For Batch 2016-17 Onwards
SCHEME OF EXAMINATION

And

SYLLABI

For

BACHELOR OF VOCATION

In

(APPLIED ARTS)

5th SEMESTER & 6th SEMESTER

## Offered by

University School of Architecture and Planning

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

Guru Gobind Singh Indraprastha University
Dwarka, Delhi – 110078 [INDIA]
www.ipu.ac.in

The Scheme and Syllabus for B.Voc Programme (Applied Arts) (3rd Year) has been approved in Board of Studies (BOS) Meeting of USAP held on 17th March, 2017 and 43rd Academic Council Meeting held 25th May, 2017. The Scheme and Syllabus is applicable for the batch admitted in the Academic Session 2016-17 Onwards, w.e.f., 1st August, 2018.

NOMENCLATURE OF CODES GIVEN IN THE SCHEME OF B.VOC

1. **ET** stands for Engineering and Technology.
2. **V** stands for Vocation.
3. **MC** stands for Mobile Communication.
4. **SD** stands for Software Development.
5. **AE** stands for Automobile.
6. **CE** stands for Consumer Electronics.
7. **PT** stands for Printing Technology.
8. **CT** stands for Construction Technology.
9. **RA** stands for Refrigeration & Air-Conditioning.
10. **PD** stands for Power Distribution Management.
11. **ID** stands for Interior Design.
12. **AA** stands for Applied Arts.
13. **CS** stands for Computer Science.
14. **MS** stands for Management Studies.
15. **EN** stands for Environmental Engineering
16. **PH** stands for Physics
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 Practicals.
22. **S/D** stands for Drawing/Studio
23. **P/D** stands for Practical/Drawing
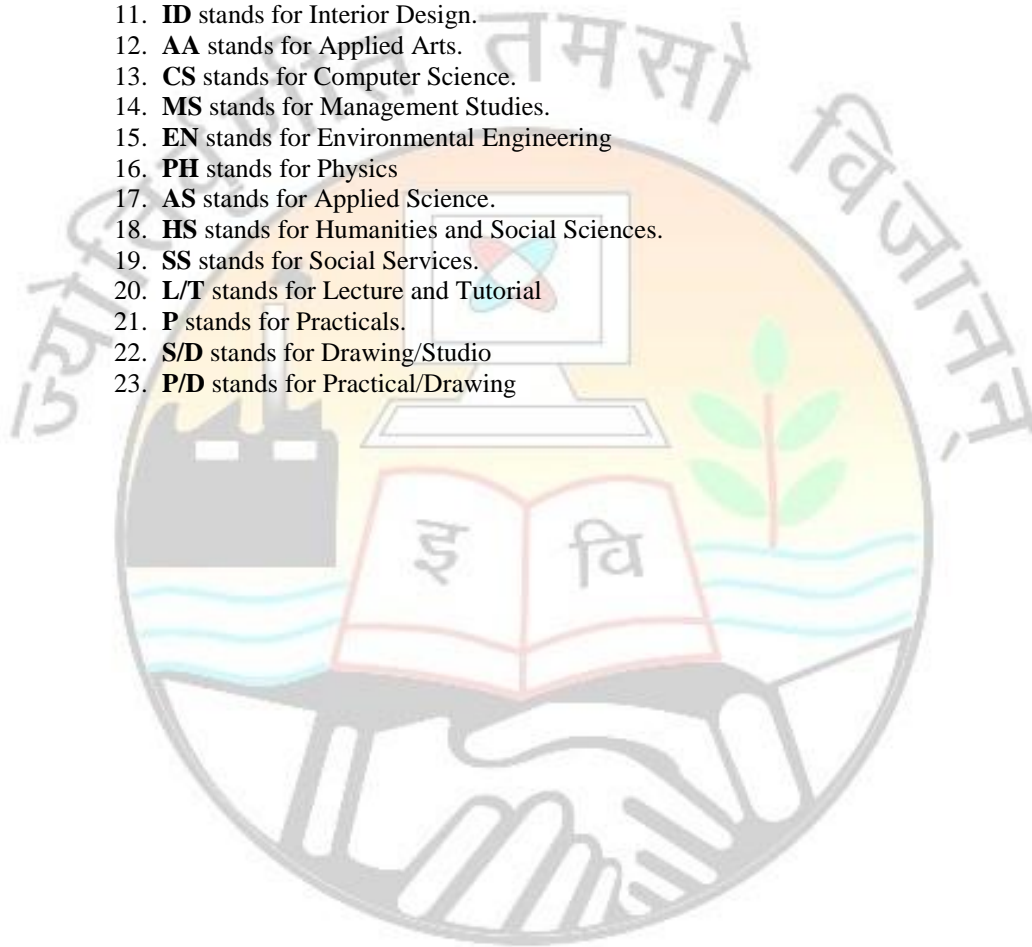
BACHELOR OF VOCATION
(APPLIED ARTS)
FIFTH SEMESTER EXAMINATION
(LEVEL-VII)

Paper Code	Paper ID	Paper	L	S	T/P	Credits
THEORY PAPERS						
ETVHS-701		Technical English (Common to all disciplines)	3	0	0	3
GENERAL ELECTIVE II (Select any one)*						
ETVSS-751		NCC	0	0	2	1
ETVSS-753		NSS	0	0	2	1
ETVSS-755		Sports	0	0	2	1
ETVSS-757		Community Services	0	0	2	1
ETVSS-759		ECO Club	0	0	2	1
ETVSS-761		YOGA	0	0	2	1
PRACTICALS/ VIVA VOICE/ STUDIO						
ETVHS-751		Language Lab (Common to all disciplines)	0	0	3	3
APVAA-753		Graphic Design-III (Press Advertisement-I)	2	5	0	7
APVAA-755		Drawing and Illustration-III	2	5	0	7
APVAA-757		Computer Application in Applied Art-IV	2	0	6	5
APVAA-759		Minor Project (Handmade Artefacts/Articles)**	0	0	4	2
APVAA-761		Industrial Training-V	0	0	0	4
TOTAL			**09**	**10**	**15**	**32**

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

NOTE:
There are five industrial trainings to be carried out by the student(s) in B.Voc course. Industrial Trainings I, III and V will be with weightage of two credits each. These trainings are to be carried out during winter vacations for the duration of two weeks. Industrial Trainings II and IV will be with weightage of four credits each. These trainings are to be carried out during summer vacations for the duration of four to six weeks. These training may be done from industry/Skill Knowledge Providers (SKPs) /Sector Skill Councils (SSCs)/ Training Centers/ Institutes. Student should submit training report during evaluation. Industrial Training done at the end of the semester will be evaluated in the subsequent semester

Note for Project work:
All the assignments done (APVAA-753, APVAA-755, APVAA-757 and APVAA-759) will be marked for internal assessment. Final evaluation will be done by the External and Internal Examiner(s).

*Non University Examination System (NUES)

**Minor Project (APVAA-759):
The students will prepare (Handmade Artefacts/Articles) for festivals and occasions. Projects done during the semester will be evaluated by the external/internal examiners. Final evaluation will be done by the External and Internal Examiner(s).

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BACHELOR OF VOCATION
(APPLIED ARTS)
SIXTH SEMESTER EXAMINATION
(LEVEL-VII)

Paper Code	Paper ID	Paper	L	S	T/P	Credits
THEORY PAPERS						
ETVHS-702		Human Values and Professional Ethics-II (Common to all disciplines)	3	0	0	3
PRACTICALS/ VIVA VOICE/ STUDIO						
APVAA-752		Graphic Design-IV (Press Advertisement-II)	3	4	2	8
APVAA-754		Computer Application In Applied Art -V	2	2	6	7
APVAA-756		Major Project#*(Campaign Planning)	0	8	0	8
APVAA-758		Industrial Training-VI	0	0	0	4
TOTAL			**08**	**14**	**08**	**30**

- 8 hours for market survey/e-learning and students centred activities.

NOTE:
There are five industrial trainings to be carried out by the student(s) in B.Voc course. Industrial Trainings I, III and V will be with weightage of two credits each. These trainings are to be carried out during winter vacations for the duration of two weeks. Industrial Trainings II and IV will be with weightage of four credits each. These trainings are to be carried out during summer vacations for the duration of four to six weeks. These training may be done from industry/Skill Knowledge Providers (SKPs) /Sector Skill Councils (SSCs)/ Training Centers/ Institutes. Student should submit training report during evaluation. Industrial Training done at the end of the semester will be evaluated in the subsequent semester

Note for Project work:
All the assignments done (APVAA-752 & APVAA-754) will be marked for internal assessment. Final evaluation will be done by the External and Internal Examiner(s).

#*Major Project (APVAA-756):
Portfolio Viva / Poster/ Hoarding/ Packaging/ Dangler/ Story Board for digital media etc. (Application of softwares / Presentation of portfolio).Projects done during the semester will be evaluated by the external/internal examiners. Final evaluation will be done by the External and Internal Examiner(s). *The students may be allowed to do Major Project on-site during 5 days in a week and class work should be completed in 2 working days in the respective institution.*

For Award of Diploma:
- The total number of the credits of the Diploma (Applied Arts) Programme = 66.
- Student shall be required to appear in examinations of all courses. However, to award the Diploma (Applied Arts) a student shall be required to earn a minimum of 60 credits.

For Award of Advanced Diploma:
- The total number of the credits of the Advanced Diploma (Applied Arts) Programme = 130.
- Student shall be required to appear in examinations of all courses. However, to award the Advanced Diploma (Applied Arts) a student shall be required to earn a minimum of 120 credits.

For Award of B.Voc Degree:
- The total number of the credits of the B.Voc. (Applied Arts) Programme =192.
1. Student shall be required to appear in examinations of all courses. However, to award the degree a student shall be required to earn a minimum of 180 credits, with 60 credits each in every year for three years.

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TECHNICAL ENGLISH
(Common to all Disciplines)

Paper Code: ETVHS-701	**L**	**S**	**T/P**	**C**
Paper: Technical English	**3**	**0**	**0**	**3**

INSTRUCTIONS TO PAPER SETTER: **MAXIMUM MARKS: 75**

1. Question No. 1 should be compulsory and cover the entire syllabus. This question should have objective or short answer type questions. It should be of 25 marks.
2. Apart from Question. No. 1 rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions. However, student may be asked to attempt only 1 question from each unit.

Objectives:
- *To equip students to recognize, explain, and use the rhetorical strategies and the formal elements of specific genres of technical communication, such as technical abstracts, data based research reports, instructional manuals, technical descriptions etc.*
- *To help students understand the process of collection, analysis, documentation, and reporting of research clearly, concisely, logically, and ethically and understand the standards for legitimate interpretations of research data within scientific and technical communities.*
- *To initiate students into critical and creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information towards meaningful and effective communication*
- *To help students understand ethical considerations in technical and professional writing, realizing the consequences of various communication acts.*

Learning Outcomes: Upon successful completion of the course the student shall be able to:
- *Understand and demonstrate composing processes through invention, organization, drafting, revision, editing, and presentation as evidenced in satisfactory completion of all the written, visual, web-based, and oral discourses to be submitted in this course.*
- *To recognize and use the rhetorical and stylistic elements necessary for the successful practice of scientific and technical communication;*
- *Create various products most frequently used in scientific and technical communication.*
- *Develop ethical problem-solving communication skills in professional situations.*

UNIT-I
Technical Writing: Definition, Purpose and Characteristics of Technical Writing.
Technical Writing Skills: Methods and means of the Pre-writing stage, the Writing Stage and the Post-writing Stage.

[T1, T2][No. of Hrs. 12]

UNIT-II
Formal Formatting: Arrangement of Formal Elements, Front Material, Format Devices in the Body of Formal Report-Heading, Pagination, End Material – Citations, References and Bibliography, Appendix.

[T1, T2][No. of Hrs. 10]

UNIT-III
Writing and Designing for Electronic Media: Use of Internet as a Writing tool; designing and writing for multimedia applications and the World Wide Web.

[T1, T2][No. of Hrs. 12]

UNIT-IV
Research and Writing Ethics: Explaining Forms and Consequences of Plagiarism, Introduction to Intellectual Property Right and Copy Right Laws.

[T1, T2][No. of Hrs. 11]

Text Book(s):
[T1] Sides, Charles H., "How to Write and Present Technical Information", Cambridge Univ. Press, 1999.
[T2] Basu, B. N., "Technical Writing", PHI Learning Pvt. Ltd., 2007.

Reference Book(s):
[R1] Beer, David F. and David A. McMurrey, "A Guide to Writing as an Engineer", New York: Wiley, 2005.
[R2] Gibaldi, Joseph, and Walter S. Achtert, "MLA Handbook for Writers of Research Papers, Thesis, and Dissertations", Modern Language Association, 1980.
[R3] Rubens, Philip, "Science and Technical Writing: A Manual of Style",Routledge, 2002.
[R4] Anderson, Marilyn, Pramod K. Nayar, and MadhucchandraSen, "Critical Thinking, Academic Writing and Presentation Skills", Pearson. 2010.

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NCC/ NSS/ SPORTS/ COMMUNITY SERVICES/ ECO CLUB
(General Elective-II)

			L	S	T/P	C
Paper Code: ETVSS-751/ 753/ 755/ 757/ 759						
Paper: NCC/NSS/ Sports/ Community Services/ ECO Club			0	0	2	1

Students should actively participate in either of the above activities of the institute during academic session. Credits shall be awarded accordingly based on final assessment by internal institute committee constituted by the Principal/ Director of the respective institutes. Students are encouraged organize events and awards if any shall be distributed to students during annual day/ specific function day accordingly

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YOGA
(General Elective-II)

		L	T/P	C
Paper Code: ETVSS-761		0	2	1
Paper: Yoga				

INSTRUCTIONS TO PAPER SETTERS: **MAXIMUM MARKS: 75**

1. Question No. 1 should be compulsory and cover the entire syllabus. This question should have objective or short answer type questions. It should be of 25 marks.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit

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Introduction: Yoga education in Schools/Colleges/ Institutions/ Organizations/Universities etc. can immensely contribute to health of children by disseminating knowledge and awareness about the value of health, inculcating and nurturing health promoting habits and life style.

The Paper on YOGA has been initiated by USET for the students in a new skill development programme known as B.Voc programme. Currently, launched in 09 Govt. Institutions affiliated to GGSIP University.

Aim and Objectives:
The aim of the Paper is to introduce Yoga. The specific objectives are:
• To impart Yoga education in schools/colleges/Institutions for prevention of disease and promotion of health;
• To train faculty members in Yogic principles and practices.
• To prepare and distribute standardized Yoga teaching and training materials with reference to institute health.

UNIT-I
❖ Brief introduction to origin of Yoga, Psychological aspects leading to origin of Yoga, Hindu Mythological concepts about origin of Yoga
❖ History and Development of Yoga
❖ Etymology and Definitions of Yoga, Aim and Objectives of Yoga, Misconceptions about Yoga, True Nature of Yoga
❖ General Introduction to Schools of Yoga
❖ Principles of Yoga, Yoga Practices for Health and Harmony

UNIT-II
Yoga Traditions and Classical Schools of Yoga.
❖ Yoga's Traditional Source
❖ Different's traditions of Yoga.
❖ Contemporary Yoga Practice.
❖ Concepts and Practices of Yoga in others religions.

UNIT-III
Experimental Study Yoga:
❖ Aasan, Surya Namaskar, Pranayam, Sukshm-Kriya, Dhyan-Mudra.Shatkarma

UNIT-IV
Yoga and You
❖ **Concept of Health-** Aahaar, Nidra, Bharmacharaya, Viyayaam.
❖ **Aarogya -** Prevention, Cure and Remedies.
❖ Life Management and Development.

Reference Book(s)
[R1]   Singh S. P & Yogi Mukesh, "Foundation of Yoga", Standard Publication, New Delhi, 2010
[R2]   Radhakrishnan S,"Indian Philosophy", (Vol. I & II) II Edition, Oxford University, UK, 2008.
[R3]   Swami Devvarata, "AshtangYog", 119, Guttam Nagar.
[R4]   Prof. Ram Harsh Singh, "Swasth Viritam"
[R5]   Swami Prabhavanand, "Spiritual Heritage of India (English)", Sri Ramkrishna Math, Madras, 2004

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YOGA PRACTICAL
I.A

I. RECITATION OF HYMNS & HASTA MUDRA

    1.1 Recitation of Pratah-smaran and Shanti Mantras

    1.2 Recitation of Pranava Japa and Soham Japa

    1.3 Recitation of Hymns from Upanishad & Yoga Texts

    1.4 Hasta Mudra: Chin, Jnana, Hridaya, Bhairav, Yoni

II. SHATKARMA

    2.1 Dhauti (Kunjal, Vamana Dhauti, Vastra Dhauti)

    2.2 Neti (Jalneti, Sutraneti)

    2.3 Kapalbhati and its variants

    2.4 Agnisara

III. BREATHING PRACTICES

    3.1 Breath Awareness: Shwas-prashwas Sanyaman

    3.2 Abdomen, Thoracic & Clavicular Breathing, Abdomen + Thoracic Breathing, Abdomen + Thoracic + Clavicular Breathing

    3.3 Yogic Breathing: Pause Breathing (Viloma Pranayama), Spinal Passage Breathing (Sushumna Breathing)

    3.4 Practice of Puraka, Rechaka & Kumbhaka (Antar & Bahya Kumbhaka)

YOGA PRACTICAL
I.B

YOGIC SUKSMA AND STHULA VYAYAMA, NABHI PAREEKSHA

1.1 YOGIC SUKSMA VYAYAMA

1. Uccharana-sthalatatha Vishudha-chakra-shuddhi (for throat and voice)
2. Prarthana (Prayer)
3. Buddhi-tatha-dhritishakti-vikasaka (for developing will power)
4. Smaranashakti-vikasaka (for improving the memory)
5. Medhashakti-vikasaka (for improving the intellect and memory)
6. Netrashakti-vikasaka (for the eyes)
7. Kapolashakti-vardhaka (for the cheeks)
8. Karnashakti-vardhaka (for the ears)
9. Grivashakti-vikasaka (for the Neck) (i) (A & B)
10. Grivashakti-vikasaka (for the Neck) (ii) (A & B)
11. Grivashakti-vikasaka (for the Neck) (iii)
12. Skandha-tatha-bahu-mulashakti-vikasaka (for the shoulders)
13. Bhuja-bandhashakti-vikasaka
14. Kohinishakti-vikasaka
15. Bhuja-vallishakti-vikasaka
16. Purna-bhujashakti-vikasaka (for the arms)
17. Mani-bandhashakti-vikasaka
18. Kara-prsthashakti-vikasaka
19. Kara-talashakti-vikasaka
20. Anguli-mulashakti-vikasaka (for the fingers) (A & B)
21. Anguli- shakti-vikasaka (for the fingers) (A & B)
22. Vaksa-sthalashakti-vikasaka (for the chest) (1)
23. Vaksa-sthalashakti-vikasaka (for the chest) (2)
24. Udarashakti-vikasaka (for the abdomen) (i)
25. Udarashakti-vikasaka (for the abdomen) (ii)
26. Udarasakti-vikasaka (for the abdomen) (iii)
27. Udarashakti-vikasaka (for the abdomen) (iv)
28. Udarashakti-vikasaka (for the abdomen) (v)
29. Udarashakti-vikasaka (for the abdomen) (vi)
30. Udarashakti-vikasaka (for the abdomen) (vii)
31. Udarashakti-vikasaka (for the abdomen) (viii)
32. Udarashakti-vikasaka (for the abdomen) (ix)
33. Udarashakti-vikasaka (for the abdomen) (x) (A, B & C)
34. Kati shakti-vikasaka (for the waist) (i)
35. Kati shakti-vikasaka (for the waist) (ii)
36. Kati shakti-vikasaka (for the waist) (iii)

37. Kati shakti-vikasaka (for the waist) (iv)

38. Kati shakti-vikasaka (for the waist) (v)

39. Muladhara-chakra-suddhi (for the rectum)

40. Upasthatatha-svadhisthana-chakra-suddhi (for the genital organs)

41. Kundalinishakti-vikasaka (for the kundalini)

42. Janghashakti-vikasaka (for the thighs) (i) (A & B)

43. Janghashakti-vikasaka (for the thighs) (ii) (A & B)

44. Janushakti-vikasaka (for the knees)

45. Pindalishakti-vikasaka (for the calves)

46. Pada-mulashakti-vikasaka (A & B)

47. Gulpha-pada-pristha-pada-tala-shakti-vikasaka (for the ankles and the feet)

48. Padangulishakti-vikasaka (for the toes)

1.2 YOGIC STHULA VYAYAMA

1. Rekha-gati (Walking in a Straight line)

2. Hrid-gati (Injanadaur – the Locomotive Exercise)

3. Utkurdana (Jumping Exercise)

4. Urdhva-gati (Upward Movement)

5. Sarvanga-pusti (Developing the Entire body) &

1.3 NABHI PAREEKSHA

II. SURYA NAMASKARA

III. YOGASANA (Standing Postures and body alignment)

3.1 Tadasana, Vrikshasana, Urdhva-Hastottanasana, Kati Chakrasana

3.2 ArdhaChakrasana, Paada Hastasana

3.3 Trikonasana, Parshva Konasana

3.4 Veerabhadrasan and its variations

YOGA PRACTICAL
II.A

I. SHATKARMA

1.1 Dhauti

1.2 Neti

1.3 Nauli Madhyama, Vama, Dakshina and Nauli Chalana

1.4 Trataka (Jatru and Jyoti)

II. PRANAYAMA

2.1 Nadi Shodhana (Technique 1: Same Nostril Breathing)

2.2 Nadi Shodhana (Technique 2: Alternate Nostril Breathing)

2.3 Nadi Shodhana (Technique 3: Alternate Nostril Breathing + Antar Kumbhak)

2.4 Nadi Shodhana (Puraka + Antar Kumbhak + Rechaka + Bahya Kumbhak) (1:4:2:2)

2.5 BHRAMARI PRANAYAMA

III. PRACTICES LEADING TO MEDITATION

3.1 Pranav and Soham Japa

3.2 Yoga Nidra (1, 2, 3)

3.3 Antarmauna

3.4 Ajapa Dharana (Stage 1, 2, 3)

YOGA PRACTICAL
II.B

I. YOGASANA (Sitting Postures)

1.1 Dandasana, Swastikasana, Padmasana,Vajrasana, Supta Vajrasana

1.2 Kagasana, Utkatasana, Gomukhasana,Ushtrasana, Shashankasana,

1.3 Janusirasana, Paschimottanasana, Bhramacharyasana, Mandukasana, Utthana Mandukasana

1.4 Vakrasana, Ardha Matsyendrasana, Marichayasana, Simhasana

II. YOGASANA (Supine lying Postures)

    2.1 Pavanamuktasana

    2.2 Utthana-padasana, Ardha Halasana,

    2.3 Halasana

    2.4 Setubandha Sarvangasana

    2.5 Sarvangasana

    2.6 Matsyasana

    2.7 Chakrasana

    2.8 Shavasana

III. YOGASANA (Prone lying Postures)

    3.1 Makarasana

    3.2 Bhujangasana

    3.3 Shalabhasana

    3.4 Dhanurasana

    3.5 Kapotasana

    3.6 Raja Kapotasana

YOGA PRACTICAL
III.A

I. BANDHA

- ❖ Jivha Bandha
- ❖ Jalandhara Bandha
- ❖ Uddiyana Bandha
- ❖ Mula Bandha
- ❖ Maha Bandha
- ❖ Tri Bandha

II PRANAYAMA (with Antar & Bahya Kumbhaka)

2.1 Surya-bhedi and Chandra-bhedi Pranayama

2.2 Ujjayi Pranayama

2.3 Sheetali Pranayama

2.4 Shitkari Pranayama

2.5 Bhastrika Pranayama

III. PRACTICES LEADING TO MEDITATION

3.1 Ajapa Dharana (Stage 4, 5, 6)

3.2 Yoga Nidra (4, 5)

3.3 Practices leading to Breath Meditation

3.4 Practices leading to Om Meditation

3.5 Practices leading to Vipassana Meditation

Practices leading to Preksha Meditation

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YOGA PRACTICAL
III.B

I. YOGASANA

    1.1 Siddhasana, Bhadrasana,

    1.2 Baddha Padmasana, Uttitha Padmasana,

    1.3 Bhunamanasana, Hanumanasana

    1.4 Bakasana, Kukkutasana, Garbhasana

    1.5 Matsyendrasana, Marjariasana,

    1.6 Padangusthasana, Hastapadangusthasana

    1.7 Garudasana, Vatayanasana, Natarajasana

    1.8 Mayurasana, Padma Mayurasana

    1.9 Sirshasana and its variations

    1.10 Ekapada and Dwipada Kandarasana

II. MUDRAS

    2.1 Yoga Mudra

    2.2 Maha Mudra

    2.3 Shanmukhi Mudra

    2.4 Shambhavi Mudra

    2.5 Kaki Mudra

    2.6 Tadagi Mudra

    2.7 Vipareet Karni Mudra

    2.8 Simha Mudra

LANGUAGE LAB
(Common to all Disciplines)

Paper Code: ETVHS-751	**L**	**S**	**T/P**	**C**
Paper: Language Lab	**0**	**0**	**3**	**3**

Note:- *The required list of Experiments is provided as under. The example cited here are purely indicative and not exhaustive. Attempt shall be made to perform all experiments. However, at least 8 experiments should be done in the semester. More experiments may be designed by the respective institutes as per their choice.*

List of Exercises:

1. **Fundamentals of Inter-personal Communication and Building Vocabulary**
   - Self introduction and introducing others
   - Situational Dialogues: Starting a dialogue and responding relevantly & appropriately
   - Role-Play-Expressions in various situations
   - Social and Professional Etiquette: greetings, apologies, requests etc
   - Telephone Etiquette.

2. **Non-verbal Communication**
   - Gesture, posture and body language
   - Facial Expressions.
   - Paralinguistic Skills
   - Proxemics
   - Eye Gaze.
   - Haptics
   - Appearance.

3. **Reading Comprehension and Listening Exercise**
   - General vs Local Comprehension
   - Skimming, Scanning
   - Inference drawing
   - Critical reading
   - Listening , Hearing

4. **Presentation Skills**
   - Oral presentation
   - Seminar/ conference Paper Presentation
   - PPTs and Written presentation through poster/projects/reports/e-mails/assignments etc
   - Camera ready presentation

5. **Group Discussion**
   - Dynamics of Group Discussion
   - Intervention
   - Summarizing
   - Body Language and Voice, Intonation

6. **Interview Skills**
   - Interview etiquette
   - Body posture and body language
   - Voice, intonation and modulation
   - Fluency and organization of ideas
   - Rubrics for evaluation: Concept and process, pre-interview planning, opening strategies, answering techniques,
   - Interview through tele-conferencing and video-conferencing
   - Mock interview
   - Campus placement interview

7. **Public and Professional Speaking**
   - Extempore
   - Public Speech
   - Professional speech/lecture

8. **Articulation and Management**
   - Time management
   - Articulation and expression
   - Assertiveness
   - Psychometrics
   - Stress management

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GRAPHIC DESIGNING III: PRESS ADVERTISEMENT-I

		L	S	T/P	C
Paper Code: APVAA-753					
Paper: Graphic Designing III: Press Advertisement-I		2	5	0	7

INSTRUCTIONS: **MAXIMUM MARKS: 60**
PRACTICAL (TIME-12HRS) Question paper to be provided by external examiner with 3 options.

Objectives & Pre-requisites: The aim of this subject is to develop skills and understanding of printed advertisements in Newspaper and magazines. Elements such as headline, sub-headline, illustration, copy lines, slogan and logo required in preparation of press layout.

Outcomes & Deliverables: The students should be familiarized how to promote advertisement in press and magazine.

UNIT-I
- Understanding of Newspaper advertisements.
- Types of press advertisements.
- Elements of Press advertisement
- Understanding column size.
- Preparation of a press advertisement using all the above elements.
  (1 Exercise)
                                                                            [No. of Hrs. 30]
UNIT-II
- Understanding of wrap text advertisement, showing the reference from printed ads.
- Preparation of wrap text for Newspaper advertisement using all the above elements.
  (1 Exercise)
                                                                            [No. of Hrs. 30]
UNIT-III
- Understanding of Magazine advertisement.
- Different Types of magazines available.
- Difference between Newspaper advertisement and Magazine advertisement.
- Preparation of advertisement suitable for magazine using all the above elements.
  (1 Exercise)
                                                                            [No. of Hrs. 30]
Important:-
- Visit for market survey and research to experience the latest trends.
                                                                            [No. of Hrs. 15]
  Students should be taken for Press Visit to have first hand experience of reproduction method of Newspapers.

Text/ Reference Book(s):
[T1]   Students should refer daily newspapers and popular magazines available.
[T2]   Students may refer web sites like
[T3]   Jim Krause, "Idea Index: Graphic Effects and Typographic Treatments (English)", North Light Books, 2000
[T4]   Rage, "Advertising Art and Ideas".
[T5]   Jim Krause, "Design Basics Index", North Light Books, 2000
[T6]   Jim Krause, "Layout Index (English)", 1st Edition, North Light Books, 2000

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DRAWING AND ILLUSTRATION-III

		L	S	T/P	C
Paper Code: APVAA-755		2	5	0	7
Paper: Drawing and Illustration-III					

INSTRUCTIONS: MAXIMUM MARKS: 60

PRACTICAL (TIME-6HRS) Question paper to be provided by external examiner with 3 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
- Story Illustration based on Panchatantra / Indian Folk stories/Poem.
  Series of 4 Illustrations
  (1 Exercise)

[No. of Hrs. 30]

UNIT-II
- Cover suitable for Fashion/Political/Sports/ Professional magazine.
  (1 Exercise)

[No. of Hrs. 20]

UNIT-III
- Illustration for Folder/ Manu Card suitable to promote Tourism/ Restaurant
  (1 Exercise)

[No. of Hrs. 30]

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. 25]

Text/ Reference Book(s):

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COMPUTER APPLICATION IN APPLIED ART-IV

		L	S	T/P	C
Paper Code: APVAA-757		2	0	6	5
Paper: Computer Application Applied Art-IV					

INSTRUCTIONS: **MAXIMUM MARKS: 60**
PRACTICAL (TIME-6HRS) Question paper to be provided by external examiner with 3 options.

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

Outcomes & Deliverables: the student should be familiarized with the use of graphic software such as InDesign for making newspaper, developing a digital art in Photoshop.

UNIT-I
INDESIGN
- Vertical spacing
- Baseline grid
- Typesetting
- Using basic tools
- Making a simple press add in the particular software
  (3 Exercises)

[T1, T2][No. of Hrs. 60]

UNIT-II
PHOTOSHOP
- Editing of a photograph for adv.
- Adjusting exposure , balance , saturation , level
- Using smart guide
- Morphing two or more images
  (3 Exercises)

[T1, T2][No. of Hrs. 60]

Text/ Reference Book(s):
[T1]   Lisa Danae Daylay, "Adobe Photoshop Cc Bible (English)", 1st Edition, Wiley India Pvt. Ltd, 2014
[T2]   Lisa Danae Daylay, "Adobe Indesign Cc Bible (English)" 1st Edition, Wiley India Pvt. Ltd, 2014

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HUMAN VALUES & PROFESSIONAL ETHICS-II

Paper Code: ETVHS-702   L   S   T/P   C
Paper : Human Values & Professional Ethics-II   3   0   0   3

INSTRUCTIONS TO PAPER SETTERS: **MAXIMUM MARKS: 75**

1. Question No. 1 should be compulsory and cover the entire syllabus. This question should have objective or short answer type questions. It should be of 25 marks.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks.

3. Two internal sessional test of 10 marks each and one project report* carrying 5 marks.

Objectives:

1. *The main object of this paper is to inculcate the skills of ethical decision making and then to apply these skills to the real and current challenges of the engineering profession.*
2. *To enable student to understand the need and importance of value-education and education for Human Rights.*
3. *To acquaint students to the National and International values for Global development*

UNIT I - Appraisal of Human Values and Professional Ethics:
Review of Universal Human Values: Truth, Love, Peace, Right conduct, Non violence, Justice and Responsibility. Living in harmony with 'SELF', Family, Society and Nature. Indian pluralism - the way of life of Islam, Buddhism, Christianity, Jainism, Sikhism and Hinduism, Greek - Roman and Chinese cultural values.
Sensitization of Impact of Modern Education and Media on Values:
a) Impact of Science and Technology
b) Effects of Printed Media and Television on Values
c) Effects of computer aided media on Values (Internet, e-mail, Chat etc.)
d) Role of teacher in the preservation of tradition and culture.
e) Role of family, tradition & community prayers in value development.
Review of Professional Ethics: Accountability, Collegiality, Royalty, Responsibility and Ethics Living. Engineer as a role model for civil society, Living in harmony with 'NATURE', Four orders of living, their inter-correctness, Holistic technology (eco-friendly and sustainable technology).
                                                    [T1][T2][R1][R5][R4][No. of Hrs. 03]

UNIT II – Engineers responsibility for safety:
Safety and Risks, Risk and Cost, Risk benefit analysis, testing methods for safety. Engineer's Responsibility for Safety Social and Value dimensions of Technology - Technology Pessimism – The Perils of Technological Optimism – The
Promise of Technology – Computer Technology Privacy
Some Case Studies: Case Studies, BHOPAL Gas Tragedy, Nuclear Power Plant Disasters, Space Shuttle Challenger , Three Mile Island Accident, etc.
                                                    [T1][T2][R4] [R2][No. of Hrs. 03]

UNIT III – Global Issues:
Globalization and MNCs: International Trade, Issues,
Case Studies: Kelleg's, Satyam, Infosys Foundation, TATA Group of Companies
Business Ethics: Corporate Governance, Finance and Accounting, IPR.
Corporate Social Responsibility (CSR): Definition, Concept, ISO, CSR.
Environmental Ethics: Sustainable Development, Eco-System, Ozone depletion, Pollution.
Computer Ethics: Cyber Crimes, Data Stealing, Hacking, Embezzlement.
                                                    [T1][T2][R4][No. of Hrs. 05]

UNIT IV - Engineers Responsibilities and Rights and Ethical Codes:
Collegiality and loyalty, Conflict of interests, confidentiality, occupational crimes, professional rights, responsibilities. To boost industrial production with excellent quality and efficiency, To enhance national economy, To boost team spirit, Work Culture and feeling of job satisfaction, National integration, Examples of some illustrious professionals.
Need for Ethical Codes, Study of some sample codes such as institution of Electrical and Electronics Engineers, Computer Society of India etc., Ethical Audit.
Development and implementation of Codes: Oath to be taken by Engineering graduates and its importance**,
                                                    [T1][T2][R4][R2][No. of Hrs. 05]

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Text Books:
[T1]   R. Subramanian, "Professional Ethics", Oxford University Press.
[T2]   Prof. D.R. Kiran, "Professional Ethics & Human Values", TATA McGraw Hill Education.

References Books:
[R1]   R. R. Gaur, R. Sangal and G. P. Bagaria, "Human Values and Professional Ethics", Eecel Books (2010, New Delhi). Also, the Teachers" Manual by the same author
[R2]   Edmond G. Seebauer & Robert L. Barry, "Fundamentals of Ethics", Oxford University Press
[R3]   Values Education: The paradigm shift, by Sri SatyaSai International Center for Human Values, New Delhi.
[R4]   M. Govindrajan, S. Natarajan and V.S. Senthil Kumar, "Professional Ethics and Human Values", PHI Learning Pvt. Ltd. Delhi
[R5]   R.S. Naagarazan, "A Textbook on Professional Ethics and Human Values", New Age International (P) Limited, Publishers New Delhi.
[R6]   S B Gogate, "Human Values & Professional Ethics", Vikas Publishing House Pvt. Ltd New Delhi
[R7]   Mike Martin and Roland Schinzinger, "Ethics in Engineering" McGraw Hill
[R8]   Charles E Harris, Micheal J Rabins, "Engineering Ethics, Cengage Learning
[R9]   PSR Murthy, "Indian Culture Values and Professional Ethics", BS Publications
[R10]   Caroline Whitback, "Ethics in Engineering Practice and Research", Cambridge University Press
[R11]   Charles D Fleddermann, "Engineering Ethics", Prentice Hall.
[R12]   George Reynolds, "Ethics in Information Technology", Cengage Learning
[R13]   C. Sheshadri, "The Source book of Value Education", NCERT
[R14]   M. Shery, "Bhartiya Sanskriti", Agra (Dayalbagh)

*Any topic related to the experience of the B.Voc student in the assimilation and implementation of human values and professional ethics during the past three years of his/her studies in the institute OR A rigorous ethical analysis of a recent case of violation of professional ethics particularly related to engineering profession.

**All students are required to take OATH in writing prior to submission of major project and the record of the same is to be maintained at the college level and/or, this oath may be administered by the head of the institutions during the graduation ceremonies. The draft for the same is available alongwith the scheme and syllabus.
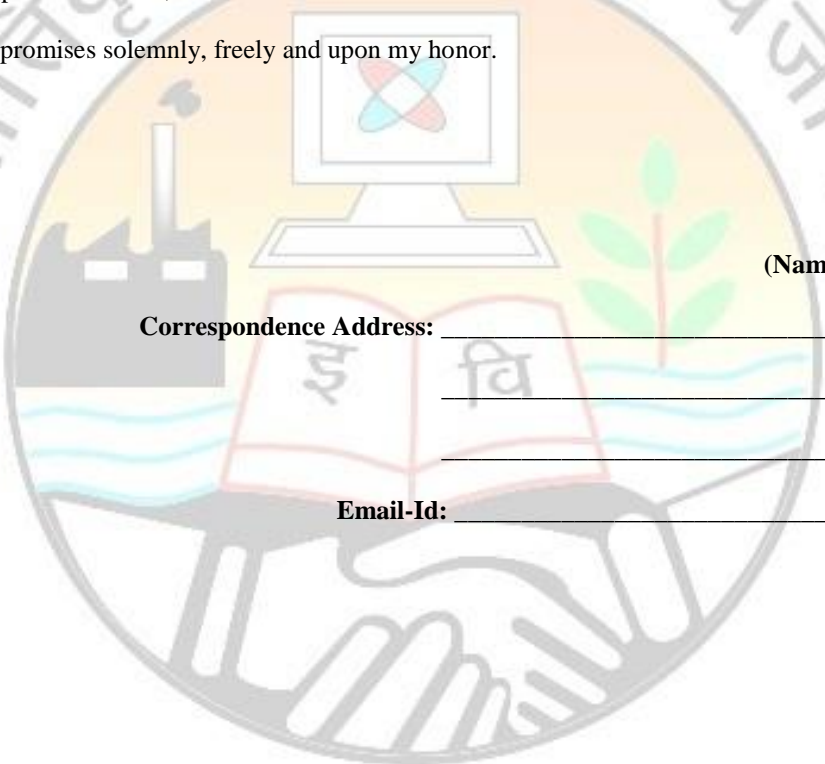
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OATH TO BE TAKEN BY GRADUATES

In a manner similar to the Hippocratic Oath taken by the medical graduates, Oath to be taken by the engineering graduates is as given below.

1. I solemnly pledge myself to consecrate my life to the service of humanity.
2. I will give my teacher the respect and gratitude, which is their due.
3. I will be loyal to the profession and be just and generous to its members.
4. Whatever project I undertake, it will be for the good of mankind.
5. I will exercise my profession solely for the benefit of humanity and perform no act for criminal purpose and not contrary to the laws of humanity.
6. I will keep away from wrong, corruption and avoid tempting others to vicious practices.
7. I will endeavor to avoid waste and consumption of non-renewable resources.
8. I will speak out against evil and unjust practices whenever and wherever I encounter them.
9. I will not permit considerations of religion, nationality, race, party politics or social standing to intervene between my duty and my work, even under threat.
10. I will practice my profession with conscience, dignity and uprightness.
11. I will respect the secrets, which are confided to me.

I make these promises solemnly, freely and upon my honor.

(Name of the Student)

Correspondence Address: _____

_____

_____

Email-Id: _____

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GRAPHIC DESIGNING IV: PRESS ADVERTISEMENT-II

		L	S	T/P	C
Paper Code: APVAA-752					
Paper: Graphic Designing IV: Press Advertisement-II		3	6	2	10

INSTRUCTIONS: MAXIMUM MARKS: 60
PRACTICAL (TIME-12HRS) Question paper to be provided by external examiner with 3 options.

Objectives & Pre-requisites: A newspaper based printed advertising campaign focuses on getting the attention of newspaper Subscriber. The least expensive method of marketing offers cost efficiency and promote products on a daily or weekly basis. Using all the elements such as headline, sub-headline, illustration, copy or text, slogan and logo required in preparation of press campaign.

Outcomes & Deliverables: The students should be familiarized how to promote printed advertising campaign in newspaper and magazine.

UNIT-I
- Introduction to Press campaign.
- Understanding and preparation of a series of advertisement.
- Discussion of subjects for preparation of campaign i.e., social awareness/ services/ commercial products.
- Referring from the Newspapers, popular magazines and other sources.
- Market research as per the subjects (Data Analysis).
  (1 Exercise)
                                                [T1, T2, T3, T4, T5, T6][No. of Hrs. 30]

UNIT-II
- Preparation of logo/symbol/monogram as per the subject selected.
- Developing the concept headline, sub headline, selection of type and Illustration.
- Preparation of comprehensive layouts by hand, for a series of 4 advertisements. Using all the components.
  (A series of 4 Advertisements)
                                                [T1, T2, T3, T4, T5, T6][No. of Hrs. 40]

UNIT-III
- Application of computer of work done in Unit II.
  (Submission of 4 Advertisements)
                                                [T1, T2, T3, T4, T5, T6][No. of Hrs. 20]

Important:-
- Visit for market survey and research to experience the latest trends.
                                                [T1, T2, T3, T4, T5, T6][No. of Hrs. 25]

Students should be taken for Press Visit to see the reproduction method of Newspapers.

Text/ Reference Book(s):-
[T1]   Students should refer daily newspapers and popular magazines available.
[T2]   Students may refer web sites
[T3]   Jim Krause, "Idea Index: Graphic Effects and Typographic Treatments (English)", North Light Books, 2000
[T4]   Rage, "Advertising Art and Ideas"
[T5]   Jim Krause, "Design Basics Index", North Light Books, 2000
[T6]   Jim Krause, "Layout Index (English)", 1st Edition, North Light Books, 2000

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COMPUTER APPLICATION IN APPLIED ART-V

Paper Code: APVAA-754   L   S   T/P   C
Paper: Computer Application in Applied Art-V   2   2   6   7

INSTRUCTIONS: MAXIMUM MARKS: 60
PRACTICAL (TIME-6HRS) Question paper to be provided by external examiner with 3 options.

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

Outcomes & Deliverables: *The student should be familiarized with the use of graphic/web software to provide student the knowledge and skill necessary for building and evaluating website /social media. It covers a range of topics including basic concept of the Internet and internet browser, fundamentals of Website Design Websites building tools and languages.*

UNIT-I
- Understanding network
- Knowledge of web hosting
- Knowledge of domain
- Defining page setup for web
- Understanding file format for web
- Pixel and resolution relation
  (3 Exercises)

[T1, T2][No. of Hrs. 40]

UNIT-II
- Working with tools in web builder
- Working with multiple images rulers guides and grids
- Working with Web builder
- Adjusting canvas size
- Creating Text, Appling style effects
- Creating web patterns
  (3 Exercises)

[T1, T2][No. of Hrs. 40]

UNIT-III
- Creating Web Layout
- Creating Web Banners
- Web Animation in Photoshop
- Converting Layout in Photoshop to HTML
- About SEO
  (3 Exercises)

[T1, T2][No. of Hrs. 40]

Text/ Reference Book(s):
[T1] Lisa Danae Daylay, "Adobe Photoshop Cc Bible (English)", 1st Edition, Wiley India Pvt. Ltd, 2014
[T2] Lisa Danae Daylay, "Adobe Indesign Cc Bible (English)" 1st Edition, Wiley India Pvt. Ltd, 2014