

**1. SALIENT FEATURES OF THE DIPLOMA PROGRAMME IN APPLIED ART AND CRAFT**

1. Name of the Programme : Diploma programme in Applied Art and Craft
2. Duration of the Programme : Three years
3. Entry Qualifications : Matriculation or as prescribed by State Board of Technical Education, Haryana
4. Intake : 30/40 (or as approved by State Board of Technical Education, Haryana)
5. Pattern of the Programme : Semester System (each semester is of 16 weeks and each week has 36-40 contact hours for academic work)

## **2. EMPLOYMENT OPPORTUNITIES FOR DIPLOMA HOLDERS IN APPLIED ART AND CRAFT**

Applied Art and Craft has become the need of the day in the wake of expanding business activities globally. Due to the advances in information technology, use of computers has become part and parcel to boost the activities in the field of Applied Art and Craft with specific reference to advertising, printing, designing and allied areas covering wide varieties of Applied Art and Craft. After having detailed discussions with professionals working in this field, following employment opportunities are visualized for diploma holders in Applied Art and Craft.

A diploma holder in Applied Art and Craft may have job opportunities in the following organizations/industry

- Advertising agencies in public and private sectors
- Publishing houses
- TV and film industry
- Industries and other commercial establishments, advertising agencies, printing and packaging industry
- Organizations like industrial associations for organizing exhibitions, trade fairs and art related functions
- As a drawing/art master/teacher in Government/private schools

Besides above, wage employment opportunities, considerable self-employment opportunities are visualized for diploma holders in Applied Art and Craft as:

- Freelance Artist
- Display/Exhibition designer
- Photographer
- Scenic Designer
- Graphic Designer
- Calligrapher
- Layout Artist
- Campaign Designer
- Illustrator
- TV Graphic Artist
- Cartoonist
- Designer for Handicraft

And many more art related professions not covered above

### **3. COMPETENCY PROFILE OF DIPLOMA HOLDERS IN APPLIED ART AND CRAFT**

Keeping in view the employment opportunities of diploma holders in Applied Art and Craft and discussions with the professionals from industry, following competency profile is arrived at:

1. Creative abilities such as visualization and space organization
2. Understanding of human psychology of different target groups of society for advertising and communicating messages
3. Proficiency in freehand sketching from nature and life
4. Understanding of basic concepts, principles, terminology and requirements related to profession of Applied Art and Craft
5. Knowledge of various types of materials, equipment papers, their qualities and sizes and technical limitations for reproduction/ printing in various applications
6. Knowledge and skill in photography
7. Ability in typography/calligraphy
8. Skill in composing and organizing basic forms such as geometrical shapes in monochrome and colour using different media
9. Ability to translate ideas/message/words into visual forms
10. Knowledge and skills related to organizing different elements of a layout such as headings, slogans, illustrations, copy or text, trade mark, or logo trade characters for print media
11. Ability to design posters/hoardings/show cards for institutional public service and product advertising
12. Knowledge of proportions, perspectives, anatomy (skull and skeleton) and planes of the human body and other living and non-living objects and their use in different situations
13. Knowledge of various types of printing processes such as off-set, letter press, gravure/ screen/stencil printing
14. Knowledge of laws and acts pertaining to profession of Applied Art and Craft

15. Knowledge of history of art and its appreciation
16. Skill in scale and geometrical drawing
17. Ability in clay modelling and sculpture
18. Skill in wood work, soft toys, packaging, pottery etc.
19. Proficiency in making use of computer software for designing and execution of various jobs
20. Competency in concept developing for advertising and social campaign needs

In addition to above, students undergoing this programme should have:

- Communication Skills
- Interpersonal Skills
- Learning to Learn Skills

#### 4. DERIVING CURRICULUM AREAS FROM COMPETENCY PROFILE

Sr.No	Competency Profile	Curriculum Areas
1.	Creative abilities such as visualization and space organization	<ul style="list-style-type: none"> <li>- Basic Design</li> <li>- Poster and Hoarding Design</li> <li>- Press and Magazine Layout</li> </ul>
2.	Understanding of human psychology of different target groups of society for advertising and communicating messages	<ul style="list-style-type: none"> <li>- Typography</li> <li>- Theory of Advertising</li> <li>- Profession and Practice</li> <li>- Visual perception and communication</li> </ul>
3.	Proficiency in freehand sketching from nature and life	<ul style="list-style-type: none"> <li>- Sketching from nature and life</li> </ul>
4.	Understanding of basic concepts, principles, terminology and requirements related to profession of Applied Art and Craft	<ul style="list-style-type: none"> <li>- Technical Theory of Applied Art and Craft</li> </ul>
5.	Knowledge of various types of materials, equipment papers, their qualities and sizes and technical limitations for reproduction/ printing in various applications	<ul style="list-style-type: none"> <li>- Methods and Materials</li> </ul>
6.	Knowledge and skill in photography	<ul style="list-style-type: none"> <li>- Photography</li> </ul>
7.	Ability in typography and calligraphy	<ul style="list-style-type: none"> <li>- Lettering and Typography</li> </ul>
8.	Skill in composing and organizing basic forms such as geometrical shapes in monochrome and colour using different media	<ul style="list-style-type: none"> <li>- Basic Design</li> <li>- Composition</li> </ul>
9.	Ability to translate ideas/message/ words into visual forms	<ul style="list-style-type: none"> <li>- Illustration</li> <li>- Photography</li> </ul>
10.	Knowledge and skills related to organizing different elements of a layout such as headings, slogans, illustrations, copy or text, trade mark, or logo trade characters for print media	<ul style="list-style-type: none"> <li>- Layout (Press/ Periodical)</li> </ul>

11.	Ability to design posters/hoardings/ show cards for institutional public service and product advertising	- Poster/Show, Cards, Hoarding Design
12.	Knowledge of proportions, perspectives, anatomy (skull and skeleton) and planes of the human body and other living and non-living objects and their use in different situations	-Still Life Drawing - Life Study
13.	Knowledge of various types of printing processes such as off-set, letter press, gravure/ screen/stencil printing	- Printing Methods
14.	Knowledge of laws and acts pertaining to profession of Applied Art and Craft	- Advertising Theory - Laws and Acts
15	Knowledge of history of art and its appreciation	History of Indian Art and Appreciation
16.	Skill in scale and geometrical drawing	scale and geometrical drawing
17.	Ability in clay modelling and sculpture	Sculpture
18.	Skill in wood work, soft toys, packaging, pottery etc.	Craft work
19..	Proficiency in making use of computer software for designing and execution of various jobs	- Basics of Information Technology - Computer Applications in Applied Art and Craft
20.	Competency in concept developing for advertising and social campaign needs  In addition to above, students undergoing this programme should have  - Communication Skills  - Interpersonal Skills  - Learning to Learn Skills	- Press Layout - Illustrations  - Communication Skills  - Major Project Work (Portfolio)  - Library Consultation Skill

## **5. ABSTRACT OF CURRICULUM AREAS/SUBJECTS**

### **a) General Studies**

- 1 Communication Skills
- 2 Ecology and Environmental Awareness
- 3 Entrepreneurial Awareness
- 4 Basics of Information Technology
- 5 Entrepreneurship Development and Management

### **b) Basic Areas**

6. Basic Design and Composition
7. Scale and Geometrical Drawing
8. Lettering and Typography
9. Still Life and Sketching
10. History of Indian Art and Appreciation

### **c) Applied Areas**

11. Illustration
12. Sculpture and Study of Objects
13. Press and Magazine Layout
14. Poster Design
15. Photography
16. Computer Applications in Applied Art and Craft
17. Life Study
18. Advertising Profession and Practice
19. Silk Screen Printing
20. Craft Work
21. Project Work (Portfolio)

## 6. HORIZONTAL AND VERTICAL ORGANISATION OF THE SUBJECTS

Sr. No.	Subjects	Distribution in Hours in Various Semesters					
		I	II	III	IV	V	VI
1.	Communication Skills	5	5	-	-	-	-
2.	Basic Design and Composition	8	6	-	-	-	-
3.	Scale and Geometrical Drawing	6	6	-	-	-	-
4.	Lettering and Typography	6	6	-	-	-	-
5.	Still Life and Sketching	8	6	-	-	-	-
6.	History of Indian Art and Appreciation	3	-	-	-	-	-
7.	Sculpture and Study of Objects	-	6	8	-	-	-
8.	Basics of Information Technology	-	-	4	-	-	-
9.	Illustration	-	-	6	6	4	4
10.	Press and Magazine Layout	-	-	6	6	4	4
11.	Poster Design	-	-	6	6	-	-
12.	Photography	-	-	6	-	-	-
13.	Computer Applications in Applied Art and Craft	-	-	-	6	6	6
14.	Life Study	-	-	-	8	6	-
15.	Advertising Profession and Practice	-	-	-	4	-	-
16.	Craft Work	-	-	-	-	6	6
17.	Entrepreneurship Development and Management	-	-	-	-	3	-
18.	Silk Screen Printing	-	-	-	-	6	4
19.	Project Work/Portfolio	-	-	-	-	-	12
20.	Student Centred Activities	4	5	4	4	5	4
	<b>Total</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>