



## **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 and Painting**



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

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



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Scheme of Examination & Syllabus for affiliated Degree College for UG Programme  
According to National Education Policy-2020

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

SEMESTER-I								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam(Hrs.)
<b>Discipline Specific Course</b>	C24COA101T	Fundamental of Arts	3	3	20	50	70	2.5
	C24COA101P	Fundamental of Arts Lab	1	2	10	20	30	2
<b>Minor Course/Vocational Course</b>	C24MIC104T	Introduction of Fine Arts	2	2	15	35	50	2
<b>Minor Course<sup>#</sup></b>	C24MIN104T	Introduction of Fine Arts	4	4	30	70	100	3
<b>Multidisciplinary Course</b>	C24MDC107T	Basics of Fine Arts-I	2	2	15	35	50	2
	C24MDC107P	Basics of Fine Arts-I Lab	1	2	10	15	25	2
<b>Skill Enhancement Course</b>	C24SEC104T	Introduction to Design	2	2	15	35	50	2
	C24SEC104P	Introduction to Design Lab	1	2	10	15	25	2
SEMESTER-II								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs.)
<b>Discipline Specific Course</b>	C24COA201T	Basics of Drawing	3	3	20	50	70	2.5
	C24COA201P	Basics of Drawing Lab	1	2	10	20	30	2
<b>Minor Course/Vocational Course</b>	C24MIC204T	Basics of Photography	2	2	15	35	50	2
<b>Minor Course<sup>#</sup></b>	C24MIN204T	Basics of Photography	4	4	30	70	100	3
<b>Multidisciplinary Course</b>	C24MDC207T	Basics of Fine Arts-II	2	2	15	35	50	2
	C24MDC207P	Basics of Fine Arts-II Lab	1	2	10	15	25	2
<b>Skill Enhancement Course</b>	C24SEC204T	Art of Photography	2	2	15	35	50	2
	C24SEC204P	Art of Photography Lab	1	2	10	15	25	2

# for Scheme C only

**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 instills deep interest in Fine Arts for the benefit of art society.

**Commercial Art, Designing & Painting**  
**Fundamentals of Arts (Semester-1)**  
**Discipline Specific Course (DSC)**

**Course Code: C24COA101T**  
**45 Hrs. (3 Hrs./Week)**  
**Credit : 3**  
**Exam Time: 2.5 Hrs.**

**External Marks :50**  
**Internal Marks :20**  
**Total Marks: 70**

**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:** *Students will develop and enhance their awareness and understanding of the visual world, particularly the natural world and the world of the visual arts, through a thorough study of design principles and observational practices.*

**Unit - I**

Art: Introduction of Art, Meaning of Art, Definition of Art. Classification of Art, Folk Art etc.

**Unit - II**

Element of art: Line: Horizontal Line, Vertical Line, Diagonal, Spiral Line, Radial Line; Shape: Circular Shape, Rectangular Shape, And Square Shape.

**Unit - III**

Elements of art: Colour: Theory of Colour, Primary Colour, Secondary Colour, Tertiary Colour, Hue, Value, and Saturation.

Texture, Size, Space; Tone: Classification of tone: Dark, Middle, light.

**Fundamentals of Arts Lab**

**Course Code: C24COA101P**  
**30 Hrs. (2 Hrs./Week)**  
**Credit : 1**  
**Exam Time: 2 Hrs.**

**External Marks :20**  
**Internal Marks :10**  
**Total Marks: 30**

**Still Life: Assignments- 01**

Paper Size: A3 (11.7x16.5 inches)

Medium: Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (Note: Candidate will have to choose any of the above medium)

**Assignments:** Draw a Still Life with arrangements of Still Objects (Black & White or Colored) (Bottle, Tea Pot, Flower Pot, Books, any Fruit etc. (Black & White or Coloured)

**Details of course works:**

**Assignments Still life 08, Sketching 20**

**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, Satish Batra.
8. Advertising theory and practice: C.H Sandage, Vernon Fryburger.
9. विज्ञापन 'तकनीक एवंसिद्धान्त' : नरेन्द्र यादव
10. विज्ञापन डिजाईन : नरेन्द्र यादव
11. विज्ञापन कला: एके वरप्रसादहटवाल
12. विज्ञापन : आोकमहाजन

**Course Outcome:**

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

- CO1 Student will be able to describe Art and different Types of Art.
- CO2 Student will be able to describe different Types of Line and Shape
- CO3 Student will be able to describe Colour & Colour Theory.
- CO4 Student will be able to describe different Elements of Art.
- CO5 Students will be capable to draw and identifying the Still Objects and different Shapes.

**Mapping of CO with PO**

Outcomes	PO1	PO2	PO3
CO1	S	M	M
CO2	M	S	S
CO3	S	M	M
CO4	S	S	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak

**Commercial Art, Designing & Painting**  
**Introduction of Fine Arts (Semester-1)**  
**Minor Course (MIC)**

**Course Code: C24MIC104T**  
**30 Hrs (2 Hrs/Week)**  
**Credit: 2**  
**Exam Time: 2 Hrs**

**External Marks : 35**  
**Internal Marks : 15**  
**Total Marks: 50**

**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:** *The purpose of this course is to introduce students to Indian art, from ancient to contemporary times, in order to understand and appreciate its diversity and its aesthetic richness. The course will equip students with the abilities to understand art as a medium of cultural expression.*

**Unit - I**

Fine Art: Introduction of Art, Meaning of Art, Definition of Art etc.  
Introduction of Fine Arts, Meaning of Fine Arts, Definition of Fine Arts etc.  
Visual Art: Painting, Sculpture, Applied Art, Graphics-Print making, Photography.

**Unit - II**

Digital/Computer Art, Architecture, Textile Design.  
Performing Arts: Music, Poetry, Dance, Cinema, Drama.

**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, Satish Batra.
8. Advertising theory and practice: C.H Sandage, Vernon Fryburger.
9. विज्ञापन 'तकनीक एवं सिद्धान्त' : नरेन्द्र यादव
10. विज्ञापन डिजाईन : नरेन्द्र यादव
11. विज्ञापन कला: एके वरप्रसादहटवाल
12. विज्ञापन : ओकमहाजन

**Course Outcome:**

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

- CO1 Student will be able to Understand the Fine Arts.
- CO2 Student will be able to understand the different Types of Fine Arts.
- CO3 Student will be able to understand the advancement in Fine Arts.
- CO4 Student will be able to describe various Performing Arts.
- CO5 Students will be capable to create Different Design.

**Mapping of CO with PO**

Outcomes	PO1	PO2	PO3
CO1	S	M	S
CO2	W	S	M
CO3	S	M	S
CO4	M	W	S
CO5	M	M	M

S= Strong      M=Medium      W=Weak

**Commercial Art, Designing & Painting**  
**Introduction of Fine Arts (Semester I)**  
**Minor Course (MIN)**

**Course Code: C24MIN104T**  
**60 Hrs 4 Hrs/Week)**  
**Credit : 4**  
**Exam Time: 3 Hrs**

**External Marks : 70**  
**Internal Marks : 30**  
**Total Marks: 100**

**Note:** The maximum time duration for attempting the paper will be of 3 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of Seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that Eight 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 consisting of 14 marks each in addition to compulsory Question No. 1.

**Objectives:** *The purpose of this course is to introduce students to Indian art, from ancient to contemporary times, in order to understand and appreciate its diversity and its aesthetic richness. The course will equip students with the abilities to understand art as a medium of cultural expression.*

**Unit - I**

Fine Art: Introduction of Art, Meaning, Definition of Art etc.

**Unit - II**

Visual: Painting, , Applied Art, Graphics, Photography.

**Unit - III**

Digital: Sculpture, Textile Design, Architecture

**Unit - IV**

Performing Arts: Music, Poetry, Dance, art & craft, folk, Aesthetics and art description in ancient texts

**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.
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12. विज्ञापन : ओकमहाजन

**Course Outcome:**

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

- CO1 Student will be able to Understand the Fine Arts.
- CO2 Student will be able to understand the different Types of Fine Arts.
- CO3 Student will be able to understand the advancement in Fine Arts.
- CO4 Student will be able to describe various Performing Arts.
- CO5 Students will be capable to create Different Design.

**Mapping of CO with PO**

Outcomes	PO1	PO2	PO3
CO1	S	M	S
CO2	W	S	M
CO3	S	M	S
CO4	M	W	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak

**Commercial Art, Designing & Painting**  
**Basics of Fine Arts-I (Semester-1)**  
**Multi-Disciplinary Course (MDC)**

**Course Code: C24MDC107T**  
**30 Hrs. (2 Hrs./Week)**  
**Credit : 2**  
**Exam Time: 2 Hrs.**

**External Marks :35**  
**Internal Marks :15**  
**Total Marks: 50**

**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:** *The purpose of this course is to introduce students to basics of fine arts, in order to understand and appreciate its diversity and its aesthetic richness. The course will equip students with the abilities to understand fine art historical information and knowledge.*

**Unit – I**

Brief History of Art, Fine Arts, Applied /Commercial Art, Scope of Art.  
Perspective: Types of Perspective:  
One point Perspective, Two-point Perspective, Three point Perspective; Rhythm/ Eye Movement.

**Unit - II**

Principle of Design:  
Unity/Harmony, Contrast/Dominance, Balance (Types of Balance, Symmetrical Balance, Asymmetrical Balance)  
Creativity: Introduction, Meaning and Definition, Classification of Creativity ; Planning & Execution

**Basics of Fine Arts-I Lab**

**Course Code: C24MDC107P**  
**30 Hrs. (2 Hrs./Week)**  
**Credit : 1**  
**Exam Time: 2 Hrs.**

**External Marks :15**  
**Internal Marks :10**  
**Total Marks: 25**

**Figure Drawing**

Figure Drawing: Assignments - 01  
Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches)  
Medium: Pencil, Crayons, Pastel, Water Colors, Pen and Inks etc.(Note: Candidate will have to choose any of the above medium)  
Assignments: Draw any figure i.e. male/female/animal/birds etc.(Black & White or Colored)  
Details of course works:  
Assignments: Figure Drawing: 05, Sketching 20

**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
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**Course Outcome:**

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

CO1	Student will be able to describe the Fine Arts& Applied Art.
CO2	Student will be able to describe the different Perspective in Fine Arts.
CO3	Student will be able to describe the different Principal of Design.
CO4	Student will be able to describe initial Process of Creativity.
CO5	Students will be capable to draw Different Figures.

**Mapping of CO with PO**

Outcomes	PO1	PO2	PO3
CO1	S	M	S
CO2	W	S	M
CO3	S	M	S
CO4	M	W	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak



**Commercial Art, Designing & Painting**  
**Introduction to Design (Semester-1)**  
**Skill Enhancement Course (SEC)**

**Course Code: C24SEC104T**  
**30 Hrs. (2 Hrs./Week)**  
**Credit : 2**  
**Exam Time: 2 Hrs.**

**External Marks :35**  
**Internal Marks :15**  
**Total Marks: 50**

**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:** *This course aims to develop skills in perception, comprehension, and appreciation of various visual art forms.*

**Unit – I**

Design: Introduction of Design, Meaning of Design, Definition of Design, Purpose of Design, Functions of Design.  
Types of Design: Natural Design, Decorative Design, Geometrical Design, Conventional Design, Abstract Design, Graphics Design etc.

**Unit - II**

General Introduction of Graphics Design, Characteristics of Design, History of Design.  
Material and Methods: Pencils, Brushes, Papers, Poster Colours, Pencil Colours, Acrylic Colours, Crayons etc.  
Compressor & Spray Gun, Drawing Board, Sketch Book, Reference File etc.

**Introduction to Design Lab**

**Course Code: C24SEC104P**  
**30 Hrs. (2 Hrs./Week)**  
**Credit : 1**  
**Exam Time: 2 Hrs.**

**External Marks :15**  
**Internal Marks :10**  
**Total Marks: 25**

**2D & 3D Design**

**2D & 3D Design: Assignments – 01**

**Paper Size: A3 (11.7x16.5 inches)**

**Medium:** Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (**Note:** Candidate will have to choose any of the above medium)

**Assignments:** Prepare a 2D/3D Design (Black & White or Colored)

**Details of course works:**

**Assignments:** 2D Design: 06, Sketching 20

**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
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11. विज्ञापन कला: एके वरप्रसादहटवाल
12. विज्ञापन : आोकमहाजन

**Course Outcome:**

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

- |     |   |
|-----|---|
| CO1 | Student will be able to understand the meaning of Design.                             |
| CO2 | Student will be able to understand the different Types of Design.                     |
| CO3 | Student will be able to describe Graphic Design & Historical part of Design.          |
| CO4 | Student will be able to understand the different methods by using Different Material. |
| CO5 | Students will be capable to draw and identifying the different Designs & Shapes.      |

**Mapping of CO with PO**

Outcomes	PO1	PO2	PO3
CO1	S	W	W
CO2	M	S	M
CO3	S	S	S
CO4	M	W	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak

**Commercial Art, Designing & Painting**  
**Basics of Drawing (Semester-II)**  
**Discipline Specific Course (DSC)**

**Course Code: C24COA201T**  
**45 Hrs. (3 Hrs./Week)**  
**Credit : 3**  
**Exam Time: 2.5 Hrs.**

**External Marks :50**  
**Internal Marks :20**  
**Total Marks: 70**

**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:** *An understanding of basic principles of design and color, concepts, media and formats, and the ability to apply them to a specific aesthetic intent. This includes functional knowledge of the traditions, conventions, and evolutions of the discipline as related to issues of representation, illusion, and meaning.*

**Unit - I**

Meaning and Definition of Drawing, Scope & Objectives of Drawing,  
Importance of Drawing, Difference Drawing Tools and Materials - Pencils, Pens, Papers, Brushes and other Materials.

**Unit – II**

Types of Drawing; Pencil Sketching, Pencil Drawing & Shading, Landscape Drawing, Line drawing , Geometrical Shapes Drawing, Importance of Line and Shapes in Drawing.

**Unit – III**

Theory of Proportions: Uses and techniques of proportion, Role and Importance of Proportion in Drawing, Shading Techniques, Importance of Light and Shadow in Drawing  
Perspective Drawing; Types of Perspective – One Point Perspective, Liner Point Perspective, Two Point Perspective, Aerial/Atmosphere Perspective, Use and Importance of Perspective in Drawing.

**Basics of Drawing Lab**

**Course Code: C24COA201P**  
**30 Hrs. (2 Hrs./Week)**  
**Credit : 1**  
**Exam Time: 2 Hrs.**

**External Marks :20**  
**Internal Marks :10**  
**Total Marks: 30**

Object Drawing or Perspective Drawing: Assignments - 01

Paper Size: A3 (11.7x16.5 inches)

Medium: Pencil, Crayons, Pastel, Water Colors, Pen and Inks etc.(Note: Candidate will have to choose any of the above medium)

Assignments: Draw any Object Drawing/Perspective Drawing (Black & White or Colored)

(Basics shapes, jug, Tea Pot, Flower Pot, Street Drawing, Building, Bus Stand and any views of drawing (Black & White or Colored)

Details of course works:

Assignments

Object/Perspective Drawing 10, Sketching 25

**Books Suggested:**

1. Key of Drawing by Bert Dodson
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. Figure Drawing for All It's Worth by Andrew Loomis
6. Perspective Made Easy by Ernest R.Norling

**Course Outcome:**

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

- CO1 Student will be able to demonstrate skill with a range of fundamental drawing techniques.
- CO2 Student will be able to demonstrate ability to effectively draw basic
- CO3 Student will be able to describe the complex geometric and organic forms in line and space
- CO4 Student will be able to describe the proportion, light and shadow including and their techniques
- CO5 Students will be capable to draw Different drawings, shapes and perspective drawing.

**Mapping of CO with PO**

<b>Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>
CO1	S	W	S
CO2	W	M	M
CO3	S	S	S
CO4	M	M	S
CO5	W	W	M

S= Strong

M=Medium

W=Weak

**Commercial Art, Designing & Painting**  
**Basics of Photography (Semester-II)**  
**Minor Course (MIC)**

**Course Code: C24MIC204T**  
**30 Hrs (2 Hrs/Week)**  
**Credit: 2**  
**Exam Time: 2 Hrs**

**External Marks : 35**  
**Internal Marks : 15**  
**Total Marks: 50**

**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:** *You will learn about photography as a visual art practice, and how this can help you to become an engaging and active photographer. You will explore the work and concepts of contemporary photographic artists, which may trigger a new interest in what you photograph.*

**Unit - I**

Photography: Origin of Photography, Evaluation of Photography, History of Indian Photography etc.

Introduction of Photography, Meaning and Definition of Photography.

Element of Photography: Role of Background, Role of Foreground, Rule of Third, Types of Cameras; SLR (Single Lens Reflex Camera, TLR (Twin Lens Camera, Digital Camera.

**Unit - II**

Technical terms in Photography: Shutter Speed, Aperture, ISO, Lens, Depth of Field, Flash Light, Tri-pods, Mono-pods, etc., Importance of Photography.

Types of Photography: Portrait Photography, Landscape Photography, Product Photography, Digital Photography etc.

**Books Suggested:**

1. The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman.
2. The Price of Freedom by Raghu Rai
3. Digital photography, Master Class by TOMANG
4. The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman –
5. Focuses on composition and design principles for creative photography. Creative Nature & Outdoor Photography" by Brenda
6. Photography Composition: A Definitive Guide" by Richard Garvey-Williams
7. The Art of Macro Photography" by Denise Love
8. Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for
9. Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
10. Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
11. Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko

**Course Outcome:**

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

- CO1 Student will be able to describe Meaning & Definition of Photography.
- CO2 Student will be able to describe different Equipment used in Photography.
- CO3 Student will be able to describe Types of Cameras.
- CO4 Student will be able to describe History of Photography.
- CO5 Students will be capable to capture the Photograph.

**Mapping of CO with PO**

Outcomes	PO1	PO2	PO3
CO1	M	S	S
CO2	W	M	W
CO3	M	S	S
CO4	S	S	M
CO5	W	W	M

S= Strong      M=Medium      W=Weak

**Commercial Art, Designing & Painting**  
**Basics of Photography (Semester II)**  
**Minor Course (MIN)**

**Course Code: C24MIN204T**  
**60 Hrs 4 Hrs/Week)**  
**Credit : 4**  
**Exam Time: 3 Hrs**

**External Marks : 70**  
**Internal Marks : 30**  
**Total Marks: 100**

**Note:** The maximum time duration for attempting the paper will be of 3 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of Seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that Eight 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 consisting of 14 marks each in addition to compulsory Question No. 1.

**Objectives:** *You will learn about photography as a visual art practice, and how this can help you to become an engaging and active photographer. You will explore the work and concepts of contemporary photographic artists, which may trigger a new interest in what you photograph.*

**Unit – I**

Photography: History of Indian Photography, Introduction, Meaning, Definition of Photography.

**Unit - II**

Types of photography: landscape, product, portrait, digital, etc.

**Unit - III**

Illustration: Introduction, meaning, Definition with story basic etc.

**Unit - IV**

Rajasthani painting ,pop art or popular arts, 6 lamps of art extra

**Books Suggested:**

1. The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman.
2. The Price of Freedom by Raghu Rai
3. Digital photography, Master Class by TOMANG
4. The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman –
5. Focuses on composition and design principles for creative photography. Creative Nature & Outdoor Photography" by Brenda
6. Photography Composition: A Definitive Guide" by Richard Garvey-Williams
7. The Art of Macro Photography" by Denise Love
8. Harrington, R. (2012). Understanding Adobe Photoshop CS6: The essential techniques for
9. Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
10. Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
11. Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko

**Course Outcome:**

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

- CO1 Student will be able to describe Meaning & Definition of Photography.
- CO2 Student will be able to describe different Equipment used in Photography.
- CO3 Student will be able to describe Types of Cameras.
- CO4 Student will be able to describe History of Photography.
- CO5 Students will be capable to capture the Photograph.

**Mapping of CO with PO**

Outcomes	PO1	PO2	PO3
CO1	M	S	S
CO2	W	M	W
CO3	M	S	S
CO4	S	S	M
CO5	W	W	M

S= Strong      M=Medium      W=Weak

**Commercial Art, Designing & Painting**  
**Basics of Fine Arts-II(Semester-II)**  
**Multi-Disciplinary Course (MDC)**

**Course Code: C24MDC207T**  
**30 Hrs. (2 Hrs./Week)**  
**Credit : 2**  
**Exam Time: 2 Hrs.**

**External Marks :35**  
**Internal Marks :15**  
**Total Marks: 50**

**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:** *The purpose of this course is to introduce students to basics of fine arts, in order to understand and appreciate its diversity and its aesthetic richness. The course will equip students with the abilities to understand fine art historical information and knowledge.*

**Unit – I**

Introduction of Fine Art: Drawing, Painting, Printmaking, Sculpture, Digital Art, Photography, Collage and Mixed Media, Textile Arts.

Different Fine Art Material: Oil Paint, Acrylic Paint, Poster Color, Watercolor, Dry color, Charcoal Pencil, Graphics Pen, Ink etc.

**Unit - II**

Difference between Commercial Art & Fine Arts; Illustrator, Art Director, Animator, Photographer, Graphic Designer. Printmaker, Fashion Designer, Tattoo Artist, Interior Designer, Calligraphyetc.

**Basics of Fine Arts-II Lab**

**Course Code: C24MDC207P**  
**30 Hrs. (2 Hrs./Week)**  
**Credit : 1**  
**Exam Time: 2 Hrs.**

**External Marks :15**  
**Internal Marks :10**  
**Total Marks: 25**

Doodling: Assignments - 01

Paper Size: A3 (11.7x16.5 inches)

Medium: Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc.(Note: Candidate will have to choose any of the above medium)

Assignments: Draw Zentangle, Zentoodling, Stendoodling, Mandalas and Doodle Art etc.(Black & White or Colored)

Details of course works:

Assignments

Doodling: 05, Sketching 20

**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, Satish Batra.
8. Advertising theory and practice: C.H Sandage, Vernon Fryburger.
9. विज्ञापन 'तकनीक एवंसिद्धान्त' : नरेन्द्र यादव
10. विज्ञापन डिजाईन : नरेन्द्र यादव
11. विज्ञापन कला: एके वरप्रसादहटवाल
12. विज्ञापन : ओकमहाजन

**Course Outcome:**

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

- CO1 Student will be able to describe the Fine Arts & Applied Art.
- CO2 Student will be able to describe the different Perspective in Fine Arts.
- CO3 Student will be able to describe the different Principal of Design.
- CO4 Student will be able to describe initial Process of Creativity.
- CO5 Students will be capable to draw Different Figures.

**Mapping of CO with PO**

Outcomes	PO1	PO2	PO3
CO1	S	M	S
CO2	W	S	M
CO3	W	M	W
CO4	S	W	S
CO5	M	M	M

S= Strong

M=Medium

W=Weak



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

**Course Code: C24SEC204T**  
**30 Hrs. (2 Hrs./Week)**  
**Credit : 2**  
**Exam Time: 2 Hrs.**

**External Marks :35**  
**Internal Marks :15**  
**Total Marks: 50**

**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:** *In fine art photography, you will nurture your personal aesthetic vision through photographic expression while studying the theoretical and practical skills needed to create thought-provoking and meaningful images.*

**Unit – I**

Photography: Origin of Photography, Evaluation of Photography, History of Indian Photography, Introduction of Photography, Meaning and Definition of Photography.

Element of Photography: Role of Background, Role of Foreground, Rule of Third, Types of Cameras; SLR (Single Lens Reflex Camera, TLR (Twin Lens Camera), Digital Camera.

**Unit - II**

Technical terms in Photography: Shutter Speed, Aperture, ISO, Lens, Depth of Field, Flash Light, Tri-pods, Mono-pods, etc., Importance of Photography,

Types of Photography: Portrait Photography, Landscape Photography, Productive Photography, Digital Photography etc.

**Art of Photography Lab**

**Course Code: C24SEC204P**  
**30 Hrs. (2 Hrs./Week)**  
**Credit : 1**  
**Exam Time: 2 Hrs.**

**External Marks :15**  
**Internal Marks :10**  
**Total Marks: 25**

**Assignments - 01**

**Paper Size: 8"x12" Minimum.**

**Medium:** Digital print on Photo paper

**Assignments:** 10 (any photographs)

**Books Suggested:**

1. The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman.
2. The Price of Freedom by Raghu Rai
3. Digital Photography, Master Class by TOMANG–
4. Photography Composition: A Definitive Guide" by Richard Garvey-Williams
5. The Art of Macro Photography" by Denise Love
6. Photoshop Masking & Compositing" by Katrin Eismann, Sean Duggan, and James Porto
7. Professional Portrait Retouching Techniques for Photographers Using Photoshop" by Scott Kelby
8. Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko

**Course Outcome:**

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

- |     |   |
|-----|---|
| CO1 | Student will be able to describe Meaning & Classification of Photography. |
| CO2 | Student will be able to describe Element of Photography.                  |
| CO3 | Student will be able to describe Technical terms in Photography.          |
| CO4 | Student will be able to describe Types of Photography.                    |
| CO5 | Students will be capable to capture the Photograph.                       |

**Mapping of CO with PO**

Outcomes	PO1	PO2	PO3
CO1	S	M	S
CO2	M	S	M
CO3	S	S	S
CO4	M	W	W
CO5	M	M	M

S= Strong      M=Medium      W=Weak