

Raja Mansingh Tomar

Music & Arts University,

Gwalior, Madhya Pradesh

Diploma Applied Arts

Scheme / Practical / Syllabus

2020 - 2021

Diploma One Year (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Int. Marks	Total
THEORY (SUBJECT)					
1. History of Advertising	03	--	70	30	100
PRACTICAL					
1. Illustration & Outdoor Advertising	12	½ & Full Imperial	70	30	100
2. Computer Graphics	06	12"X18" With Print	70	30	100
TOTAL					300

[Signature]
10 July 2020

Dr. S. K. Mathew
H.O.D Applied Arts &
Animation
RMT University, Gwl

[Signature]
Dr. Addlin Abraham
H.O.D of Painting
Sri Guru Tegh Bahadur
Khalsa College, Jabalpur

[Signature]
Dr. Gauri Shankar Chauhan
Assistant Professor Fine Arts &
Music Department
DDU Gorakhpur University,
Gorakhpur

[Signature]
Dr. Sonali Jain
Principal
Rahini College of Art & Design,
Mhow, Indore

[Signature]
Student of
RMT

Diploma One Year (APPLIED ARTS) – PRACTICAL

1. ILLUSTRATION & OUTDOOR ADVERTISING

ILLUSTRATION

Study from life, Full Figure and product, drawing from nature, memory drawing. Understanding of advance illustration techniques. Different types of subject cover – Architecture electronic, Mechanical, Fiction, Suspense's, Horror, Literature and many more others. Light and shade effect, rendering in pencil, monochrome, color, ink and product rendering.

(Minimum 08 Sheet on each subject)

OUTDOOR ADVERTISING

Understanding about basic outdoor media – poster, hoarding, transit advertising, mobile advertising creative and other innovative outdoor media.

(Minimum 08 Sheet on each subject)

2. COMPUTER GRAPHICS

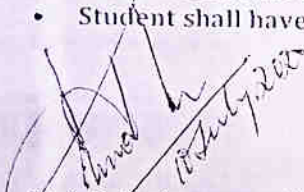
Understanding about basic designing software – coral draw, Photoshop, Practical, sessionals, assignment and all other work implemented with the knowledge of reproduction process, scanning, photo editing.

(Minimum 08 Work / Sheet on each subject)


NOTE


Use Poster color / water color / ink in practical Subject.

- Work done in the class during the college / University hours shall be accepted for submission.
- Student shall have to submit one sessionals of each subject to the university / college.


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Diploma One Year (APPLIED ARTS) - THEORY - History of Advertising - Paper - I

UNIT - I

Function of advertising - information, assurances, convenience, freedom of choice, buyers guide.

UNIT - II

Village economy - advertising, production and transportation, why need of advertising? Communication and marketing, advertising and communication, marketing, main components of marketing concept, Marketing process, marketing mix, roll of advertising in marketing.

UNIT - III

History of Writing - the Roman alphabet, proportion of Roman alphabet, strokes of Roman alphabets, serifs, sans serifs, optional effects, letter balance, the gothic alphabets, the text, the italic or script, spacing, optical spacing, guiding rules for spacing, legibility, modern lettering, symbolic types and purpose of a lettering artists.


UNIT - IV


Advertising Agency - Advertising Department, advertising agency, function of ad agencies, strutting the ad agencies, types of ad agencies, compensation of ad agencies, client agency relationship, selection of an advertising agency.


UNIT - V

Types of Media - Print Media, Requirements of print media ads, Electronic media - TV & Radio, Out of home advertising, Internet: the medium of the new millennium, the cinema


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