

Raja Mansingh Tomar

Music & Arts University,

Gwalior, Madhya Pradesh

Ad. Diploma Applied Arts

Scheme / Practical / Syllabus

2020 - 2021

Ad. Diploma One Year (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks	Int. Marks	Total
THEORY (SUBJECT)					
1. History of Advertising (Part - 2)	03	--	70	30	100
PRACTICAL					
1. Storyboard Illustration & Outdoor Advertising (Part - 2)	12	½ & Full Imperial	70	30	100
2. Advance 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

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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]
10/7/2020

Student of
RMT

Diploma One Year (APPLIED ARTS) - PRACTICAL

1. ILLUSTRATION & OUTDOOR ADVERTISING (Part - 2)

ILLUSTRATION

Story board bases series of illustration with frames and expression for commercial and non commercial product. Different types of drawing, coloring method, light and shades effect, knowledge of background etc.

(Minimum 10 Sheet on each subject)

OUTDOOR ADVERTISING

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

(Minimum 10 Sheet on each subject)

2. ADVANCE COMPUTER GRAPHICS


Understanding about advance designing software – coral draw, Photoshop, in – design, adobe illustrator, Practical, sessionals, assignment and all other work scanning, photo editing etc.


(Minimum 10 works / Sheet on each subject)

NOTE

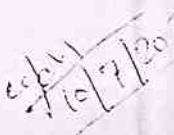
1. Use Poster color in Subject.
- Work done in the class during the college / University hours shall be accepted for submission.
- Student shall have to submit one sessionals of each subject to the university / college.


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Ad. Diploma One Year (APPLIED ARTS) - THEORY - History of Advertising (Part - 2) - Paper - I

UNIT - I

INTRODUCTION OF ADVERTISING - What is Advertising, Salient features of advertising, advertising as a communication tool, role of advertising in the marketing mix, role of advertising in modern world, purpose of advertising, benefit of advertising, kinds of advertising, public relations advertising, financial advertising, advertising as a career, advertising - publicity and propoganda, advertising and personal selling, advertising and sales promotion, origin and growth of advertising, the internet advertising, professionalization of advertising, how advertising works.

UNIT - II

The origin of design, design, elements of design - line, tone, color, form, space, containing shapes, texture.

UNIT - III

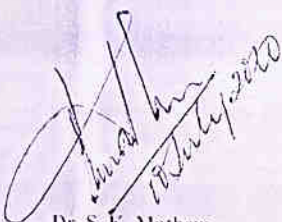
Principals of Design - Unity, Proportion, Scales, Relation, Harmony, Discord, Contrast, Emphasis, Variety, Balance, Rhythm.

UNIT - IV

Types of Media - Print Media, Requirements of Print Ads, Electronic Media - TV and Radio, Out of Home Advertising, Internet: The medium of the new millennium, the Cinema.

UNIT - V

Advertising Media - Media Strategy, Characteristics of Advertising Media, Classification of Media - Print Media, Direct Mail, Radio, Television, Outdoor Advertising Media - Poster, Hording, Interactive Bill Board, Banner, Kiosk, Transit Advertising, Ambient Advertising Media, Point of Purchase Advertising, Interactive Media, Digital Media, Yellow Pages Advertising, Public Relation, Media Mix & Scheduling.


18/07/2020

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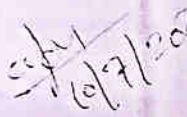
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