

5.1 COMPUTER APPLICATIONS IN APPLIED ART AND CRAFT – II

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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

- a) Introduction to PhotoShop-6
 - PhotoShop desktop
 - Navigating PhotoShop
 - Customizing the interface
- b) Image Fundamentals
 - How images work
 - Resolution of screen images
 - Opening, duplicating and saving images
 - File formats
 - Resampling and cropping
- c) Colours
 - Selecting and editing colours
 - Colour modes
 - Colour selection methods
 - Colour channels
 - Colour channel effects
- d) Introduction to Tools
 - Basic functions
 - Brush shapes and opacity
 - Brush dynamics
 - Brush modes
- e) Filling and stroking
 - Filling portion of an image
 - Filling selections with colours and patterns

- Applying gradient fills
- Applying strokes

Exercise – II

- a) Selection and Paths
 - Selections fundamentals
 - Changing selections, moving and duplicating selections
 - Drawing and editing paths
- b) Masks and Extractions
 - Selecting via masks
 - Painting and editing inside selections
 - Creating independent mask selections

Exercise – III

- a) Filters
 - Filters basics
 - How filters work
 - Heightening focus and contrast
 - Blurring, noise filters
 - Pixilate filters
 - Edge enhancement filters
 - Distortion filters
 - Wrapping and image around 3D object/shape
 - Clouds and spot lights
- b) Layers
 - Working with layers
 - Selecting contents of layers
 - Moving, linking and aligning layers
 - Applying transformations
 - Masking and layers

Exercise – IV

- a) Blend Modes
 - Mixing images together
 - Advanced blending option
 - Channel operation commands
- b) Shapes and Styles
 - Drawing shapes
 - Layer types
 - Modifying and saving effects
- c) Text
 - Using type tools
 - Character mask and layer effects
- d) Mapping and Adjusting Colours
 - What is colour mapping?
 - Adjusting colour

5.2 ILLUSTRATION – III

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RATIONALE

The aim of this 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 greeting cards, for different occasions in flat colours

(Size: 5”x7”)
(2 Exercises)

Exercise – II

Illustration for calendar (Table and Wall) using water colours, crayons, pen and ink and mixed medium

(2 Exercises)

Exercise – III

Illustration in the form of cartoon, subjects such as political scenario and social life in line and wash

(Size: ¼ Imperial)
(2 Exercises)

Note:

1. Submission : At least four best finished illustrations. One from each exercise

5.3 PRESS AND MAGAZINE LAYOUT– III

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RATIONALE

The aim of this subject is to develop skill in the students related to organizing various elements of a press and magazine layout in the campaign concept.

DETAILED CONTENTS

Practical Exercises

Exercise – I

Introduction to the campaign concept : A comprehensive press and magazine advertising campaign comprising a series of 4 advertisements, advertising messages (two press advertisements [black and white] and two magazine advertisements [colour] on the common consumer product promoting type of campaign)

Note:

1. The students are required to conduct market survey/research on the selected consumer product
2. The students are required to make the use of computer for composing of the text/copy
3. The students are free to make the use of photography in designing an advertising campaign
4. The students are required to design the brand name of the product, headline, subheading/slogans, body copy with the approval of the concerned teacher

Note: Submission: Comprehensive press and magazine advertising complete campaign

5.4 SILK SCREEN PRINTING – I

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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

- * History and origin of silk screen printing
- * Introduction to basic screen printing process and study of materials and equipments
 - Preparing art work (design) in flat colours in two colours or more suitable to screen printing
 - Making its negatives and positives
 - Exposing, developing and transforming of films on silk screen

Exercise – II

Technique of direct exposing with chemical coating on silk screen

Exercise – III

Stencil cutting and preparing for silk screen printing. Pasting of stencil on silk screen

Exercise – IV

Printing techniques in flat colours, two colours or more

Note:

Students are advised to take the design they made earlier for greeting cards, illustrations, layouts. They are also advised to make the design for visiting cards and other stationery materials and print in two or more colours.

5.5 CRAFT WORK-I

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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 Practicals

1. Importance of wood craft in everyday life
2. To inculcate the sense of beauty and aesthetics
3. Nature and types of wood
4. Use of various types of tools and equipments and their maintenance
5. Different treatment for preservation
6. Planning the wood face, edge, and squaring, checking accuracy and correctness with trisquare
7. Types of polish and paint
8. Preparation of surface, polishing and finishing

Practical Exercises

Preparation of following jobs of wood:

1. Name plate
2. Round ruler (pointer)
3. Toy
4. Photo/mirror frame
5. Hanger
6. Temple
7. Simple table lamp
8. Tea tray
9. Tea coaster

Submission: Four best works

RECOMMENDED BOOKS

1. Principles of Wood Work by SR Mehta, Punjabi University, Patiala Publication
2. Wooden Art by Prof. Ram Singh
3. Royal Carpentry by R Sharma, Royal Book Depot, Jalandher City
4. Evaluation of Progress of Handicrafts Industries During 2nd Five Year Plan, All India Handicrafts Board, 1953
5. Handicrafts of India – 1955 by Som Benegal
6. Tribal Art and Handicrafts, Delhi, Bharati Adamjali Sevak Sangh, 1953
7. Arts and Crafts of India and Ceylon by, Coomara Swami Ananda

5.6 LIFE STUDY – II

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RATIONALE

Preparing the students technically, practically and aesthetically for anatomical structure and proportions of human figure.

DETAILED CONTENTS

Practical Exercises

Exercises – I

How to draw full figure of male, female or child model in light and shade, shading the full figure with soft grade pencils/charcoal

Exercises – II

Detail of head with facial features of model. Shading the head with dark shaded pencils or charcoal

Exercises – III

Life drawing from human figure with water colour/crayons

Note:

1. Students must submit best of each five sheets of drawings from full figure and portraits.
2. Student must carry a sketch book for outdoor sketching of public places like bus stand and railway stations for the drawing of people sitting and lying in different postures.
3. Students must submit daily 10 (ten) sketches done from life.

5.7 ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT

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RATIONALE

Entrepreneurship Development and Management is one of the core competencies of technical human resource. Creating awareness regarding entrepreneurial traits, entrepreneurial support system, opportunity identification, project report preparation and understanding of legal and managerial aspects can be helpful in motivating technical/vocational stream students to start their own small scale business/enterprise. Based on the broad competencies listed above, following detailed contents are arrived to develop the stated competencies.

DETAILED CONTENTS

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|-----|--|---------|
| (1) | Entrepreneurship | (4 hrs) |
| | 1.1 Concept/Meaning | |
| | 1.2 Need | |
| | 1.3 Competencies/qualities of an entrepreneur | |
| (2) | Entrepreneurial Support System | (6 hrs) |
| | 2.1 District Industry Centres (DICs) | |
| | 2.2 Commercial Banks | |
| | 2.3 State Financial Corporations | |
| | 2.4 Small Industries Service Institutes (SISIs), Small Industries Development Bank of India (SIDBI), National Bank for Agriculture and Rural Development (NABARD), National Small Industries Corporation (NSIC) and other relevant institutions/organizations at State level | |
| (3) | Market Survey and Opportunity Identification (Business Planning) | (6 hrs) |
| | 3.1 How to start a small scale industry | |
| | 3.2 Procedures for registration of small scale industry | |
| | 3.3 List of items reserved for exclusive manufacture in small scale industry | |
| | 3.4 Assessment of demand and supply in potential areas of growth | |
| | 3.5 Understanding business opportunity | |
| | 3.6 Considerations in product selection | |
| | 3.7 Data collection for setting up small ventures | |
| (4) | Project Report Preparation | (6 hrs) |
| | 4.1 Preliminary Project Report | |
| | 4.2 Techno-Economic feasibility report | |

- 4.3 Project Viability
- (5) Managerial Aspects of Small Business (8 hrs)
- 5.1 Principles of Management (Definition, functions of management viz planning, organisation, coordination and control)
- 5.2 Operational Aspects of Production
- 5.3 Basic principles of financial management
- 5.4 Marketing Techniques
- 5.5 Personnel and Inventory Management
- 5.6 Importance of Communication in business
- (6) Legal Aspects of Small Business (6 hrs)
- 6.1 Elementary knowledge of Income Tax, Sales Tax, Patent Rules, Excise Rules
- 6.2 Factory Act and Payment of Wages Act
- (7) Environmental considerations (6 hrs)
- 7.1 Concept of ecology and environment
- 7.2 Factors contributing to Air, Water, Noise pollution
- 7.3 Air, water and noise pollution standards and control
- 7.4 Personal Protection Equipment (PPEs) for safety at work places
- (8) Miscellaneous (6 hrs)
- 8.1 Human and Industrial Relations
- 8.2 Human relations and performance in organization
- 8.3 Industrial relations and disputes
- 8.4 Relations with subordinates, peers and superiors
- 8.5 Labour Welfare
- 8.6 Workers participation in management

RECOMMENDED BOOKS

1. A Handbook of Entrepreneurship, Edited by BS Rathore and Dr JS Saini; Aapga Publications, Panchkula (Haryana)
2. Entrepreneurship Development by CB Gupta and P Srinivasan, Sultan Chand and Sons, New Delhi
3. Environmental Engineering and Management by Suresh K Dhamija, SK Kataria and Sons, New Delhi

4. Sharma BR, Environmental and Pollution Awareness : Satya Prakashan , New Delhi
5. Thakur Kailash, Environmental Protection Law and policy in India: Deep and Deep Publications, New Delhi
6. Handbook of Small Scale Industry by PM Bhandari
7. Marketing Management by Philip Kotler, Prentice Hall of India, New Delhi
8. Total Quality Management by Dr DD Sharma, Sultan Chand and Sons, New Delhi
9. Principles of Management by Philip Kotler TEE Publication