

Guru Jambheshwar University of Science & Technology, Hisar

Scheme for Theory + Practical Based Subjects

Guidelines for Scheme of examination of UG Course COMMERCIAL ART, DESIGNING and PAINTING (under semester system)

The Scheme of Examination of undergraduate (UG) Courses (**Theory-30 marks + Practical-70 marks Based Subjects**) under Faculty of Humanities & Social Sciences run by affiliated degree colleges will be under (40+10) + 50 (External + Internal + Practical) for practical based courses. Pass percentage will be

For the UG courses under Faculty of Humanities & Social Sciences, the guidelines regarding scheme and paper setting will be followed as:

For the end semester examinations regarding practical subjects, nine questions are to be set by the examiner. The candidates shall attempt five questions in all. First question will be compulsory of 05 marks based on the entire syllabus. It will comprise of ten short answer type questions of half mark (0.5) each. Students are required to attempt any four questions out of remaining eight questions (these eight questions may be (in) up to four units depending on the subject). All remaining questions shall carry equal marks.

Scheme: (25+5) + 70 (External + Internal + Practical)

1st compulsory question=5 marks (10 short answer type questions of half marks (0.5) each)

Rest four questions: 5 marks each i.e. 4 x 5=20

Total = (5+20+5) + 70 = 100 marks

Components of Internal Assessment (Breakdown of 5 marks)

(a)	Class Test: 01 mark
(b)	Assignment: 01 mark
(c)	Participation in Class Discussions: 01 mark
(d)	Term Paper/written test/2 nd assignment: 01 mark
(e)	Attendance: 01 marks*

*Weightage of one mark for **Attendance** component out of 10 marks for Internal Assessment shall be available only to those students who attend **75% and more** of classroom lectures and practical. The break-up of marks for **attendance component** for theory + practical papers shall be as under:

(a) 75% and above up to 85%: 0.5 mark

(b) Above 85%: 01 mark

Commercial Art, Designing and Painting
(w.e.f. the academic session 2018-19)
B.A. I (1st Semester)

Paper No.	Nomenclature of the paper	Max. Marks	Time Allowed
Paper-A (Theory)	Advertising Foundation (COM 101)	25+ 5 (Int Assmnt)	3 Hours
Paper-B	COMP 102: Practical		
Section-A	Still Life (Practical)	20	6Hours (2 Sessions)
Section-B	Graphic Design (Practical)	20	6Hours (2 Sessions)
Section-C	Layout (Practical)	20	6Hours (2 Sessions)
Section-D	Internal/Sessional works	10	
Total Marks = 95+5 = 100			

Syllabus & courses of Study

Paper–A: Theory
COM 101: Advertising
Foundation

External Marks: 25
Internal Marks: 5
Time: 3Hours

Note:

1. The question paper will consist of *nine* questions. The candidate shall attempt *five* questions in all. The Question No. 1 will be *compulsory*. The Candidate shall attempt *four* more questions selecting at least *one* from each Unit.
2. The **Compulsory Question No.1 of 05 marks** will be short answer type questions containing *ten* questions of equal marks (i.e., 0.5 mark each) spread over the whole syllabus. Other question will carry the 05 marks each.

Contents:-

Unit–I: What is art, Principle of art, Introduction to Commercial Art and its importance.

Unit–II: What is Commercial art and scope of commercial art, aims and objectives of commercial Art.

Unit–III: Who is commercial artist and what are the qualities of commercial artist.

Unit–IV: Various medium in art, Material used in commercial art and its techniques.

Suggested Reading:

1. Marketing Management : Philip kotler
2. Vigyapan Design : Narendra Yadav
3. Vigyapan Takneek avom Siddhant : Naredra Yadav
4. Foundation of Advertising (Theory and Practice): SA Chunawala & KC Sethia
5. Advertising and Sales Management: Mukesh Trehan & Ranju Trehan
6. Advertising and Sales Management: Mukesh Trehan & Ranju Trehan (Hindi Edition)

B.A. I (1st Semester)

Paper – B: COMP 102: Practical

Section-A : Still Life

Max. Marks: 20

Size- Max. Half Imperial

Time -6 Hours (2sessions)

Medium- Pencil Colour, Pastel Colour, Water Colour etc.

Instructions:

- i. The number of students in a practical group should not exceed to 15.
- ii. The examination should be conducted in two sessions.
- iii. The group of the object should not less than three along with draperies

Section-B Graphic Design (Practical)

Max. Marks: 20

Size- Max: A-4

Time -6 Hours (2sessions)

Medium- Water Proof Black Ink, Black Poster Colour etc.

Assignment: Design a Logo or Monogram, letter head, envelope (Black & White).

Section-C Layout (Practical)

Max. Marks: 20

Size- 8”X10”

Time -6 Hours (2sessions)

Medium- Water Proof Black Ink, Black Poster Colour, etc.

Assignment: Design a black and white layout with all element of it.

Section-D Sessional Work

Max. Marks: 10

1.	Sketches	:	40
2	Graphic Design	:	3
3	Layout	:	2
4	Still life	:	2

Note: All Sessional works to be assigned by the concerned teacher and maintained by the students duly signed by the concerned teacher and also private candidates are required sessional work duly attested by the teacher concerned.

Commercial Art, Designing and Painting
(w.e.f. the academic session 2018-19)
B.A. I (2nd Semester)

Paper No.	Nomenclature of the paper	Max. Marks	Time Allowed
Paper-A (Theory)	Advertising Foundation (COM 103)	25+ 5 (Int Assmnt)	3Hours
Paper-B	COMP 104: Practical		
Section-A	Still Life (Practical)	20	6Hours (2 Sessions)
Section-B	Graphic Design (Practical)	20	6Hours (2 Sessions)
Section-C	Layout (Practical)	20	6Hours (2 Sessions)
Section-D	Internal/Sessional works	10	
Total Marks = 95+5=100			

Syllabus & courses of Study

Paper–A: Theory
COM 103: Advertising
Foundation

External Marks: 25
Internal Marks: 5
Time: 3Hours

Note:

1. The question paper will consist of *nine* questions. The candidate shall attempt *five* questions in all. The Question No. 1 will be *compulsory*. The Candidate shall attempt *four* more questions selecting at least *one* from each Unit.
2. The **Compulsory Question No.1 of 05 marks** will be short answer type questions containing *ten* questions of equal marks (i.e., 0.5 mark each) spread over the whole syllabus. Other question will carry the 05 marks each.

Contents:-

Unit – I: What is design, theory of design, element of design, kind of design, principle of design

Unit – II: What is creativity, Creative thinking, Creative Concept and art direction.

Unit – III: Theory of colour: Primary, Secondary and Tertiary colours, tints, shades, tone.

Unit – IV: What is logo, logotype, and symbol, what is layout and element of layout, what is poster, hoarding and kiosk.

Suggested Reading:

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4. Foundation of Advertising (Theory and Practice): SA Chunawala & KC Sethia
5. Advertising and Sales Management: Mukesh Trehan & Ranju Trehan
6. Advertising and Sales Management: Mukesh Trehan & Ranju Trehan (Hindi Edition)

B.A. I (2nd Semester)

Paper – B: COMP 104: Practical

Section-A : Still Life

Size- Max. Half Imperial

Medium- Pencil Colour, Pastel Colour, Water Colour, etc.

Max. Marks: 20

Time -6 Hours (2sessions)

Instructions:

- i. The number of students in a practical group should not exceed to 15.
- ii. The examination should be conducted in two sessions.
- iii. The group of the object should not less than three along with draperies

Section-B Graphic Design (Practical)

Size- Max: A-4

Medium- Water Proof Black Ink, Black Poster Colour etc.

Max. Marks: 20

Time -6 Hours (2sessions)

Assignment: Design a Logo or Monogram, letter head, envelope (Black & White).

Section-C Layout (Practical)

Size- 8”X10”

Medium -Water Proof Black Ink, Black Poster Colour, etc.

Max. Marks: 20

Time -6 Hours (2sessions)

Assignment: Design a black and white layout with all element of it.

Section-D Sessional Work

Max. Marks: 10

1.	Sketches	:	40
2	Graphic Design	:	3
3	Layout	:	2
4	Still life	:	2

Note: All Sessional works to be assigned by the concerned teacher and maintained by the students duly signed by the concerned teacher and also private candidates are required sessional work duly attested by the teacher concerned.