

Raja Man Singh Tomar Music & Arts University, Gwalior (M.P.)
Advanced Diploma Course - Applied Arts

One Year Course

Total Marks: 100

Paper- I (Theory) - History of Art & Aesthetics

Unit 1

What is Art – Definition, classification, conceptual approach, Representational approach, Different forms of Art, Elements of Art – line, Space, form, texture and colour, theories of Composition.

Unit 2

Beauty in Art (introducing Aesthetics), Art and Visualization (Art and Artist, Art and Society, Art and Viewer & Art and Art critic).

Unit 3

Prehistoric Art – Mirjapur, Bhimbethka, Panchmari, Hoshangabad, Indus valley civilization, Cave painting of India – Jogimara, Sigiria, Sittannvasal, Ajanta, Bagh.

Unit 4

Middle Eastern Art - Assyrian, Sumerian, Babylonian, Occidental Art – Egypt, Crete, Mycenae.

Unit 5

Indian Folk & Travel Art – Mithila, Warli, Rajasthani, Phad – Dongra, Tetto (Godna).



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Paper- II (Theory) - Material & Methods

Unit-1

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-2

The origin of Design, Design, Elements of Design- Line, Tone, Colour, Form, Space, Containing Shapes, Texture.

Unit-3

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

Unit-4

Types of Media- Print Media, Requirement of Print Ads, Electronic Media-TV & Radio, Out of Home Advertising, Internet: The medium of the New Millennium, The cinema

Unit-5

Objective types of question.

Sugested Readings-

Handbook of Applied Arts- S.K. Luthra

Advertising Art & Ideas- G.M. Rege

Advertising - An Introductory Text- S.A. Chinawala

Vigyan Takneek avem Siddhant- Dr. Narendra Singh Yadav

Graphic Design Basics (2nd Edition or Latest Edition)- Amy E. Arnetson A

Graphic Design - Dr. Narendra Singh Yadav

History of Graphic Design(Third Edition) - Philips B. Meggs

Vigyan- Ashok Mahajan

For Photography as per studio class and Readings

For commercial reproduction as per studio class and readings

Daily newspapers and Magazines especially focus on advertisements

Indian Graphic Design Journals

Black Book of advertising, Brands

American Graphic Design Journals

European Graphic Design Journals

Paper (Practical) -

I - Story Board Illustration

Story Board bases series of illustration with frames and expression for commercial and non commercial product. Different types of Drawing, Colouring methods, Light and Shades effects, Knowledge of background etc.

Suggested Readings-

As per Study & illustration - I Class

Especially focus on Comic Books, Illustration Strips publishes in Newspapers, Amar Chitra Katha & many other resources of illustrations including Literature.

Anatomy and Drawing - Victor Perard

A History of Graphic Design (Third Edition) - Philips B. Meggs

Learn Illustration - Dilip Chaudhary

Note: Kindly refer Painting syllabus for more readings.

II- Outdoor Advertising

Understanding about basic outdoor media- Poster, Hoarding, Transit Advertising, Mobile Advertising Creative and other innovative outdoor media.

Suggested Readings-

American journals of Posters

European journals of Posters

Outdoor Market tour weekly and Analysis of Different types of media.

Outdoor Advertising - The Modern Marketing Force - Various

III- Advance Computer Graphics

Understanding about advance designing software - Corel Draw 14 (latest edition), Photoshop 4 (latest edition), in design, Adobe Illustrator, Practical, Sessional, Assignment and all other work Scanning, Photo Editing etc.

Suggested Readings-

Computer related basic knowledge.

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Paper (Theory) - History of Applied Arts

Unit-1

History of Writing- the Roman alphabet, Proportions of Roman Alphabets, Strokes of Roman alphabets, Serifs, Sans Serif, Optional effects, 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 Artists.

Unit-2

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, Selection of an Advertising Agency.

Unit-3

Types of Media- Print media, Requirement of Print Ads, **Electronic Media**- TV & Radio, out of home Advertising, Internet: The medium of the new millennium, the cinema

Unit-4

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

Unit-5

Objective types of questions.

Sugested Readings-

Handbook of Applied Arts- S.K. Luthra

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Black Book of advertising, Brands

American Graphic Design journals

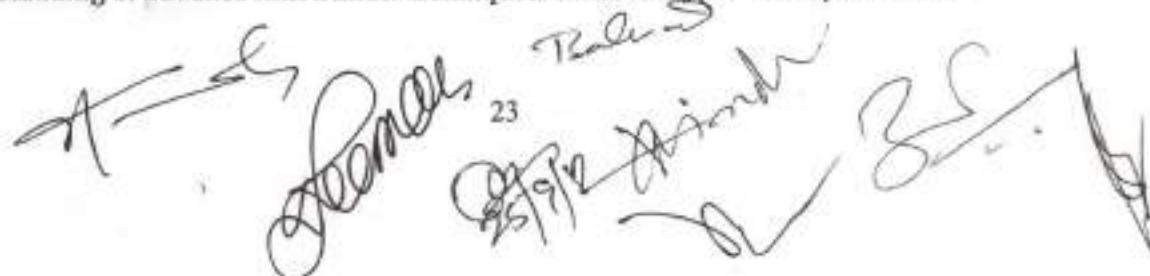
European Graphic Design Journals

Paper (Practical)-

I-Illustration

Study from life, full figure, and product, Drawing from nature, memory Drawing.

Understanding of advance illustration techniques. Different types of subject cover -



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Architecture Electronic, Mechanical, Fiction, Suspense, Horror, Literature and many more others. Light and shade effect, rendering in Pencil, monochrome, colour, ink and product rendering.

Suggested Readings-

Anatomy and Drawing – Victor Perard

A History of Graphic Design (Third Edition) – Philips B. Meggs

Learn Illustration - Dilip Chaubey

II- Outdoor Advertising

Understandig about basic outdoor media – Poster, Hoarding, Transit Advertising, Mobile Advertising creative ant other innovative outdoor media.

Suggested Readings-

American Journals of Posters

European Journals of Posters

Outdoor Market Tour Weekly any analysis of different types of media.

Outdoor Advertising - The Modern Marketing Force - Various

III- Computer Graphics

Understanding about basic designing software – Corel Draw14 (latest edition), Photoshop 4 (latest edition). Practical, Sessional, Assignment and all other work implemented with the knowledge of reproduction process, Scanning, Photo Editing etc.

Suggested Readings-

Computer related basic knowledge

of
Jenner, Smith & S.
C. S. Johnson
Balmer

Raja Mansingh Tomar Music & Arts University, Gwalior (M.P.)

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Paper (Theory) - Material & Methods.

Unit-1

Elements and forces- Line, Postulates, Tone, Effect of Tones, Emotional Aspects, Postulate, Containing Shape, Borders and Corners.

Unit-2

Perspective- Definitions, Perspective representation and principals of perspective.

Unit-3

Drawing- Shading, Figure Drawing Drawing and Illustration, Illustration, Media Techniques, Rendering with Pencil, Charcoal or Crayon, Pen and Ink, Scratchboard, Dry Brush, Air Brush, Spatter, Techniques Pastels, Water Colour, Experiment with media, Retouching.

Unit-4

History of Calligraphy, Its development, Characteristics of Calligraphy, What is Calligraphy.

Unit-5

Objective- Objective type s of questions.

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Paper (Practical)-

I - Study & Illustration

Study & Illustration
Study from life, full figure, product, Drawing from Nature, Memory Drawing. Understanding of basic Illustration techniques. Light and shade effect, Rendering in Pencil, Monochrome, Colour, Ink and Product Rendering.

Suggested Readings.

Anatomy and Drawing – Victor Perard
A History of Graphic Design (Third Edition) – Philip B. Meggs
Learn Illustration – Dilip Chaudhary

II - Calligraphy

Understandig about various school of calligraphy – Devnagari, European, Indian, Gothic and Roman etc. Problems of alphabets senses- serif script (English) in Black and White. Sense of Letter Forms.

Suggested Readings-

Handbook of Typography - Kailas Takle
Akshar Mudran Shastra - Chandrasekher Mishra
Basic Typography - John R. Biggs
Introduction of Typography - O. Simon
Commercial art Techniques - Raviraj
History of Writing
Lettering Style - Typography & Calligraphy - A. H. Hasmi
An Introduction to lettering - Grear
Calligraphy 101: Master basic skills and techniques easily through Step by step Instruction - Jeaneen Gauthier
The Calligraphy Handbook: simple Techniques and step by step Projects- Emma Winters
Especially focus on create your own style of lettering.

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