

**Raja Mansingh Tomar Music & Arts University, Gwalior**  
**B.F.A IInd Year Applied Art Specialization**  
**History of Advertising: Paper – II**

<b>Subject Code</b>	<b>Credit</b>	<b>Mid Term / Internal Valuation &amp; Attendance</b>	<b>End Term Valuation Marks Percentage</b>	<b>Total Marks Percentage</b>	<b>Passing Minimum Marks Percentage</b>
C1 – BFA – 204	2	15+05	80	100	33

**UNIT – I**

Classification of advertising – classified advertising, display advertising, display classified advertising, news reading notice, classification of advertising based on consumer & Advertiser

Social and economic aspects of advertising – advertising creates employment, advertising promotes freedom of press and media, advertising reduces selling price and cost of products, advertising creates demands, advertising tries to raise the standard of living.

**UNIT – II**

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

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**

Advertising business – Field of advertising management, function of advertising department, advertising agency, advertising agency and its functioning, System of Advertising Agency Organization, advertising agency in India. Structure and Functions of Advertising Agency, Working Process of Advertising Agency, Relation between Advertising Agency & Advertiser / Client & Media, Selection of Advertising Agency, How an Advertising Agency Signs New Client.

**UNIT – IV**

Advertising Design – Trade Mark, Monogram, Symbol, Logotype, Principals of Design, Creativity, Creative Strategy, the Selling Strategy, Advertising Appeal, Execution of Creative Strategy, Copy Writing, Creation of Advertising Design, Production of Print Advertising, Illustration.

**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.

# Raja Mansingh Tomar Music & Arts University, Gwalior

## B.F.A IIIrd Year Applied Art Specialization

### History of Advertising: Paper – II

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – BFA – 306	2	15+05	80	100	33

#### UNIT – I

History of Writing – The Roman alphabet, Proportion of Roman Alphabets, Strokes of Roman Alphabet, Serifs, Sans Serifs, Optional Effect, Letter Balance, The Gothic Alphabet, The Text, The Italic or Script Spacing, Optical Spacing, Guiding Rules for Spacing, Legibility, Modern Lettering, Symbolic Types and Purpose of a Lettering Artist, History of Calligraphy its Development, Characteristics of Calligraphy, What is Calligraphy.

#### UNIT – II

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

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

Technical – Construction of an Effective Advertisement Part – I Visualization, Visualization Techniques, Copy Writing, Different Type of Copywriting, Outdoor Advertising Design – Poster & Hoardings,

Its Technical Details – Size, Characteristics, Types, Papers, Materials,

Photography – History of Photography, Types of Lenses and Filters, Types of Camera, Camera Parts, Enlarger, Types of Enlarger, Lights, Dark Room Setup.

#### UNIT – IV

Economic and Social aspects of Advertising – Effects on Advertising on Production Cost, Effects on Advertising on Distribution Costs, Effects on Advertising on Consumer Prices, Advertising and Creation of Monopolies, Advertising and Materialistic demands, Waste in advertising, Ethics in Advertising, Truth in Advertising, Advertising Agencies association of India.

#### UNIT – V

Advertising Psychology – Psychology, Kind of Psychology, Function of an Advertisement, Aspects of Want, the Emotional Appeal, the suggestive Appeal, Combined Appeal, Imaginative Appeal, Attention Value, Memory Value, Principle of Association, Habit – Forming Advertisement, Decision for action and Principals of Advertising.

# Raja Mansingh Tomar Music & Arts University, Gwalior

## B.F.A IVth Year Applied Art Specialization

### History of Advertising: Paper – II

Subject Code	Credit	Mid Term / Internal Valuation & Attendance	End Term Valuation Marks Percentage	Total Marks Percentage	Passing Minimum Marks Percentage
C1 – BFA – 408	2	15+05	80	100	33

#### UNIT – I

Campaign Planning – What is Campaign, what is Campaign Planning, Campaign Objectives, Factors influencing, The planning of an Advertising Campaign, Three main decisions in Campaign Planning's, Three Basic Principals of Campaign Planning, Importance if Unity and continuity, The Advertising Appreciation, Matching Competitors, Requirement of the fulfill the Objectives, Launching a new Product. Importance Facts for a good Advertising Campaign, Role of Advertising Agency in Campaign Planning, Brand.

#### UNIT – II

Understanding about point of sale – Window Display, Shop and Showroom Display, Especially focus on Rural Shop Display (Pan Shop / General Store / Panchayat Ghar etc.) Understandings about basics of Packaging, Advertisement through packaging Advertising, Especially Focus on Non Paper Base Packaging Materials – Glass, Plastics, Fiber and Other Innovative Mediums, its technical and methodology details, Sizes, Paper etc, Importance of Story Board. Its implementation and importance in Media.

#### UNIT – III

Marketing Research – Marketing Research Process, Motivation Research, Advertising Research, Copy Research, Questionnaire and Schedule, Method & Data Collection.  
Advertising Act & Code of Conduct, Advertising & Computer, Hardware – Printer & Its Type, Scanner & Modem, Software – Adobe Page Maker, Coral Draw, Adobe Photoshop & Illustrator.

#### UNIT – IV

History of Graphic Design – Birth of Alphabet, Application of Photography in Printing, The Development of Lithography, Art & Craft Moment, Art & Nouveau Period, The Modernist Era, Influence of Modern Art, Pictorial Modernism, Modernism in America, Corporate Identity Era.

#### UNIT – V

Script – Evaluation & History of Script, Chinese Script, Development of Chinese Script, Indian Script. Typography – Anatomy of a Letter, Choosing a Type Style, Type Measuring, Type Measurement, Format Setting, Readability, Legibility, Type Setting, Cold Composing, Photo type Setting, Dry Transfer Letter, Digital Composition.  
Printing – Letter Press, Gravure Printing, Screen Printing, Lithography, Mattel Plate Lithography, Offset printing.