.3 Afforestation	
6. Ecology :	5
6.1 Basics of species	
6.2 Biodiversity	
6.3 Population dynamics	
6.4 Energy flow	
6.5 Ecosystems	
7. Social Issues and the Environment :	5
7.1 Sustainable development and Life style	
7.2 Urban problems related to energy	
7.3 Resettlement and rehabilitation of people	
7.4 Environmental ethics	
7.5 Consumerism and waste products	
8. Water Harvesting and Rural Sanitation :	10
8.1 Water harvesting techniques	
8.2 Different schemes of Rural Water Supply in Rajasthan	
8.3 Rural Sanitation	
8.4 Septic Tank	

8.5	Collection and disposal of wastes	
8.6	Bio-gas	
8.7	Community Awareness and participation	
9.	Miscellaneous :	5
9.1	Non-Conventional (Renewable) sources of energy	
9.2	Solar energy, Wind energy, Bio-mass energy, Hydrogen energy	

Practical work :	P
1. Visit to local air polluted site	6
2. Visit to local water polluted site	6
3. Visit to local area to document environmental assets-mountain / desert / river / forest	6
4. Study of local birds, plants, insects	3
5. Plantation work	3
6. Environmental awareness campaign through exhibitions	6

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

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 and pollution control :	S.S. Dora
5. Ecology concepts and application :	Manuel C. Muller
6. Environmental protection	Emil T. Chanlett
7. Environmental science	Cumingham. Saigo
8. Solid waste management :	C.I.. Mantell
9. Introduction to Environmental Engineering & Science	Gilbert M Masters 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 Assessment	Mc Graw Hill, NewYork, 1977
14. Environmental Technologies for Sustainable Development	Dr. Upendra Pandel Dr. M.P. Poonia
15. Environmental Pollution & Management	V.K. Kohli & Vikas Kohli

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

Recommended faculty for teaching the subject: Faculty of Civil Engineering or M.Sc. in Environment or PG Diploma in Environment and Sustainable Development.

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PROFESSIONAL STUDIES - I

CODE CA 203

L T P
1 2/2 --

RATIONALE

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.

CONTENTS

1. Communication :	6	4
1.1 The Communication Concepts : Definition, Types and Elements		
1.2 The Process of Communication : General & Model, Responses Hierarchy Model		
1.3 Defining Communication Goal : Designing the Message		
2. Advertising :	6	6
2.1 Definition of Advertising & its Relation Marketing		
2.2 Evolution of Advertising		
2.3 Roll of Advertising in the World of Business		
2.4 Media's of Advertising (Major Media of Communication)		
3. Consumer Behaviour & its Advertising in Brief :	5	8
3.1 Consumer Behaviour, their Determinations		
3.2 Importance of Consumer Behaviour		
3.3 Cognitive Psychology		
3.4 Attitudes & Components of Attitudes		
3.5 Social & Cultural Influences on Consumer Behaviour		

4. Planning and Print Production :			
4.1 Letter Press Printing	2	4	
4.1.1 Brief introduction			
4.2 Lithography - Offset			
4.2.1 Introduction to lithography	4	4	
4.2.2 Process of printing with a brief Introduction to machine & plates used Automatic plate processing	4	4	
4.3 Brief introduction to gravure Intaglio printing process Process of gravure machine cylinder.	3	2	

Note : Three Assignments 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

PHOTOGRAPHY

CODE CA 204

L T P
1 -- 5

RATIONALE

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

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 art works are photographically copied for printing and non-print use.

Reproduction techniques will help students to have general printing and printing knowledge in rapidly changing printing industry.

CONTENTS

1. Light :		3
1.1 Artificial & Natural,		
1.2 Properties of Light		
1.3 Dispersion, Reflection, Refraction, Transmission		
2. Composition :		5
2.1 Basic Principles of Design Applied in the Subject & Background.		
3. Types of Cameras		5
3.1 View Finder		
3.2 TLR		
3.3 SLR		
4. Exposure :		4
4.1 Focal Length		
4.2 Depth of Field		
5. Film -	Structure of Negative Film	4
	Panchromatic (B/W / Color)	
	Orthochromatic (Litho Film)	
6. Bromides -	Grades, Weight, Grain	2
7. Lenses -	Standard Lens, Wide Angle, Zoom Lens,	
	Long Focal Lens	2
8. Dark Room	Equipments, Processing & Printing	3
9. Brief Introduction to Digital Camera :		2
9.1 Digital V/s Conventional Media with Advantages and Disadvantages of Each.		

PRACTICALS

Taking Photograph in B/W and colour on subjects mentioned below and preparation of B & W film and paper developers. Film processing in developing tank, making contact prints. Printing picture in different sizes :

1. Nature	24
2. Still life	24
3. Architecture / Monuments	24
4. Portraits	30
5. Action Photography	18
6. Photo-Journalism	30

Note : One roll of film per student for each.

Submission : 3 (Three) enlargements for each.

The teacher may use digital / conventional for any of the above subjects.

Video :

Shooting and application of video camera on any given subject.

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 |

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DRAWING & ILLUSTRATION - II

CODE CA 205

L T P
-- -- 5

RATIONALE

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.

CONTENTS

- | | |
|----------------------------------------------------------------------------------|-----------|
| 1. Still life : | 20 |
| 1.1 Detailed study of different objects with Drapery (hand finishing) | |
| 1.2 Change the Colour Scheme of the Object study done above | |
| 1.2.1 Special Emphasis should be given to Textures | |
| 1.2.2 Use of Air Brush | |
| 1.2.3 Medium Pencil / Water Colour & Poster Colour | |
| 2. Copy Work : | 20 |
| 2.1 Original | |
| 2.2 Change the Treatment of the Original Copy Work. | |
| 3. Life Study : | 40 |
| 3.1 Study of Figure (Male/ Female) in action | |
| 3.2 Also Figures in Market, Garden and other type of Outdoor and Indoor settings | |
| 3.2.1 Medium Pencil/ Charcoal/ Water Colour. | |

4. Outdoor Study : 40

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------|--|
| 4.1 Study of various Land Scape with and without Buildings. The Emphasis will be on the use of Perspective - Both Linear and Colour Perspective. | |
| 4.2 Change the above Realistic Rendering of Landscape and Interiors Using Creative Techniques. | |
| 4.2.1 Medium Pencil/ Charcoal/ Water Colour. | |

5. Nature Study : 30

- | | |
|----------------------------------------------|--|
| 5.1 Birds & Animals | |
| 5.2 Trees, Plants & Flowers | |
| 5.2.1 Medium Pencil/ Charcoal/ Water Colour. | |

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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ADVERTISING DESIGN - I

CODE CA 206

L T P
-- -- 6

RATIONALE

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.

PRACTICALS

- | | |
|-------------------------------------------------------------------------------------|-----------|
| 1. Prepare Full Colour Advertisement | |
| 1.1 Prepare 2 Advertising for Magazine | 50 |
| 1.2 Prepare 2 Advertising for Newspaper | 50 |
| 2. Prepare one Poster & one Hoarding one Product / Services / Corporate. | 80 |

Note:

- 10 Rough layouts should be submitted.
- For each submission - Priority should be given to making designs with computers, preferably using soft wares like CorelDraw & Photoshop.

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 Advertising Sanjay Tiwari
7. The Agency Book Gavin Brackenridge & Co. Inc.

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PACKAGE DESIGN

CODE CA 207

L T P
-- -- 5

RATIONALE

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

CONTENTS

	Submission	Hours
1. Wrapper design for product like Bread, Biscuits etc. Finish one hand one using Computer Graphic Software.	02	40
2. Simple Packaging for one Product. Finish by Hand (Combining with Air Brush where needed)	01	25
3. Gift Packaging for Various Occasions - Like- Wedding, Festivals etc.	01	25
4. Change the Total Look A Product along with its & Corporate Identity and Exciting Package.	01	30
5. Making of Kits Like-Educational Games, Commercial Accessories.	01	30

REFERENCE BOOKS :

1. Structural Package Design The Pepin Press (Netherlands)
2. Package Design Rikuyo- Sha- Publishing Inc.(Japan)
3. Origami for the Enthusiast John Montrdl
4. Origami for Fun Toshia Tokahama
5. American Showcase Tennyson School
6. Point of Purchase Design Robert B Konikov
7. Designer Greeting Cards Rockport Publishers Inc.

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GRAPHIC DESIGN - II

CODE CA 208

L T P
-- -- 5

RATIONALE

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 are an indication of the variety of work involved.

CONTENTS

	Submission	Hours
1. Danglers	01	20
2. 2D and 3D Designs like Display Tray, Inflates, Mascots, Logo's, Brand Characters.	01	30
3. Direct Mail Package (at least 5 to be Designed for a Package)	01	80
3.1 Designing Envelope and Sales Letter is Compulsory.		
Apart from this, select any three from the following :		
1. Folder		
2. Book Mark		
3. Scratch Card		
4. Booklet		
5. Leaflet		
6. Business Reply Envelope		
7. Samples		
8. Coupons		
9. Broadsheets		
10. Calendar		
4. T- Shirt Design	01	20

Note:

The submission of T- Shirt and any three Units in Direct Mail Package has to be Screen Printed.

REFERENCE BOOKS :

- | | |
|---------------------------------------|---------------------------------------------------------|
| 1. British Design & Art Direction | Edward Booth Clibtox |
| 2. Creative Source | Wlilcord Publication Lim. |
| 3. Communication Art Design Annuals | Michael Hammer |
| 4. Designer Greeting Cards | Rockport Publication Inc. |
| 5. RSVP | R. Lebenon K. Geighton |
| 6. Graphic Design | Narendra Singh Yadav |
| 7. Practical Graphic Design Technique | Ladia Derbyshire
Tiger Book International,
London |

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PROFESSIONAL MANAGEMENT AND ENTREPRENEURSHIP

CODE CA 301

CD 301/ ID 301/ TD 301

L T P

2 2/2 --

RATIONALE

To achieve the targets and goals in an organisation, it is essential to co-ordinate the entire system. For this process the knowledge of principles of management, personnel management, material management and financial management is required.

As the opportunities for wage employment are reducing day by day, Govt. of India realised for the development of entrepreneurship. To make aware the students of different branches of diploma courses, can be learn how to equip themselves for setting up a small scale industry of their own area of study. This course includes the procedure for how to select, proceed and start the small scale industry.

CONTENTS

	L	T
1. Meaning and Scope of Business :	2	1
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 Organisation :	6	3
2.1 Brief description		
2.2 Advantages and disadvantages of		
2.2.1 Individual		
2.2.2 Partnership		
2.2.3 Cooperative, private		
2.2.4 Public limited organisations		
2.3 Characteristics of small business		
2.4 Business ethics		
2.5 Organisaton charts.		
3. Management Techniques :	3	1
3.1 Leadership		
3.2 Authority		
3.3 Responsibility		
3.4 Functions of Management.		

4.	Quality Control:	4	3
4.1	Meaning		
4.2	Importance of keeping standard		
4.3	Factors, responsible for deviation from standards.		
4.4	ISO and ISO-9000 to 9006		
4.5	Total quality management.		
5.	Financial Management :	5	3
5.1	Sources of finance		
5.2	Brief idea of		
5.2.1	Cash and credit		
5.2.2	Cheques		
5.2.3	Drafts		
5.2.4	Bill of exchanges		
5.2.5	Promissory note.		
6.	Marketing :	6	3
6.1	Basic concept		
6.2	Market research		
6.3	Market promotion		
6.4	Branding		
6.5	Packaging		
6.6	Pricing		
6.7	Planning and development		
6.8	Advertisement media and effectiveness.		
6.9	Sales forecasting		
6.10	Marketing mix		
6.11	Pricing policy		
6.12	Sales promotion and salesman ship.		
6.13	After sales services		
6.14	Complaints and their redress		
7.	Material Management :	4	1
7.1	Function and duties of purchase department		
7.2	Purchase order		
7.3	Contracts		
7.3.1	Legality of contracts		
7.3.2	Types of contracts		
7.4	Tenders		
7.4.1	Types of tenders		
7.4.2	Tendering procedure		
7.4.3	Earnest money		
7.4.4	Security money.		

7.5	Function and duties of store department		
7.5.1	Receipt and issue procedure of materials		
7.5.2	Physical verification of store safety in stores.		
8.	Human Relations :	6	3
8.1	Motivating the employees		
8.2	Inter personnel relations		
8.3	Grievances and their handling		
8.4	Staff requirement		
8.5	Training monitoring		
9.	Foreign Trade :	4	2
9.1	Export procedure		
9.2	Channels of distribution in export trade		
9.3	Export promotion		
9.4	Registration of firm/factory in R.B.I, AEPC or others.		
10.	Need and Scope of Entrepreneurship :	8	4
10.1	Need, Scope and characteristics of entrepreneurship.		
10.2	Assistance of small scale industries from national level organisations like SIDO, SIS, NSIC, NRDC, KVIC		
10.3	Assistance of small scale industries from State level organisation like DOI, DIC, RSEB, RFC, SISI, RHDC, pollution control board, Rajasthan khadi & village industries board, commercial banks etc.		
10.4	Facilities to women entrepreneurs.		
10.5	Special to demand based, resource based, service based, import substitute, export promotion, trading at consultancy ventures.		
11.	Project Formulation Process :	12	6
11.1	Steps in planning a small scale industry		
11.2	Structure of a project report		
11.3	Analysis of sample project reports		
11.4	Preparation of project report		
11.5	Techno-economic & feasibility of the project.		
11.6	Financial sources for SSI-Loan from State Govt. by RFC,		
11.7	Credit facilities by banks.		
11.8	Rules & Regulations :		
11.8.1	Licensing & registration procedure		
11.8.2	Important provisions of Factory Act		
11.8.3	Shop & commercial Establishment Act		

- 11.8.4 Sale of goods Act
- 11.8.5 Partnership Act
- 11.9 Income tax, Sales tax & Excise rules -
 - 11.9.1 Municipal bye laws
 - 11.9.2 Insurances coverage.

Note : Entrepreneurship awareness camp should be arranged for 3 to 4 days at a stretch. No question will be asked in the examination from the topics under Entrepreneurship Awareness Camp.

Entrepreneurial Awareness Camp : Topics to be covered in the camp

1. Who is an entrepreneur ?
2. Need for entrepreneurship, entrepreneurial career and wage employment.
3. Scenario of development of small scale industries in India.
4. Entrepreneurial history in India, Indian values and entrepreneurship.
5. Assistance from District Industries Center, Commercial banks, State Financial Corporation, Small Industries Service Institutes, Research and Development laboratories & other financial and development corporations.
6. Considerations for product selection.
7. Opportunities for business, service & industrial ventures.
8. Learning from Indian experiences in entrepreneurship (Interaction with successful entrepreneurs).

The camp can be arranged by the institution itself with the help of other agencies such as RIICO, Science & Technology Department, Rajcon, DOI etc.

REFERENCE BOOKS :

- | | |
|--------------------------------------------------------|----------------------------------------|
| 1. Hand Book of Small Scale Industry | P.M. Bhandari |
| 2. Hand Book on Entrepreneurship Development | O.P. Harkut |
| 3. Entrepreneurial Development | S.S. Khanka |
| 4. Statistical Quality Control | Mahohar Mahajan |
| 5. ISO : 9000 Quality System-2000 | S. Dalela |
| 6. ISO :14000 | |
| 7. Organization & Management of Small Scale Industries | Desai J.V.
Himalaya,
Bombay,1985 |
| 8. Management of Small Scale Industries | 3rd, Himalaya,
Bombay, 1986 |
| 9. The Story of an Entrepreneur | M. Nath,
IMT Monograph |

- | | |
|----------------------------------------------------------------------|---------------------------------------|
| 10. Small Industry Entrepreneurs Hand book
Services International | Mohan K.R.,
Bombay
Productivity |
| 11. Hand Book of Entrepreneurship
Learning System 1978 | Rao & Pareek,
New Delhi, |

* * * * *

COPY WRITING

CODE CA 302

L T P
1 2/2 --

RATIONALE

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.

CONTENTS

- | | | |
|--------------------------------------------------------------------|-----------|-----------|
| 1. Copy Definition | 21 | 6 |
| 1.1 The importance of Copy in advertisement | | |
| 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. | | |
| 2. Execution of copy strategy in print media
copy for : | 3 | 10 |
| 2.1 Newspaper | | |
| 2.2 Magazine | | |
| 2.3 Poster | | |
| 2.4 Hoarding | | |
| 2.5 Transit. | | |
| 3. Execution of copy Strategy in Non print : | 3 | 4 |
| 3.1 TV | | |
| 3.2 Radio | | |

4. **Execution of Copy for :** 3 10
 4.1 Point of Purchase Advertising
 4.2 Sales Promotion Materials

Note : The Student will submit two copy submission in each sub - topic of unit 2, 3, and 4.

REFERENCE BOOKS

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

PROFESSIONAL STUDIES - II

CODE CA 303

L T P
 2 2/2 --

RATIONALE

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.

CONTENTS

1. **Advertising Campaign :** 6 1
 1.1 Campaign Planning definition, objectives & Principles
 1.2 Planning of an Advertising Campaign
 1.3 Basic Steps in Campaign Planning
2. **Direct Advertising :** 8 5
 2.1 Definition of Direct Marketing & Direct Advertising
 2.2 Direct Mail Package
 2.3 Production of Direct mail Package
 2.4 Merits and Demerits of Direct Advertising
3. **Media Planning :** 10 7
 3.1 Meaning
 3.2 Factors Influencing Media
 3.3 Key Steps in Media Planning
 3.4 Media Considerations & Media Strategy (National Plan, Key Market Plan, Skim Plan)
 3.5 Latest and General Media Trends

4. **Co- ordination of Advertising with other Promotional Marketing Methods :** 8 2
 4.1 Co-ordination of Advertising (Internal & External Co-ordination)
 4.2 Co-ordination between Advertising & Personal Selling
 4.3 Co-ordination between Advertising & Sales Promotion
 4.4 Co-ordination between Advertising & Public Relation
5. **The Advertising Schedule :** 6 2
 5.1 Advertising Schedule
 5.2 Elements of Scheduling
 5.3 Advantages of Advertising Scheduling
6. **The Advertising Budget :** 8 5
 6.1 Budget Definition
 6.2 Advertising Budget
 6.3 Factors in Advertising budget
 6.4 Methods of Appropriation
7. **Research in Advertising :** 8 5
 7.1 Basic steps for Research Procedure
 7.2 Marketing Research Techniques
 7.3 Creative Research Techniques
8. **Sales Promotion :** 6 3
8.1 Types of Consumer Promotion
 8.1.1 Point of Purchase
 8.1.2 Discounts
 8.1.3 Premiums
 8.1.4 Specialities
 8.1.5 Free Gifts
8.2 Brief introduction to Trade & Internal Sales force Promotion.

REFERENCE BOOKS :

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

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ADVERTISING PHOTOGRAPHY

CODE CA 304	L	T	P
	--	--	5

RATIONALE

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.

CONTENTS

- | | | |
|-----------|-------------------------------------------------------------------------------------------------------------|-----------|
| 1. | Product Advertisement : | 70 |
| 1.1 | Product Advertisement Photography on fast Moving Consumer Goods like food & beverages, cosmetic etc. | |
| 1.2 | Product advertisement in photography on consumer durables like cars, home appliances etc. | |
| 2. | Public Service Advertisements: | 30 |
| 2.1 | Advertisement in photography on social issues related to literacy, Women issues, racial discrimination etc. | |
| 3. | Commercial Service Advertisement : | 20 |
| 3.1 | Advertising photography related to Hotels, Banks, Institution etc. | |
| 4. | Documentary Film : | 30 |
| 4.1 | Short Documentary film on any subject. | |

Note1. The Essential Theory should be taught during the Practicals.

REFERENCE BOOKS

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

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CREATIVE ILLUSTRATION

CODE CA 305	L	T	P
	--	--	5

RATIONALE

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 caliber creative visionary, with an eye for beauty and a mind for lateral thinking.

CONTENTS

- | | | |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1. | Editorial Illustration | 35 |
| 2. | The Story Illustration can be created using various drawing styles & techniques | 35 |
| 3. | Product Animation While executing product Animation the Student should be taken through the whole transitional process from hand illustration to the final work of art executed on computer | 50 |
| 4. | Creative Composition Effective use of textures, Lines, tones Colours & Creative forms are essential | 30 |

Submission : 5 Submission in Each Unit.

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

For Unit I, Unit II, Unit IV a fine balance of hand illustration & Computer Software's like Flash will be used.

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

REFERENCE BOOKS :

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

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ADVERTISING DESIGN - II

CODE CA 306

L T P
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RATIONALE

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.

CONTENTS

	Submission
1. Advertisement for Magazine	3
2. Advertisement for Newspaper	3
3. New Media in Advertising	3
3.1 Transit	
3.2 Shelter	
3.3 Online advertising	
4. Story Board on any given subject.	3

- Note :**
- 1. Advertising campaign has to be carried out in all the given media simultaneously.
 - 2. The Essential Theory should be taught during the Practicals.

REFERENCE BOOKS

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

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DIGITAL DESIGNING

CODE CA 307

L T P
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RATIONALE

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.

CONTENTS

	Submission	P
1. Corel Draw Applications :		80
1.1 Corel Draw	2	
1.2 Corel Photo Paint	2	
1.3 Corel Trace	2	
2. Adobe Application Software :		112
2.1 Photo Shop	2	
2.2 Illustrator	2	
2.3 Page Maker	2	
3. Quark Express	2	48

- Submission :** The Student will submit two submissions in each sub-unit and stress has to be given on applying the package for advertising and communication design.
- Note 1.** The Essential Theory should be taught during the Practicals.

REFERENCE BOOKS

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

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GRAPHIC DESIGN - III**CODE CD 308**L T P
-- -- 5**RATIONALE**

Catering to the masses at large & creating design to appease the teeming multitude, forms the prime responsibility of an advertising professional.

In pursuance of this goal, this subject aims at crafting design for multiple copies, processed through reproduction process.

CONTENTS

	Submission	P
1. Out of Shop Display: Design for Glowsign, Translite or any other Prevalent or innovative out of shop display.	2	30
* The Design can be created on any material.		
2. In-Shop-Display :	3	60
2.1 One submission associated to floor, shelf or counter display respectively. (Theme based product installation can also the designed.)		
3. Sales Literature of Products, Service or Corporate :	1	20
3.1 Brochure/ House organs- (Minimum 10 Pages)		
4. Specialty Advertising :	3	40
4.1 General Specialty		
4.2 Executive Gifts		

- Note :**
- 1. In Unit 2 The student should defer from attempting the already attempted tools of sales promotion.**
 - 2. The Essential Theory should be taught during the Practicals.**

REFERENCE BOOKS :

1	Litter head 4-	Carter
2	Typography 4-	Edited by suban davis
3	Advertising Graphics	Macmillan
4	Calender Design & Graphics	Calander Marketing Association
5	Type in use	Alex White
6.	Restaurant Graphics	Rockport Publishers
7.	Paint of Purchase Design	PBC International Incorporation

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PROJECT

Project work shall be assigned to the student at the start of III year classes, registered as per B.T.E.R. Rules & Regulation and will be carried out after the final Examination for 3rd year, for twenty four continuous working days.

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 / organisation, 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 IIIrd year. The students may also be encouraged to collect material and do preparatory work during the year 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 through out 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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