

SCHEME OF EXAMINATION

And

SYLLABI

For

BACHELOR OF VOCATION

In

(APPLIED ARTS)

3rd SEMESTER & 4th SEMESTER

Offered by

University School of Engineering and Technology



**Guru Gobind Singh Indraprastha University
Dwarka, Delhi – 110078 [INDIA]**

www.ipu.ac.in

NOMENCLATURE OF CODES GIVEN IN THE SCHEME OF B.VOC

1. **ET** stands for Engineering and Technology.
2. **AP** stands for Architecture and Planning
3. **V** stands for Vocation.
4. **MC** stands for Mobile Communication.
5. **SD** stands for Software Development.
6. **AE** stands for Automobile.
7. **CE** stands for Consumer Electronics.
8. **PT** stands for Printing Technology.
9. **CT** stands for Construction Technology.
10. **RA** stands for Refrigeration & Air-Conditioning.
11. **PD** stands for Power Distribution Management.
12. **ID** stands for Interior Design.
13. **AA** stands for Applied Arts.
14. **CS** stands for Computer Science.
15. **MS** stands for Management Studies.
16. **EN** stands for Environmental Engineering
17. **AS** stands for Applied Science.
18. **HS** stands for Humanities and Social Sciences.
19. **SS** stands for Social Services.
20. **L/T** stands for Lecture and Tutorial
21. **P** stands for Practical.
22. **S/D** stands for Drawing/Studio
23. **P/D** stands for Practical/Drawing



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UNIVERSITY**

**BACHELOR OF VOCATION
(APPLIED ARTS)
THIRD SEMESTER EXAMINATION
(LEVEL-VI)**

Paper Code	Paper ID	Paper	L	S	T/P	Credits
THEORY PAPERS						
APVAA-601		Theory of Advertising-I	3	0	0	3
APVAA-603		History of Art-I	2	0	0	2
OPEN ELECTIVE-II (Select any one)						
APVAA-651		Gift Packaging	1	0	4	3
APVAA-653		Silk Screen Printing	1	0	4	3
PRACTICALS/VIVA VOICE/STUDIO						
APVAA-655		Graphic Design-I (Branding)^	2	5	0	7
APVAA-657		Drawing and Illustration-I^	2	5	0	7
APVAA-659		Computer Application in Applied Art-II^	3	0	6	6
APVAA-661		Industrial Training-III	0	0	0	4
TOTAL			13	10	10	32

- 7 hours for visit to Museums/ Art Galleries/ Market survey and students centred activities.

Open Elective-II

Assignments done under **Gift Packaging (APVAA-651)/ Silk Screen Printing (APVAA-653)** will be marked for internal assessment. Final evaluation will be done by the External and Internal Examiner(s).

Note for Project work^

Assignments done under **APVAA-655, APVAA-657 and APVAA-659** will be marked for internal assessment. Final evaluation will be done by the External and Internal Examiner(s).

Industrial Training-III

The students are required to undergo 2 weeks training in-house / Industry during winter vacation and should submit training report immediately for the declaration of result.

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**BACHELOR OF VOCATION
(APPLIED ARTS)
FOURTH SEMESTER EXAMINATION
(LEVEL-VI)**

Paper Code	Paper ID	Paper	L	S	T/P	Credits
THEORY PAPERS						
APVAA-602		Theory of Advertising-II	3	0	0	3
APVAA-604		History of Art-II	2	0	0	2
OPEN ELECTIVE-III (Select any one)						
APVAA-652		Painting	1	0	4	3
APVAA-654		Basic Photography	1	0	4	3
PRACTICALS/VIVA VOICE/STUDIO						
APVAA-656		Graphic Design-II (Poster Design)^^	2	5	0	7
APVAA-658		Drawing and Illustration-II^^	2	5	0	7
APVAA-660		Computer Application in Applied Art-III^^	3	0	6	6
APVAA-662		Industrial Training-IV	0	0	0	4
TOTAL			13	10	10	32

- 7 hours for visit to Museums/ Art Galleries/ Market survey and students centred activities.

Open Elective-II

Assignments done under **Painting (APVAA-652)/ Basic Photography (APVAA-654)** will be marked for internal assessment. Final evaluation will be done by the External and Internal Examiner(s).

^^Note for Project work:

Assignments done under **APVAA-656, APVAA-658 and APVAA-660** will be marked for internal assessment. Final evaluation will be done by the External and Internal Examiner(s).

Industrial Training-IV:

The students are required to undergo 6 weeks Industrial training during summer vacation and should submit training report immediately for the declaration of result.

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THEORY OF ADVERTISING-I

Paper Code: APVAA-601
Paper: Theory of Advertising-I

L	S	T/P	C
3	0	0	3

INSTRUCTIONS:**MAXIMUM MARKS-75**

THEORY (TIME-3Hrs.): Consist of Multiple Choice Question, Short Answer Type and Long Answer Type.

Objectives & Pre-requisites: The objective of this course is to make the students understand the basic concepts, principles, terminology and requirements related to advertising. Knowledge of various Media in indoor and outdoor advertising and role of advertising as a marketing communication tool. The course contents will be an exploration of various aspects of advertising industry practices.

Outcomes & Deliverables: This course will undertake research into contemporary media and communication theory and practice to explore possible industry and career directions. Interpret and apply advertising theory to development of advertising strategies.

UNIT-I

- Understanding of Advertising
- Brief history of Advertising
- Difference between advertising and marketing.

[No. of Hrs. 09]**UNIT-II**

- Importance of Visual Communication.
- Role of Visual Communication in advertising.
- Media of Visual Communication.

[No. of Hrs. 09]**UNIT-III**

- Significance of Brand Identity.
- Understanding of logo, symbol, monogram and trademark.
- Office Stationery Letterhead/Visiting Cards/ Envelope etc.
- Brand establishment

[No. of Hrs. 09]**UNIT-IV**

- Importance of Book cover
- Difference between book cover and book jacket.
- Understanding of folder, pamphlet, catalogue, broacher and leaflet.

[No. of Hrs. 09]**UNIT-V**

- Understanding of Illustration
- Importance of Illustration in advertising.
- Understanding Story Illustration
- Understanding Story board

[No. of Hrs. 09]**Reference Book(s):**

- [R1] Applied Art Hand Book By prof. S.K Luthra
 [R2] Design for Communication, Conceptual Graphic Design Basics, By Elisabeth Resnick Publisher:-John Wily & Sons, 2003
 [R3] Advertising and Human Behaviour By Himanshu Pant, ABD Publishers, Jaipur,India
www.abdpublisher.com

HISTORY OF ART-I**Paper Code: APVAA-603****Paper: History of Art-I**

L	S	T/P	C
2	0	0	2

INSTRUCTIONS:**MAXIMUM MARKS-75****THEORY (TIME-3Hrs.):** Consist of Multiple Choice Question, Short Answer Type and Long Answer Type.

Objectives & Pre-requisites: Indian Art consists of a variety of art forms, including plastic arts (e.g., pottery and sculpture), visual arts (e.g., cave paintings), Geographically, it spans the entire Indian subcontinent, including what is now India, Pakistan and Bangladesh. A strong sense of design is characteristic of Indian art and can be observed in its modern and traditional forms.

Outcomes & Deliverables:**UNIT-I**

- Art of Indus valley civilization
- Introduction to Buddhist Art
- Sculptures in Buddhist Art

[No. of Hrs. 10]**UNIT-II**

- Introduction to Jain Art
- Jain miniature
- Sculptures in Jain miniature
- Introduction to Ajanta

[No. of Hrs. 10]**UNIT-III**

- Painting of Ajanta cave
- About Ellora
- Rajasthani Miniature Painting
- Pahari painting

[No. of Hrs. 10]**Reference Book(s):**

- [R1] Monuments of Sanchi, Marshal John Foucher, Swati Publication, 1982
 [R2] Indian Art, Roy. C Caravan, Thames & Hudson, 1993
 [R3] Rajasthani Miniatures, Kari Khandelwala
 [R4] Digital Photography Book, Part 1, Scott Kelby, 2006

GIFT PACKAGING
(Open Elective-II)

Paper Code: APVAA-651
Paper: Gift Packaging

L	S	T/P	C
1	0	4	3

INSTRUCTIONS:

MAXIMUM MARKS-60

PRACTICAL: Evaluation will be done by the external and internal examiner of the submissions.

***Objectives & Pre-requisites:** Gift Packaging refers to the art of wrapping gifts and creating handmade paper bags, envelopes, tags and trays etc. Themed based gift packaging is based on occasions and festivals.*

***Outcomes & Deliverables:** The students should be familiarized with the use of best possible packaging for the particular product or a set.*

UNIT-I

- Understanding gift packaging.
- Understanding material.
- Paper cutting and Folding.
- Preparation of Decorative Envelopes for different occasions.
(4 Envelopes)

[No. of Hrs. 20]

UNIT-II

- Purpose of Carry bags.
- Understanding material.
- Various size and shapes of carry bags.
- Preparation of Carry Bags for different occasions.
(3 Bags)

[No. of Hrs. 20]

UNIT-III

- Preparation of Gift boxes
- Understanding material
- Creation of different boxes with different folds
- Interlocking in packaging
(2 Boxes)

[No. of Hrs. 20]

UNIT-IV

- Creating your own wrapping papers with different effects.
- Understanding material
- Attractive ribbon arrangements.
- Different types of Bows and Tags and Trays and Basket etc.
(2 Exercises)

[No. of Hrs. 20]

Reference Book(s):

- [R1] The Big Book of Packaging, Will Burke, Lisa Baer, James Pietruszynski, Harper Collins, 2011
[R2] 1,000 Package Designs: A Comprehensive Guide to Packing, Rockport Publisher, 2008
[R3] The Gift Wrapping Book: Over 150 Ideas for All Occasions, Caroline Birkett, 2013

SILK SCREEN PRINTING
(Open Elective-II)

Paper Code: APVAA-653
Paper: Silk Screen Printing

L	S	T/P	C
1	0	4	3

INSTRUCTIONS:

MAXIMUM MARKS-60

PRACTICAL: Assignments will be evaluated by the external & internal examiner.

***Objectives & Pre-requisites:** Screen printing is a printing technique whereby a mesh is used to transfer ink onto a substrate, except in areas made impermeable to the ink by a blocking stencil. A blade or squeegee is moved across the screen to fill the open mesh apertures with ink, and a reverse stroke then causes the screen to touch the substrate momentarily along a line of contact. This causes the ink to wet the substrate and be pulled out of the mesh apertures as the screen springs back after the blade has passed.*

***Outcomes & Deliverables:** The students should be familiarized with the use of silk screen process so that they can print Letterhead file cover / envelope / cards/gift bags etc. These can be sold in local markets.*

UNIT-I

- What is Silk Screen
- Equipment's used
- What is stencil
- Understanding types of screen
- About dark room
- Exposure setting
- Developing first composition
- Method of prints Application of ink
- Method of prints
- How to clean the equipment's

[No. of Hrs. 20]

UNIT-II

- Printing with single color.
- Personal stationery Letterhead/Envelope/Visiting Card. (1 Exercise)

[No. of Hrs. 25]

UNIT-III

- Preparation for printing with 2 colors.
- Application of ink in layers
- Composition on paper. (1 Exercise)

[No. of Hrs. 30]

UNIT-IV

- Preparation of 3 screens for printing with 3 colors.
- Shopping Bag / envelope / cards/gift bags etc. (1 Exercise)

[No. of Hrs. 30]

Reference Book(s):

[R1] Silk Screen Basics: A Complete How-to Handbook, Claire Dalquié, Matteo Cossu, Gingko Press, 2011

GRAPHIC DESIGN-I (BRANDING)

Paper Code: APVAA-655
Paper: Graphic Design (Branding)

L	S	T/P	C
2	5	0	7

INSTRUCTIONS:	MAXIMUM MARKS-60
PRACTICAL (TIME-6Hrs.): Question paper to be provided by external examiner.	

Objectives & Pre-requisites: To create a new brand identity for the product, service or event, need to apply all the skills built up in the design career in a slightly different way. Branding is one of the vital instruments of any creative graphic designer. It communicates the consumer with its various characters. This requires practice, patience and precision at the part of an artist.

Outcomes & Deliverables: The students should be familiarized how to establish a brand.

UNIT-I

- Understanding Strategies from the beginning
- Research methodology – Internet , Magazine and Newspaper
- Understanding the Brand Profile (Preparation of Scrapbook)

[No. of Hrs. 15]

UNIT-II

- Understanding the role of simplicity
- What is a logo
- Difference between symbol, monogram, trademark
- Developing logo, symbol, monogram, trademark (2 Exercise)

[No. of Hrs. 25]

UNIT-III

- Understanding and purpose of office stationery.
- Preparing office stationery with the help of the previous exercise.
- Letterhead, Envelope, visiting card etc.(3 Exercise)

[No. of Hrs. 25]

UNIT-IV

- Developing final logo with punch line
- Using it in visiting card and other office stationary
- Use logo in packaging /Umbrellas /docket / folder (2Exercise)

[No. of Hrs. 25]

Important:

- Visit for market survey and research to experience the latest trends.
- Students should be taken for Press Visit to see the reproduction methods

[No. of Hrs. 15]

Note:

- Students may refer Magazines, Newspapers and other printed material.
- Each exercise starts with layout planning i.e. from thumb nail layout to finished art work.

Reference Book(s):

- [R1] Idea Index: Graphic Effects and Typographic Treatments (English), Jim Krause, North Light Books, 2000
- [R2] Design Basics Index, Jim Krause, North Light Books, 2000
- [R3] Layout Index (English) 1st Edition, Jim Krause, North Light Books, 2000
- [R4] Logolicious, Peleg Top, HarperCollins Publisher, 2010

DRAWING AND ILLUSTRATION-I

Paper Code: APVAA-657
Paper: Drawing and Illustration-I

L	S	T/P	C
2	5	0	7

INSTRUCTIONS:	MAXIMUM MARKS-60
PRACTICAL (TIME-6Hrs.): Question paper to be provided by external examiner with three options.	

Objectives & Pre-requisites: This subject is aimed at developing skills in sketching and translating ideas/messages/words with stylization for visual communication with line and color in the form of illustration.

Outcomes & Deliverables: Understanding concept of Illustration and its application and importance in Applied Art/Folk Art applying different mediums such as crayons, pen and ink, poster colors, water colors etc.

UNIT-I

- Introduction to Illustration.
- Importance of Illustration.
- Students are required to do regular sketches.
- Composition based on outdoor sketches, subjects from daily life. (1 Exercise)

[No. of Hrs. 20]**UNIT-II**

- Understanding illustrations for children
- Modification of form using geometrical shapes suitable for children books. (1 Exercise)

[No. of Hrs. 20]**UNIT-III**

- Graphic form from nature / objects
- Exercise based on alphabets suitable for children books
- Exercise based on numeric suitable for children books. (1Exercise)

[No. of Hrs. 25]**UNIT-IV**

- Understanding Indian Folk Art
- Introduction to various medium and technique applied on different surfaces like cloth / paper / pots etc (1 Exercise)

[No. of Hrs. 25]**Important:**

- Each illustration should be based on preliminary sketches
- Students will draw rough sketches based on the subject.
- Student will go for outdoor sketching

[No. of Hrs. 15]

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COMPUTER APPLICATION IN APPLIED ART-II

Paper Code: APVAA-659	L	S	T/P	C
Paper: Computer Application in Applied Art-II	3	0	6	6

INSTRUCTIONS:	MAXIMUM MARKS-60
PRACTICAL (TIME-6Hrs.): Question paper to be provided by external examiner.	

Objectives & Pre-requisites: In present scenario, the advertising agencies, publishing houses and other art studios, computer knowledge and software learning are essential requirement for the graphic designing/art work purposes

Outcomes & Deliverables: The students should be familiarized with the use of graphic software such as Illustrator / Photoshop for the formation of logo and office stationery.

UNIT-I

- Introduction to Illustrator
- Understanding interface of Illustrator
- Making simple objects ,vector graphic, gradient (2 Exercise)

[No. of Hrs. 30]**UNIT-II**

- Making a logo in Illustrator / Corel Draw
- Designing of an office stationery in Illustrator / Corel Draw
- Making simple handbills in Illustrator / Corel Draw (2 Exercise)

[No. of Hrs. 50]**UNIT-III**

- Correcting colour balance , level in Photoshop
- Using vector mask in Photoshop
- Making an image compatible to print or broadcasting in Photoshop
- Preparing a 3d logo in Photoshop for broadcasting. (2 Exercise)

[No. of Hrs. 55]**Reference Book(s):**

- [R1] Adobe Illustrator Cs6, Steve Perspection Inc, Perspection Inc, Steve Johnson, Johnson, Pearson Education 2012
- [R2] CorelDraw X7 (English) 11th Edition (Paperback) , Mcgraw Hill Education, 2015
- [R3] Adobe Photoshop CC Bible (English) 1st Edition (Paperback) , Lisa Danae Dayley, Brad Dayley, Wiley India Pvt. Ltd., 2014
- [R4] Adobe InDesign CS5 Classroom in a Book (With DVD) (Paperback), Adobe, Pearson, 2011

THEORY OF ADVERTISING-II

Paper Code: APVAA-602
Paper: Theory of Advertising-II

L	S	T/P	C
3	0	0	3

INSTRUCTIONS:**MAXIMUM MARKS-75**

THEORY (TIME-3Hrs.): Consist Of Multiple Choice Question, Short Answer Type and Long Answer Type.

Objectives & Pre-requisites: The objective of this course is to make the students understand the basic concepts, principles, terminology and requirements related to advertising. Knowledge of various Media in indoor and outdoor advertising and role of advertising as a marketing communication tool. The course contents will be an exploration of various aspects of advertising industry practices.

Outcomes & Deliverables: This course will undertake research into contemporary media and communication theory and practice to explore possible industry and career directions. Interpret and apply advertising theory to development of advertising strategies.

UNIT-II

- Purpose of Advertising
- Functions of Advertising Agency
- History of Advertising
- Advertising Agency and Famous Ad Slogans

[No. of Hrs. 11]**UNIT-II**

- Understanding Press layout, components of Press layout
- Planning and Designing of Press layout.
- Difference between magazine and newspaper ads.

[No. of Hrs. 11]**UNIT-III**

- Understanding of outdoor advertising /indoor advertising
- Media of outdoor advertising Poster/Hoarding/Transit advertising etc.
- Designing of Poster: components, size attention value.

[No. of Hrs. 11]**UNIT-IV**

Role and importance of Photography in Advertising.
 Basic understanding of Printing/Reproduction processes.
 Offset /Letterpress/Intaglio/Silk Screen Printing process.

[No. of Hrs. 11]**Reference Book(s):**

- [R1] Applied Art Hand Book by Prof. S.K Luthra
 [R2] Design for Communication, Conceptual Graphic Design Basics, By Elisabeth Resnick Publisher:-John Wiley & Sons, 2003.
 [R3] Advertising and Human Behaviour by Himanshu Pant ABD Publishers, Jaipur, India
www.abdpublisher.com

HISTORY OF ART-II**Paper Code: APVAA-604****Paper: History of Art-II**

L	S	T/P	C
2	0	0	2

INSTRUCTIONS:**MAXIMUM MARKS-75****THEORY (TIME-3Hrs.):** Consist of Multiple Choice Question, Short Answer Type and Long Answer Type.

Objectives & Pre-requisites: Indian Art consists of a variety of art forms, including plastic arts (e.g., pottery and sculpture), visual arts (e.g., cave paintings), Geographically, it spans the entire Indian subcontinent, including what is now India, Pakistan and Bangladesh. A strong sense of design is characteristic of Indian art and can be observed in its modern and traditional forms.

Outcomes & Deliverables:**UNIT-I**

- Intro to Mughal Miniature
- Origin and development of Mughal Miniature
- Study of some Mughal Miniature paintings.

[No. of Hrs. 10]**UNIT-II**

- Introduction to Bengal school
- Origin and development of Bengal school
- Features of Bengal school
- Artists of Bengal School

[No. of Hrs. 10]**UNIT-III**

- Modern trends in Indian art.
- Eminent contemporary artist of India.
- Eminent contemporary artist of India.

[No. of Hrs. 10]**Reference Book(s):**

- [R1] Art of ancient India, Susan L. Huntington
 [R2] Monuments of Sanchi, Marshal John Foucher, Swati Publication, 1982
 [R3] Indian art, Roy. C Caravan, Thames & Hudson, 1993
 [R4] Rajasthani Miniatures, Kari Khandelwala

PAINTING
(Open Elective-III)

Paper Code: APVAA-652
Paper: Painting

L	S	T/P	C
1	0	4	3

INSTRUCTIONS:**MAXIMUM MARKS-60****PRACTICAL:** Evaluation will be done by the external and internal examiner of the submissions.

Objectives & Pre-requisites: Painting refers to the art of creating an imaginary or abstract composition. Further, it also refers to composite a still life.

Outcomes & Deliverables: The student should be familiarized to make a painting on canvas in still life and abstract painting.

UNIT-I
STILL LIFE

- Preparation of canvas
- Setting a still life
- Application of color (Acrylic)
- Learning different strokes using brush.
- Making a still life with acrylic color (1 Exercise)

[No. of Hrs. 37]

UNIT-II
ABSTRACT

- Understanding abstract
- Preparing painting in abstract using acrylic color. (1 Exercise)

[No. of Hrs. 37]

NOTE: - All the assignments done in the class will be marked for internal assessment.

Reference Book(s):

[R1] Acrylic Painting Kit: Professional materials and step-by-step instruction for the aspiring artist (Walter Foster Painting Kits), Tom Swimm,

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BASIC PHOTOGRAPHY
(Open Elective-II)

Paper Code: APVAA-654
Paper: Basic Photography

L	S	T/P	C
1	0	4	3

INSTRUCTIONS:**MAXIMUM MARKS-60****PRACTICAL:** Evaluation will be done by the external and internal examiner of the submissions.

***Objectives & Pre-requisites:** Digital cameras made everyone a photographer, mainly because it's so cheap to buy a halfway decent DSLR and start clicking photographs. But to truly grasp the potential of camera, one must learn how to take it out of "auto mode" and get good shots by selecting the appropriate settings. Knowledge of different types of lights and angles for desired results.*

***Outcomes & Deliverables:** The students should be familiarized with the use of camera. They should also gain knowledge on different types of lenses used for different reason .By using technical expertise knowledge of different types of lights and angles, composition for desired results.*

UNIT-I

- What is Photography?
- Understanding optics.
- Relation between shutter speed and aperture

[No. of Hrs. 18]**UNIT-II**

- What is Depth of field
- Rules of photography
- Intro to Lighting

[No. of Hrs. 18]**UNIT-III**

- Reflector and absorber
- Camera Controls
- Exposure

[No. of Hrs. 18]**UNIT-IV**

- Black and White Conversion
- The Portrait
- Composition tips

[No. of Hrs. 18]**Reference Book(s):**

- [R1] Submission of 5 photographs
[R2] The Digital Photography Book, Part 1, Scott Kelby, 2006

GRAPHIC DESIGN-II (POSTER DESIGN)

Paper Code: APVAA-656	L	S	T/P	C
Paper: Graphic Design-II (Poster Design)	2	5	0	7

INSTRUCTIONS:	MAXIMUM MARKS-60
PRACTICAL (TIME-6Hrs.) Question paper to be provided by external examiner.	

Objectives & Pre-requisites: Students should have understanding of basic concepts, principle, terminology and different method of printing process for designing poster and also to deliver a message directly and simply through visual impact, by experimenting with design and investigating solutions. Keeping in mind the target audience the design can be direct or abstract in style.

Outcomes & Deliverables: The students should be familiarized how to promote advertisement in outdoor/transit media such as poster/ billboard/ hoarding and banner.

UNIT-I

- What is poster?
- Types of Posters
- Target audience.
- Size of Posters.
- Components of Poster.
- Selection of Typeface.
- Color scheme.
- Preparation of one Typographical poster using all the above elements. (1 Exercise)

[No. of Hrs. 30]**UNIT-II**

- Preparation of one poster of social awareness using all the above elements.(1 Exercise)

[No. of Hrs. 30]**UNIT-III**

- What is Hoarding/ Billboard?
- Types of Hoarding/Billboard.
- Difference between Poster and Hoarding/ Billboard.
- Size of .Hoarding/Billboard
- Target audience.
- Selection of Typeface.
- Color scheme.
- Preparation of Hoarding/ Billboard using all the above elements (consumer product) (1 Exercise).

[No. of Hrs. 30]**Important:-**

- Visit for market survey and research to experience the latest trends.
- Students should be taken for Press Visit to see the reproduction methods

[No. of Hrs. 15]**Note:-**

- Students may refer Magazines, Newspapers and other printed material.
- Each exercise starts with layout planning i.e. from thumb nail layout to finished art work.

Reference:-

- [R1] Idea Index: Graphic Effects and Typographic Treatments (English), Jim Krause, North Light Books, 2000
- [R2] Design Basics Index, Jim Krause, North Light Books, 2000
- [R3] Layout Index (English) 1st Edition, Jim Krause, North Light Books, 2000
- [R4] Logolicious, Peleg Top, HarperCollins Publisher, 2010
- [R5] New Masters of Poster Design: Poster Design for the Next Century, John Foster, Rockport Publishers, 2008

Scheme and Syllabi for B. Voc. (Applied Arts) (2nd year) w. e. f. batch 2016-17, approved in the BOS of USAP held on 05th July, 2016 & AC Sub Committee Meeting of USET/USICT held on 27th July, 2016.

DRAWING AND ILLUSTRATION-II

Paper Code: APVAA-658
Paper: Drawing and Illustration-II

L	S	T/P	C
2	5	0	7

INSTRUCTIONS:	MAXIMUM MARKS-60
PRACTICAL (TIME-6Hrs.): Question paper to be provided by external examiner.	

Objectives & Pre-requisites: This subject is aimed at developing skills in sketching and translating ideas/messages/words with stylization for visual communication with line and color in the form of illustration.

Outcomes & Deliverables: Understanding concept of Illustration and its application and importance in Applied Art/Folk Art applying different mediums such as crayons, pen and ink, poster colors, water colors etc.

UNIT-I

- Introduction to different techniques used for illustration
- Application of museum study in 3 different techniques (1 Exercise)

[No. of Hrs. 20]

UNIT-II

- Story Illustration suitable for centre spread of a book (1 Exercise)

[No. of Hrs. 20]

UNIT-III

- Understanding the techniques and styles of great masters.
- Copying Illustrations of known Illustrators. (1 Exercise)

[No. of Hrs. 20]

UNIT-IV

- Introduction to calendar
- Types of calendar
- Illustrations suitable for calendar. (1 Exercise)

[No. of Hrs. 20]

Important:-

- Each illustration should be based on preliminary sketches
- Students will draw rough sketches based on the subject.
- Student will go for outdoor sketching

[No. of Hrs. 20]

References Book(s):

COMPUTER APPLICATION IN APPLIED ART-III

Paper Code: APVAA-660	L	S	T/P	C
Paper: Computer Application in Applied Art-III	3	0	6	6

INSTRUCTIONS:	MAXIMUM MARKS-60
PRACTICAL (TIME-6Hrs.): Question paper to be provided by external examiner.	

Objectives & Pre-requisites: In present scenario, the advertising agencies, publishing houses and other art studios, computer knowledge and software learning are essential requirement for the graphic designing/art work purposes.

Outcomes & Deliverables: The students should be familiarized with the use of graphic software such as Illustrator/ Photoshop/ InDesign for making posters, hoarding and other outdoor media. Understand the designing of a book or catalogue.

UNIT-I

- Using of grid and isolated masking in Illustrator / Corel draw
- Placing logo in a poster
- Placing headline in a poster
- Comprehensive layouting of a poster
- Changing colour of the poster to make it effective
- Making a poster ready to print . (3 Exercise)

[No. of Hrs. 45]

UNIT-II

- Managing fonts in Photoshop
- Creating and entering text in Photoshop
- Changing text alignment in Photoshop
- Character style in Photoshop
- Preparing images to be used in Photoshop
- Submitting 5 images separately which are used in pamphlet. (2 Exercise)

[No. of Hrs. 45]

UNIT-III

- Understand the interface of InDesign
- Setting up of a document in InDesign
- Making of master page in InDesign
- Importing elements / images in InDesign
- Alignment of elements in InDesign
- Making of text area for Pamphlet InDesign
- Placing logo and text in InDesign
- Making the pamphlet ready for printing in InDesign. (2 Exercise)

[No. of Hrs. 45]

Reference Book(s):

- [R1] Adobe Illustrator Cs6, Steve Perspection Inc, Perspection Inc, Steve Johnson, Johnson, Pearson Education 2012
- [R2] CorelDraw X7 (English) 11th Edition (Paperback) , Mcgraw Hill Education, 2015
- [R3] Adobe Photoshop CC Bible (English) 1st Edition (Paperback) , Lisa Danae Dayley, Brad Dayley, Wiley India Pvt. Ltd., 2014
- [R4] Adobe InDesign CS5 Classroom in a Book (With DVD) (Paperback), Adobe, Pearson, 2011