

**FACULTY OF VISUAL ARTS & PERFORMING ARTS**

**SYLLABUS**

**FOR**

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

**Session: 2013-14**



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**GURU NANAK DEV UNIVERSITY  
AMRITSAR**

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## 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 III (Theory) Advertising Practice	-	3 Hrs	100	-	100
4.	Paper IV (Theory) Marketing	-	3 Hrs	100	-	100
					<b>Total</b>	<b>400</b>

**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 III (Theory) Advertising Practice	-	3 Hrs	100	-	100
4.	Paper IV (Theory) Marketing	-	3 Hrs	100	-	100
					<b>Total</b>	<b>400</b>

## 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
<b>Total</b>						<b>400</b>

**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
<b>Total</b>						<b>400</b>

## 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 &amp; Layout

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

Use of Software: CorelDraw &amp; Adobe Photoshop

**Suggested Readings:**

<b>Sr. No.</b>	<b>Books</b>	<b>Author</b>
1.	Epica Book 3 <sup>rd</sup> 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	Niktustroxtter 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:**

<b>Sr. No.</b>	<b>Books</b>	<b>Author</b>
1.	Mastering Prosperitive 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 manufacturerers  
 Role of Advertising in Modern Life  
 Advertising Ethics.

**Suggested Readings:**

<b>Sr.No</b>	<b>Book Name</b>	<b>Author</b>
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:**

<b>Sr.No</b>	<b>Book Name</b>	<b>Author</b>
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 Suqarman ,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 Prosperitive 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.	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 Taschan 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:**

<b>Sr. No.</b>	<b>Book Name</b>	<b>Author</b>
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:**

<b>Sr. No.</b>	<b>Book Name</b>	<b>Author</b>
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-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:**

<b>Sr. No.</b>	<b>Books</b>	<b>Author</b>
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 <sup>th</sup>	William Bells
2.	Advertising Principal and Practice 6 <sup>th</sup>	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 <sup>th</sup>	William Bells
2.	Advertising Principal and Practice 6 <sup>th</sup>	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 &amp; Adobe Photoshop

**Suggested Readings:**

<b>Sr.No</b>	<b>Book Name</b>	<b>Author</b>
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**

<b>Sr. No.</b>	<b>Books</b>	<b>Author</b>
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 <sup>th</sup>	William Bells
2.	Advertising Principal and Practice 6 <sup>th</sup>	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 <sup>th</sup>	William Bells
2.	Advertising Principal and Practice 6 <sup>th</sup>	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