

## 4.1 COMPUTER APPLICATIONS IN APPLIED ART AND CRAFT - I

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### RATIONALE

Graphic designing and visualization is the backbone of advertising world. In present scenario all the advertising agencies, publishing houses and other art studios are using the computers for the graphic designing/art work purposes, it is essential that students of commercial art are exposed to computer applications and associated tools related to their field of work.

### DETAILED CONTENTS

#### Practical Exercises

##### Exercise – I

- \* Introduction to CorelDraw 9/10/11
- CorelDraw 9/10 Desktop
- Setting up the Page
- Working with multiple page document

##### Exercise – II

- Introduction with tools
- Drawing and shaping objects
- Selecting and transforming objects
- Filling and outlining objects
- Organising objects : copying, ordering, aligning, distributing, locking, grouping, ungrouping, combining, welding, trimming and intersecting

##### Exercise – III

- a) Working with text
  - Adding text
  - Selecting text
  - Formatting text
  - Applying paragraph formatting
  - Working with paragraph text frames
  - Editing text
  - Creating 3D text
  - Creating special effects with text
- b) Creating special effects
  - Blending objects
  - Contouring objects

- Distorting objects
- Envelops
- Extruding objects
- Lenses (creating, adjusting, coping and renaming lenses)
- Power clip
- Perspective
- Drop shadow
- Interactive transparency tool
- Resampling and editing bitmaps
- Inflating bitmaps
- Converting bitmaps
- Applying special effects

## 4.2 ILLUSTRATION – II

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### RATIONALE

The aim of this subject is to prepare the students technically, practically and aesthetically for translating ideas/messages/words into visual forms.

### DETAILED CONTENTS

#### Practical Exercises

##### Exercise – I

Illustrations for various children story books containing 5 to 10 pages with the use of pen & ink, poster colours, water colours, photo colours etc.

(2 Exercises)

##### Exercise – II

Illustrating buildings/monuments with emphasis on visual perspective in pen & ink.

(2 Exercises)

##### Exercise – III

Illustrations on various subjects such as mythological and religious in different mediums

(2 Exercises)

#### Note:

1. Students will draw At least 10 sketches on living and non-living things every day.
2. Submission : At least four best exercises

### 4.3 PRESS AND MAGAZINE LAYOUT – II

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#### RATIONALE

The aim of this subject is to develop the skill of the students related to designing and organizing elements of a layout press and magazine layout such as headings, slogans/sub-headings, illustrations, body copy or text, trade mark or logo etc. for print media.

#### DETAILED CONTENTS

##### Practical Exercises

##### Exercise – I

Comprehensive press layout in institutional advertising with all the components of press layout are to be designed and selected for advertisement like family welfare, environment, blood donation, aids awareness, adult education etc. Teacher concerned will mention the size of the advertisement and other requirements which may be desired by the advertiser

(3 Exercises)

##### Exercise – II

Comprehensive study of press layout on consumer products with their elements, units or masses

(3Exercises)

##### Exercise – III

Introduction to magazine/periodical advertisement. Rearrange (adoption) a particular magazine and approved by the concerned teacher

(3Exercises)

##### Note:

1. Submission : At least four comprehensive advertisements

#### 4.4 POSTER DESIGN – II

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##### RATIONALE

A diploma holder will be able to prepare poster on different subjects. The poster designing is very essential to be taught. The subject will be quite effective in enhancing the knowledge of poster designing.

##### DETAILED CONTENTS

##### Practical Exercises

##### Exercise – I

Prepare multi-colour poster design for offset process by using lines/half tones, textures, on subjects like environment tourism and hospitality industry, education, adult education, social awareness, international film festivals, sports, national integration etc.

(Size: ½ Imperial)

##### Exercise – II

Preparing multi-colour poster/hoarding design by using lines, tones, and texture for industrial products (consumer products like TV, paints, eatable things i.e. biscuits, bread, cooking oil, cold drinks etc.

(Size: ½ Imperial)

(3Exercises from each)

##### Note:

1. Submission : At least four works
2. Students may take reference from old magazines and use photographs in consultation with the teacher concerned
3. Students should be taken to print houses to see the reproduction methods with particular reference to poster reproduction, offset litho process and flex printing unit.

## 4.5 LIFE STUDY – I

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### RATIONALE

Preparing the students technically, practically and aesthetically for anatomical structure and properties of male, female, children and baby bodies.

### DETAILED CONTENTS

#### Practical Exercises

Exercise – I

How to draw human figure in simple blocks

Exercise – II

How to draw male, female, children and babies in a simple outline in a proportion with soft pencil

Exercise – III

How to draw action sketches – avoiding non-essential details

Exercise – IV

Detailed study of arms, hands, legs and feet with light and shade using soft grade pencils/chalk/charcoal

Exercise – V

Head study with facial features like eyes, nose, mouth and ear with light and shade using soft pencil/charcoal

#### Note:

1. The student must submit at least 10 works in the end of semester for internal assessment.
2. Student must carry sketch book for outdoor sketching.

## 4.6 ADVERTISING PROFESSION AND PRACTICE

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### RATIONALE

The students are supposed to have understanding of basic concept, principles, terminology related to profession of applied art and craft, knowledge related to laws and acts pertaining to profession of advertising.

### DETAILED CONTENTS

#### Theory

1. Background of advertising (4 hrs)
2. Introduction to advertising (3 hrs)
3. Principles of design : Unity, proportion, harmony, contrast, balance and rhythm (5 hrs)
4. Media of visual communication (4 hrs)
  - Outdoor advertising
  - Indoor advertising
5. Layout and space organisation : Principles of layout, ingredients of layout (5 hrs)
6. Principles of typography – Name of type faces (5 hrs)
7. Elementary knowledge of reproduction processes (5 hrs)
  - Line blocks
  - Half tone
8. Definition of technical terms (5 hrs)
  - Italics
  - Pica
  - Serif and Sans Serif
  - Half tone
  - Ascender and Descender
  - Height
  - Logo
  - Pont
  - Advertising agency
  - EM
  - Body of a letter
  - Column
9. History of advertising in India

- (3 hrs)
10. Status of advertising: Outdoor advertising, advertisement in newspapers and magazines, radio and television advertising, advertising contacts, Identifying the product: brand names, trademarks, trade names and trade characters (4 hrs)
11. Campaign – campaign planning, area, execution and costing etc. (4 hrs)
12. Advertising as an art, a science, a business and a profession (2 hrs)
13. Social and economic aspects of advertising (5 hrs)
- Advertising business offers employment
  - Function of advertising
  - Advertising reduces selling costs and selling price
  - Role of advertising in society
14. Advertising in operation (4 hrs)
- Advertising department
  - The market
  - Public relation department
  - Advertising agency and operation

**Note:**

1. Teacher's Activities: Lecture, giving notes, discussions, visit to art galleries and exhibitions
2. Student Activities: Listening, taking part in discussions and prepare lessons
3. Evaluation: (i) House tests (ii) Final external examination

**RECOMMENDED BOOKS**

1. Meaning of art by Herbert Bead
2. Mass Media Today by J Nath
3. Mass Communication Theory by Denis Mcquail
4. Advertising Art and Idea by Rege
5. Advertising Art and Idea by Norman
6. Advertising Art and Idea by David Ogilvy
7. Advertising Made Simple by Frank Jefkin
8. Creative Communication
9. Kleppner's Advertising by J Thomas Russell