

FACULTY OF VISUAL ARTS & PERFORMING ARTS

SYLLABUS

FOR

PG DIPLOMA IN APPLIED ART

(Semester: I – II)

Session: 2019-20



GURU NANAK DEV UNIVERSITY

AMRITSAR

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PG DIPLOMA IN APPLIED ART (SEMESTER SYSTEM)

Eligibility: BA/B.Sc/ B.Com with min. 45% marks or any other examination recognized by GNDU as equivalent there to.

SEMESTER –I

		Time Duration	Time Allowed	External	Exhibition Display	Total Marks
Paper I	Advertising Practice (Theory)	-	3 Hrs.	80	-	80
Paper II	Basic Photography (Theory)	-	3 Hrs.	80		80
Paper III	Illustration and Ad Making (Practical)	2 Days.	12 Hrs. (6 hrs. Daily)	100	20	120
Paper IV	Applied Photography (Practical)	2 Days	12 Hrs. (6 hrs. Daily)	100	20	120
					Total	400

SEMESTER –II

		Time Duration	Time Allowed	External	Exhibition Display	Total Marks
Paper I	Advertising and Design (Theory)	-	3 Hrs.	80	-	80
Paper II	Web Designing (Theory)	-	3 Hrs.	80		80
Paper III	Ad. Portfolio (Practical)	2 Days	12 Hrs. (6 Hrs. Daily)	100	20	120
Paper IV	Web Designing (Practical)	2 Days	12 Hrs. (6 Hrs. Daily)	100	20	120
					Total	400

PG DIPLOMA IN APPLIED ART (Semester-I)**PAPER-I: Advertising Practice (Theory)****Time: 3 Hours****Max. Marks: 80****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A**Advertising:** Advertising and its history in India.

Role of Advertising in Society.

Medias of Advertising: Detailed note on different types and medias of advertising.**SECTION-B****Rules and Regulations of Advertising:** Detailed introduction to rules and regulations applied for advertising.**Ethics of Advertising:** Basic ethics of Advertising.**SECTION-C****Color:** Meaning of Color.

Role of color in Design

Impact of Color in daily life

Color Wheel: Color wheel and Significance of every color.

Definition of Color schemes in color wheel.

SECTION-D**Typography:** Typography. Methods and Material used for Typography.**Calligraphy:** Meaning of Calligraphy. Tools of calligraphy used by artist.**Suggested Readings:**

1. Foundation of Advertising Theory & Practice by S.A. Chunawalla, K.C .Sethia
2. Advertising by James S. Norris
3. Advertising Management by Manendra Mohan

PG DIPLOMA IN APPLIED ART (Semester-I)

PAPER-II: Basic Photography (Theory)

Time: 3 Hours

Max. Marks: 80

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Photography: Photography and its types

Technical Terms: Brief note on Technical terms of Photography (Aperture, Aspect Ratio, Bokeh, Burst Mode, Depth of Field, Exposure, ISO, Metering Mode, RAW, Rule of Third, Shutter Speed etc.)

SECTION-B

Ethics of Photography: Rules and regulations of photography and its photography ethics.

Elements and Principles of Photography: Elements for better photography and its principles.

SECTION-C

Camera: Camera and its types.

Types of lenses used in photography.

History of Indian Photography.

SECTION-D

Photo- Journalism: Photo-Journalism and role of Photo-journalist in photography.

Photography in Advertising: Role and importance of photography in advertising.

Suggested Readings:

1. Creative Digital Craft by Mallen Bradly Alastair, Campbell Publisher
2. How to Cheat in Photoshop Element 7 by David Asch, Focal Press
3. Photo Gear by David D. Busch, Dam Simon
4. Mastering Photoshop CS 4 by Khanna Publication
5. The Photography Practical Handbook by Paul Harcoust Davis, D&C Book Publication
6. Fundamentals of Multimedia by Ramesh Bhanqia, , Khanna Publication Pvt, Ltd.
7. Small Studios by Niktustroxtter Switzerland Henery Steneu Hong Kong Page 1

PG DIPLOMA IN APPLIED ART (SEMESTER – I)**Paper-III: Illustration and Ad. Making
(Practical)****Time: 12 Hrs.****External: 100
Exhibition: 20
Total Marks: 120****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. Ideas from the Internet and Magazines such as illustrations, clipart and photographs etc. are allowed as reference 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.

Course Contents:**1.) Corel Draw (Graphic):**

- a.) Designing Ad. campaign including item of campaign for example Broucher, Layout, Poster, Logo, and stationery etc. reference can be taken from internet and magazines.
- b.) Getting to know the workspace, tools, different panels.
- c.) Creating objects, knowledge of fonts, different color modes and other saving options.

Size : According to the requirement of the design.**Note-1** assignment for each category is compulsory and submission of work is given in printed form.

PG DIPLOMA IN APPLIED ART (SEMESTER – I)

2.) Illustrations (Manual):

- a.) Basic drawing and sketching for inspiration and creativity. The technical study of the human body (Anatomy). Quick and Detailed study of body parts.
- b.) Sketching of natural and man-made objects to enhance observation and sketching skills among students to draw different orientations of the object.
 - To focus on technical drawing, proportion including the detailed textural qualities of the object.

Size: ½ or Full Imperial sheet according to the topic.

Sheets: Art-card, Handmade or any other suitable colored and White sheet.

Medium: Sketching, Pencils, Colored pencils, Water colors, Poster colors, Mix-Media.

Note- 2 Assignments for each category is compulsory

3.) Poster making (Manual) :

- a.) Preparation of social, commercial, Informative posters. Little reference for ideas, such as Internet and Magazines is allowed.
 - A part of Graphic design which makes people aware and give appropriate information about the product, social issues and happenings in our society portrayed on paper.

Size: ½ or Full Imperial sheet according to the topic.

Sheets: Handmade, Ivory sheet or any other suitable colored and white sheet.

Medium: Poster color, Mix-Media.

Note- 2 Assignments for each category is compulsory

References:

1. Mastering Prosperitive for Beginners by Santiago Arcas Isabel Gonzali, Cambrage Publishing Management
2. Big Book of fashion Illustration by Martin Dauber, Bats Ford Publisher
3. Bold Designs Gregoirenoyellas by Page 1 Publisher
4. How to be a Graphic Designer by Anna Labudovic & Nenadvulcusic Rockpot
5. Human Figure by Papin Press Publisher
6. 2000 Color Palette Swatches by Graham Davis
7. Understanding Design by Kees Dorst., Biss Publication
8. Corel Draw x 4 by Gerry David Bonton, Tata Mc Graw Hill

PG DIPLOMA IN APPLIED ART (SEMESTER – I)

**Paper-IV: Applied Photography
(Practical)**

Time: 12 Hrs.

**External: 100
Exhibition: 20
Total Marks: 120**

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. Ideas from the Internet and Magazines such as illustrations, cliparts and photographs etc. as reference 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 Laptops, Internet for campaign if necessary.

Course Contents:

1.) Photography:

- a.) Indoor- Outdoor Photography.
- b.) Latest techniques of camera handling that includes different modes, settings and other options.
- c.) Handling of studio equipment's such as Lights, Reflectors, Soft boxes, Tripods and Backdrops.
 - Student have to cover different 5 topics as suggested by teacher.
 - Student are supposed to submit a presentation of whole work prepared in any graphic software.
- d.) Latest equipment's to be used for the basic knowledge of still-motion photography.
- e.) Different techniques of Still Photography to generate a motion with clicked photographs.
- f.) Different modes and options of camera that includes exposure setting, ISO and more.

Size : According to the subject and availability of Printing paper as suggested by the teacher.

Note- Submission of 5 Photographs for each topic in printed form is compulsory.

PG DIPLOMA IN APPLIED ART (SEMESTER – I)**2.) Adobe Photoshop:**

- a.) Basic Editing which includes understanding pixels and resolution, Resizing and cropping image, understanding layers, Exploring different tools and panels, adjusting canvas size and canvas rotation.
- b.) In advance rendering merging of photographs, creation of collage and different exporting options.
- c.) Preparation of photo album on the topic as advised by the class teacher.

Size: According to the topic given.

Note: Submission of 1 assignment in printed form is compulsory.

References:

1. Creative Digital Craft by Mallen Bradly Alastair, Campbell Publisher
2. How to Cheat in Photoshop Element 7 by David Asch, Focal Press
3. Photo Gear by David D. Busch, Dam Simon
4. Mastering Photoshop CS 4 by Khanna Publication
5. The Photography Practical Handbook by Paul Harcoust Davis, D&C Book Publication
6. Fundamentals of Multimedia by Ramesh Bhanqia, Khanna Publication Pvt, Ltd.
7. Small Studios by Niktustroxtter Switzerland Henery Steneu Hong Kong Page 1
8. Mastering Premiere CS 4 by Khanna Publication

PG DIPLOMA IN APPLIED ART (Semester-II)

PAPER-I: Advertising & Design (Theory)

Time: 3 Hours

Max. Marks: 80

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Design: Introduction to Design, Principles of Design

Role of Design in Advertising

Detailed note Elements of Design (Line, Shape, form, Color, Rhythm, Texture)

SECTION-B

Layout: Detailed introduction and types of Layout. Steps for making good layout.

Poster: Meaning and method of making poster, its elements and types of poster.

Difference between layout and Poster.

SECTION-C

Ad Agency: Ad Agency and its working.

Departments of Ad Agency

Advertising Budget: Meaning and making of Advertising Budget.

Role of Advertising Budget.

SECTION-D

Ad Production: Introduction of Ad Production. Detailed note on 4 P's of Ad Production.

Ad Campaign: Define Ad Campaign. Different medias for Ad Campaign and its working.

Suggested Readings:

1. Foundation of Advertising Theory & Practice by S.A. Chunawalla, K.C .Sethia
2. Advertising by James S. Norris
3. Advertising Management by Manendra Mohan

PG DIPLOMA IN APPLIED ART (Semester-II)**PAPER-II: Web Designing (Theory)****Time: 3 Hours****Max. Marks: 80****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A**Web Design:** Introduction to Web Designing and its Evolution**Website:** Website and types of website- Static and Dynamic**SECTION-B****HTML:** Meaning of HTML and versions

Advantages of HTML and Its Limitations

SECTION-C**Tags in HTML:** Different tags used in HTML and their attributes**Tables:** Introduction to tables

Table's tags and their attributes

SECTION-D**Web Page:** Web Page and creating of a web page**Images in Web Page:** Role of images in Web Page Design and tags for inserting an image.**Suggested Readings:**

1. Creative Digital Craft by Mallen Bradly Alastair, Campbell Publisher
2. Learning Desktop Publishing by Ramesh Bhanqia, Khanna Publications
3. Creative Solution for Graphic Rotovision Designers by Lucielle Robats
4. Fundamentals of Multimedia by Ramesh Bhanqia, Khanna Publication Pvt, Ltd.
5. Learning Web Designing by Ramesh Bhanqia, Khanna Publication Pvt, Ltd.
6. Websites by Zexes, Page 1 Publishing
7. Digital Designers Jargeonbuster by Alastair Campbell, ILFXUK Publisher
8. Creative CS4 by Dareklea, Focal Press

PG DIPLOMA IN APPLIED ART (SEMESTER – II)

Paper-III: Ad. Portfolio (Practical)

Time: 12 Hrs.

External: 100
Exhibition: 20
Total Marks: 120

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. Ideas from the Internet and Magazines such as illustrations, cliparts and photographs etc. are allowed as reference 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.

Course Contents:

1.) Adobe Illustrator:

- a.) Navigate all tools and features, creating drawings, landscapes, business cards and infographics etc.
- b.) Exporting your work with different file formats, exploring different ways of selection.
- c.) Creating vector from rasterized images and learning about their editing using different tools and swatches

Size: According to the requirement of the design.

Note-2 Assignment for each category is compulsory and submission of work is given in printed form.

2.) Adobe Premiere:

- a.) Exploring the workspaces that include importing the images and panels, understanding the Timeline and its other options like Tools, Keyframes and many more.
- b.) Compiling the project in timeline using different filters and merging options
- c.) Understanding Advance Rendering of final project with different formats and further their options

Note- Submission of Still photography project in form of video.

PG DIPLOMA IN APPLIED ART (SEMESTER – II)

3.) Ad- Making:

- a.) Preparation of illustrations, offset layout, press ad and double spread for magazines and newspapers which consists of visual impact, a distinctive border, font, angles and many more.
- A part of Graphic design which helps in dealing the arrangement of visual elements on a page. It generally involves organizational principles of composition to achieve communication objectives, it is basically for the promotion of sale of product or services.

Size: ¼ or full Imperial sheet according to the topic.

Sheets: Art-card, Handmade or any other suitable coloured and white sheet.

Medium: Poster color, Mix-Media.

Note- 2 assignments for each category is compulsory.

References:

1. 2000 Color Palette Swatches by Graham Davis
2. Big Book of fashion Illustration by Martin Dauber, Bats Ford Publisher
3. Bold Designs Gregoirenoyellas by Page 1 Publisher
4. How to be a Graphic Designer by Anna Labudovic & Nenadvulcusic Rockpot
5. Human Figure by Papin Press Publisher
6. Mastering Prosperitive for Beginners by Santiago Arcas Isabel Gonzali, Cambrage Publishing Management
7. Understanding Design by Kees Dorst. Biss Publication
8. Creative Digital Craft by Mallen Bradly Alastair, Campbell Publisher
9. Fundamentals of Multimedia by Ramesh Bhanqia, , Khanna Publication Pvt, Ltd.
10. Learning Flash by Ramesh Bhanqia, Khanna Publication Pvt, Ltd.

PG DIPLOMA IN APPLIED ART (SEMESTER – II)

**Paper-IV: Web Designing
(Practical)**

Time: 12 Hrs.

**External: 100
Exhibition: 20
Total Marks: 120**

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.
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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 Laptops, Internet for campaign if necessary.

Course Contents:

1.) Website Designing :

- a.) Recognize and use of basic HTML tags, Introducing different tags to insert medias in your webpages.
- b.) Create and add HTML tables to enhance your website.
- c.) Create web pages using pre- designed templates or by creating your own, Add text, images, and other elements to your pages.
- d.) Final website will be completed in Adobe Dreamweaver or Wordpress or any other designing software.
 - Understanding Web Designing after viewing websites of different categories and collecting different Free Web Templates.

Size : According to the requirement of the design.

Note- 2 assignments are compulsory and submission of work to be given in printed form as well.

PG DIPLOMA IN APPLIED ART (SEMESTER – II)**References:**

1. Creative Digital Craft by Mallen Bradly Alastair, Campbell Publisher
2. Learning Desktop Publishing by Ramesh Bhanqia, Khanna Publications
3. Illustration Now 3 by ED Jullis Wiedeall
4. Big Book of Fashion Illustration by Martin Dauber, Bats Ford Publisher
5. Fundamentals of Multimedia by Ramesh Bhanqia, Khanna Publication Pvt, Ltd.
6. Learning Web Designing by Ramesh Bhanqia, Khanna Publication Pvt, Ltd.
7. Websites by Zexes, Page 1 Publishing
8. Digital Designers Jargeonbuster by Alastair Campbell, ILFXUK Publisher
9. Creative CS4 by Dareklea, Focal Press