RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY

GWALIOR, MADHYA PRADESH

Diploma Applied Arts

PART I

Scheme / Practical / Syllabus

2024 - 2025

Diploma One Year Part I (APPLIED ARTS) - SCHEME

Paper	Time (In Hours)	Size	Ext. Marks		Total
			Max. Marks	Min. Marks	
THEORY (SUBJECT)					
1. HISTORY OF ADVERTISING	03	--	100	33	100
PRACTICAL					
1.ILLUSTRATION & OUTDOOR ADVERTISING	12	½ & Full Imperial	100	33	100
2. COMPUTER GRAPHICS	06	12"X18" With Print	100	33	100
TOTAL					300

राजा मानसिंह तोमर संगीत एवं कला विश्वविद्यालय ग्वालियर (म.प्र.)
RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY, GWALIOR, M.P.
नादब्रह्म शब्दब्रह्म
रूपब्रह्म उपास्महे

Dr. S. K. Mathew
H.O.D Applied Arts, Painting, Sculpture, Animation & Game Design
Raja Mansingh Tomar Music & Arts University, Gwalior M.P.

Mr. Madhusudan Sharma
Govt. Fine Art College , Gwalior.M.P.

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

Dr. Pranav Bhatt
Govt. Fine Art College, Jabalpur. M.P.

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

Diploma One Year Part I(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 Part I (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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