

6.1 COMPUTER APPLICATIONS IN APPLIED ART AND CRAFT – III

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RATIONALE

Graphic designing and visualization is the backbone of advertising world. In present scenario all the advertising agencies, publishing houses and other art studios are using the computers for the graphic designing/art works purposes, it is essential that students of commercial art are exposed to computer applications and associated tools related to their filed of work.

DETAILED CONTENTS

Practical Exercises

Exercise – I

- Scanning, editing, finishing of photos, illustrations in photoshop (awareness about graphic file formats i.e.JPEG, TIFF, GIF, PSD, CDR etc.)

Exercise – II

- Export and import of image files from PhotoShop to CoralDraw and finalize the design of posters, hoardings in CoralDraw
- Save the files as back-up also

Exercise – III

- Complete the final designs of press layouts, magazine layouts and other designs

Exercise –IV

- Using Coral Script
- Printing
- Setting up print job
- Preparing for commercial press
- colour separations

Note:

1. Students will make those designs they have done earlier manually of posters, hoardings, press layouts, magazine layouts and other designs
2. Students may be exposed to latest software available for the graphic designing through field visits, internet or demonstration through extension lectures. Efforts may be made to procure such software in the institution itself so that students be familiarized to use them for various applications.

Submission : Four works from each exercise.

Note: the submission of work can be hard copy or soft copy

6.2 ILLUSTRATION – IV

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RATIONALE

The aim of the subject is to prepare the students technically, practically and aesthetically for translating ideas/messages/words into visual forms.

DETAILED CONTENTS

Practical Exercises

Exercise – I

Illustration for advertising folder on Industrial products, hospitality industry in full colours

(Two folders each, Size: 4”x8”)
(2 Exercises)

Exercise – II

Photo-illustration and drawing combined folder. Subject of folder can be health awareness, wildlife and environment etc. in full colours.

(Three folders Size: 5”x10”)
(2 Exercises)

Note:

1. Lines of text/copy is also to be arranged
2. Submission: Best four exercises

6.3 PRESS AND MAGAZINE LAYOUT – IV

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RATIONALE

The aim of this subject is to develop the skill of the students related to organizing various elements of press and magazine layout such as headings, slogans/sub-headings, illustrations, body copy or text, trade mark or logotype, trade character, coupons, packages, prices and seals of approval.

DETAILED CONTENTS

Practical Exercises

Exercise – I

Make a comprehensive institutional, corporate, or strategic campaign (press and magazine) on any social subject like child labour/early marriage/adult education/dowry etc. Incorporate headline, sub-headline, text or copy, illustration/photograph, logo and trademark etc.

Note:

1. Submission : a) Press advertisements (Two)
 b) Magazine advantages (Two)
2. Students are to understand the class/group of the society for which the institution campaign is to be designed. The campaign design should have an objective to educate about its positive values
3. The students are required to make the use of computer for composing of the text/copy
4. The students are free to make the use of photography

6.4 CRAFT WORK- II

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RATIONALE

The aim of this subject is to develop skill in the students related to craft work so that the students are able to appreciate the dignity of labour and prepare some useful jobs.

DETAILED CONTENTS

Relevant Instructions for Practical Exercises

Introduction to design objective of a package and its qualities – protecting the contents of the product, identification of the product, sales appeal of the product, economy. Some decisions are to be made earlier before the package is designed such as – size, materials, colour, shape, dual use package, combination packages, family resemblance, gift packages, package change etc. Suitable materials to be used for packaging is also be decided at the first instance. The common materials are metal, glass, wood, paper, cardboard, cloth and cellophane etc.

Practical Exercises

Exercise – I

Designing and making of kits like educational games

Exercise – II

Designing and making a package for commercial accessories such as video games, CD packing, electronic goods packages etc.

Exercise – III

Designing and making a package for food products

Exercise – IV

Designing and making a package for ready made garments

Note: i) Total Exercises – 8

ii) Submission : Best four (one from each exercise)

6.5 SILK SCREEN PRINTING – II

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RATIONALE

The aim of this subject is to develop skill in the students related to silk screen printing process and awareness about it

DETAILED CONTENTS

Practical Exercises

Exercise – I

Introduction to screen printing in gradation

Exercise – II

Technique of printing in gradation and its limitation

Exercise – III

Techniques of printing half tone and multicolour printing on paper, cloth and other surfaces

Note:

Students are advised to visit printing and processing houses for practical experiences and awareness.

6.6 PROJECT WORK (PORTFOLIO)

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RATIONALE

The objective of the Project Work (Portfolio) is to provide opportunities to the students to take up individual assignments and utilize the knowledge and skills gained in all the three years.

The students can be given project work individually or in groups. It will be rather appreciated if the students are given individual projects. The students can be attached with agencies/organisations dealing with respected field for a consolidated period of 6-8 weeks. For this purpose, it is essential that they should be identified well in advance.

The students are expected to submit the synopsis of the project work for the approval before proceeding for project work.

In the end of the project, each student should submit a portfolio before the final assessment.

The assessment of the students for project work should be done jointly by internal and external examiner. A viva-voce should be conducted to judge the thorough knowledge of the student about the project.

Suggestive List of Project Work (Portfolio)

1. Full campaign consisting of minimum eight works
 - Folder
 - Visiting card
 - Letterheads
 - Calendar
 - Paster/hoarding
 - Magazine advertisement
 - Press advertisement
 - Envelop etc.