

**RAJA MANSINGH TOMAR MUSIC & ARTS
UNIVERSITY**

GWALIOR, MADHYA PRADESH

Ad. Diploma Applied Arts
Scheme / Practical / Syllabus

नादबद्ध शब्दबद्ध
रूपबद्ध उपास्महे

2023 - 2024

Ad. Diploma One Year (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size Paper	Ext. Marks		Total
			Max. Marks	Min. Marks	
THEORY (SUBJECT)					
1. History of Advertising (Part - 2)	03	--	100	33	100
PRACTICAL					
1. Storyboard Illustration & Outdoor Advertising (Part - 2)	12	½ & Full Imperial	100	33	100
2. Advance Computer Graphics	06	12"X18" With Print	100	33	100
TOTAL					300

Dr. S. K. Mathew
H.O.D Applied Arts & Animation
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University, Gwalior M.P.

Dr. Addlin Abraham,
H.O.D Fine Arts, SGTB khalsa College
Nagpur road, Jabalpur. M.P.

Dr. Sonali Jain
Principal
Rahini College of Art And Design,
Mhow, M.P.

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.

OUTDOOR ADVERTISING

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

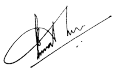
2. ADVANCE COMPUTER GRAPHICS

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

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 – II

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 propaganda, 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

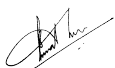
Principals of Design – Unity, Proportion, Scales, Relation, Harmony, Discord, Contrast, Emphasis, Variety, Balance, Rhythm.

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

Objective type questions.



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