# Faculty of Humanities and Social Sciences

## Scheme of Examination and Syllabus for Under Graduate Programme

### Under Multiple Entry and Exit, Internship and CBCS-LOCF as per NEP-2020
### w.e.f. session 2024-25 (in phased manner)

### Subject: Commercial Art, Designing & Painting



**Guru Jambheshwar University of Science &Technology Hisar-125001, Haryana**

**(A+ NAAC Accredited State Govt. University)**

# Guru Jambheshwar University of Science and Technology Hisar-125001, Haryana

## ('A+' NAAC Accredited State Govt. University)

**Name of the Programme: Bachelor of Art**
**Scheme of Examination for affiliated Degree College**
According to National Education Policy-2020

Subject: **Commercial Art, Designing & Painting**

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|---|---|---|---|---|---|---|---|---|
| **SEMESTER-III** | | | | | | | | |
| **Type of Course** | **Course Code** | **Nomenclature of Paper/Course** | **Credits** | **Contact Hours** | **Internal Marks** | **External Marks** | **Total Marks** | **Duration of Exam (Hrs.)** |
| **Discipline Specific Course** | C24COA301T | Advertising Foundation | 3 | 3 | 20 | 50 | 70 | 2.5 |
| | C24COA301P | Creative Advertising Lab | 1 | 2 | 10 | 20 | 30 | 2 |
| **Minor Course/ Vocational Course** | C24MIC304T | Advertising Foundation-I | 3 | 3 | 20 | 50 | 70 | 2.5 |
| | C24MIC304P | Commercial Arts Lab-I | 1 | 2 | 10 | 20 | 30 | 2 |
| **Multidisciplinary Course** | C24MDC307T | Advertising Foundation-II | 2 | 2 | 15 | 35 | 50 | 2 |
| | C24MDC307P | Basics of Advertising Lab | 1 | 2 | 10 | 15 | 25 | 2 |
| **Skill Enhancement Course** | C24SEC304T | Basics of Commercial Art | 2 | 2 | 15 | 35 | 50 | 2 |
| | C24SEC304P | Basics of Commercial Art Lab | 1 | 2 | 10 | 15 | 25 | 2 |
| **SEMESTER-IV** | | | | | | | | |
| **Type of Course** | **Course Code** | **Nomenclature of Paper/Course** | **Credits** | **Contact Hours** | **Internal Marks** | **External Marks** | **Total Marks** | **Duration of Exam (Hrs.)** |
| **Discipline Specific Course** | C24COA401T | Advertising Foundation-III | 3 | 3 | 20 | 50 | 70 | 2.5 |
| | C24COA401P | Basics of Advertising Foundation | 1 | 2 | 10 | 20 | 30 | 2 |
| **Minor Course/ Vocational Course** | C24VOC404T | Advertising Foundation-IV | 2 | 2 | 15 | 35 | 50 | 2 |
| | C24VOC404P | Commercial Arts Lab-II | 2 | 4 | 15 | 35 | 50 | 4 |

## Bachelor of Art

### Commercial Art, Designing & Painting

**Program Outcomes:**

**PO1** To develop skills in graduate students to be able to acquire theoretical and practical knowledge in fundamentals of Art and Aesthetics.

**PO2** To develop ability in youth for understanding basic creative learning and effective communication skills.

**PO3** To provide learning experience in students that in stills deep interest in Fine Arts for the benefit of art society.

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**Commercial Art, Designing & Painting**
## Advertising Foundation
**Discipline Specific Course (DSC) Semester-III**

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**Course Code: C24COA301T**                                          **External Marks :**50
**45 Hrs. (3 Hrs./Week)**                                            **Internal Marks :**20
**Credit : 3**                                                       **Total Marks:** 70
**Exam Time: 2.5 Hrs**

**Note**: The maximum time duration for attempting the paper will be of 2.5 hours. The examiner is required to set seven questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 2.5 marks each. In addition to that six more questions will be set, two questions from each unit. The students shall be required to attempt four questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks i.e. 12.5 marks.

**Objectives:** *To understand the fundamentals, history, techniques, and key elements of advertising and print media..*

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**Unit - I**

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Advertising: Introduction, role in advertising, objectives, functions and conclusion

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**Unit - II**

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History of advertising in India, History of Printing: Major printing techniques, letter press, Gravure, offset, silk screen and Lithography with details.

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**Unit - III**

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Elements of layout: Logo, slogan, headline, sub-headline, address line, calligraphy writing with detail.

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## Creative Advertising Lab
**Semester-III**

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**Course Code: C24COA301P**                                          **External Marks : 20**
**30 Hrs. (2 Hrs./Week)**                                            **Internal Marks : 10**
**Credit : 1**                                                       **Total Marks: 30**
**Exam Time: 2 Hrs.**

**Practical: Sessional work**

1. Sketches- 10
2. Layout – 5
3. Poster – 2
4. Slogan/ Calligraphy- 3
5. Creative art -5

**Medium-** A3 file, pencil colour, water colour, pestel colour and poster colour

**Books Suggested:**
1. Commercial Art & Design, by Ray J Matasek
2. Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
3. Understanding Color, 5th Edition, by Linda Holtzschue
4. Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
5. The Elements of Graphic Design, by Alex Whit
6. Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
7. Advertising and Sales Promotion: S.H.H kazmi, SatishBatra.
8. Advertising theory and practice: C.H Sandage, Vernon Fryburger.

**Course Outcome:**
*At the end of the course the students would be able to:*
CO1     Gain knowledge of advertising concepts, roles, objectives, and functions.
CO2     Understand the historical development of advertising and major printing methods.
CO3     Identify and explain essential elements of an advertisement layout with their functions

# Advertising Foundation-I
### Minor Course (MIC) Semester-III

**Course Code: C24MIC304T**　　　　　　　　　　　　　　　**External Marks :**50
**45 Hrs. (3 Hrs./Week)**　　　　　　　　　　　　　　　　**Internal Marks :**20
**Credit : 3**　　　　　　　　　　　　　　　　　　　　　　**Total Marks:** 70
**Exam Time: 2.5 Hrs**

**Note**: The maximum time duration for attempting the paper will be of 2.5 hours. The examiner is required to set seven questions in  all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 2.5 marks each. In addition to that six more questions will be set, two questions from each unit. The students shall be required to attempt four  questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks i.e. 12.5 marks.

**Objectives:** *To understand the elements of layout, detailed printing techniques, and basics of typography including baseline.*

### Unit – I

Elements of layout: logo, slogan, calligraphy, poster
Printing describe in detail

### Unit -II
Typography: introduction baseline in brief

### Unit -III

Medium of advertising and design- Commercial symbol, hoardings, letterhead, banners etc.

### Commercial Arts Lab-I
### Semester-III

**Course Code: C24MIC304P**　　　　　　　　　　　　　　**External Marks : 20**
**30 Hrs. (2 Hrs./Week)**　　　　　　　　　　　　　　　　**Internal Marks : 10**
**Credit : 1**　　　　　　　　　　　　　　　　　　　　　　**Total Marks: 30**
**Exam Time: 2 Hrs.**

**Practical: Sessional work**

1. Sketches- 10
2. Layout – 5
3. Poster – 2
4. Slogan/ Calligraphy- 3

**Medium-** A3 file, pencil colour, water colour, pestel colour and poster colour

**Suggested Books**
1. Commercial Art & Design, by Ray J Matasek
2. Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
3. Understanding Color, 5th Edition, by Linda Holtzschue
4. Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
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7. Advertising and Sales Promotion: S.H.H kazmi, Satish Batra.
8. Advertising theory and practice: C.H Sandage, Vernon Fryburger.

**Course Outcome:**

CO1　　　　Identify and explain key elements of layout such as logo, slogan, calligraphy, and posters.
CO2　　　　Understand various printing techniques and their applications in visual communication.
CO3　　　　Gain basic knowledge of typography and the concept of baseline in design.

**Advertising Foundation-II**
**Multi-Disciplinary Course (MDC) Semester-III**

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| **Course Code: C24MDC307T** | **External Marks : 35** |
| **30 Hrs (2 Hrs/Week)** | **Internal Marks : 15** |
| **Credit: 2** | **Total Marks: 50** |
| **Exam Time: 2 Hrs** | |

**Note:** The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

**Objectives:** *To learn design basics, types, principles, and their use in logos, posters, hoardings, symbols, and kiosks.*

### Unit – I
What is design, theory, kind of design and principle of design

### Unit - II
Logo, logo type and symbol, poster, hording and kiosk in detail

### Basics of Advertising Lab
### Semester-III

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|---|---|
| **Course Code: C24MDC307P** | **External Marks : 15** |
| **30 Hrs. (2 Hrs./Week)** | **Internal Marks : 10** |
| **Credit : 1** | **Total Marks: 25** |
| **Exam Time: 2 Hrs** | |

**PRACTICAL:**
1. Sketches : 15
2. Graphic Design : 5
3. Layout : 5
4. Poster - **5**

**Books Suggested:**
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)

**Course Outcome:**
*At the end of the course the students would be able to:*
| | |
|---|---|
| CO1 | Define design and explain its theories, types, and guiding principles. |
| CO2 | Understand the components and differences between logos, logotypes, and symbols. |
| CO3 | Analyze the purpose and design elements of posters, hoardings, and kiosks in advertising. |

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**Commercial Art, Designing & Painting**
**Basics of Commercial Art**
**Skill Enhancement Course (SEC) Semester-III**

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|---|---|
| **Course Code: C24SEC304T** | **External Marks : 35** |
| **30 Hrs. (2 Hrs./Week)** | **Internal Marks : 15** |
| **Credit : 2** | **Total Marks: 50** |
| **Exam Time: 2 Hrs.** | |

**Note:** The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

**Objectives:** *To understand the role, qualities, scope, aims, objectives, mediums, materials, and techniques of commercial art and artists.*

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**Unit - I**

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Who is commercial artist and what are the qualities of commercial artist.

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**Unit - II**

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What is Commercial art and scope of commercial art, aims and objectives of commercial Art.
Various medium in art, Material used in commercial art and its techniques.

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**Basics of Commercial Art Lab**
**Semester-III**

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| | |
|---|---|
| **Code: C24SEC304P** | **External Marks : 15** |
| **30 Hrs. (2 Hrs./Week)** | **Internal Marks : 10** |
| **Credit : 1** | **Total Marks: 25** |
| **Exam Time: 2 Hrs** | |

**PRACTICAL:**
1. Sketches : 15
2. Graphic Design : 5
3. Layout : 5
4. Poster - **5**

**Books Suggested:**
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)

**Course Outcome:**
*At the end of the course the students would be able to:*
1. Identify who a commercial artist is and describe their essential qualities.
2. Understand the meaning, scope, aims, and objectives of commercial art.
3. Explore different artistic mediums, materials, and techniques used in commercial art.

**Advertising Foundation-III**
**Discipline Specific Course (DSC) Semester-III**

| | |
|---|---|
| Course Code: C24COA401T | External Marks : 50 |
| 45 Hrs. (3 Hrs./Week) | Internal Marks : 20 |
| Credit : 3 | Total Marks: 70 |
| Exam Time: 2.5 Hrs. | |

**Note:** The maximum time duration for attempting the paper will be of 2.5 hours. The examiner is required to set seven questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 2.5 marks each. In addition to that six more questions will be set, two questions from each unit. The students shall be required to attempt four questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks i.e. 12.5 marks.

**Objectives:** *To understand photography, illustration, and advertising campaigns, along with the key functions and objectives of advertising.*

**Unit - I**

What is photography and its role in advertising. What is illustration and its role in advertising.

**Unit – II**

Functions of Advertising- Advertising reduces selling cost, Advertising Creates employment, Advertising establishes reputation and prestige, Advertising business offers employment.

**Unit – III**

What is advertising campaign and main objectives of advertising.

**Basics of Advertising Foundation**
**Semester-IV**

| | |
|---|---|
| Course Code: C24COA401P | External Marks : 20 |
| 30 Hrs. (2 Hrs./Week) | Internal Marks : 10 |
| Credit : 1 | Total Marks: 30 |
| Exam Time: 2 Hrs | |

**PRACTICAL:**
        1. Sketches: 15
        2. Illustration: 5
        3. Layout: 5
        4. Poster: 5
Medium- A3 file, pencil colour, water colour, pestel colour and poster colour

**Books Suggested:**
1. Advertising and Sales Management – Mukesh Trehan & Ranju Trehan (Hindi Edition)
2. Foundation of Advertising (Theory and Practice) – SA Chunawala & KC Sethia
3. Advertising and Sales Management – Mukesh Trehan & Ranju Trehan

**Course Outcome:**
*At the end of the course the students would be able to:*

CO1  Explain how photography and illustration contribute to effective advertising.
CO2  Understand the various functions of advertising including cost reduction, employment, and reputation building.
CO3  Define advertising campaigns and describe their primary goals and strategic importance.

**Commercial Art, Designing & Painting**
**Advertising Foundation-IV**
**Minor/Vocational Course (VOC) Semester-IV**

**Course Code: C24VOC404T**                                    **External Marks : 35**
**30 Hrs (2 Hrs/Week)**                                        **Internal Marks : 15**
**Credit: 2 Exam**                                             **Total Marks: 50**
**Time: 2 Hrs**

**Note:** The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

**Objectives:** *To understand the concepts and roles of photography, illustration, and advertising campaigns along with their main objectives in advertising.*

**Unit – I**

What is photography and its role in advertising. What is illustration and its role in advertising.

**Unit – II**

What is advertising campaign and main objectives of advertising.
Advertising and computer- Advertising act and code of conduct.

**Commercial Arts Lab-II**
**Semester-IV**

**Course Code: C24VOC404P**                                    **External Marks : 20**
**60 Hrs. (4 Hrs./Week)**                                      **Internal Marks : 10**
**Credit : 2**                                                 **Total Marks: 30**
**Exam Time: 4 Hrs.**

**PRACTICAL:**
1. Sketches : 15
2. Graphic Design : 5
3. Layout : 5
4. Poster - **5**

Medium- A3 file, pencil colour, water colour, pestel colour and poster colour

**Books Suggested:**
1. Advertising and Sales Management – Mukesh Trehan & Ranju Trehan (Hindi Edition)
2. Foundation of Advertising (Theory and Practice) – SA Chunawala & KC Sethia
3. Advertising and Sales Management – Mukesh Trehan & Ranju Trehan

**Course Outcome:**
*At the end of the course the students would be able to:*

CO1      Define photography and explain its significance in enhancing advertising appeal.
CO2      Understand the use of illustration in communicating ideas within advertisements.
CO3      Identify the purpose and key objectives of an advertising campaign.