

B.A.-I
APPLIED ART
(COMMERCIAL ART)

Scheme of Examination

Session 2015-16

1st Semester

		<u>M.Marks</u>	<u>Time</u>
Paper-I	(Theory) Applied Arts	40	3 hrs.
	Internal Assessment	10	
	Total	50	

2nd Semester

		<u>M.Marks</u>	<u>Time</u>
Paper-II	(Practical) Sketching	40	6 hrs.
Paper-III	(Practical) Graphic Designing	40	6 hrs.
Paper-IV	(Practical) Lay-out	40	6 hrs.
	(Internal Assessment)	30	
	Total	150	

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B.A.-II
APPLIED ART
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Scheme of Examination

Session 2016-17

3rd Semester

		<u>M.Marks</u>	<u>Time</u>
Paper-I	(Theory) Applied Art	40	3 hrs.
	Internal Assessment	10	
	Total	50	

4th Semester

		<u>M.Marks</u>	<u>Time</u>
Paper-II	(Practical) Illustration in Ink (Black & Brown)	40	6 hrs.
Paper-III	(Practical) Lay-out	40	6 hrs.
Paper-IV	(Practical) Poster (Internal Assessment)	30	6 hrs.
	Total	150	

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B.A.-III
APPLIED ART
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Scheme of Examination

Session 2017-18

5th Semester

		<u>M.Marks</u>	<u>Time</u>
Paper-I	(Theory) Applied Arts	40	3 hrs.
	Internal Assessment	10	
	Total	50	

6th Semester

		<u>M.Marks</u>	<u>Time</u>
Paper-II	(Practical) Lettering and Layout	40	6 hrs.
Paper-III	(Practical) Poster/Book Illustration (coloured)	40	6 hrs.
Paper-IV	(Practical) Photography (Internal Assessment)	40 30	6 hrs.
	Total	150	

Note:- Criteria of Practical assessment in Practical work the teacher should look the Depth of the work, Drawing quality light and shade, composition quality and overall Impression of the work and presentation of the work.

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SYLLABUS AND COURSE READING

1st Semester

Paper-1 (Theory) Applied Arts

Max. Marks 40
 Internal Assessment 10
 Time : 3 Hours

Note : In all ten questions shall be set in this paper out of which the candidates shall be required to attempt any five. All questions carry equal marks. The questions are to be set so as to test the broad survey of the topics and not minute details.

Theory of Design, Essentials of Design, Kinds of Theory of Colour, Type and Lettering, Terminology, Elements of Layout

2nd Semester

Paper-II (Practical) Simple Sketching

Max. Marks 40
 Time : 6 Hours

- (i) Drawing from Nature; Landscape with figures.
- (ii) Drawing from still objects; four subjects with drapery.
 Still life in pencil/charcoal

Paper-III (Practical) Graphic Design

Max. Marks 40
 Time : 6 Hours

Design of Logo Monogram and letter head black & white and coloured

Paper-IV (Practical) Layout

Max. Marks 40
 Time : 6 Hours

Drawing of Simple Black & White Layout with any slogan.

Size : Not more than 10"×15"

Note : No examination, only submission of work.

<u>Sessional Work</u>	<u>No of Items</u>	<u>Marks – 30</u>
(i) Sketches (in 50 Number)		70
(ii) Graphic Design	5	05
(iii) Layout	4	04

Note : All sessional works to be assigned by the concerned teacher and maintained by the students duly assigned by the concerned teacher and also private candidates are required sessional work duly attested by the teacher concerned.

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B.A.-II
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SYLLABUS AND COURSE READING

3rd Semester

Paper-1 (Theory) Applied Art Marks 40 Time : 3 hrs.
 - Internal Assessment Marks 10

Note : Ten questions are to be set and candidates are required to attempt five questions in all. All the questions shall carry equal marks.

What is Art ? Commercial Art, Principle of Art, Element of Art, Detailed Theory of Design, Quality of a Commercial Artist, Theory of Lettering, Layout, Perspective, Illustration, Poster, Photography, Various medium in Art.

4th Semester

Paper-II (Practical) Illustration

Max. Marks : 40

Time : 6 hours

Colour of Black and White Illustration with Pen or Brush on the following theme : (i) College Campus (ii) Canteen (iii) Class-Room (iv) Storey etc.

Size : 10"×15"

Paper-III (Practical) Lay-out

Max. Marks : 40

Time : 6 hours

Layout with very short slogan in Colour or Black and White Ton.

- (i) One layout in cutting and pasting on any theme.
- (ii) Industrial Product on any three themes.

Size : Not more than 10"×15"

Paper-IV (Practical) Poster

Max. Marks : 40

Time : 6 hours

Simple Poster of 20"×30" with very short slogan in Monochrome or Colour on the following theme i.e. Educational, Industrial Products or any current topic.

Sessional Work

Marks 30

- | | |
|-----------------|----|
| 1. Sketches | 30 |
| 2. Layout | 3 |
| 3. Poster | 3 |
| 4. Illustration | 4 |

Note : All sessional work to be assigned by the concerned teacher and maintained by the students duly signed by the concerned teacher and also private candidates are required Sessional Work duly attested by the teacher concerned.

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B.A.-III
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SYLLABUS AND COURSE READING

5th Semester

Paper-1 (Theory) Applied Arts

Max. Marks 40
 Internal Assessment 10
 Time : 3 Hours

Note : Candidates are required to attempt five questions in all.

Commercial Arts – its meaning and scope, Aims and Objects, Need and Importance, Impact of Photography on Commercial Art, A brief knowledge of the following terms and their techniques Inter-Decoration, Hoardings, Slides, Typography and Silk Screen Printing and Block-Making.

6th Semester

Paper-II (Practical) Lettering and Layout

Max. Marks 40
 Time : 6 Hours

Prepared placards in the following lettering : Roman; Block, Script Lettering and free Brush Lettering. Make for layouts of suitable size.

Size of Placards : 11”×15”

Medium : Ink and Poster Colour

Paper-III (Practical) Poster/Book Illustration

Max. Marks 40
 Time : 6 Hours

The student will prepare the following Poster/Book Illustration during the session.

- | | | |
|-----------------------|----------------|---------------------|
| 1. Family Planning | 2. Educational | 3. Green Revolution |
| 4. Indian Handicrafts | 5. Literacy | |

Maximum Colours Three (including back-ground) for Book illustration two in colour and two in black, white in suitable size.

Paper-IV (Practical) Photography

Max. Marks 40
 Time : 6 Hours

Holding of the Camera, Photographs should include Figurative Composition, Portrait landscape the student will prepare two photographs each subject in cabinet size.

Sessional Work

Marks-30

- | | | |
|----|--|--------------|
| 1. | Collection of Reference Album
(Press layouts Magazine Layouts Poster, Folders (Newspaper and Magazines) | 100 cuttings |
| 2. | Lay out and Placards | Three each |
| 3. | Poster/Book Illustration | Three each |
| 4. | Photographs/Interior Decoration
(To be assessed by the external examiner)
(File duly signed by the class teacher to be maintained by the students) | Three each |

Books Suggested :

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|---------------------------|-------------|
| 1. Fundamentals of Layout | F.H. Wills |
| 2. Photography | Neblette |
| 3. Commercial Art | Curt. Peter |

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