

FACULTY OF VISUAL ARTS & PERFORMING ARTS

SYLLABUS

FOR

**M.A. COMMERCIAL ART
(SEMESTER: I - IV)**

Session: 2013-14



**GURU NANAK DEV UNIVERSITY
AMRITSAR**

Note: (i) Copy rights are reserved.

Nobody is allowed to print it in any form.

Defaulters will be prosecuted.

(ii) Subject to change in the syllabi at any time.

Please visit the University website time to time.

M.A. (COMMERCIAL ART) (SEMESTER SYSTEM)

Scheme of Paper

Total Papers Offered: Four

Total Practical Paper Offered: Two

Total Theory Papers Offered: Two

Extra weightage will be given for creative and professional approach.

All the Practical papers carry equal marks.

Total Marks Offered: 400 (Four Hundred)

SEMESTER – I:

| Sr. No. | Paper | Time Duration | Hours | Marks | Exhibition Work | Total Marks |
|---------|--|---------------|---------------------------|-------|-----------------|-------------|
| 1. | Paper I (Practical) Graphic Designing with Photography | 2 Days | 12 Hrs 6 hrs. daily | 80 | 20 | 100 |
| 2. | Paper II (Practical) Commercial Designing (Manual) | 2 Days | 12 Hrs 6 hrs. daily | 80 | 20 | 100 |
| 3. | Paper I I I (Theory) Advertising Practice | - | 3 Hrs | 100 | - | 100 |
| 4. | Paper IV (Theory) Marketing | - | 3 Hrs | 100 | - | 100 |
| | | | | | Total | 400 |

SEMESTER – II:

| Sr.No. | Paper | Time Duration | Hours | Marks | Exhibition Work | Total Marks |
|--------|--|---------------|---------------------------|-------|-----------------|-------------|
| 1. | Paper I (Practical) Graphic Designing with Photography | 2 Days | 12 Hrs 6 hrs. daily | 80 | 20 | 100 |
| 2. | Paper II (Practical) Commercial Designing (Manual) | 2 Days | 12 Hrs 6 hrs. daily | 80 | 20 | 100 |
| 3. | Paper I I I (Theory) Advertising Practice | - | 3 Hrs | 100 | - | 100 |
| 4. | Paper IV (Theory) Marketing | - | 3 Hrs | 100 | - | 100 |
| | | | | | Total | 400 |

M.A. (COMMERCIAL ART) (SEMESTER SYSTEM)

EXAMINATION SCHEME

- **Total Papers Offered: Four**
- **Total Practical Papers Offered: Two**
- **Total Theory Papers Offered: Two**
- Extra weightage will be given for creative and professional approach.
- All the Practical papers carry equal marks.
- Total Marks Offered: 400 (Four Hundred)

Semester-III

| Sr. No. | Paper | Time Duration | Hours | Marks | Exhibition Work | Total Marks |
|--------------|--|---------------|---------------------|-------|-----------------|-------------|
| 1. | Paper I (Practical) Web Designing & Animation | 2 Days | 12 Hrs 6 hrs. daily | 80 | 20 | 100 |
| 2. | Paper II (Practical) Photography | 2 Days | 12 Hrs 6 hrs. daily | 80 | 20 | 100 |
| 3. | Paper I I I (Theory) Design & Commercial Art | - | 3 Hrs | 100 | - | 100 |
| 4. | Paper IV (Theory) Advertising | - | 3 Hrs | 100 | - | 100 |
| Total | | | | | | 400 |

Semester-IV

| Sr. No. | Paper | Time Duration | Hours | Marks | Exhibition Work | Total Marks |
|--------------|---|---------------|------------------------|-------|-----------------|-------------|
| 1. | Paper I (Practical) Animation & Presentation | 2 Days | 12 Hrs 6 hrs. daily | 80 | 20 | 100 |
| 2. | Paper II (Practical) Ad.Portfolio | 2 Days | 12 Hrs 6 hrs. daily | 80 | 20 | 100 |
| 3. | Paper I I I (Theory) Design & Commercial Art | - | 3 Hrs | 100 | - | 100 |
| 4. | Paper IV (Theory) Advertising | - | 3 Hrs | 100 | - | 100 |
| Total | | | | | | 400 |

M.A. (COMMERCIAL ART) (SEMESTER-I)

Paper-I**Time: 12 hours****Graphic Designing with Photography (Practical)****Practical Marks: 80****Exhibition Work:20****Total: 100****Instructions for the Paper Setters:**

1. The paper will be set by the Examiner on the spot considering the syllabus.
2. Imaginative and creative work on the part of the students is to be emphasized. Imagination and technical competence is expected. The students should use updated and latest techniques in his/ her work.
3. Any two works have to be prepared by the students on given topics for which reference is allowed.
4. Resources from the Internet or scanned such as images, illustrations, clipart etc. can be used with due permission of external examiner.

Instructions for Students:

1. Exhibition work submitted by the student is to be duly signed & certified by the class teacher that the work has been solely made by the student under the guidance of the class teacher.
2. Attendance in departmental seminars and extension lectures and college tours shall be obligatory for all students.
3. Students can make use of college computers and internet for campaign with due permission of the External Examiner.

COURSE CONTENTS:

Preparation of Logo, Letter Head, Envelope, Visiting Card, Greeting Card & Layout

Photography of the location or/and product for Social, Commercial, Industrial & Educational Themes. Use of photography studio, equipment & Darkroom facility according to the chosen theme to make student aware of the latest equipment & techniques.

Use of Software: CorelDraw & Adobe Photoshop

Suggested Readings:

| Sr. No. | Books | Author |
|----------------|--|---|
| 1. | Epica Book 3 rd Advertising Annual | Peter Block, Rotovision |
| 2. | Learning Desktop Publishing | Ramesh Bhanqia ,Khanna Publications |
| 3. | Corel Draw x 4 | Gerry David Bonton ,Tata Mc Graw Hill |
| 4. | Creative Solution for Graphic Rotovision Designers | Lucielle Robats |
| 5. | Logo Cafe | Page 1 Publisher |
| 6. | Small Studios | Niktustroxter Switzerland Henery Steneu Hong Kong Page 1 |
| 7. | How to be a Graphic Designer | Anna Labudovic & Nenadvulcusic Rockpot |
| 8. | Market Smart | Dr. Deniell Acuff ,Harper Collins |
| 9. | Digital Painting in Photoshop | Suzcsn Rudccik Bllon C ,Focal Press |
| 10. | Atlas of Graphic Designers | Maia Francisco |
| 11. | Typography Eighteen | Wattson Quptill Publishing |
| 12. | What is Branding | Matthew Healey ,Page 1 Publisher |
| 13. | Bold Designs Gregoirenoyellas | Page 1 Publisher |

M.A. (COMMERCIAL ART) (SEMESTER-I)

Paper-II**Time: 12 hours****Commercial Designing (Manual) (Practical)****Practical Marks: 80****Exhibition Work: 20****Total: 100****Instructions for the Paper Setters:**

1. The paper will be set by the Examiner on the spot considering the syllabus.
2. Any two works have to be prepared by the students on given topics for which reference is allowed.
3. The choice of medium & sheet should be left to the candidates or as per syllabus.
4. For evaluation the examiner should see the competence in technical artistic composition, colour, texture and quality.
5. Imaginative and creative work on the part of the students is to be emphasized. Imagination and technical competence is expected. The students should use updated and latest techniques in his/ her work.
6. External examiner will evaluate the assignment/campaign work.

Instructions for Students:

1. Exhibition work submitted by the student is to be duly signed & certified by the class teacher that the work has been solely made by the student under the guidance of the class teacher.
2. Attendance in departmental seminars and extension lectures and college tours shall be obligatory for all students.
3. Students can make use of college computers and internet for campaign with due permission of the External Examiner.

COURSE CONTENTS:

Basic knowledge of Anatomy, Object drawing, Drawing & Illustration of Fashion Figures. Preparation of Greeting Cards, Visiting Cards. Letter Pad, Texture Sheets, Magazine/ Newspaper Advertisement.

Medium: Poster colours, Water colours, Charcoal, Pencil & Coloured Pencil & Mix Media.

Size: As per requirement & half and full sheet.

For anatomy drawing. Sheet: Any sheet relevant to the medium used.

Suggested Readings:

| Sr. No. | Books | Author |
|---------|-------------------------------------|---|
| 1. | Mastering Prospective for Beginners | Santiago Arcas Isabel Gonzali, Cambrage Publishing Management |
| 2. | Fashion Designers | Angel Fernandez , Bats Ford |
| 3. | Human Figure | Papin Press Publisher |
| 4. | Big Book of fashion Illustration | Martin Dauber ,Bats Ford Publisher |
| 5. | Illustration Now 3 | ED Jullis Wiedeall |
| 6. | Logo Cafe | Page 1 Publisher |
| 7. | How to be a Graphic Designer | Anna Labudovic & Nenadvulcusic Rockpot |
| 8. | Typography Eighteen | Wattson Quptill Publishing |
| 9. | Bold Designs Gregoirenoyellas | Page 1 Publisher |

M.A. (COMMERCIAL ART) (SEMESTER-I)

Paper–III**Advertising Practice (Theory)****Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

1. No. of questions to be set: 8
2. No. of questions to be attempted: 05
3. The questions are to be equitably distributed among all the topics of the Syllabus.
4. All questions will carry equal marks.

COURSES CONTENTS**Advertising Practice**

Introduction of Advertising
 Meaning of Advertising
 Methods of Advertising
 Medias of Advertising
 Advertising Impact on Society
 Advertising Impact on Consumers
 Advertising Impact on manufacturers
 Role of Advertising in Modern Life
 Advertising Ethics.

Suggested Readings:

| Sr.No | Book Name | Author |
|--------------|---|------------------------------|
| 1. | Foundation of Advertising Theory & Practice | S.A. Chunawalla, K.C .Sethia |
| 2. | Advertising | James S. Norris |
| 3. | Advertising Management | Manendra Mohan |

M.A. (COMMERCIAL ART) (SEMESTER-I)

Paper–IV**Marketing (Theory)****Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

1. No. of questions to be set: 8
2. No. of questions to be attempted: 05
3. The questions are to be equitably distributed among all the topics of the Syllabus.
4. All questions will carry equal marks.

COURSES CONTENTS**Marketing:**

Introduction of marketing
 Meaning of Marketing in Advertising
 Marketing a Product
 Importance of Research in Marketing
 Copyright
 Trademark, Brand Name in Advertising and Marketing
 Reaching the Target Audience

Suggested Readings:

| Sr.No | Book Name | Author |
|--------------|---|------------------------------|
| 1. | Foundation of Advertising Theory & Practice | S.A. Chunawalla, K.C .Sethia |
| 2. | Advertising | James S. Norris |
| 3. | Advertising Management | Manendra Mohan |

M.A. (COMMERCIAL ART) (SEMESTER-II)

Paper–I Graphic Designing with Photography (Practical)**Time: 12 Hrs****Practical Marks: 80
Exhibition Work: 20
Total: 100****Instructions for the Paper Setters:**

1. The paper will be set by the Examiner on the spot considering the syllabus.
2. Any two works have to be prepared by the students on given topics for which reference is allowed.
3. Use of computers & printers is allowed for preparation of campaign with the due permission of examiner.
4. Imaginative and creative work on the part of the students is to be emphasized. Imagination and technical competence is expected. The students should use updated and latest techniques in his/ her work.

Instructions for Students:

1. Exhibition work submitted by the student is to be duly signed & certified by the class teacher that the work has been solely made by the student under the guidance of the class teacher.
2. Attendance in departmental seminars and extension lectures and college tours shall be obligatory for all students.
3. Students can make use of college computers and internet for campaign with due permission of the External Examiner.

COURSE CONTENTS:

Preparation of Poster, Hoarding, Calendar, Brochure, Press Layout. Basic knowledge of photography & exposure to camera.

Preparation of slideshow of photography done in advertising campaign during Semester I & II.

Submission of a set of photographs on each topic given by teacher other than advertising campaign.

Software:- CorelDraw, Adobe Photoshop & PowerPoint.

Suggested Readings:

| Sr.No | Book Name | Author |
|-------|--------------------------------------|---|
| 1. | 2000 Color Palette Swatches | Graham Davis |
| 2. | Understanding Design | Kees Dorst., Biss Publication |
| 3. | Out of the Box | Shao Lianshun, Shulang |
| 4. | The book of Packaging | Prototype/Advert Denison, Rotovision South Africa |
| 5. | The AD Week Copy Writing Handbook | Joseph Sugarman ,Wiley Publication |
| 6. | 21st C Hit Design and Hit Brand Logo | Hong Seung Baeck Publisher |
| 7. | Letter Head and Logo Design | Design Army ,Rock Pot Publisher |
| 8. | The best of Business Card Design | Austin Sibley, Peteck ,Rock Pot Publisher |
| 9. | Logo design | ED. Julius, Viedemall Taschan Publisher |
| 10. | Label Packing Design | Zexis ,Page 1 Publisher |
| 11. | Logo Design | Zexis ,Page 1 Publisher |

M.A. (COMMERCIAL ART) (SEMESTER-II)

Paper-II**Time: 12 Hrs****Commercial Designing (Manual) (Practical)****Practical Marks: 80****Exhibition Work-20****Total: 100****Instructions for the Paper Setters:**

1. The paper will be set by the Examiner on the spot considering the syllabus.
2. Any two works have to be prepared by the students on given topics for which reference is allowed.
3. The choice of medium & sheet should be left to the candidates or as per syllabus.
4. For evaluation the examiner should see the competence in technical artistic composition, colour, texture and quality.
5. Imaginative and creative work on the part of the students is to be emphasized. Imagination and technical competence is expected. The students should use updated and latest techniques in his/ her work.

Instructions for Students:

1. Exhibition work submitted by the student is to be duly signed & certified by the class teacher that the work has been solely made by the student under the guidance of the class teacher.
2. Attendance in departmental seminars and extension lectures and college tours shall be obligatory for all students.
3. Students can make use of college computers and internet for campaign with due permission of the External Examiner.

COURSE CONTENTS:

Anatomy, Perspective Drawing like composition light & shade, scenes from nature. Coloured figures of Male Female & Kids, Fashion Figures with reference from books, Magazines & Internet. Preparation of layout, posters, Dangers, Calendar, Carry Bags. Packaging.

Medium: Poster Colours, Water Colours, Pencil, Charcoal, Colored Pencil & Mix media.

Size: ¼, ½ & full sheet to be used as per requirement.

Sheet: Any sheet relevant to theme & medium.

Suggested Readings:

| Sr.No | Book Name | Author |
|-------|-------------------------------------|--|
| 1. | Mastering Perspective for Beginners | Santiago Arcas Isabel Gonzali, Cambridge Publishing Management |
| 2. | Fashion Designers | Angel Fernandez, Bats Ford |
| 3. | Human Figure | Papin Press Publisher |
| 4. | Big Book of fashion Illustration | Martin Dauber, Bats Ford Publisher |
| 5. | Illustration Now 3 | ED Jullis Wiedeall |
| 6. | 2000 Color Palette Swatches | Graham Davis |
| 7. | Understanding Design | Kees Dorst., Biss Publication |
| 8. | The best of Business Card Design | Austin Sibley, Peteck, Rock Pot Publisher |
| 9. | Logo design | ED. Julius, Viedemall Taschen Publisher |

M.A. (COMMERCIAL ART) (SEMESTER-II)

Paper–III**Advertising Practise (Theory)****Time: 3 Hrs****Max. Marks: 100****Instructions for the Paper Setters:**

1. The paper will be set by the Examiner considering the syllabus.
2. There will be questions of 20 marks each. The candidate is supposed to attempt five questions in all.

3. COURSE CONTENTS:**Advertising Practice:**

Rules and Regulation of Advertising
 Social Responsibilities of Advertising
 Making of an Advertisement
 Layout and its types
 Poster and its types
 Brochure and its types.

Suggested Readings:

| Sr. No. | Book Name | Author |
|----------------|---|------------------------------|
| 1. | Foundation of Advertising Theory & Practice | S.A. Chunawalla, K.C. Sethia |
| 2. | Advertising | James S. Norris |
| 3. | Advertising Management | Manendra Mohan |

M.A. (COMMERCIAL ART) (SEMESTER-II)

Paper–IV**Marketing (Theory)****Time: 3 Hrs****Max. Marks: 100****Instructions for the Paper Setters:**

1. The paper will be set by the Examiner considering the syllabus.
2. There will be questions of 20 marks each. The candidate is supposed to attempt five questions in all.

COURSE CONTENTS:**Marketing:**

Role of Advertising in Marketing
Strategies of Marketing
Legal Aspects of Marketing
Consumer Behaviour
Target Marketing
Marketing Planning

Suggested Readings:

| Sr. No. | Book Name | Author |
|----------------|---|------------------------------|
| 1. | Foundation of Advertising Theory & Practice | S.A. Chunawalla, K.C. Sethia |
| 2. | Advertising | James S. Norris |
| 3. | Advertising Management | Manendra Mohan |

M.A. (COMMERCIAL ART) (SEMESTER-III)

Paper-I**Web Designing & Animation (Practical)****Time: 12 hours**

Practical Marks: 80
Exhibition Work: 20
Total: 100

Instructions for the Paper Setters:

1. The paper will be set by the Examiner on the spot considering the syllabus.
2. Imaginative and creative work on the part of the students is to be emphasized. Imagination and technical competence is expected. The students should use updated and latest techniques in his/ her work.
3. Any two works have to be prepared by the students on given topics for which reference is allowed.
4. Resources from the Internet or scanned such as images, illustrations, clipart etc. can be used.
5. Internal examiner will evaluate the assignment/campaign work.

Instructions for Students:

1. Exhibition work submitted by the student is to be duly signed & certified by the class teacher that the work has been solely made by the student under the guidance of the class teacher.
2. Attendance in departmental seminars and extension lectures and college tours shall be obligatory for all students.
3. Students can make use of college computers and internet for campaign with due permission of the External Examiner.

COURSE CONTENTS:

Preparation of Website, Flash Animation, Advertisements on Commercial or Social Topics.

Adobe Flash: Working with timeline, Key frames & Layers & Movie Clip.

Adobe Illustrator: Working with tools and learning advanced illustrative techniques.

Suggested Readings:

| Sr. No. | Books | Author |
|---------|-------------------------------------|--|
| 1. | Creative Digital Craft | Mallen Bradly Alastair, Campbell Publisher |
| 2. | Digital Designers Jargonbuster | Alastair Campbell, ILFXUK Publisher |
| 3. | Learning Flash | Ramesh Bhanqia, Khanna Publication Pvt, Ltd. |
| 4. | Creative CS4 | Dareklea, Focal Press |
| 5. | How to Cheat in Photoshop Element 7 | David Asch, Focal Press |
| 6. | Learning Web Designing | Ramesh Bhanqia, , Khanna Publication Pvt, Ltd. |
| 7. | Fundamentals of Multimedia | Ramesh Bhanqia, , Khanna Publication Pvt, Ltd. |
| 8. | Websites | Zexes ,Page 1 Publishing |
| 9. | Big Book of Fashion Illustration | Martin Dauber, Bats Ford Publisher |
| 10. | Illustration Now 3 | ED Jullis Wiedeall |

M.A. (COMMERCIAL ART) (SEMESTER-III)

Paper-II**Photography (Practical)****Time: 12 Hours****Practical Marks: 80****Exhibition Work: 20****Total: 100****Instructions for the Paper Setters:**

1. The paper will be set by the Examiner on the spot considering the syllabus.
2. Any two works have to be prepared by the students on given topics for which reference is allowed.
3. The choice of medium & sheet should be left to the candidates or as per syllabus.
4. For evaluation the examiner should see the competence in technical artistic composition, colour, texture and quality.
5. Imaginative and creative work on the part of the students is to be emphasized. Imagination and technical competence is expected. The students should use updated and latest techniques in his/ her work.

Instructions for Students:

1. Exhibition work submitted by the student is to be duly signed & certified by the class teacher that the work has been solely made by the student under the guidance of the class teacher.
2. Attendance in departmental seminars and extension lectures and college tours shall be obligatory for all students.
3. Students can make use of college computers and internet for campaign with due permission of the External Examiner.

COURSE CONTENTS:

Knowledge of various equipments & materials application of Photography in Advertising, Interior, Exterior, Outdoor Photography & Experimental Photography using latest equipment & techniques.

Preparation of Photo Collage & CD Presentation, Photographs can be digitally edited by the student him/herself.

Suggested Readings:

| Sr. No. | Books | Author |
|----------------|------------------------------------|---|
| 1. | Photo gear | David D. Busch, Dam Simon |
| 2. | Mastering Photoshop CS 4 | Khanna Publication |
| 3. | The Photography Practical Handbook | Paul Harcoust Davis, D&C Book Publication |

M.A. (COMMERCIAL ART) (SEMESTER-III)

Paper–III**Design & Commercial Art (Theory)****Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

1. No. of questions to be set: 8
2. No. of questions to be attempted: 05
3. The questions are to be equitably distributed among all the topics of the Syllabus.
4. All questions will carry equal marks.

COURSES CONTENTS:**Design & Commercial Art:**

Introduction to Design

Principals of Design

Introduction to Commercial Art

Principles of Commercial Art

Scope of Commercial Art

Importance/Detailed Knowledge of Colour

Meaning of Calligraphy/Typography

Importance of Calligraphy/Typography

Suggested Readings:

| Sr.No | Book Name | Author |
|-------|--|---|
| 1. | Advertising Principal and Practice 4 th | William Bells |
| 2. | Advertising Principal and Practice 6 th | John J. Burnett Sandra Morjesty, Bimon & Schuster Company |
| 3. | Applied Art Handbook | Prof. S.K. Luthra |
| 4. | Letter Assembly in Printing | D.Wooldridge |
| 5. | Graphics Designing end Reproduction Techniques | Peter Croy |
| 6. | Visual Merchandising | Swati Bhalla, Anuarag .S , Tata Mc Graw Hill |

M.A. (COMMERCIAL ART) (SEMESTER-III)

Paper–IV**Advertising (Theory)****Time: 3 Hours****Max. Marks: 100****Instructions for The Paper Setters:**

1. No. of questions to be set: 8
2. No. of questions to be attempted: 05
3. The questions are to be equitably distributed among all the topics of the Syllabus.
4. All questions will carry equal marks.

COURSES CONTENTS:**Advertising:**

Introduction to Advertising
 Role of Advertising.
 Introduction to Advertising Agency
 Working of Advertising Agency
 Meaning of Advertising Campaign
 Elements of Advertising Campaign
 Visualization
 Ad Production
 Benefits of Advertising

Suggested Readings:

| Sr.No | Book Name | Author |
|-------|--|---|
| 1. | Advertising Principal and Practice 4 th | William Bells |
| 2. | Advertising Principal and Practice 6 th | John J. Burnett Sandra Morjesty, Bimon & Schuster Company |
| 3. | Applied Art Handbook | Prof. S.K. Luthra |
| 4. | Letter Assembly in Printing | D.Wooldridge |
| 5. | Graphics Designing end Reproduction Techniques | Peter Croy |
| 6. | Visual Merchandising | Swati Bhalla, Anuarag .S , Tata Mc Graw Hill |
| 7. | Advertising | James S. Norris |

M.A. (COMMERCIAL ART) (SEMESTER-IV)

Paper-I**Animation & Presentation (Practical)****Time: 12 Hrs****Practical Marks: 80****Exhibition Work: 20****Total: 100****Instructions for the Paper Setters:**

1. The paper will be set by the Examiner on the spot considering the syllabus.
2. Any two works have to be prepared by the students on given topics for which reference is allowed.
3. Use of computers & printers is allowed for preparation of campaign.
4. Imaginative and creative work on the part of the students is to be emphasised. Imagination and technical competence is expected. The students should use updated and latest techniques in his/ her work.

Instructions for Students:

1. Exhibition work submitted by the student is to be duly signed & certified by the class teacher that the work has been solely made by the student under the guidance of the class teacher.
2. Attendance in departmental seminars and extension lectures and college tours shall be obligatory for all students.
3. Students can make use of college computers and internet for campaign with due permission of the External Examiner.

COURSE CONTENTS:

HTML Basic Concepts

Preparation of Websites using Adobe Dreamweaver & Adobe Photoshop

Suggested Readings:

| Sr.No | Book Name | Author |
|-------|-------------------------------------|--|
| 1. | Creative Digital Craft | Mallen Bradly Alastair, Campbell Publisher |
| 2. | Visual Merchandising | Swati Bhalla, Anurag .s, Tata Mc Graw Hill |
| 3. | Flex 3 Bigneers Guide | Michele .E. Davis, John A. Phillips, Tata Mc Graw Hill |
| 4. | Digital Designers Jargeonbuster | Alastair Campbell, ILFXUK Publisher |
| 5. | Learning Flash | Ramesh Bhanqia, Khanna Publication Pvt, Ltd. |
| 6. | Creative CS4 | Dareklea, Focal Press |
| 7. | How to Cheat in Photoshop Element 7 | David Asch, Focal Press |
| 8. | Learning Web Designing | Ramesh Bhanqia, , Khanna Publication Pvt, Ltd. |
| 9. | Fundamentals of Multimedia | Ramesh Bhanqia, , Khanna Publication Pvt, Ltd. |
| 10. | Websites | Zexes ,Page 1 Publishing |

M.A. (COMMERCIAL ART) (SEMESTER-IV)

Paper–II**Ad. Portfolio (Practical)****Time: 12 Hrs****Practical Marks: 80****Exhibition Work: 20****Total: 100****Instructions for the Paper Setters:**

1. The paper will be set by the Examiner on the spot considering the syllabus.
2. Any two works have to be prepared by the students on given topics for which reference is allowed.
3. The choice of medium & sheet should be left to the candidates or as per syllabus.
4. For evaluation the examiner should see the competence in technical artistic composition, colour, texture and quality.
5. Imaginative and creative work on the part of the students is to be emphasised. Imagination and technical competence is expected. The students should use updated and latest techniques in his/her work.

Instructions for Students:

1. Exhibition work submitted by the student is to be duly signed & certified by the class teacher that the work has been solely made by the student under the guidance of the class teacher.
2. Attendance in departmental seminars and extension lectures and college tours shall be obligatory for all students.
3. Students can make use of college computers and internet for campaign with due permission of the External Examiner.

COURSE CONTENTS:

Fashion Photography, Portrait Photography, Product Photography, Indoor Photography & Building Photography using latest equipment & techniques.

Preparation of Photo Collage & Presentation. Making of an advertisement with the help of photography.

Photographs can be digitally edited by the student him/herself.

Suggested Readings

| Sr. No. | Books | Author |
|----------------|------------------------------------|---|
| 1. | Photo gear | David D. Busch, Dam Simon |
| 2. | Mastering Photoshop CS 4 | Khanna Publication |
| 3. | The Photography Practical Handbook | Paul Harcoust Davis, D&C Book Publication |

M.A. (COMMERCIAL ART) (SEMESTER-IV)

Paper–III**Design & Commercial Art (Theory)****Time: 3 Hrs****Max. Marks: 100****Instructions for the Paper Setters:**

1. 1. No. of questions to be set: 8
2. No. of questions to be attempted: 05
3. The questions are to be equitably distributed among all the topics of the Syllabus.
4. All questions will carry equal marks.

COURSE CONTENTS:**Design & Commercial Art:**

Role of Photography in Advertising
 Importance of Radio in Advertising
 Importance of Television in Advertising
 Difference between Radio and Television Advertising
 Elements of Layout
 Qualities of Layout
 Steps in making of a layout

Suggested Readings:

| Sr.No | Book Name | Author |
|-------|--|---|
| 1. | Advertising Principal and Practice 4 th | William Bells |
| 2. | Advertising Principal and Practice 6 th | John J. Burnett Sandra Morjesty, Bimon & Schuster Company |
| 3. | Applied Art Handbook | Prof. S.K. Luthra |
| 4. | Letter Assembly in Printing | D.Wooldridge |
| 5. | Graphics Designing end Reproduction Techniques | Peter Croy |
| 6. | Visual Merchandising | Swati Bhalla, Anuarag .S , Tata Mc Graw Hill |

M.A. (COMMERCIAL ART) (SEMESTER-IV)

Paper–IV**Advertising (Theory)****Time: 3 Hrs****Max. Marks: 100****Instructions for the Paper Setters:**

1. No. of questions to be set: 8
2. No. of questions to be attempted: 05
3. The questions are to be equitably distributed among all the topics of the Syllabus.
4. All questions will carry equal marks.

COURSE CONTENTS:**Advertising:**

Role of an Advertising Agency
 Departments of an Advertising Agency
 Printing Process
 Packaging
 Importance of Packaging
 Types of Packaging
 Copy Writing
 Art Direction.
 Advertising Budget

Suggested Readings:

| Sr.No | Book Name | Author |
|-------|--|---|
| 1. | Advertising Principal and Practice 4 th | William Bells |
| 2. | Advertising Principal and Practice 6 th | John J. Burnett Sandra Morjesty, Bimon & Schuster Company |
| 3. | Applied Art Handbook | Prof. S.K. Luthra |
| 4. | Letter Assembly in Printing | D.Wooldridge |
| 5. | Graphics Designing end Reproduction Techniques | Peter Croy |
| 6. | Visual Merchandising | Swati Bhalla, Anuarag .S , Tata Mc Graw Hill |
| 7. | Advertising | James S. Norris |