

# Raja Mansingh Tomar

## Music & Arts University,

Gwalior, Madhya Pradesh



**B.A.Fine Arts- Yearly Regular**

**2021 - 2022**

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

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

**Dr. Sonali Jain**  
Principal  
Rahini College of Art &  
Design, Mhow, Indore

## CHOICE BASED CREDIT SYSTEM (CBCS)

Yearly Grading Scheme

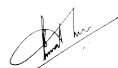
B.A.III YEAR Regular

2020-21

**Total Teaching hours – 36 weeks x 6 =216 Days. Total Credits – 36X30 = 1080**

Subject Cod	Subject Nature	Midterm with Attendance	End Term	Total Marks %	Minimum Passing Mark %
<b>Group- A</b>	<b>CORE SUBJECT – APPLIED ART</b>				
C1-101	HISTORY OF ADVERTISING	20	80	100	33%
C1-102	FUNDAMENTAL OF ADVERTISING DESIGN	20	80	100	33%
C1-103	PRACTICAL OUT ADVERTING DESIGN & CALLIGRAPHY	20	80	100	33%
<b>Group-B</b>	<b>ELECTIVE OPEN – 1 LITERATURE ONE FOLLOWING FOR TEACHING AVAILABILITY (HINDI/ENGLISH/SANSKRIT)</b>				
E1-101	THEORY-1	20	80	100	33%
E1-102	THEORY-2	20	80	100	33%
	<b>ELECTIVE OPEN -2 SOCIAL SCIENCE</b>				
	<b>ANY ONE FOLLOWING FOR TEACHING AVAILABILITY (HISTORY/PHILOSOPHY)</b>				
E2-101	THEORY-1	20	80	100	33%
E2-102	THEORY-2	20	80	100	33%
<b>Group-C</b>	<b>FOUNDATION COURSE (COMPULSORY)</b>				
F-HM-101	HINDI & MORAL VALUSE - I	05	30	35	33%
F-HM-102	ENGLISH LANGUAGE - II	05	30	35	33%
F-HM-103	BASICS OF COMPUTER	05	25	30	33%
	<b>GRAND TOTLE</b>			<b>600</b>	

Practical's 12 Sheets, Duration 06 Hrs.



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## B.A. FINE ARTS- YEARLY

### Paper I (Theory) HISTORY OF ADVERTISING

**Unit 1-** History of Advertising- printing periods- pre printing period to prior to 15<sup>th</sup> century , early printing period form 15<sup>th</sup> century to 1840, period of expansion from 1840, to 1900, period of consolidation from 1900 to 1925. Period of scientific development from 1925 to 1945, period of integration from 1945 to present.

**Unit 2 –** Elements and forces – line postulates, tone, effect of tones, emotional aspects, postulates, containing shape, borders and corners.

**Unit 3 –** perspective – definitions, perspective representation and principle of perspective.

**Unit 4-** types of media – print media, requirement of print ads, electronic media- TV and radio, out of home advertising.

**Unit 5-** internet: the medium of new millennium, the cinema.

### Paper II (Theory) FUNDAMENTAL OF ADVERTISING.

**Unit 1-** History of calligraphy, its development, characteristics of calligraphy, what is calligraphy.

**Unit 2-** The Origin Of Design, Design Elements- Line, Tone, Colour, Form, Space, Containing, Texture.

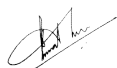
**Unit 3-** Principles of design- Unity , Proportion, Scale, Relation, Harmony, Discord, Contrast, Emphasis, Variety , Balance, Rhythm.

**Unit 4-** Advertising Agency- Advertising Department, Advertising Agency, Function Of Ad Agencies, Structuring The Ad Agencies, Types Of AD AGENCIES, Compensation Of Ad Agencies, Client Agency Relationship.

**Unit 5-** Selection Of An Advertising Agency.

#### Suggested Reading –

1. Hand Book of Applied Art- S.K. Luthra
2. Advertising Art & Ideas – G.M.Rege
3. Advertising – An Introductory Text – S.A- Chinawala
4. Vidyapan Design Basic (2nd Edition or Latest Edition) - Any E Arntson



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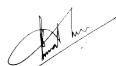
5. A Graphic Design – Dr. Narendra Singh Yadav
6. History of Graphic Design (Third Edition) – Philips B.Meggs
7. Vigyapan – Ashok Mahajan
8. For Photography as per studio class and Readings.
9. For Commercial Reproduction as per studio class Readings.
10. Daily newspaper and magazine especially focus on Advertisements
11. Indian Graphic Design Journals
12. Black Book of Advertising, Brands
13. American Graphic Design Journals
14. European Graphic Design Journals

## Paper I (PRACTICAL) OUTDOOR ADVERTISING DESIGN AND CALLIGRAPHY

Outdoor advertising design- understanding about basic outdoor media- poster and hording  
Understanding about various schools of calligraphy- devnagri, European, Indian, gothic and roman etc.

### Suggested Reading –

1. Calligraphy 101 Master Basic Skills And Techniques Easily Through step By- Step Instruction – Jeanee Gauthier
2. The Calligraphy Handbook Simple techniques and step by step - project – Emma cllery
3. italic And Copperplate – The Basics And Beyond - Eleanor Winters
4. Especially focus on create your own style of lettering.
5. American Journals of Posters
6. European Journals of Posters
7. Outdoor Market Tour weekly and Analysis of Different types of media
8. Outdoor Advertising – The Modern Marketing Force - Various



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