RAJA MANSINGH TOMAR MUSIC & ARTS UNIVERSITY

GWALIOR, MADHYA PRADESH

Diploma Applied Arts

PART II

Scheme / Practical / Syllabus

2024 - 2025

Diploma One Year Part II (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

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

Diploma One Year Part II (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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Diploma One Year Part II (APPLIED ARTS) – THEORY – History of Advertising (Part - 2)

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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