

FACULTY OF VISUAL ARTS & PERFORMING ARTS

SYLLABUS

FOR

**M.A. COMMERCIAL ART
(SEMESTER: III – IV)**

Session: 2016-17



**GURU NANAK DEV UNIVERSITY
AMRITSAR**

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

EXAMINATION SCHEME

- 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-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 III (Theory) Design & Commercial Art	-	3 Hrs	100	-	100
4.	Paper IV (Theory) Advertising	-	3 Hrs	100	-	100
					Total	400

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

Paper–I: Web Designing & Animation (Practical)

Time: 12 hours

Practical Marks: 80

Exhibition Work: 20

Total Marks: 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 one work has to be prepared by the students on given topics for which the related image reference is allowed before the idea generation in first two hours.
4. Resources from the Internet and Scanned images such as illustrations, cliparts and photographs etc. that are royalty free and copyright free can be used if necessary
5. Class Teacher 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 if necessary.

COURSE CONTENTS:

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

Adobe Flash: Introduction to the Software, knowledge of Tools and Techniques and Shortcuts, Working with timeline, Key frames & Layers & Movie Clip.

Adobe Illustrator: Introduction to the software, knowledge and working with tools, techniques and shortcuts, comparative study of difference between learning vector and raster based softwares, advanced illustrative techniques.

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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 Marks: 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 one work has to be prepared by the students on given topics for which reference is allowed before the submission of idea through rough layout in first two hours of the examination.
4. Class Teacher will evaluate the assignment/campaign work.
5. Use of college computers & printers is allowed for preparation of campaign with the due permission of class teacher.

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 if necessary.

Course Contents:

Knowledge of various advanced equipments. Application of Photography in Advertising.

- Architectural Photography (Interior and exterior)
- Outdoor Photography of locations with different natural light study at different hours.
- Experimental Photography using the camera & techniques.
- Exercises based on digitally editing the Photographs, its possibilities and ethical limitations.

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

Use of softwares: **FLASH, POWER POINT, ADOBE PHOTOSHOP, COREL DRAW**

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 in India and Abroad.
- 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)

EXAMINATION SCHEME

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

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 III (Theory) Design & Commercial Art	-	3 Hrs	100	-	100
4.	Paper IV (Theory) Advertising	-	3 Hrs	100	-	100
Total:						400

M.A. (COMMERCIAL ART) (SEMESTER – IV)

Paper–I: Animation & Presentation (Practical)**Time: 12 Hrs****Practical Marks: 80****Exhibition Work: 20****Total Marks: 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 one work has to be prepared by the students on given topics for which the related image reference is allowed before the idea generation in first two hours.
4. Resources from the Internet and Scanned images such as illustrations, cliparts and photographs etc. that are royalty free and copyright free can be used if necessary
5. Class Teacher will evaluate the assignment/campaign work.
6. For examination, any software given below except HTML is to be used.

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 if necessary.

Course Contents:

HTML Basic Concepts

Preparation of Websites using: **ADOBE DREAM WEAVER & ADOBE PHOTOSHOP ILLUSTRATOR AND COREL DRAW** can be used in addition to above softwares for preparing the web pages.

Web Banners, Web buttons and pop up advertisements.

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 Marks: 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 one work has to be prepared by the students on given topics for which reference is allowed before the submission of idea through rough layout in first two hours of the examination.
4. Class Teacher will evaluate the assignment/campaign work.
5. Use of college computers & printers is allowed for preparation of campaign with the due permission of class teacher.

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 if necessary.

Course Contents:

- a. Fashion Photography
- b. Portrait Photography
- c. Product Photography
- d. Indoor Studio Photography
- e. Architectural Photography nuances using latest equipment & techniques.

Preparation of Digital Photo Book/Album & Presentation.

Making of advertising promotionals with the help of photography.

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

Preparation of DIGITAL ENHANCEMENT and Overlapping & Mixing of some photographs as instructed by the teacher.

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. 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
7.	Design of Advertising	Roypaul Nilson, University of Ocegon.
8.	Born in 1842, A History of Advertising	Munducom 2006
9.	Visual Imagination	Bruce D. Kurtz

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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 in India & Abroad
- 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