



# **KURUKSHETRA UNIVERSITY KURUKSHETRA**

**Scheme of Examination**

**(With Minor Changes in 5<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> Semester)**

**and**

**Syllabus – 1<sup>st</sup> to 8<sup>th</sup> Semester**

**(With Minor Changes in 1<sup>st</sup> & 3<sup>rd</sup> Semester)**

**for Under-Graduate Programme**

**(Subject: Commercial Art)**

**Under Multiple Entry-Exit, Internship and  
CBCS-LOCF in accordance to NEP-2020  
w.e.f. 2023-24 (in phased manner)**

**DEPARTMENT OF FINE ARTS, KURUKSHETRA UNIVERSITY, KURUKSHETRA**  
**Scheme of Examination for Under-Graduate Programme**  
**Under Multiple Entry-Exit, Internship and CBCS-LOCF in accordance to NEP-2020**  
**w.e.f. 2023-24 (in phased manner)**  
**Subject: Commercial Art**

<b>SEMESTER-1</b>									
<b>Remarks</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Name of the Course</b>	<b>Credit</b>	<b>Contact Hours/ Week</b>	<b>Internal Assessment marks</b>	<b>End Term Marks</b>	<b>Max. Marks</b>	<b>Exam Duration</b>
<b>Scheme A &amp; C</b>	<b>CC-1 MCC-1 4 credit</b>	B23-COA-101	Fundamental of Arts	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme C only</b>	<b>MCC-2 4 credit</b>	B23-COA-102	Introduction to Design	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme A</b>	<b>CC-M1 2 credit</b>	B23-COA-103	Introduction of Fine Arts	1	1	10	20	30	3 hrs.
			Practical	1	2	5	15	20	4 hrs.
<b>Scheme A &amp; C</b>	<b>MDC-1 3 credit</b>	B23-COA-104	Basics of Fine Arts-I	2	2	15	35	50	3 hrs.
			Practical	1	2	5	20	25	4 hrs.
<b>SEMESTER-2</b>									
<b>Remarks</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Name of the Course</b>	<b>Credit</b>	<b>Contact Hours/ Week</b>	<b>Internal Assessment marks</b>	<b>End Term Marks</b>	<b>Max. Marks</b>	<b>Exam Duration</b>
<b>Scheme A &amp; C</b>	<b>CC-2 MCC-3 4 credit</b>	B23-COA-201	Basics of Drawing	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme C only</b>	<b>DSEC-1 4 credit</b>	B23-COA-202	Art of Photography	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme A only</b>	<b>CC-M2 2 credit</b>	B23-COA-203	Basics of Photography	1	1	10	20	30	3 hrs.
			Practical	1	2	5	15	20	4 hrs.
<b>Scheme A &amp; C</b>	<b>MDC-2 3 credit</b>	B23-COA-204	Basics of Fine Arts-II	2	2	15	35	50	3 hrs.
			Practical	1	2	5	20	25	4 hrs.

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<b>SEMESTER-3</b>									
<b>Remarks</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Name of the Course</b>	<b>Credit</b>	<b>Contact Hours/Week</b>	<b>Internal Assessment marks</b>	<b>End Term Marks</b>	<b>Max. Marks</b>	<b>Exam Duration</b>
<b>Scheme A, B &amp; C</b>	<b>CC-3 MCC-4 4 credit</b>	B23-COA-301	Advertising and Society	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme B &amp; C</b>	<b>MCC-5 4 credit</b>	B23-COA-302	Advertising Foundation	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme A, B &amp; C</b>	<b>MDC-3 3 credit</b>	B23-COA-303	Basics of Commercial Art	2	2	15	35	50	3 hrs.
			Practical	1	2	5	20	25	4 hrs.
<b>SEMESTER-4</b>									
<b>Remarks</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Name of the Course</b>	<b>Credit</b>	<b>Contact Hours/Week</b>	<b>Internal Assessment marks</b>	<b>End Term Marks</b>	<b>Max. Marks</b>	<b>Exam Duration</b>
<b>Scheme A, B &amp; C</b>	<b>CC-4 MCC-6 4 credit</b>	B23-COA-401	Advertising Profession	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme B &amp; C</b>	<b>MCC-7 4 credit</b>	B23-COA-402	Advertising Practice	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme B &amp; C</b>	<b>MCC-8 4 credit</b>	B23-COA-403	Creative Advertising	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme B &amp; C</b>	<b>DSE-1 4 credit Select one option</b>	B23-COA-404	Poster Design & Calligraphy	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
		B23-COA-405	Portrait Photography	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

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<b>SEMESTER-5</b>									
<b>Remarks</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Name of the Course</b>	<b>Credit</b>	<b>Contact Hours/ Week</b>	<b>Internal Assessment marks</b>	<b>End Term Marks</b>	<b>Max. Marks</b>	<b>Exam Duration</b>
<b>Scheme A, B &amp; C</b>	<b>CC-5 MCC-9 4 credit</b>	B23-COA-501	Advertising Media	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme B &amp; C</b>	<b>MCC-10 4 credit</b>	B23-COA-502	Magazine layout	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme B &amp; C</b>	<b>DSE-2 4 credit Select one Option</b>	B23-COA-503	Social Campaign Design	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
		B23-COA-504	Product Campaign Design	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme B &amp; C</b>	<b>DSE-3 4 credit Select one Option</b>	B23-COA-505	Computer Graphics in Commercial Art	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
		B23-COA-506	Nature Photography	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>SEMESTER-6</b>									
<b>Remarks</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Name of the Course</b>	<b>Credit</b>	<b>Contact Hours/ Week</b>	<b>Internal Assessment marks</b>	<b>End Term Marks</b>	<b>Max. Marks</b>	<b>Exam Duration</b>
<b>Scheme A, B &amp; C</b>	<b>CC-6 MCC-11 4 credit</b>	B23-COA-601	Trademark Design	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme B &amp; C</b>	<b>MCC-12 4 credit</b>	B23-COA-602	Magazine layout & Typography	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme B &amp; C</b>	<b>DSE-4 4 credit Select one Option</b>	B23-COA-603	Illustration	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
		B23-COA-604	Street Photography	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>Scheme B &amp; C</b>	<b>DSE-5 4 credit Select one Option</b>	B23-COA-605	Image Making	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
		B23-COA-606	Block making & Printing	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

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<b>SEMESTER-7 (FOR HONOURS/HONOURS WITH RESEARCH IN COMMERCIAL ART)</b>									
<b>Remarks</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Name of the Course</b>	<b>Credit</b>	<b>Contact Hours/Week</b>	<b>Internal Assessment marks</b>	<b>End Term Marks</b>	<b>Max. Marks</b>	<b>Exam Duration</b>
<b>For Honours in Commercial Art/ Honours with Research in Commercial Art</b>	<b>CC-H1 4 credit</b>	B23-COA-701	Computer graphics and Photography-I	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
	<b>CC-H2 4 credit</b>	B23-COA-702	Social Campaign Planning-I	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
	<b>CC-H3 4 credit</b>	B23-COA-703	Creative Photography-I	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
	<b>DSE-H1 4 credit Select one Option</b>	B23-COA-704	Ethics in Advertising-I	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
		B23-COA-705	Event Campaign-I	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>PC-H1 4 credit</b>	B23-COA-706	Visualization Advertising Campaign	4	4	30	70	100	6 hrs.	
<b>SEMESTER-8 (FOR HONOURS IN COMMERCIAL ART)</b>									
<b>Remarks</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Name of the Course</b>	<b>Credit</b>	<b>Contact Hours/Week</b>	<b>Internal Assessment marks</b>	<b>End Term Marks</b>	<b>Max. Marks</b>	<b>Exam Duration</b>
<b>Honours in Commercial Art</b>	<b>CC-H4 4 credit</b>	B23-COA-801	Computer graphics and Photography-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
	<b>CC-H5 4 credit</b>	B23-COA-802	Social Campaign Planning-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
	<b>CC-H6 4 credit</b>	B23-COA-803	Creative Photography-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
	<b>DSE-H2 4 credit Select one option</b>	B23-COA-804	Ethics in Advertising-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
		B23-COA-805	Research Methodology	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
<b>PC-H2 4 credit</b>	B23-COA-806	Event Campaign-II	4	4	30	70	100	6 hrs.	
<b>OR SEMESTER-8 (FOR HONOURS WITH RESEARCH IN COMMERCIAL ART)</b>									
<b>Remarks</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Name of the Course</b>	<b>Credit</b>	<b>Contact Hours/Week</b>	<b>Internal Assessment marks</b>	<b>End Term Marks</b>	<b>Max. Marks</b>	<b>Exam Duration</b>
<b>Honours with Research Commercial Art</b>	<b>CC-H4 4 credit</b>	B23-COA-801	Computer graphics and Photography-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
	<b>CC-H5 4 credit</b>	B23-COA-802	Social Campaign Planning-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
	<b>Project/ Dissertation 12 credit</b>	B23-COA-807	Project/Dissertation	8+4	-	-	-	300	-

**COMMERCIAL ART: SEMESTER-1**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme A & C	CC-1 MCC-1 4 credit	B23-COA-101	Fundamental of Arts	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 100-199

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Art and different Types of Art.
2. Student will be able to describe different Types of Line and Shape.
3. Student will be able to describe Colour & Colour Theory.
4. Student will be able to describe different Elements of Art.
5. Students will be capable to draw and identifying the Still Objects and different Shapes.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Art: Introduction of Art, Meaning of Art, Definition of Art. Classification of Art, Folk Art etc.	8
II	Element of art: Line: Horizontal Line, Vertical Line, Diagonal, Spiral Line, Radial Line; Shape: Circular Shape, Rectangular Shape, And Square Shape.	8
III	Elements of art :Colour: Theory of Colour, Primary Colour, Secondary Colour, Tertiary Colour, Hue, Value, Saturation.	7
IV	Texture, Size, Space ; Tone: Classification of tone: Dark, Middle, light.	7
V Practical	<p><b>PRACTICAL Still life</b></p> <p><b>Still Life: Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Draw a Still Life with arrangements of Still Objects (Black &amp; White or Colored)                      (Bottle, Tea Pot, Flower Pot, Books, any Fruit etc. (Black &amp; White or Coloured)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Still life 08 , Sketching 20</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Understanding Color, 5th Edition, by Linda Holtzschue
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, SatishBatra.
- Advertising theory and practice: C.H Sandage, Vernon Fryburger.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-1**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme C only	MCC-2 4 credit	B23-COA-102	Introduction to Design	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 100-199

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to Understand the meaning of Design.
2. Student will be able to understand the different Types of Design.
3. Student will be able to describe Graphic Design & Historical part of Design.
4. Student will be able to understand the different methods by using Different Material.
5. Students will be capable to draw and identifying the different Designs & Shapes.

**Instructions for Paper-Setter**

3. Nine questions will be set in all. All questions will carry equal marks.
4. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Design: Introduction of Design, Meaning of Design, Definition of Design, Purpose of Design, Functions of Design.	8
II	Types of Design: Natural Design, Decorative Design, Geometrical Design, Conventional Design, Abstract Design, Graphics Design etc.	8
III	General Introduction of Graphics Design, Characteristics of Design, History of Design.	7
IV	Material and Methods: Pencils, Brushes, Papers, Poster Colours, Pencil Colours, Acrylic Colours, Crayons etc. Compressor & Spray Gun, Drawing Board, Sketch Book, Reference File etc.	7
V Practical	<p><b>PRACTICAL 2D &amp; 3D Design</b></p> <p><b>2D &amp; 3D Design: Assignments – 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Prepare a 2D/3D Design (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      2D Design : 06                      Sketching 20</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory 15**
  - Class Participation: 4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Understanding Color, 5th Edition, by Linda Holtzschue
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
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- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-1**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme A	CC-M1 2 credit	B23-COA-103	Introduction of Fine Arts	1	1	10	20	30	3 hrs.
			Practical	1	2	5	15	20	4 hrs.

Level of the course: 100-199

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to Understand the Fine Arts .
2. Student will be able to understand the different Types of Fine Arts.
3. Student will be able to understand the advancement in Fine Arts.
4. Student will be able to describe various Performing Arts.
5. Students will be capable to create Different Design.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Fine Art: Introduction of Art, Meaning of Art, Definition of Art etc. Introduction of Fine Arts, Meaning of Fine Arts, Definition of Fine Arts etc.	4
II	Visual Art: Painting, Sculpture, Applied Art, Graphics-Print making, Photography.	4
III	Digital/Computer Art, Architecture, Textile Design.	4
IV	Performing Arts: Music, Poetry, Dance, Cinema, Drama.	3
V Practical	<p><b>PRACTICAL      Object/Product Drawing</b></p> <p><b>Object/Product Drawing: Assignments – 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Prepare a Object/Product Drawing (Black &amp; White or Coloured)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Object/Product Drawing:05                      Sketching 20</p>	30

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory 10</b> <ul style="list-style-type: none"> <li>•Class Participation: 4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.: NA</li> <li>•Mid-Term Exam: 6</li> </ul> </li> <li>&gt; <b>Practicum 5</b> <ul style="list-style-type: none"> <li>•Class Participation: NA</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: 5</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 20</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 15</li> </ul> </li> </ul>
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- विज्ञापन : अशोक महाजन



**COMMERCIAL ART: SEMESTER-1**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme A & C	MDC-1 3 credit	B23-COA-104	Basics of Fine Arts-I	2	2	15	35	50	3 hrs.
			Practical	1	2	5	20	25	4 hrs.

Level of the course: 100-199

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe the Fine Arts & Applied Art.
2. Student will be able to describe the different Perspective in Fine Arts.
3. Student will be able to describe the different Principal of Design.
4. Student will be able to describe initial Process of Creativity.
5. Students will be capable to draw Different Figures.

**Instructions for Paper-Setter**

5. Nine questions will be set in all. All questions will carry equal marks.
6. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Brief History of Art, Fine Arts, Applied /Commercial Art, Scope of Art.	8
II	Perspective: Types of Perspective: One point Perspective, Two point Perspective, Three point Perspective; Rhythm/ Eye Movement.	8
III	Principle of Design: Unity/Harmony, Contrast/Dominance, Balance (Types of Balance, Symmetrical Balance, Asymmetrical Balance)	7
IV	Creativity: Introduction, Meaning and Definition, Classification of Creativity ; Planning & Execution	7
V Practical	<p><b>PRACTICAL Figure Drawing</b></p> <p><b>Figure Drawing: Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colors, Pen and Inks etc.(Note: Candidate will have to choose any of the above medium)</p> <p><b>Assignments: Draw any figure i.e. male/female/animal/birds etc.(Black &amp; White or Colored)</b></p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Figure Drawing:05                      Sketching 20</p>	30

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory 15</b> <ul style="list-style-type: none"> <li>•Class Participation: 4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.: 4</li> <li>•Mid-Term Exam: 7</li> </ul> </li> <li>&gt; <b>Practicum 5</b> <ul style="list-style-type: none"> <li>•Class Participation: 5</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: NA</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 35</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 20</li> </ul> </li> </ul>
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**Learning Resources**

- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Understanding Color, 5th Edition, by Linda Holtzschue
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
- Advertising theory and practice: C.H Sandage, Vernon Fryburger
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-2**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme A & C	CC-2 MCC-3 4 credit	B23-COA-201	Basics of Drawing	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 100-199

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to demonstrate skill with a range of fundamental drawing techniques.
2. Student will be able to demonstrate ability to effectively draw basic
3. Student will be able to describe the complex geometric and organic forms in line and space
4. Student will be able to describe the proportion, light and shadow including and their techniques
5. Students will be capable to draw Different drawings, shapes and perspective drawing.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Meaning and Definition of Drawing, Scope & Objectives of Drawing, Importance of Drawing, Difference Drawing Tools and Materials - Pencils, Pens, Papers, Brushes and other Materials.	8
II	Types of Drawing ; Pencil Sketching, Pencil Drawing & Shading, Landscape Drawing, Line drawing , Geometrical Shapes Drawing, Importance of Line and Shapes in Drawing.	8
III	Theory of Proportions: Uses and techniques of proportion, Role and Importance of Proportion in Drawing, Shading Techniques , Importance of Light and Shadow in Drawing	7
IV	Perspective Drawing; Types of Perspective - One Point Perspective, Liner Point Perspective, Two Point Perspective, Aerial/Atmosphere Perspective, Use and Importance of Perspective in Drawing.	7
V Practical	<p><b>PRACTICAL Object Drawing or Perspective Drawing</b></p> <p><b>Object Drawing or Perspective Drawing: Assignments - 01</b></p> <p><b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colors, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Draw any Object Drawing/Perspective Drawing (Black &amp; White or Colored)                      (Basics shapes, jug, Tea Pot, Flower Pot, Street Drawing, Building, Bus Stand and any views of drawing (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Object/Perspective Drawing 10, Sketching 25</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Key of Drawing by Bert Dodson
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Understanding Color, 5th Edition, by Linda Holtzschue
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- Figure Drawing for All It's Worth by Andrew Loomis
- Perspective Made Easy by Ernest R. Norling

**COMMERCIAL ART: SEMESTER-2**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
<b>Scheme C only</b>	<b>DSEC-1 4 credit</b>	B23-COA-202	Art of Photography	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 100-199

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Meaning & Classification of Photography.
2. Student will be able to describe Element of Photography.
3. Student will be able to describe Technical terms in Photography.
4. Student will be able to describe Types of Photography.
5. Students will be capable to capture the Photograph.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
<b>I</b>	Photography: Origin of Photography, Evaluation of Photography, History of Indian Photography, Introduction of Photography, Meaning and Definition of Photography.	<b>8</b>
<b>II</b>	Element of Photography: Role of Background, Role of Foreground, Rule of Third, Types of Cameras; SLR (Single Lens Reflex Camera, TLR (Twin Lens Camera), Digital Camera.	<b>8</b>
<b>III</b>	Technical terms in Photography :Shutter Speed, Aperture, ISO, Lens, Depth of Field, Flash Light, Tri-pods, Mono-pods, etc., Importance of Photography,	<b>7</b>
<b>IV</b>	Types of Photography :Portrait Photography, Landscape Photography, Productive Photography, Digital Photography etc.	<b>7</b>
<b>V Practical</b>	<b>PRACTICAL</b>  <b>Assignments - 01</b> <b>Time: 6 hrs. (2 Session) Paper Size: 8"x12" Minimum.</b> <b>Medium: Digital print on Photo paper</b>  <b>Assignments: 10 (any photographs)</b>	<b>60</b>

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory: 15</b> <ul style="list-style-type: none"> <li>•Class Participation:4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.:4</li> <li>•Mid-Term Exam:7</li> </ul> </li> <li>&gt; <b>Practicum: 15</b> <ul style="list-style-type: none"> <li>•Class Participation:5</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: 10</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 35</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 35</li> </ul> </li> </ul>
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**Learning Resources**

- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman.
- The Price of Freedom by Raghu Rai
- Digital Photography, Master Class by TOMANG–
- Photography Composition: A Definitive Guide" by Richard Garvey-Williams
- The Art of Macro Photography" by Denise Love
- Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
- Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
- Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko

**COMMERCIAL ART: SEMESTER-2**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
<b>Scheme A only</b>	<b>CC-M2 2 credit</b>	B23-COA-203	Basics of Photography	1	1	10	20	30	3 hrs.
			Practical	1	2	5	15	20	4 hrs.

Level of the course: 100-199

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Meaning & Definition of Photography.
2. Student will be able to describe different Equipment used in Photography.
3. Student will be able to describe Types of Cameras.
4. Student will be able to describe History of Photography.
5. Students will be capable to capture the Photograph.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
<b>I</b>	Photography: Origin of Photography, Evaluation of Photography, History of Indian Photography etc. Introduction of Photography, Meaning and Definition of Photography.	<b>4</b>
<b>II</b>	Element of Photography: Role of Background, Rule of Third, Types of Cameras; SLR (Single Lens Reflex Camera, TLR (Twin Lens Camera, Digital Camera.	<b>4</b>
<b>III</b>	Technical terms in Photography: Shutter Speed, Aperture, ISO, Lens, Depth of Field, Flash Light, Tri-pods, Mono-pods, etc., Importance of Photography.	<b>4</b>
<b>IV</b>	Types of Photography : Portrait Photography, Landscape Photography, Product Photography, Digital Photography etc.	<b>3</b>
<b>V Practical</b>	<b>PRACTICAL</b>  <b>Assignments - 01</b> <b>Time: 6 hrs. (2 Session) Paper Size: 8"x12" Minimum.</b> <b>Medium: Digital print on Photo paper</b>  <b>Assignments: 5 (any photographs)</b>	<b>30</b>

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory: 10</b> <ul style="list-style-type: none"> <li>•Class Participation:4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.:NA</li> <li>•Mid-Term Exam: 6</li> </ul> </li> <li>&gt; <b>Practicum: 05</b> <ul style="list-style-type: none"> <li>•Class Participation:NA</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: 5</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 20</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 15</li> </ul> </li> </ul>
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**Learning Resources**

- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman.
- The Price of Freedom by Raghu Rai
- Digital photography, Master Class by TOMANG
- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman –
- Focuses on composition and design principles for creative photography. Creative Nature & Outdoor Photography" by Brenda
- Photography Composition: A Definitive Guide" by Richard Garvey-Williams
- The Art of Macro Photography" by Denise Love
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for
- Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
- Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
- Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko

**COMMERCIAL ART: SEMESTER-2**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme A & C	MDC-2 3 credit	B23-COA-204	Basics of Fine Arts-II	2	2	15	35	50	3 hrs.
			Practical	1	2	5	20	25	4 hrs.

Level of the course: 100-199

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe the Fine Arts & Applied Art.
2. Student will be able to describe the different Perspective in Fine Arts.
3. Student will be able to describe the different Principal of Design.
4. Student will be able to describe initial Process of Creativity.
5. Students will be capable to draw Different Figures.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction of Fine Art: Drawing, Painting, Printmaking, Sculpture, Digital Art, Photography, Collage and Mixed Media, Textile Arts.	8
II	Different Fine Art Material: Oil Paint, Acrylic Paint, Poster Color, Watercolor, Dry color, Charcoal Pencil, Graphics Pen, Ink etc.	8
III	Difference Between Commercial Art & Fine Arts; Illustrator, Art Director, Animator, Photographer, Graphic Designer.	7
IV	Printmaker, Fashion Designer, Tattoo Artist, Interior Designer, Calligraphy etc.	7
V Practical	<b>PRACTICAL Doodling</b> <b>Doodling: Assignments - 01</b> <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b> <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. ( <b>Note:</b> Candidate will have to choose any of the above medium) <b>Assignments:</b> Draw Zentangle, Zendoodling, Stendoodling, Mandalas and Doodle Art etc. (Black & White or Colored) <b>Details of course works:</b> <b>Assignments</b> Doodling:05, Sketching 20	30

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theor y: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum: 5**
  - Class Participation: NA
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 5
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 20

**Learning Resources**

- Commercial Art & Design, by Rav J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-3**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme A, B & C	CC-3 MCC-4 4 credit	B23-COA-301	Advertising and Society	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 200-299

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Different Form of Advertisement.
2. Student will be able to describe Communication Process.
3. Student will be able to describe the Relation of Advertising and Society.
4. Student will be able to describe the Importance of Advertising in the Society.
5. Students will be capable to understand the Poster Design Process.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Meaning and definition of Advertising, Advertising as an Art, Advertising as Science, Advertising as an Industry, The role of Art in Advertising.	8
II	Communication: Types of Communication: Verbal & Audio Communication, Publicity, Propaganda.	8
III	Advertising and Society – Advertising Business offers Employment, Advertising Promotes Freedom of Press, Information and Freedom of Choice, Advertising Creates Demand and Consequently Sales.	7
IV	Advertising reduces Selling Cost, Advertising Creates Employment; Advertising establishes Reputation and Prestige, Truth in Advertising, Advertising tries to raise the Standard of Living.	7
V Practical	<p><b>PRACTICAL Mini Poste</b></p> <p><b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (Note: Candidate will have to choose any of the above medium)</p> <p><b>Assignments: Design a Mini Social Poster (Black &amp; White or Colored)</b></p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Social Poster 03, Sketching 10</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Understanding Color, 5th Edition, by Linda Holtzschue
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
- Advertising theory and practice: C.H Sandage, Vernon Fryburger
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-3**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	MCC-5 4 credit	B23-COA-302	Advertising Foundation	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 200-299

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Origin and Growth of Advertising.
2. Student will be able to describe Different Level of Advertising.
3. Student will be able to describe Different Types of Layout Design.
4. Student will be able to understand various Printing Process.
5. Students will be able to understand the Applications of basic of Logo.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction to Advertising, Meaning and Definition of Advertising, Origin and Growth of Modern Advertising, History of Advertising in India.	8
II	Classification of Advertising; International/Global Advertising, National Advertising, Regional and Local Advertising, Functions of Advertising.	8
III	Elements of Layout Design: Headline, Sub Headline, Slogan, Logo, Illustration, Body Copy, Address Line.	7
IV	History of Printing; Major Printing Techniques; Letter Press, Offset & Silk Screen etc.	7
V Practical	<p><b>PRACTICAL</b></p> <p><b>Logo, Visiting Card, Letter Head: Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A4</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Design a Logo (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Logo, Monogram, Letter hade, Visiting card : 08, Sketching 20</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Understanding Color, 5th Edition, by Linda Holtzschue
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
- Advertising theory and practice: C.H Sandage, Vernon Fryburger.
- विज्ञापन 'तकनीक एव सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-3**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
<b>Scheme A, B &amp; C</b>	<b>MDC-3 3 credit</b>	B23-COA-303	Basics of Commercial art	2	2	15	35	50	3 hrs.
			Practical	1	2	5	20	25	4 hrs.

Level of the course: 200-299

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to understand the Meaning & Types of Commercial Art.
2. Student will be able to describe Quality of Commercial Artist.
3. Student will be able to describe Scope & Objectives of Commercial Art.
4. Student will be able to understand various process of Design.
5. Students will be able to understand the Creation of Nature Design.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
<b>I</b>	Meaning and Introduction of Commercial Art, Types of Commercial Art: Decorative Art, Interior Decoration, Screen Printing.	<b>8</b>
<b>II</b>	Commercial Artist, Qualities of Commercial Artist. Lettering, Photography.	<b>8</b>
<b>III</b>	Scope of Commercial Art, Objectives of Commercial Art, Various Material used in Commercial Art and its Techniques, Air Brush Technique, Stippling etc.	<b>7</b>
<b>IV</b>	Fashion Design, Jewelry Design, Furniture Design, Product Design.	<b>7</b>
<b>V Practical</b>	<p><b>PRACTICAL</b>  <b>Nature Design: Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)  <b>Assignments:</b> Draw a nature design (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Nature Design : 02, Graphic Design :02                      Sketching 20</p>	<b>30</b>

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum 5**
  - Class Participation:NA
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 5
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 20

**Learning Resources**

- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Understanding Color, 5th Edition, by Linda Holtzschue
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
- Advertising theory and practice: C.H Sandage, Vernon Fryburger.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन



**COMMERCIAL ART: SEMESTER-4**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme A, B & C	CC-4 MCC-6 4 credit	B23-COA-401	Advertising Profession	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 200-299

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Professional advertising at the macro level of advertising industry
2. Student will be able to describe the techniques of advertising
3. Student will be able to describe the Marketing, Advertising & Market Research
4. Student will be able to describe the Ethics in Advertising
5. Students will be capable to understand the Poster Design Process.

**Instructions for Paper-Setter**

- Nine questions will be set in all. All questions will carry equal marks.
- Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction of Advertising, Functions of Advertising – Creative Advertising Messages,	8
II	Headlines, Sub headlines, Body Copy, Slogan, Logo, Illustration, Copywriting, Types of Headline, Types of Copy	8
III	Types of Advertising - On the Basis of Geographical Area; Local, Regional, National, International, On The Basis of Media.	7
IV	Introduction of Advertising Agency, Types of Advertising Agency - Full Service Agency, Creative Studios, Media Buying Agency, House Agency, Hot Shop Agency, Interactive Agency, Structure of Advertising Agency.	7
V Practical	<p><b>PRACTICAL Mini Poster</b></p> <p><b>Assignments: 01</b></p> <p><b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b></p> <p><b>Medium:</b> Pencil, Crayons, Pastel, Water Colors, Pen and Inks etc. (Note: Candidate will have to choose any of the above medium)</p> <p><b>Assignments: Design a Mini Social Poster (Black &amp; White or Colored)</b></p> <p><b>Details of course works:</b></p> <p><b>Assignments</b> Productive Poster 02, Typography sheet 02 Sketching 10</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
- Advertising theory and practice: C.H Sandage, Vernon Fryburger
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-4**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
<b>Scheme B &amp; C</b>	<b>MCC-7 4 credit</b>	B23-COA-402	Advertising Practice	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 200-299

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Professional advertising and an understanding, function and concept of advertising
2. Student will be able to describe the techniques of advertising
3. Student will be able to describe the Marketing, Advertising & Market Research
4. Student will be able to describe the Ethics in Advertising
5. Students will be capable to understand the Poster Design Process.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
<b>I</b>	Introduction of Advertising, Functions of Advertising – Creative Advertising Messages.	8
<b>II</b>	Headlines, Sub headlines, Body Copy, Slogan, Logo, Illustration, Copywriting, Types of Headline, Types of Copy	8
<b>III</b>	Types of Advertising - On the Basis of Geographical Area; Local, Regional, National, International, On The Basis of Media.	7
<b>IV</b>	Introduction of Advertising Agency, Types of Advertising Agency - Full Service Agency, Creative Studios, Media Buying Agency, House Agency, Hot Shop Agency, Interactive Agency, Structure of Advertising Agency.	7
<b>V Practical</b>	<p><b>PRACTICAL Mini Poster</b>  <b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)  <b>Assignments: Design a Mini Social Poster (Black &amp; White or Colored)</b></p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Logo 01, Productive Poster 04, Sketching 25</p>	<b>60</b>

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
- Advertising theory and practice: C.H Sandage, Vernon Fryburger
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापनकला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-4**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	MCC-8 4 credit	B23-COA-403	Creative Advertising	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 200-299

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to Understand the meaning and importance of Creative Advertisement.
2. Student will be able to describe Creative Aspects of Advertising.
3. Student will be able to Understand the different Types of Creative Advertising.
4. Student will be able to describe various Creative Advertising Agencies & Advertisers.
5. Students will be capable to understand the Product Advertisement Process.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction to Creative Advertising; Creativity Meaning and Definition of Advertising and its role in business, Understanding The Target Audience, Introduction to Creative Briefs, Creative Advertising Process	8
II	Creative Side of The Advertising; Creative Concept & Creative Leap, Creative Brief and Big Idea, Creative Thinking, Visual Thinking.	8
III	Advertising Copy (Headline, Subhead Line, Logo, Body Copy, Address Line, Call-To-Action), Characteristics of Copy.	7
IV	Importance of Copywriting in Advertising, Role and importance of illustration, Art Direction and Its Functions. U.S.P.	7
V Practical	<p><b>PRACTICAL Product Advertisement</b></p> <p><b>Assignments -01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A4 (8.3 x 11.7 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colors, Pen and Inks etc. (Note: Candidate will have to choose any of the above medium)</p> <p><b>Assignments: Design a Product Advertisement (Black &amp; White or Colored)</b>  <b>Details of course works:</b>  <b>Assignments</b>                      Product Advertisement layout/Poster 04, Sketching 25</p>	60

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory: 15</b> <ul style="list-style-type: none"> <li>•Class Participation:4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.:4</li> <li>•Mid-Term Exam:7</li> </ul> </li> <li>&gt; <b>Practicum: 15</b> <ul style="list-style-type: none"> <li>•Class Participation:5</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: 10</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 35</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 35</li> </ul> </li> </ul>
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**Learning Resources**

- The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells" by Robert W. Bly
- Ogilvy on Advertising" by David Ogilvy
- Creative Advertising: An Introduction" by Miriam Sorrentino
- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- विज्ञापन 'तकनीक एवंसिद्धान्त' : नरेन्द्र यादव
- विज्ञापनडिजाईन : नरेन्द्र यादव
- विज्ञापनकला : एकेश्वरप्रसादहटवाल
- विज्ञापन : अशोकमहाजन

**COMMERCIAL ART: SEMESTER-4**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	DSE-1 4 credit Select One Option	B23-COA-404	Poster Design & Calligraphy	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 200-299

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to Understand the Meaning, Function, Purpose and Types of Poster
2. Student will be able to Understand the Elements of Poster Design.
3. Student will be able to describe the history of Poster Design & Calligraphy.
4. Student will be able to describe various Advantages & Disadvantages of Poster Design & Calligraphy.
5. Students will be capable to understand the Poster Design & Calligraphy.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction to Poster Design, Definition of Posters, Historical Evolution of Poster Design, Function and Types of Poster, Advantages and Disadvantages of Poster Design	8
II	Elements of Poster Design :Slogan/Headline, Illustration/Image, Negative space, Logo, Address line, Border etc.	8
III	Principles of Poster Design: Balance, Emphasis/Contrast, Proportion, Movement/Rhythm, Unity	7
IV	Introduction to Calligraphy: History and Evolution of Calligraphy, Different Calligraphy Styles, Tools and Materials of Calligraphy, Role of Calligraphy in Visual Communication	7
V Practical	<p><b>PRACTICAL Poster Design &amp; Calligraphy</b></p> <p><b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7 x 16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)  <b>Assignments: Design Poster Design &amp; Calligraphy (Black &amp; White or Colored)</b>  <b>Details of course works:</b>  <b>Assignments</b>                      Poster Design: 2 (Social/Commercial)                      Calligraphy: 03(Sheet)                      Sketching: 25</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- **Practicum: 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- **Theory**
  - Written Examination: 35
- **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-4**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	DSE-1 4 credit Select one option	B23-COA-405	Portrait Photography	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 200-299

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Portrait Photography.
2. Student will be able to describe different Technique of Portrait Photography.
3. Student will be able to describe Main elements of Art Portrait.
4. Student will be able to describe different Types of Portrait.
5. Students will be capable to capture Portrait Photography.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Photography: Origin of Photography, Evaluation of Photography, History of Indian Photography etc. Introduction of Photography, Meaning of Photography.	8
II	Introduction of Portrait Photography, Meaning, Definition, Sizes of Portrait etc. Technique of Portrait Photography; Role of Background, Role of Foreground, Rule of Third, Portrait with Single Light, Portrait in Natural Light etc.	8
III	Main Elements of Art Portrait: Location, Composition, Technical Setup, Lighting, Feels & Emotions.	7
IV	Types of Portrait: General/Basic Portrait, Full body Portrait, Faceless Portrait, Candid Portrait, Creative Portrait etc.	7
V Practical	<b>PRACTICAL</b>  Assignments – 01 <b>Time: 6 hrs. (2 Session) Paper Size: 8"x12" Minimum.</b> <b>Medium:</b> Digital print on Photo paper  Assignments: 10 Portraits	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum: 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman.
- The Price of Freedom by Raghu Rai
- Digital photography, Master Class by TOMANG
- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman –
- Focuses on composition and design principles for creative photography. Creative Nature & Outdoor Photography" by Brenda
- Photography Composition: A Definitive Guide" by Richard Garvey-Williams
- The Art of Macro Photography" by Denise Love
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for
- Gulbins, J. (2013). Mastering Photoshop layers: A photographer's guide. Rocky Nook.
- Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
- Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
- Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko

**COMMERCIAL ART: SEMESTER-5**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme A, B & C	CC-5 MCC-9 4 credit	B23-COA-501	Advertising Media	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Advertising and Media
2. Student will be able to describe the Role of advertising in Media
3. Student will be able to describe the Traditional Media of advertising
4. Student will be able to describe the digital Media of advertising
5. Students will be capable to understand the social and productive ad Process.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
<b>I</b>	Advertising and Media: Introduction, Meaning and Definition of Media, Different Types of Media; Print Media (Newspaper, Magazine, Poster, Hoarding etc. Their Advantages & Disadvantages	8
<b>II</b>	Transit Media – Bus, Train, Taxi, Bus Shelter, Railway Station etc.) Role of Media in Advertising, Selection of Media, Media mix.	8
<b>III</b>	Broadcast Media: Television advertising: Advantages & Disadvantages, Radio Advertising: Strengths, Limitations and Jingles.	7
<b>IV</b>	Digital Media: Introduction and Evolution of Digital Media, Digital Advertising, Importance of Digital Media in Contemporary Advertising, Banner Ads, Pop-Up Ads, Direct Mail, Social Media Ads.	7
<b>V</b> Practical	<p><b>PRACTICAL     Mini Poster</b></p> <p><b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments: Design a Mini Social Poster</b> (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments 05</b>                      Logo 01, Poster 02, Layout 01, Social Media Ad 01, Sketching 25</p>	<b>60</b>

**Suggested Evaluation Methods**

**Internal Assessment:**

- **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- **Practicum: 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- **Theory**
  - Written Examination: 35
- **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Advertising Media by Aman Upadhyay
- Advertising by James S. Norris
- Advertising Media Planning by Larry D. Kelley, Donald W. Jugenheimer
- Advertising Media Planning, Seventh Edition by Roger Baron, Jack Z. Sissors
- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Understanding Color, 5th Edition, by Linda Holtzschue
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit

- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
- Advertising theory and practice: C.H Sandage, Vernon Fryburger
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन कला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-5**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
<b>Scheme B &amp; C</b>	<b>MCC-10 4 credit</b>	B23-COA-502	Magazine layout	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Professional advertising and an understanding, at the macro level, of the advertising industry
2. Student will be able to describe the techniques of advertising
3. Student will be able to describe the Marketing, Advertising & Market Research
4. Student will be able to describe the Ethics in Advertising
5. Students will be capable to understand the Poster Design Process.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
<b>I</b>	Introduction of Layout: Meaning and Definition of layout, Stages of Layout, Functions, Types of Layout.	8
<b>II</b>	Magazine Layout: Introduction and Meaning of Magazine Layout, Historical Evolution of Magazine Layouts, Magazine Layouts Stages, Importance.	8
<b>III</b>	Function of layout and Importance of Layout	7
<b>IV</b>	Principles of Layout Design: Balance, Emphasis/Contrast, Proportion, Movement/Rhythm, Unity.	7
<b>V Practical</b>	<p><b>PRACTICAL Magazine Layout Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A4</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colors, Pen and Inks etc. (Note: Candidate will have to choose any of the above medium)</p> <p><b>Assignments: Productive Layout (Black &amp; White or Colored)</b></p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Productive Layout: 04, Sketching: 25</p>	<b>60</b>

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- The Magazine from Cover to Cover by Sammie Johnson, Patricia Prijatel
- The Art of Graphic Design by Bradbury Thompson, Jessica Helfand
- Magazines: Inside & Out Authors: Steven Heller and Teresa Fernandes
- Designing for Newspapers and Magazines Author: Chris Frost
- The art and print production by N.N Sarkar
- Design Principles and Design Elements, *William Lidwell, Kristina Holden, Jim Butler*
- The Elements of Graphic Design, by *Alex Whit*
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising theory and practice: C.H Sandage, Vernon Fryburger
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापनकला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन



**COMMERCIAL ART: SEMESTER-5**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	DSE-2 4 credit Select One Option	B23-COA-503	Social Campaign Design	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to Understand the meaning of Social Campaign Design.
2. Student will be able to Understand the Purpose & Function of Social Campaign.
3. Student will be able to describe various advantages & disadvantages of Social Campaign.
4. Student will be able to describe the role of Social Campaign in Modern Society.
5. Students will be capable to understand the creation of Social Campaign Design.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction of Campaign, Meaning and Definition of Campaigns, Types of Campaign- Single Media Campaign, Multimedia Campaign and Image Building Campaign.	8
II	Introduction to Social Campaigns: Structure of Social Campaign; Purpose, importance of Social Campaign in Society and Culture , Differences Between Social and Productive Campaign.	8
III	Advantages and Disadvantages of Social Campaign Brand Image, Developing a Campaign Timeline, Target Audiences, Art director.	7
IV	Structure of Advertising Agency: Account department, Media planning department, Creative department, Traffic Control Department etc.	7
V Practical	<p><b>PRACTICAL Mini Campaign</b></p> <p><b>Social Campaign Design: 01Assignment</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7 x 16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colors, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)  <b>Assignments: Social Campaign Design (Black &amp; White or Colored)</b>  <b>Details of course works:</b>  <b>Assignments</b>                      Logo 01, Layout 01 &amp; Poster 02, Illustration 01                      Sketching 20</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum: 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

**Learning Resources**

- Social Media Campaigns: Strategies for Public Relations and Marketing" by Carolyn Mae Kim
- The Social Media Bible: Tactics, Tools, and Strategies for Business Success" by Lon Safko and David K. Brake:
- The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
- Social Media Strategy: Marketing and Advertising in the Consumer Revolution" by Keith A. Quesenberry
- Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald
- सोशल मीडिया कैंपेन योजना: विपणन और प्रचार में सफलता के लिए रणनीतियाँ" - अर्चना भट्ट
- सोशल मीडिया: विपणन और विज्ञापन के लिए रणनीतियाँ" - सुमित रांगार
- सोशल मीडिया विपणन और प्रचार: विज्ञापन योजना की सफलता के लिए टिप्स" - आदित्य वर्मा
- सोशल मीडिया योजना: डिजिटल विपणन की नई रणनीतियाँ" by मनीष गुप्ता
- सोशल मीडिया मार्केटिंग योजना: संचार और प्रचार के लिए रणनीति और अभिप्राय" - प्रदीप चौधरी

**COMMERCIAL ART: SEMESTER-5**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	DSE-2 4 credit Select One Option	B23-COA-504	Product Campaign Design	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to Understand the meaning of Product Campaign Design.
2. Student will be able to Understand the Purpose & Function of Product Campaign.
3. Student will be able to describe various Advantages & Disadvantages of Product Campaign.
4. Student will be able to describe the role of Product Campaign in the Modern Society.
5. Students will be capable to understand the creation of Product Campaign Design.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction of Campaign, Meaning and Definition of Campaigns, Types of Campaign- Single Media campaign, Multimedia Campaign and Image Building Campaign.	8
II	Introduction to Product Campaigns: Purpose, importance of Product Campaign in Society and Culture , Differences Between Social and Productive Campaign, Brand Image.	8
III	Advantages and Disadvantages of Product Campaign, Target Audiences, Art director.	7
IV	Structure of Advertising Agency: Account department, Media planning department, Creative Department, Traffic Control Department etc.	7
V Practical	<p><b>PRACTICAL Product Campaign Design</b></p> <p><b>Product Campaign Design: 01 Assignment</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7 x 16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)  <b>Assignments: Product Campaign Design (Black &amp; White or Colored)</b></p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Logo 01, Layout 01 &amp; Poster 02, Illustration 01                      Sketching 20</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory: 15**
  - Class Participation: 4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.: 4
  - Mid-Term Exam: 7
- > **Practicum: 15**
  - Class Participation: 5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापन नकला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-5**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	DSE-3 4 credit Select one Option	B23-COA-505	Computer Graphics in Commercial Art	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to understand the Meaning & Types of Computer Graphics in commercial Art.
2. Student will be able to describe Quality of Graphics Design in commercial Art.
3. Student will be able to describe Type & Objectives of Computer Graphics.
4. Student will be able to understand various processes of Computer of Graphics Design.
5. Students will be able to understand the Creation of Computer Graphics Design.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction to Computer Graphics, Meaning and Definition of Computer Graphics, History of Computer Graphics.	8
II	Types of Computer Graphics: Bitmap/Raster graphics, Vector graphics, Photo Enhancement etc.	8
III	Introduction to Photoshop: Tools and Menu bar, Layers & Layer Styles, Opacity, Masking, Adjustment Layers, Blending Modes etc.	7
IV	Image Editing: Retouching, Color Correction, Color contrast, Smoothing Skin & Wrinkles, Image Manipulation, Filter Gallery, Morphing, Selective Color.	7
V Practical	<b>PRACTICAL</b>  <b>Computer Graphics: Assignments - 01</b> <b>Time: 6 hrs. (2 Session)</b> <b>Medium: Adobe Photoshop</b>  <b>Assignments: Photo Editing</b>  <b>Details of course works:</b> <b>Assignments</b> Image Manipulation and Retouching 10	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum : 15**
  - Class Participation: 5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Golombisky, K., & Hagen, R. (2017). White space is not your enemy: A beginner's guide to
- Communicating visually through graphic, web & multimedia design. CRC Press.
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for
- Imaging professionals. Peachpit Press.
- Gulbins, J. (2013). Mastering Photoshop layers: A photographer's guide. Rocky Nook.
- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- विज्ञापन 'तकनीक एवसिद्धान्त' : नरेन्द्र यादव
- विज्ञापनडिजाईन : नरेन्द्र यादव
- विज्ञापनकला : एकेश्वरप्रसादहटवाल
- विज्ञापन : अशोकमहाजन

**COMMERCIAL ART: SEMESTER-5**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
<b>Scheme B &amp; C</b>	<b>DSE-3 4 credit Select one option</b>	B23-COA-506	Nature Photography	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Meaning & Definition of Nature Photography.
2. Student will be able to describe different Technique of Nature Photography.
3. Student will be able to describe Main elements of Nature Photography.
4. Student will be able to describe different Types of Nature Photography.
5. Students will be capable to capture Nature Photography.

**Instructions for Paper-Setter**

7. Nine questions will be set in all. All questions will carry equal marks.
8. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
<b>I</b>	Nature Photography: Introduction of Nature Photography, Meaning, History etc.	<b>8</b>
<b>II</b>	Technique of Nature Photography: Role of Background, Role of Foreground, Rule of Third etc.	<b>8</b>
<b>III</b>	Main elements of Nature Photography; Location, Composition, Technical setup, Lighting.	<b>7</b>
<b>IV</b>	Types of Nature Photography: Wildlife, Landscape, Texture Photography etc.	<b>7</b>
<b>V Practical</b>	<p><b>PRACTICAL</b></p> <p><b>Assignments – 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: 8"x12" Minimum.</b>  <b>Medium: Digital Print on Photo Paper</b></p> <p><b>Details of course works:</b>  <b>Assignments: 10 Portraits</b></p>	<b>60</b>

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory: 15</b> <ul style="list-style-type: none"> <li>•Class Participation:4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.:4</li> <li>•Mid-Term Exam:7</li> </ul> </li> <li>&gt; <b>Practicum: 15</b> <ul style="list-style-type: none"> <li>•Class Participation:5</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: 10</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 35</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 35</li> </ul> </li> </ul>
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**Learning Resources**

- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman.
- The Price of Freedom by Raghu Rai
- Digital photography, Master Class by TOMANG
- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman –
- Focuses on composition and design principles for creative photography. Creative Nature & Outdoor Photography" by Brenda
- Photography Composition: A Definitive Guide" by Richard Garvey-Williams
- The Art of Macro Photography" by Denise Love
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for
- Gulbins, J. (2013). Mastering Photoshop layers: A photographer's guide. Rocky Nook.
- Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
- Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
- Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko

**COMMERCIAL ART: SEMESTER-6**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme A, B & C	CC-6 MCC-11 4 credit	B23-COA-601	Trademark Design	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Trademark Design.
2. Student will be able to learn about function, Objective, trademark law and regulations of Trademark.
3. Student will be capable to understand the Different Types of Trademark.
4. Student will be able to describe Advantages and Disadvantages of trademark.
5. Students will be able to understand the Applications of Trademark design.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction to Trademark Design, Definition and importance of trademark, Historical overview of trademark Role of trademarks in brand identity	8
II	Objective of Trademark, Trademark law and regulations, Differentiating between trademarks and copyrights.	8
III	Different types of Trademarks such as logo/logotype, monogram, symbol, seal and characteristics.	7
IV	Insignia, emblem, hologram, advantages and disadvantages of trademark.	7
V Practical	<p><b>PRACTICAL Design a Trademark.</b></p> <p><b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Poster Color, Crayons, Pastel, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Prepare a trademark in 2D/3D Design (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Prepare different trademarks design - 8                      Sketching - 25</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum: 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- The Magazine from Cover to Cover by Sammye Johnson, Patricia Prijatel
- The Art of Graphic Design by Bradbury Thompson, Jessica Helfand
- Magazines: Inside & Out Authors: Steven Heller and Teresa Fernandes
- Designing for Newspapers and Magazines Author: Chris Frost
- The art and print production by N.N Sarkar
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापनकला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-6**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	MCC-12 4 credit	B23-COA-602	Magazine Layout & Typography	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Magazine Layout and Typography.
2. Student will be able to learn about Elements of Magazine Layouts.
3. Student will be able to describe the role of layout in magazine design.
4. Student will be able to describe typography.
5. Students will be capable to draw and identifying the magazine layout.

**Instructions for Paper-Setter**

9. Nine questions will be set in all. All questions will carry equal marks.
10. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Magazine Layout: Introduction of Magazine Design, Meaning and Definition, Historical Evolution of Magazine Layouts, Importance of Magazine Layout	8
II	Classification of Type (Black Letters, Roman or Serif, Square Serif, Sans Serif, Script or Cursive and miscellaneous)	8
III	Introduction to Typography, meaning and historical overview of typography, Type, Anatomy of a letter: base line, mean line, Ascender line, descender line, counter, stem, X high	7
IV	Type fonts, Type Families, Choosing a types style, Point, Pica, Unit, format setting, Readability, Legibility.	7
V Practical	<p><b>PRACTICAL Design a Magazine Layout</b></p> <p><b>Magazine Layout: Assignments -- 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Poster Color, Crayons, Pastel, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Prepare a magazine layout (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Magazine layout 04, Typography - 2                      Sketching – 25</p>	60

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory: 15</b> <ul style="list-style-type: none"> <li>•Class Participation:4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.:4</li> <li>•Mid-Term Exam:7</li> </ul> </li> <li>&gt; <b>Practicum: 15</b> <ul style="list-style-type: none"> <li>•Class Participation:5</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: 10</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 35</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 35</li> </ul> </li> </ul>
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**Learning Resources**

- The Magazine from Cover to Cover by Sammye Johnson, Patricia Prijatelj
- The Art of Graphic Design by Bradbury Thompson, Jessica Helfand
- Magazines: Inside & Out Authors: Steven Heller and Teresa Fernandes
- Designing for Newspapers and Magazines Author: Chris Frost
- The art and print production by N.N Sarkar
- Design Principles and Design Elements, *William Lidwell, Kristina Holden, Jim Butler*
- The Elements of Graphic Design, by *Alex Whit*
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाईन : नरेन्द्र यादव
- विज्ञापनकला : एकेश्वर प्रसाद हटवाल
- विज्ञापन : अशोक महाजन

**COMMERCIAL ART: SEMESTER-6**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	<b>DSE-4 4 credits Select one option</b>	B-23-COA-603	Illustration	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to demonstrate skill with a range of fundamental drawing techniques.
2. Student will be able to demonstrate ability to information in working memory is equally important to learning and performance.
3. Student will be able to retention usually refers to keeping information available in the long-term memory, but the ability to retain needed.
4. Illustration helps in making the lesson interesting.
5. Illustration helps in stimulates interest and curiosity of the learner.

**Instructions for Paper-Setter**

3. Nine questions will be set in all. All questions will carry equal marks.
4. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
<b>I</b>	Introduction to Illustration: Definition and purpose of illustration, Historical overview of illustration, Different Styles and Techniques in Illustration.	<b>8</b>
<b>II</b>	Basic Tool and Materials of Illustration, Role of Illustration in Various fields, Colour Psychology and Its Impact on Illustration	<b>8</b>
<b>III</b>	Specialized Illustration Techniques - Concept Art, Comics, Graphic, Novels, Advertising, Packaging, Scientific Illustration, Understanding narrative and Visual Storytelling, Sequential Art and Panel Layout.	<b>7</b>
<b>IV</b>	Digital Illustration- Understanding to Digital Illustration software (e.g., Adobe illustration and Photoshop) Understanding the Layers and other Essential Tools.	<b>7</b>
<b>V Practical</b>	<p><b>PRACTICAL Illustration</b></p> <p><b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colors, poster colors Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Draw Illustration (Black &amp; White or Colored)</p> <p>(Basic scenes of illustration: story scene, village scene, city scene, market scene, festival scene etc.</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Different Type of illustration: 05                      Sketching 20</p>	<b>60</b>

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: **35**
- > **Practicum**
  - Practical Examination: **35**

**Learning Resources**

- The Magazine from Cover to Cover by Sammie Johnson, Patricia Prijatelj
- The Art of Graphic Design by Bradbury Thompson, Jessica Helfand
- Magazines: Inside & Out Authors: Steven Heller and Teresa Fernandes
- Designing for Newspapers and Magazines Author: Chris Frost
- The aArt and Print Production by N.N Sarkar
- Design Principles and Design Elements, *William Lidwell, Kristina Holden, Jim Butler*
- The Elements of Graphic Design, by *Alex Whit*
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
- विज्ञापन डिजाइन : नरेन्द्र यादव

**COMMERCIAL ART: SEMESTER-6**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
<b>Scheme B &amp; C</b>	<b>DSE-4 4 credits Select one option</b>	B23-COA-604	Street Photography	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Meaning & Definition of Street Photography.
2. Student will be able to describe different Types of Street Photography.
3. Student will be able to describe Main elements of Street Photography.
4. Student will be able to describe Ethics in Street Photography.
5. Students will be capable to Capture Street Photography.

**Instructions for Paper-Setter**

11. Nine questions will be set in all. All questions will carry equal marks.
12. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
<b>I</b>	Street Photography: Introduction of Street Photography, Meaning, Definition, History etc.	<b>8</b>
<b>II</b>	Types of Street Photography: Street Portrait Photography, Urban Street Photography, Night Street Photography, Without people Street Photography etc.	<b>8</b>
<b>III</b>	Main elements of Street Photography: Variety of Location, Composition, Natural Lighting, Emotions & Gesture.	<b>7</b>
<b>IV</b>	Ethics in Street Photography: Respect the privacy & dignity, Politeness, Safety, Post-processing etc. Brief introduction of famous street photographer; Prashant Godbole, Raghu Rai etc.	<b>7</b>
<b>V Practical</b>	<b>PRACTICAL</b>  <b>Assignments - 01</b> <b>Time: 6 hrs. (2 Session) Paper Size: 8"x12" Minimum.</b> <b>Medium: Digital print on Photo Paper</b>  <b>Details of course works:</b> <b>Assignments: 10 Street Photographs</b>	<b>60</b>

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory: 15</b> <ul style="list-style-type: none"> <li>• Class Participation: 4</li> <li>• Seminar/Presentation/Assignment/Quiz/Class Test etc.: 4</li> <li>• Mid-Term Exam: 7</li> </ul> </li> <li>&gt; <b>Practicum: 15</b> <ul style="list-style-type: none"> <li>• Class Participation: 5</li> <li>• Seminar/Demonstration/Viva-voce/Lab Records etc.: 10</li> <li>• Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>• Written Examination: 35</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 35</li> </ul> </li> </ul>
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**Learning Resources**

- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman.
- The Price of Freedom by Raghu Rai
- Digital photography, Master Class by TOMANG
- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman –
- Focuses on composition and design principles for creative photography. Creative Nature & Outdoor Photography" by Brenda
- Photography Composition: A Definitive Guide" by Richard Garvey-Williams
- The Art of Macro Photography" by Denise Love
- Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
- Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
- Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko



**COMMERCIAL ART: SEMESTER-6**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	DSE-5 4 credit Select one Option	B23-COA-605	Image Making	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to understand the Meaning of Image Making.
2. Student will be able to describe Quality of Image Making.
3. Student will be able to describe Type & Objectives of Image Making.
4. Student will be able to understand technique of Image Making.
5. Students will be able to understand the Creation of Image.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction of Images Making, Different Types of Image-Making Techniques and Mediums, Importance and Applications of Images in Various Field	8
II	Drawing Fundamentals, Basic Drawing Techniques: Contour Drawing, Gesture Drawing, Shading, Perspective, Still Life Drawing: Understanding Light and Shadow, Proportion and Composition.	8
III	Introduction to Digital Image Making, Application of Digital Image Making, Digital Manipulation, Digital Art/Painting.	7
IV	Image Making in Advertising: Understanding Visual Storytelling in Advertising, Advanced Techniques for Product Photography, Creating Digital Collage, Incorporating Various Materials used in Visual Compositions	7
V Practical	<p><b>PRACTICAL; Image Making:</b></p> <p><b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A4/A3</b>  <b>Medium:</b> Photoshop, Camera etc. <b>(Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Image Making (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Hand-based Image: 03                      Photographic: 05                      Digital: 02                      Manipulation/Alteration: 02</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum : 15**
  - Class Participation: 5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for
- Imaging professionals. Peachpit Press.
- Print making without a press, Janet daub Erickson and adelaid s proul.
- Reinhold publishing corporation, 430 park avenue New York.
- Traditional Techniques in Contemporary Chinese Printmaking, (David Barker)
- Printmaking off the beaten track. (Richard Noyce)
- <https://www.dsource/book-printing-sanganer/tools-and-raw>

**COMMERCIAL ART: SEMESTER-6**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Scheme B & C	DSE-5 4 credit Select one Option	B23-COA-606	Block making & Printing	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 300-399

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

- Students will understand the meaning Block Making.
- Students will understand the Block Making Process.
- Students will understand the various Types of Print Making.
- Students will understand the Digital Printing.
- Students will understand the Process of Block Making and Digital Printing.

**Instructions for Paper-Setter**

- Nine questions will be set in all. All questions will carry equal marks.
- Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction, Meaning and History of Block Making, Importance, and Applications, Types of Blocks, Characteristics of Block Printing	8
II	Block Making Process, Preparation of mixtures: Proportions, Mixing Methods & Molding Techniques: Hand Molding, Machine Molding, Materials and Tools, Understanding different Types of Printing Blocks (Wood, Linoleum, Rubber, etc.)	8
III	Introduction to Printing, Types of Printing Processes: Relief, Intaglio, Planography, and Stencil	7
IV	Digital Printing; Introduction to Digital Printing: Techniques - Inkjet and Laser Printing Technologies, Types of Printing Substrates: (2D & 3D Printing) Paper, Fabric, Plastics, etc.	7
V Practical	<p><b>PRACTICAL Block Making and printing</b></p> <p><b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Block and other objects, cutting tools, printing inks, thinners and solvents paper, fabrics, pencils, scraps of material, scratch paper etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments: Block Making and Printing (Black &amp; White or Colored)</b></p> <p><b>Details of course works:</b>                      Assignments: 05                      Sketching 20</p>	60

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory 15</b> <ul style="list-style-type: none"> <li>•Class Participation:4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.:4</li> <li>•Mid-Term Exam:7</li> </ul> </li> <li>&gt; <b>Practicum 15</b> <ul style="list-style-type: none"> <li>•Class Participation:5</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: 10</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 35</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 35</li> </ul> </li> </ul>
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**Learning Resources**

- Print making without a press, Janet daub Erickson and adelaide s proul.
- Reinhold publishing corporation, 430 park avenue New York.
- Traditional Techniques in Contemporary Chinese Printmaking, (David Barker)
- Printmaking off the beaten track. (Richard Noyce)
- <https://www.dsource/book-printing-sanganer/tools-and-raw-material>

COMMERCIAL ART: SEMESTER-7 (FOR HONOURS/HONOURS WITH RESEARCH IN COMMERCIAL ART)									
Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
For Honours in Commercial Art/ Honours with Research in Commercial Art	CC-H1 4 credit	B23-COA-701	Computer graphics and Photography-I	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
Level of the course: 400-499									
Pre-requisite for the course (if any): NA									
<b>Course Learning Outcomes (CLO)</b>									
<ol style="list-style-type: none"> <li>1. Student will be able to describe Graphics.</li> <li>2. Student will be able to describe the graphics and its Types.</li> <li>3. Student will be able to describe the element and principles of computer Graphics</li> <li>4. Student will be able to describe the relation of Graphics and Photography</li> <li>5. Students will be capable to understand the Process of Photography.</li> </ol>									
<b>Instructions for Paper-Setter</b>									
<ol style="list-style-type: none"> <li>1. Nine questions will be set in all. All questions will carry equal marks.</li> <li>2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.</li> </ol>									
UNIT	TOPICS							CONTACT HOURS	
I	Introduction of Graphic: Meaning and Definition of Graphics, Types of Graphic, 2D, 3D, Uses of Graphics.							8	
II	Meaning and Definition of Computer Graphics, Element of Graphics Design: Line, Shape, Form, Space, Texture, Image, Typography, Color.							8	
III	Uses of Computer Graphics, Scope of Computer graphics, Types of Computer graphics, Objective of Graphics.							7	
IV	Computer Graphics and Photography: Relation of Graphics and Photography, Role of photography in Computer Graphics, Documentary Photography, Advertising Photography.							7	
V Practical	<b>PRACTICAL Graphics and Photography</b>  <b>Assignments - 02</b> <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b> <b>Medium: Use of Graphics design software and Camera</b>  <b>Assignments: Design a Mini Social Poster (Black &amp; White or Colored)</b>  <b>Details of course works:</b> <b>Assignments</b> Stationery Set 01, Logo-2 Composition graphics and photography 05							60	
<b>Suggested Evaluation Methods</b>									
<b>Internal Assessment:</b> > <b>Theory 15</b> •Class Participation:4 •Seminar/Presentation/Assignment/Quiz/Class Test etc.:4 •Mid-Term Exam:7 > <b>Practicum 15</b> •Class Participation:5 •Seminar/Demonstration/Viva-voce/Lab Records etc.: 10 •Mid-Term Exam: NA						<b>End Term Examination:</b> > <b>Theory</b> •Written Examination: 35 > <b>Practicum</b> Practical Examination: 35			

### Learning Resources

- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman.
- The Price of Freedom by Raghu Rai
- Digital photography, Master Class by TOMANG
- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman –
- Focuses on composition and design principles for creative photography. Creative Nature & Outdoor Photography" by Brenda
- Photography Composition: A Definitive Guide" by Richard Garvey-Williams
- The Art of Macro Photography" by Denise Love
- Gulbins, J. (2013). Mastering Photoshop layers: A photographer's guide. Rocky Nook.
- Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
- Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
- Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko

**COMMERCIAL ART: SEMESTER-7**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
For Honours in Commercial Art/ Honours with Research in Commercial Art	CC-H2 4 credit	B23-COA-702	Social Campaign Planning -I	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 400-499

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to Understand the meaning and importance of Social Campaign.
2. Student will be able to describe Social Campaign in Advertising.
3. Student will be able to Understand the role of social campaign in advertising.
4. Student will be able to describe various parts of social campaign for advertising platform.
5. Students will be capable to understand the Social Campaign Concept.

**Instructions for Paper-Setter**

- Nine questions will be set in all. All questions will carry equal marks.
- Question No.1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Campaign: Introduction, Advertising Campaign Meaning, Definition, History and its type.	8
II	Social Campaign: Introduction, Meaning & Definition; Role & Importance of Social Campaign in Advertising	8
III	Components of Social Campaign: Trademark, Poster, Hording, Banner, Stationery design, Standee, Pole Kiosk, Sticker, Diary, Pen etc.	7
IV	Magazine Ads, Press Ads, Merit and Demerits of Magazine ads, Characteristics of Good Campaign, Factor Influencing the Social Campaign, The Advertiser and Target Audience.	7
V Practical	<p><b>PRACTICAL Social Campaign</b></p> <p><b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Poster Color, Pencil, Crayons, Pastel, Water Colors, Pen and Inks etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Prepare a social campaign (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Social Campaign- 05 (Logo- 1, Poster- 2, Layout- 1, Hording- 1) 5                      Sketching - 25</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- **Practicum: 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- **Theory**
  - Written Examination: 35
- **Practicum**
  - Practical Examination: 35

### Learning Resources

- Social Media Campaigns: Strategies for Public Relations and Marketing" by Carolyn Mae Kim
- The Social Media Bible: Tactics, Tools, and Strategies for Business Success" by Lon Safko and David K. Brake:
- The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
- Social Media Strategy: Marketing and Advertising in the Consumer Revolution" by Keith A. Quesenberry
- Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald
- सोशल मीडिया कैंपेन योजना: विपणन और प्रचार में सफलता के लिए रणनीतियाँ" - अर्चना भट्ट
- सोशल मीडिया: विपणन और विज्ञापन के लिए रणनीतियाँ" - सुमित रांगार
- सोशल मीडिया विपणन और प्रचार: विज्ञापन योजना की सफलता के लिए टिप्स" - आदित्य वर्मा
- सोशल मीडिया योजना: डिजिटल विपणन की नई रणनीतियाँ" - मनीष गुप्ता
- सोशल मीडिया मार्केटिंग योजना: संचार और प्रचार के लिए रणनीति और अभिप्राय" - प्रदीप चौधरी

**COMMERCIAL ART: SEMESTER-7**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
For Honours in Commercial Art/ Honours with Research in Commercial Art	CC-H3 4 credit	B23-COA-703	Creative Photography-I	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 400-499

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to Understand the meaning and importance of Creative Photography.
2. Student will be able to describe Creative Photography in Advertising.
3. Student will be able to Understand the different Types of Creative Photography.
4. Student will be able to describe various Creative Photography Editing Tools.
5. Students will be capable to understand the Creative photography Concept.

**Instructions for Paper-Setter**

- Nine questions will be set in all. All questions will carry equal marks.
- Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Photography: Introduction, Meaning & Definition, Evolution of photography.	8
II	Evolution of Indian photography, Type of Photography, Technical terms of Photography.	8
III	Photo Editing: Introduction, Basic Editing Techniques, Advanced Techniques in Creative Photography: Long Exposure, Depth of Field, Importance of Creative Photography in Advertising	7
IV	Major Photographer in India; Atul kasbekar, Dinesh khanna, Hardeh Dhingra etc.	7
V Practical	<p><b>PRACTICAL Photography</b></p> <p><b>Assignments – 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium: Photography</b></p> <p><b>Assignments: Prepare your portfolio (Total 25 Photography, Black &amp; White or Colored)</b></p> <p><b>Details of course works:</b>  <b>UNIT-I</b>  <b>Assignments</b>                      Photography - 25                      Sketching - 25</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum: 15**
  - Class Participation:5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

### Learning Resources

- The Price of Freedom by Raghu Rai
- Digital photography, Master Class by TOMANG
- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman –
- Focuses on composition and design principles for creative photography. Creative Nature & Outdoor Photography" by Brenda
- Photography Composition: A Definitive Guide" by Richard Garvey-Williams
- The Art of Macro Photography" by Denise Love
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for
- Gulbins, J. (2013). Mastering Photoshop layers: A photographer's guide. Rocky Nook.
- Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
- Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
- Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko
- Digital Art Masters: by 3DTotal Publishing (Series covering various aspects of digital art, including image making)



**COMMERCIAL ART: SEMESTER-7**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
For Honours in Commercial Art/ Honours with Research in Commercial Art	DSE-H1 4 credit Select one Option	B23-COA-704	Ethics in Advertising-I	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 400-499

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Graphics
2. Student will be able to describe the computer graphics, types and objective
3. Student will be able to describe the element and principles of computer graphics
4. Student will be able to describe the relation of graphics and photography
5. Students will be capable to understand the Poster Design Process.

**Instructions for Paper-Setter**

13. Nine questions will be set in all. All questions will carry equal marks.
14. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction to Ethics in Advertising, Defining Ethics and its Relevance in Advertising, Ethical Issues and Values, Role of Ethics in Advertising.	8
II	Ethics, Regulations and Social Responsibilities – Taste and Advertising, Stereotyping in Advertising: Women in Advertisement, Racial and Ethnic Stereotypes, Advertising to Children,	8
III	Advertising Controversial Products & Legal Aspects of Advertising i.e. Trademark Act, Copywriter Act etc. Corporate Social Responsibilities (CSR)	7
IV	Advertising and Social Responsibility, Celebrity Endorsement, Subliminal Advertising, Social objections- Bad effect on Children, Ads distort at Culture, Promote materialism,	7
V Practical	<p><b>PRACTICAL</b> Advertisement</p> <p><b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: 12X18</b>  <b>Medium:</b> Use of Graphics design software and Camera</p> <p><b>Assignments:</b> Ethics in Advertising</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Social Ad-4                      Booklet Four page-1                      Sketching- 25</p>	60

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory: 15</b> <ul style="list-style-type: none"> <li>•Class Participation:4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.:4</li> <li>•Mid-Term Exam:7</li> </ul> </li> <li>&gt; <b>Practicum :15</b> <ul style="list-style-type: none"> <li>•Class Participation:5</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: 10</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 35</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 35</li> </ul> </li> </ul>
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### Learning Resources

- Ethical Marketing and The New Consumer" by Chris Arnold
- Advertising theory and practice: C.H Sandage, Vernon Fryburger.
- Advertising Ethics" by Edward Spence and Bruce Barry
- Ethics in Advertising: Making the Case for Doing the Right Thing" by Wally Snyder
- Advertising and Society: An Introduction" by Carol J. Pardun
- Advertising Ethics: Theory, Practice, and Issues" by Michael J. Phillips
- Ethical Issues in International Marketing" edited by Dana-Nicoleta Lascu and Michael Czinkota
- Advertising, Society, and Consumer Culture" by Roxanne Hovland and Mark D. Harmon
- विज्ञापन और नैतिकता" - विनोद बर्मन
- विज्ञापनिक नैतिकता: सिद्धांत और अभिप्राय" - रामेश्वर प्रसाद चौधरी
- विज्ञापन और समाज: नैतिक संदेश और आत्मिक विकास" - अमित कुमार जैन
- विज्ञापन और नैतिक मूल्य" - अनुराग मिश्र
- विज्ञापन एवम विक्रय प्रबंध , मुकेश त्रेहान रंजू त्रेहान
- विज्ञापन एवम विक्रय प्रबंध , सी.एन.साँटकी सी.एल.ग्रोवर

**COMMERCIAL ART: SEMESTER-7**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
For Honours in Commercial Art/ Honours with Research in Commercial Art	DSE-H1 4 credits Select one option	B23-COA-705	Event Campaign-1	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 400-499

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to understand the concept of event management.
2. Student will be able to study the different types of events.
3. Student will be able to understand the Event Campaign Planning.
4. Student will be able to understand the Market Research.
5. Student will be able to understand the Process for Event Campaign **Poster/Layout**

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Event Campaign, Understanding the Basics of Event Campaigns, Importance and Objectives of Event Campaigns, Different Types of Event Campaign.	8
II	Target Audience, Identifying the Target Audience, Appeal- Rational Appeal and Emotional Appeal	8
III	Event Campaign Planning, Window Display, Counter Display, Point of Purchase, Direct Marketing,	7
IV	Market Research, Consumer Research, Motivational Research, Different Kinds of Motives.	7
V Practical	<p><b>PRACTICAL Poster/Layout</b></p> <p><b>Event Campaign: 01 Assignments</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)</b>  <b>Medium:</b> Pencil, Crayons, Pastel, Water Colors, poster colors, acrylic colors etc. (<b>Note:</b> Candidate will have to choose any of the above medium)  <b>Assignments:</b> Draw (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments: Logo- 01, Layout-02, Poster-02</b>  <b>Sketching 25</b></p>	60

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory 15</b> <ul style="list-style-type: none"> <li>•Class Participation:4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.:4</li> <li>•Mid-Term Exam:7</li> </ul> </li> <li>&gt; <b>Practicum 15</b> <ul style="list-style-type: none"> <li>•Class Participation:5</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: 10</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 35</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 35</li> </ul> </li> </ul>
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**Learning Resources**

<ul style="list-style-type: none"> <li>• The Magazine from Cover to Cover by Sammye Johnson, Patricia Prijatelj</li> <li>• The Art of Graphic Design by Bradbury Thompson, Jessica Helfand</li> <li>• Magazines: Inside &amp; Out Authors: Steven Heller and Teresa Fernandes</li> <li>• Designing for Newspapers and Magazines Author: Chris Frost</li> <li>• The art and print production by N.N Sarkar</li> <li>• Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler</li> <li>• The Elements of Graphic Design, by Alex Whit</li> <li>• Foundation of Advertising: S.A Chunnawalla, K.C Sethia.</li> </ul>	<ul style="list-style-type: none"> <li>• विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव</li> <li>• विज्ञापन डिजाईन : नरेन्द्र यादव</li> <li>• विज्ञापन कला : एकेश्वर प्रसाद हटवाल</li> <li>• विज्ञापन : अशोक महाजन</li> </ul>
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**COMMERCIAL ART: SEMESTER-7**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
For Honours in Commercial Art/ Honours with Research in Commercial Art	PC-H1 4 credit	B23-COA-706	Visualization Advertising Campaign	4	4	30	70	100	6 hrs.

Level of the course: 400-499

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to develop skill based Knowledge and new creative ideas for problem solving.
2. Student will be able to develop social moral and cultural values to utilize the art.
3. Student will be able to develop personal approach to visualization, conceptualization and art making.
4. Student will be able to enhance the understanding about the art and advertising business
5. Students will be capable to understand the Poster Design Process.

**PRACTICAL**

Instructions:

- 1) Themes/Subject matters/topics will be of multiple choices.
  - 2) The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
  - 3) Internal examiner will evaluate the Sessional work.
  - 4) Tracing of illustration/Photography is not allowed in any assignment.
  - 5) Slogan writing is allowed with tracing or screen printing.
- The Students will have to prepare Two Assignments related to particular theme/topic (a product or a social or institutional theme.)  
POSTER: Size 20" x 30" Medium: Pencil, Crayons, Pastel, Water Colors, poster colors, acrylic colors etc.  
(Note: Candidate will have to choose any of the above medium)
  - Assignment as given by the examiner.

	CONTACT HOURS
Product Campaign Assignments -12 Assignments Logo -1 Posters -3 Hoarding or Banner -1 Layout – 1 Press Layout Magazine Layout -1 (Manual )	60
Packaging Design – 1 Dangler, Show Cards- , Folder/Catalogue etc. -Any -1 Pamphlet – 1 Table/wall Calendar -1 Letter-Head, visiting card, Envelope – 1 each (Digital ) Sketching-50	

**Suggested Evaluation Methods**

<b>Internal Assessment:</b> > <b>Practicum 30</b> •Class Participation:5 •Seminar/Demonstration/Viva-voce/Lab Records etc.: 10 •Mid-Term Exam: 15	<b>End Term Examination:</b> > <b>Practicum</b> Practical Examination: 70
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**COMMERCIAL ART: SEMESTER-8 (FOR HONOURS IN COMMERCIAL ART)**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Honours in Commercial Art	CC-H4 4 credit	B23-COA-801	Computer Graphics and Photography-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 400-499

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Graphics Design.
2. Student will be able to describe the Aesthetics & New Media of Computer Graphics
3. Student will be able to describe the Advanced Techniques of Photography
4. Student will be able to describe the Image Editing.
5. Students will be capable to understand the relationship between the computer graphics and Image editing.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Role of Photography in Computer Graphics, Backgrounds and Textures, Application of Software in Computer Graphics i.e. CorelDraw, Adobe Photoshop, Adobe Illustrator and MS Word.	8
II	Types of New Media in Advertising, Use of New Media in Advertising, Impact of New Media	8
III	Advanced Techniques of Photography: Color Enhancement, Color Separation, Creative Composition Techniques, Color and Tone	7
IV	Low light and Hard Light Photography, Using Shadow in Photography, Light and Shadow in Photography, Digital Manipulation- Color to Black & White, Quality, Enhancement of An Image- Shape and Crop, Curve , Dodging and Burning.	7
V Practical	<p><b>PRACTICAL Computer graphics and Photography</b></p> <p><b>Assignments - 01</b></p> <p><b>Time: 6 hrs. (2 Session) Paper Size: A4/A3</b></p> <p><b>Medium:</b> Photoshop, Corel Draw, Camera etc.(<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Assignments:</b> Computer graphics and Photography</p> <p><b>Details of course works:</b></p> <p><b>Assignments</b> Logo-1, Poster-2 Photography: 20</p>	60

**Suggested Evaluation Methods**

<p><b>Internal Assessment:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory: 15</b> <ul style="list-style-type: none"> <li>•Class Participation:4</li> <li>•Seminar/Presentation/Assignment/Quiz/Class Test etc.:4</li> <li>•Mid-Term Exam:7</li> </ul> </li> <li>&gt; <b>Practicum : 15</b> <ul style="list-style-type: none"> <li>•Class Participation: 5</li> <li>•Seminar/Demonstration/Viva-voce/Lab Records etc.: 10</li> <li>•Mid-Term Exam: NA</li> </ul> </li> </ul>	<p><b>End Term Examination:</b></p> <ul style="list-style-type: none"> <li>&gt; <b>Theory</b> <ul style="list-style-type: none"> <li>•Written Examination: 35</li> </ul> </li> <li>&gt; <b>Practicum</b> <ul style="list-style-type: none"> <li>Practical Examination: 35</li> </ul> </li> </ul>
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**Learning Resources**

- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman –
- Photography Composition: A Definitive Guide" by Richard Garvey-Williams

- The Adobe Photoshop Lightroom Classic CC Book for Digital Photographers" by Scott Kelby
- The Art of Macro Photography" by Denise Love
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for
- Gulbins, J. (2013). Mastering Photoshop layers: A photographer's guide. Rocky Nook.
- Commercial Art & Design, by Ray J Matasek
- Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
- Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
- Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko

COMMERCIAL ART: SEMESTER-8 ( FOR HONOURS IN COMMERCIAL ART)									
Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Honours in Commercial Art	CC-H5 4 credit	B23-COA-802	Social Campaign Planning-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
Level of the course: 400-499									
Pre-requisite for the course (if any): NA									
<b>Course Learning Outcomes (CLO)</b>									
1. Student will be able to Understand Influences of Social Campaign Design. 2. Student will be able to Understand Economic Growth & Impact of Social Campaign. 3. Student will be able to Understand Various Social Campaign to Promote Social Changes. 4. Student will be able to Understand Social Campaign's Case Study. 5. Students will be capable to understand the creation of Social Campaign Design.									
<b>Instructions for Paper-Setter</b>									
3. Nine questions will be set in all. All questions will carry equal marks. 4. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.									
UNIT	TOPICS								CONTACT HOURS
I	Social Causes of Social Campaign, Influences of the Social Campaign in Indian Politics, Publicity.								8
II	Economic Growth of Country by Social Campaign; Use and Impact of Different Social Media to Raise Awareness by Different Social Campaign.								8
III	Social Campaign used to Promote Social Changes in India; Successful Social Campaigns for Youth, Celebrity Endorsement and its Effect on Society.								7
IV	Social Media Campaign Models; Types of Social Media Ads; Top 3 Social Campaigns Case Study								7
V Practical	<b>PRACTICAL Social Campaign-II</b>  <b>Assignments - 01</b> <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7 x 16.5 inches)</b> <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (Note: Candidate will have to choose any of the above medium) <b>Assignments: Social Campaign-II</b> (Black & White or Colored)  <b>Details of course works:</b> <b>Assignments</b> Hoarding, Cutout & Standby: 03, Sketching 25								60
<b>Suggested Evaluation Methods</b>									
<b>Internal Assessment:</b> > <b>Theory: 15</b> •Class Participation:4 •Seminar/Presentation/Assignment/Quiz/Class Test etc.:4 •Mid-Term Exam:7 > <b>Practicum: 15</b> •Class Participation:5 •Seminar/Demonstration/Viva-voce/Lab Records etc.: 10 •Mid-Term Exam: NA						<b>End Term Examination:</b> > <b>Theory</b> •Written Examination: 35 > <b>Practicum</b> Practical Examination: 35			
<b>Learning Resources</b>									
<ul style="list-style-type: none"> <li>• Social Media Campaigns: Strategies for Public Relations and Marketing" by Carolyn Mae Kim</li> <li>• The Social Media Bible: Tactics, Tools, and Strategies for Business Success" by Lon Safko and David K. Brake:</li> <li>• The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick</li> <li>• Social Media Strategy: Marketing and Advertising in the Consumer Revolution" by Keith A. Quesenberry</li> <li>• Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald</li> <li>• सोशल मीडिया कैपेन योजना: विपणन और प्रचार में सफलता के लिए रणनीतियाँ" by अर्चना भट्ट</li> <li>• सोशल मीडिया: विपणन और विज्ञापन के लिए रणनीतियाँ" - सुमित रांगार</li> <li>• सोशल मीडिया विपणन और प्रचार: विज्ञापन योजना की सफलता के लिए टिप्स" - आदित्य वर्मा</li> <li>• सोशल मीडिया योजना: डिजिटल विपणन की नई रणनीतियाँ" - मनीष गुप्ता</li> <li>• सोशल मीडिया मार्केटिंग योजना: संचार और प्रचार के लिए रणनीति और अभिप्राय" - प्रदीप चौधरी</li> </ul>									

**COMMERCIAL ART: SEMESTER-8**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Honours in Commercial Art	CC-H6 4 credit	B23-COA-803	Creative Photography-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 400-499

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

- Student will be able to understand the Advanced Composition in Creative Photography.
- Student will be able to describe Quality of Creative Photography.
- Student will be able to understand the Specialized Techniques in Creative Photography.
- Student will be able to understand Fine art techniques in Creative Photography.
- Students will be able to understand the Advanced Processing of Creative Photography.

• **Instructions for Paper-Setter**

Nine questions will be set in all. All questions will carry equal marks.

2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Introduction of Creativity, Meaning and Definition of Creativity, Creative Thinking, Types of Creative Thinking etc.	8
II	Advanced Composition, Rule of Thirds, Golden Ratio, and Symmetry, Negative Space, Process of Creative Thinking, Five Stages of Creative Process.	8
III	Long Exposure and Motion Photography, Macro and Micro Photography, Documentary Photography , Digital Manipulation etc.	7
IV	Work of Major Indian photographers, Advanced Processing Techniques: Advanced Retouching, Advanced Color Grading, Creative Filters and Effects, Image Compositing.	7
V Practical	<p><b>PRACTICAL Creative Photography:</b></p> <p><b>Assignments - 01</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A4/A3</b>  <b>Medium:</b> Photoshop, Adobe Camera etc.(Note: Candidate will have to choose any of the above medium)  <b>Assignments:</b> Creative Photography (Black &amp; White or Colored)</p> <p><b>Details of course works:</b>  <b>Assignments</b>                      Long Exposure: 05                      Motion Photography: 05                      Macro and Micro Photography: 05</p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum : 15**
  - Class Participation: 5
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

**Learning Resources**

- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman –
- Focuses on composition and design principles for creative photography. Creative Nature & Outdoor Photography" by Brenda
- Photography Composition: A Definitive Guide" by Richard Garvey-Williams
- The Adobe Photoshop Lightroom Classic CC Book for Digital Photographers" by Scott Kelby



- "The Art of Macro Photography" by Denise Love
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for Imaging professionals. Peachpit Press.
- Gulbins, J. (2013). Mastering Photoshop layers: A photographer's guide. Rocky Nook.
- "Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
- "Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
- "Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko
- Digital Art Masters: by 3DTotal Publishing (Series covering various aspects of digital art, including image making)

**COMMERCIAL ART: SEMESTER-8**

Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Honours in Commercial Art	DSE-H2 4 credit Select one option	B23-COA-804	Ethics in Advertising-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.

Level of the course: 400-499

Pre-requisite for the course (if any): NA

**Course Learning Outcomes (CLO)**

1. Student will be able to describe Ethical issues in Advertising.
2. Student will be able to describe the Elements & Principles of Advertising Ethics.
3. Student will be able to describe the Practices of Ethical Advertising.
4. Student will be able to describe the Models of Ethical Advertising.
5. Students will be capable to understand the different ad types Advertising.

**Instructions for Paper-Setter**

1. Nine questions will be set in all. All questions will carry equal marks.
2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.

UNIT	TOPICS	CONTACT HOURS
I	Advertising Ethics, and Challenges Ethical Frameworks, Advertising Shape the Culture Value of Society,	8
II	Truthfulness in Advertising, Honesty and Transparency Respect for Consumer Dignity, Social Responsibility, Importance of truthfulness in advertising, the role of transparency in building trust with consumers	8
III	Advertising and Public Health, Ethical issues in advertising of controversial products: Tobacco, alcohol, and pharmaceuticals, Health claims, product safety, and responsible advertising practices, Environmental Sustainability in Advertising	7
IV	Environmental, Social, and Ethical Issues, Cultural Sensitivity and Diversity in Advertising, Advertising Regulation: Government Regulations and Industry Codes, Maintaining Ethical Standards in Advertising, Different Between Unethical vs., Illegal & legal vs., Ethical.	7
V Practical	<p><b>PRACTICAL</b> Magazine/ Press Layout/Poster Design:</p> <p><b>Assignments - 01</b></p> <p><b>Time: 6 hrs. (2 Session) Paper Size: A4/A3</b></p> <p><b>Medium:</b> Photoshop, Corel Draw, Camera etc. (<b>Note:</b> Candidate will have to choose any of the above medium)</p> <p><b>Details of course works:</b></p> <p><b>Assignments</b> Magazine Ad-02, Press Ad-02, Poster-02</p> <p><b>Sketching: 25</b></p>	60

**Suggested Evaluation Methods**

**Internal Assessment:**

- > **Theory: 15**
  - Class Participation:4
  - Seminar/Presentation/Assignment/Quiz/Class Test etc.:4
  - Mid-Term Exam:7
- > **Practicum : 15**
  - Class Participation: 05
  - Seminar/Demonstration/Viva-voce/Lab Records etc.: 10
  - Mid-Term Exam: NA

**End Term Examination:**

- > **Theory**
  - Written Examination: 35
- > **Practicum**
  - Practical Examination: 35

### Learning Resources

- Ethical Marketing and The New Consumer" by Chris Arnold
- Advertising theory and practice: C.H Sandage, Vernon Fryburger.
- Advertising Ethics" by Edward Spence and Bruce Barry:
- Ethics in Advertising: Making the Case for Doing the Right Thing" by Wally Snyder:
- Advertising and Society: An Introduction" by Carol J. Pardun
- Advertising Ethics: Theory, Practice, and Issues" by Michael J. Phillips:
- Ethical Issues in International Marketing" edited by Dana-Nicoleta Lascu and Michael Czinkota
- Advertising, Society, and Consumer Culture" by Roxanne Hovland and Mark D. Harmon
- विज्ञापन और नैतिकता" (Vigyaapan aur Naitikta) by विनोद बर्मन
- विज्ञापनिक नैतिकता: सिद्धांत और अभिप्राय" (Vigyaapanik Naitikta: Siddhant aur Abhipray) by रामेश्वर प्रसाद चौधरी
- "विज्ञापन और समाज: नैतिक संदेश और आत्मिक विकास" (Vigyaapan aur Samaj: Naitik Sandesh aur Aatmik Vikas) by अमित कुमार जैन
- "विज्ञापन और नैतिक मूल्य" (Vigyaapan aur Naitik Mulya) by अनुराग मिश्र

COMMERCIAL ART: SEMESTER-8 ( FOR HONOURS IN COMMERCIAL ART)									
Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Honours In Commercial Art	DSE-H2 4 credit Select one option	B23-COA-805	Research Methodology	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
Level of the course: 400-499									
Pre-requisite for the course (if any): NA									
<b>Course Learning Outcomes (CLO)</b>									
<ol style="list-style-type: none"> <li>1. Student will be able to Understand Introduction, Meaning &amp; Definition of Research Methodology.</li> <li>2. Student will be able to Understand Importance &amp; Types of Research Methodology.</li> <li>3. Student will be able to describe Principles &amp; Techniques of Research Methodology.</li> <li>4. Student will be able to describe Format &amp; Documentation of Research Methodology.</li> <li>5. Students will be capable to Understand Research Methodology.</li> </ol>									
<b>Instructions for Paper-Setter</b>									
<ol style="list-style-type: none"> <li>5. Nine questions will be set in all. All questions will carry equal marks.</li> <li>6. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.</li> </ol>									
UNIT	TOPICS								CONTACT HOURS
I	Introduction to Research Methodology; Meaning & Definition of Research Methodology; Characteristics of Research Methodology, Importance of Research								8
II	Tools and Techniques of Research Methodology; Types of Research Methodology; Educational and Intellectual purpose of Research								8
III	Preliminary steps in a scholarly research; Principles of Thesis Writing & other Requirements of the thesis; Research Ethics : Plagrimism & Avoiding of it; The Techniques of Thesis Writing; Practical Advice on such Research Matters as Spelling, Punctuation & the Presentation of Names, Quotations, Objectivity, Unbiased Opinion, Verification , Readability.								7
IV	The format of Research : Physical Form of the Research Work; Documentation : (i) Preparation the Lists of Works, (ii) Citing Sources in the Text, (iii) Presentation of Images & Drawings								7
V Practical	<b>PRACTICAL</b> <b>Research Methodology</b> <b>Assignments -01</b> <b>Time: 6 hrs. (2 Session) Paper Size: A4 (8.5x11.7 inches)</b> <b>Medium: Digital &amp; Written</b> <b>Assignments: Research Methodology (Black &amp; White or Colored)</b> <b>Details of course works:</b> <b>Assignments</b> PPT on any Topic:01 Written Assignments:04								60
<b>Suggested Evaluation Methods</b>									
<b>Internal Assessment:</b> > <b>Theory: 15</b> •Class Participation:4 •Seminar/Presentation/Assignment/Quiz/Class Test etc.:4 •Mid-Term Exam:7 > <b>Practicum: 15</b> •Class Participation:5 •Seminar/Demonstration/Viva-voce/Lab Records etc.: 10 •Mid-Term Exam: NA						<b>End Term Examination:</b> > <b>Theory</b> •Written Examination: 35 > <b>Practicum</b> Practical Examination: 35			
<b>Learning Resources</b>									
<ul style="list-style-type: none"> <li>• Research Methodology Method and Techniques (second revised edition), by C.R.Kothari</li> <li>• Research Methodology Method and Techniques, by Smt. Kanti Anchal</li> <li>• Research Methodology, by Dr. Avdhesh S. Jha</li> <li>• Research Methodology and Scientific Writing, by C.George Thomas</li> <li>• Research Methodology A Step-by-Step Guide, by Nishant Chakraborty</li> <li>• Research Methodology, by C. Rajendra Kumar</li> <li>• शोध पद्धति विधि और तकनीक सी.आर.कोठारी</li> <li>• सामाजिक अनुसंधान के तरीके जी.के.अग्रवाल</li> <li>• शोध पद्धति शास्त्र विधियां व तकनीके प्रोफेसर हरिद्वार शुक्ला</li> </ul>									

COMMERCIAL ART: SEMESTER-8 ( FOR HONOURS IN COMMERCIAL ART)									
Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Honours in Commercial Art	PC-H2 4 credits	B23-COA-806	Event Campaign-II	4	4	30	70	100	6 hrs.
Level of the course: 400-499									
Pre-requisite for the course (if any): NA									
<b>Course Learning Outcomes (CLO)</b> 1. Student will be able to develop skill Based Knowledge and new creative ideas for problem solving. 2. Student will be able to develop social moral and cultural values to utilize in the art. 3. Student will be able to develop personal approach to visualization and conceptualization. 4. Student will be able to enhance the various types of event management structure. 5. Students will be capable to understand the Poster Design and Event Process.									
<b>PRACTICAL</b> Instructions: 1) Themes/Subject matters/topics will be of multiple choices. 2) The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper. 3) Internal examiner will evaluate the Sessional work. 4) Tracing of illustration is not allowed in any assignment. 5) Slogan writing is allowed with tracing or screen printing.  1. The students will have to prepare Two Assignments related to particular theme/topic (any event on an Institutional, Educational, and Festival theme.) 1. POSTER: Size 20" x 30" Medium: Any Media 2. Assignment as given by the Examiner.									
								<b>CONTACT HOURS</b>	
Campaign Assignments -12 Assignments Logo -1 Posters -3 Hoarding or Banner -1 Layout – 1 Press Layout Magazine Layout -1 <b>(Manual )</b>								<b>60</b>	
Packaging Design – 1 Dangler, Show Cards- Folder/Catalogue etc. -Any one Pamphlet – 1 Table/wall Calendar -1 Letter-Head, visiting card, Envelope – 1 each <b>(Digital )</b> Sketching-50									
<b>Suggested Evaluation Methods</b>									
> <b>Internal Assessment:</b> > <b>Practicum: 30</b> •Class Participation:5 •Seminar/Demonstration/Viva-voce/Lab Records etc.: 10 •Mid-Term Exam: 15						<b>End Term Examination:</b> > <b>Practicum</b> Practical Examination: 70			

COMMERCIAL ART: SEMESTER-8 (FOR HONOURS WITH RESEARCH IN COMMERCIAL ART)									
Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Honours with research in Commercial Art	CC-H4 4 credit	B23-COA-801	Computer Graphics and Photography-II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
Level of the course: 400-499									
Pre-requisite for the course (if any): NA									
<b>Course Learning Outcomes (CLO)</b>									
<ol style="list-style-type: none"> <li>1. Student will be able to describe Graphics Design.</li> <li>2. Student will be able to describe the computer graphics, types and objective</li> <li>3. Student will be able to describe the element and principles of computer graphics</li> <li>4. Student will be able to describe the relation of graphics and photography</li> <li>5. Students will be capable to understand the Poster Design Process.</li> </ol>									
<b>Instructions for Paper-Setter</b>									
<ol style="list-style-type: none"> <li>1. Nine questions will be set in all. All questions will carry equal marks.</li> <li>2. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.</li> </ol>									
UNIT	TOPICS								CONTACT HOURS
I	Photography in Graphic Design: Role of Photography in Computer graphics, Illustrative Purposes, Backgrounds and Textures, Techniques of Layout Enhancement								8
II	Principles of Graphics Design: Balance, Contrast, Emphasis, Proportion/ Alignment, Rhythm, Unity, Appeal								8
III	Aesthetics of Computer Graphics & Photography: Composition, Lighting Techniques, Color and Tone								7
IV	Advanced Techniques of Computer Graphic & Photography: Shading, Color Enmeshment, Color Separation, Creative Composition Techniques, Digital Manipulation, Contrast.								7
V Practical	<b>PRACTICAL</b>  <b>Computer graphics and Photography: 01 Assignments</b>  <b>Time: 6 hrs. (2 Session) Paper Size: A4/A3</b> <b>Medium:</b> Photoshop, Corel Draw, Camera etc. ( <b>Note:</b> Candidate will have to choose any of the above medium)  <b>Assignments:</b> Computer graphics and Photography  <b>Details of course works:</b> <b>Assignments</b> Folder-01, Poster-2 Photography: 10								60
<b>Suggested Evaluation Methods</b>									
<b>Internal Assessment:</b> > <b>Theory: 15</b> •Class Participation:4 •Seminar/Presentation/Assignment/Quiz/Class Test etc.:4 •Mid-Term Exam:7 > <b>Practicum : 15</b> •Class Participation: 5 •Seminar/Demonstration/Viva-voce/Lab Records etc.: 10 •Mid-Term Exam: NA						<b>End Term Examination:</b> > <b>Theory</b> •Written Examination: 35 > <b>Practicum</b> Practical Examination: 35			

## Learning Resources

- The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman - Focuses on composition and design principles for creative photography. Creative Nature & Outdoor Photography" by Brenda
- Photography Composition: A Definitive Guide" by Richard Garvey-Williams
- The Adobe Photoshop Lightroom Classic CC Book for Digital Photographers" by Scott Kelby
- The Art of Macro Photography" by Denise Love
- Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Design Principles and Design Elements, *William* Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
- Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
- Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko
- Digital Art Masters: Volume 1-8" by 3DTotal Publishing (Series covering various aspects of digital art, including image making)

COMMERCIAL ART: SEMESTER-8 ( FOR HONOURS WITH RESEARCH IN COMMERCIAL ART)									
Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/ Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Honours with research in Commercial Art	CC-H5 4 credit	B23-COA-802	Social Campaign Planning -II	2	2	15	35	50	3 hrs.
			Practical	2	4	15	35	50	6 hrs.
Level of the course: 400-499									
Pre-requisite for the course (if any): NA									
<b>Course Learning Outcomes (CLO)</b>									
1. Student will be able to Understand Influences of Social Campaign Design. 2. Student will be able to Understand Economic Growth & Impact of Social Campaign. 3. Student will be able to describe various social campaigns to promote social changes. 4. Student will be able to describe Social Campaign's Case Study. 5. Students will be capable to understand the creation of Social Campaign Design.									
<b>Instructions for Paper-Setter</b>									
7. Nine questions will be set in all. All questions will carry equal marks. 8. Question No. 1, which will be short answer type covering the entire syllabus, will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each Unit I to IV. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.									
UNIT	TOPICS							CONTACT HOURS	
I	Introduction to Social Campaigns: Overview of social campaigns, Importance and impact of social campaigns, Understanding Target Audiences, types of target audience, time line for social campaign							8	
II	Campaign Planning Perspective Advertising Strategies Campaign Briefing: Critical Points and Formats; Planning Framework, Consumer Responses; Determining Advertising Budget; Advertising Plan-an Out Line.							8	
III	The Creative Perspective, How Creativity Enhances Advertising; Creative Strategies; Creative Briefing; Message Execution and Design; Copy Structure & Style;							7	
IV	The Media Perspective: Maximizing the Advertising Exposure; Media Planning Process; Reach & Frequency, Key Media Selection; Media Scheduling Options							7	
V Practical	<b>PRACTICAL Social Campaign-II</b>  <b>Assignments - 01</b> <b>Time: 6 hrs. (2 Session) Paper Size: A3 (11.7 x 16.5 inches)</b> <b>Medium:</b> Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. ( <b>Note:</b> Candidate will have to choose any of the above medium) <b>Assignments: Social Campaign-II</b> (Black & White or Colored) <b>Details of course works:</b> <b>Assignments</b> Hoarding, Cutout & Standby: 03, Sketching 10							60	
<b>Suggested Evaluation Methods</b>									
<b>Internal Assessment:</b> > <b>Theory: 15</b> •Class Participation:4 •Seminar/Presentation/Assignment/Quiz/Class Test etc.:4 •Mid-Term Exam:7 > <b>Practicum: 15</b> •Class Participation:5 •Seminar/Demonstration/Viva-voce/Lab Records etc.: 10 •Mid-Term Exam: NA						<b>End Term Examination:</b> > <b>Theory</b> •Written Examination: 35 > <b>Practicum</b> Practical Examination: 35			
<b>Learning Resources</b>									
<ul style="list-style-type: none"> <li>• Social Media Campaigns: Strategies for Public Relations and Marketing" by Carolyn Mae Kim</li> <li>• The Social Media Bible: Tactics, Tools, and Strategies for Business Success" by Lon Safko and David K. Brake:</li> <li>• The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick</li> <li>• Social Media Strategy: Marketing and Advertising in the Consumer Revolution" by Keith A. Quesenberry</li> <li>• Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald</li> <li>• सोशल मीडिया कैंपेन योजना: विपणन और प्रचार में सफलता के लिए रणनीतियाँ" by अर्चना भट्ट</li> <li>• सोशल मीडिया: विपणन और विज्ञापन के लिए रणनीतियाँ" by सुमित रांगार (</li> <li>• सोशल मीडिया विपणन और प्रचार: विज्ञापन योजना की सफलता के लिए टिप्स" by आदित्य वर्मा</li> <li>• सोशल मीडिया योजना: डिजिटल विपणन की नई रणनीतियाँ" by मनीष गुप्ता</li> <li>• सोशल मीडिया मार्केटिंग योजना: संचार और प्रचार के लिए रणनीति और अभिप्राय" by प्रदीप चौधरी</li> </ul>									



COMMERCIAL ART: SEMESTER-8 ( FOR HONOURS WITH RESEARCH IN COMMERCIAL ART)									
Remarks	Course Type	Course Code	Name of the Course	Credit	Contact Hours/Week	Internal Assessment marks	End Term Marks	Max. Marks	Exam Duration
Honours with research in Commercial Art	Project/ Dissertation 12 credit	B23-COA-807	Project/Disser tation	8+4	-	-	-	300	-
Level of the course: 400-499									
Pre-requisite for the course (if any): NA									
<b>Course Learning Outcomes (CLO)</b>									
<ol style="list-style-type: none"> <li>1. Student will be able to Understand the Basic Structure of the Project/Dissertation proposals.</li> <li>2. Student will be able to Understand the contents of the Project/Dissertation proposals.</li> <li>3. Student will be able to Understand the Aims, Objectives of your own Project/Dissertation.</li> <li>4. Student will be able to Identify Potential Areas for Project/Dissertation.</li> <li>5. Students will be capable in development of New Knowledge, Theories and Presentation of Research.</li> </ol>									
<b>Instructions</b>									
<ol style="list-style-type: none"> <li>1. Choose Any One New/Unique Topic of Project/Dissertation.</li> <li>2. Must Use Proper Pictures According your Topic (Click by Own)</li> <li>3. There will be 10 Percent Plagiarism.</li> <li>4. You will complete the Project/Dissertation under the Guidance of your Teacher.</li> </ol>									