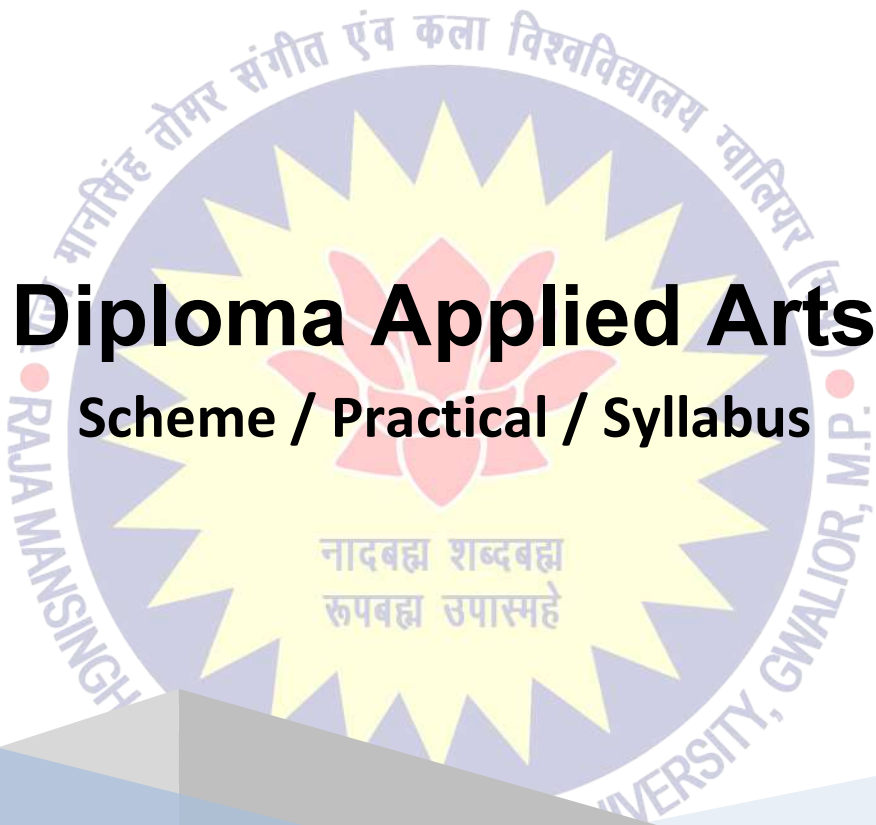


Raja Mansingh Tomar

Music & Arts University,

Gwalior, Madhya Pradesh



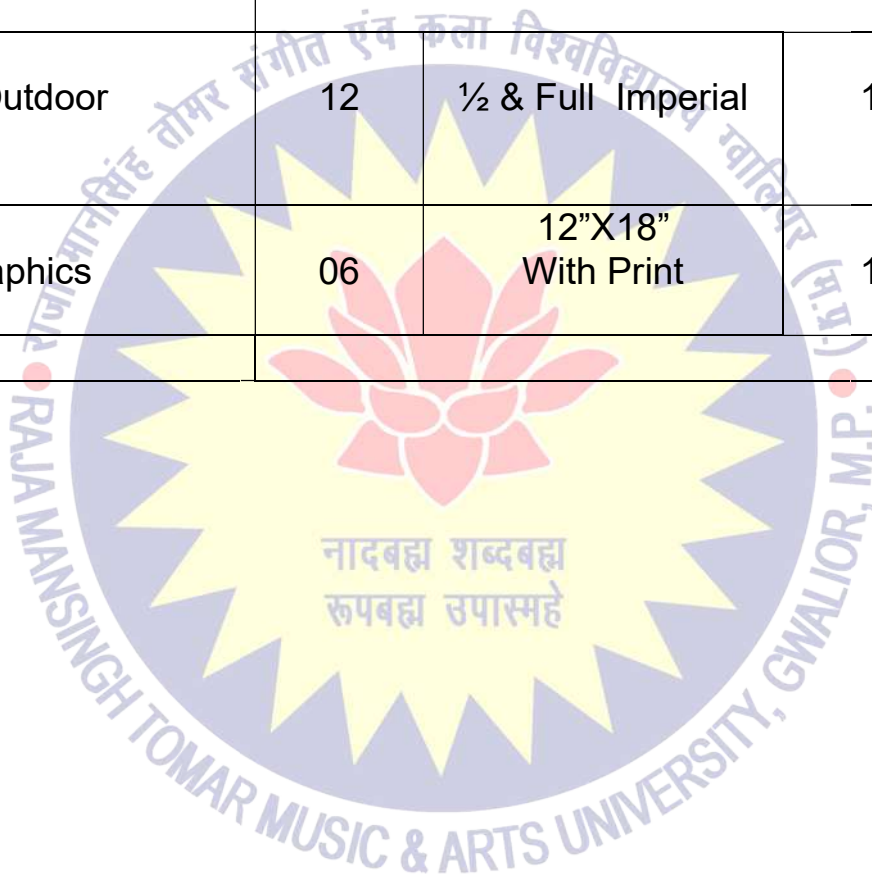
Diploma Applied Arts

Scheme / Practical / Syllabus

2021 - 2022

Diploma One Year (APPLIED ARTS) - SCHEME

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



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Design, Mhow, Indore

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.

OUTDOOR ADVERTISING

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

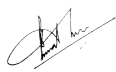
2. COMPUTER GRAPHICS

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.

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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Diploma One Year (APPLIED ARTS) – THEORY – History of Advertising – Paper – II

UNIT – I

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 – II

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 – III

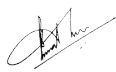
Types of Media – Print Media, Requirements of print media ads, Electronic media – TV & Radio, Out of home advertising, Internet: the medium of the new millennium, the cinema

UNIT – IV

Technical Definitions and other supporting information including practical class exercises of practical subjects.

UNIT – V

Objective type questions.



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