

20/c

SYLLABUS FOR THE TRADE OF "COMMERCIAL ART" UNDER C.T.S
DURATION: SIX MONTH

Semester: 1

Semester code:- SEM-1

WEEK NO.	TRADE PRACTICAL	TRADE THEORY
1.	Familiarization with the INSTITUTE. Importance of trade training. Instruments used in the trade. Types of work done by the trainees in the trade. Types of jobs made by the trainees in the trade. Introduction to safety including fire fighting equipment and their uses etc. Free hand sketching and pencil movement use drawing instrument and material. Lay out of drawing sheet.	Importance of safety and general precaution observed in the institute and in the section. Importance of the trade in the development of Industrial economy of the country. What is related instruction-subject to be taught, achievement to be made. Recreational medical facilities and other extracurricular activities of the Institute. (All necessary guidance to be provided to the new comes to become familiar, with the working of Industrial Training Institute. System including store procedures, professional prospects etc. Drawing office organisation. Drawing instruments, equipments material their use, care & Maintenance, safety precautions. Introduction to IS code of practice
2&3	Sketching of different shape objects in pencil shading	Definition of sketching, purpose of sketching. Measurement of object, light & dark shade.
4&5	Sketching of <u>fruit and flower</u> , <u>vegetable</u> etc. in pencil colour, <u>pestle</u> colour.	Define shading & shape of flower, vegetable fruit.
6	Preparing colour wheel, showing primary and secondary colour.	Colour theory with tint, tone shade primary, secondary colour. Hot and cool colour.
7	Preparing of design with geometrical forms in black & white and colour.	Different Principle of design unity proportion unity harmony balance, negative positive space.

✓ 8&9	Preparing of design with naturalistic forms in black & white in colour, decorative forms in colour.	Types of design ,Elements of design ,Principle of design
✓ 10 & 11	Lettering & Typography Basic types Gothic- caps and small letters Roman - caps and small letters	Lettering & Typography .Fundamental principal of typography. Basic terminology of typography. Features of typography.
✓ 12 TO 13	Script (freehand) One slogan in English and Hindi on Poster.	Name of the type faces, serif and san serif, italic, devnagri, spacing (mechanical, optical).
14 TO 15.	Outdoor landscape, building, historical monuments, with dimensions and vanishing point.	Definition of perspective, vanishing point.
16 & 18.	Study of human figure & sketching, Illustration. Landscape in acrylic, oil colours.	Drawing of human body, head study, different angle of the head, Define dark and light shade in landscape.
19. & 20.	Book jacket/book cover design Showing spine and flaps	Theoretical basic knowledge of book cover & jacket media & technique. Point system pica system of type measurement.
21 TO 24	Preparing of greeting cards, wedding cards envelop. Wrapper, Labels, Dangers, Folders.	Importance of greeting cards.
25	Visit to art galleries, National Museum, Craft Museum, National gallery of Modern art, Market Survey, Malls etc.	
26	Examination.	

ACHIEVEMENTS:

AFTER COMPLETION OF THE SEMESTER -1

1. Use drawing Inst., their care & maintenance.
2. Layout of book cover & book jacket.
3. Develop a broader understanding of creating concept by producing imaginative works of art based.
4. Students will prepare and maintain portfolio of their creative work.
5. Variety of artwork and illustrations utilizing the functions illustrator.

Semester: II

Semester code:- SEM-II

WEEK NO.	TRADE PRACTICAL	TRADE THEORY
1 to 4	Introduction of Computer with Internet. Adobe photo shop, scanning, coral draw, printing and Power Point.	Graphic design -Principal of page design, element of design, colors-define color, type of colors, impact of colors, colors wheel, achieving of different colours through appropriate colour percentage. Selection of types (fonts) for text/display work.
5&6	Preparation of logo & symbol letter head visiting card showing logo & symbol. Application use on Computer.	Introduction logo & symbol trade –mark, brand name in advertisement and marketing reaching the target.
7&8	Preparation of poster on social topic. Application use on Computer.	Definition of poster & sizes, elements, colour scheme. Difference between poster and hoarding.
9	Basic knowledge of photography- Digital camera Application use on Computer.	Digital Camera
10 to 12	Preparation of carry bag and show card, wrapper. Application use on Computer.	Elements of Carry Bag
12 to 14	Press layout in different column with showing product, copy matter, headline logo & symbol, sub heading address etc. Application use on Computer.	Introduction of Press layout and Magazine layout its elements. headline, copy, matter, logo & symbol, column illustration (product) related to press & magazine eds.
15 & 16	Magazine layout in different size illustration, copy logo & symbol. Application use on Computer.	Knowledge of different screen, line & halftone, printing processes. Advertising, art director, visualiser, photo setting.
17 & 18	Design Project-practise of graphic design with combination of text and illustration in proper layout for preparing visiting cards, letter head, book /magazine covers, charts etc. Application use on Computer.	Preparation of graphic, creation of rough sketches, colour selections, font & image selection, graphic design using Corel draw.

19 to 22	Craft Work Photo Frame, Use of Waste Material, File Folder etc.	
23	Preparation of slide show of photography of student own portfolio.	Software –coral draw, adobe Photoshop, power point.
24.	Industrial visit, advertising agency, printing press to know, various printing process.	
25.	Revision.	
26.	Examination.	

ACHIEVEMENT:

1. Graphic designer in studios and advertising agencies.
2. Illustrator in publishing houses.
3. free-lance graphic designers
4. Free- lance illustrators.
5. Web-design studios.
6. Art & design schools.
7. Trade fairs/expos.

STANDARD TOOLS LIST FOR THE TRADE OF COMMERCIAL ART FOR ONE
UNIT OF 16 TRAINEES

1. WORK TABLE (Morden Design)	16 NOS
2. STOOL(16X16"TOP)SIZE 24"	16 NOS
3. DRAWING BOARD (20"X30")	16 NOS
4. EASEL	16NOS
5. STILL LIFE STAND 2X2 FEET	ONE
6. DISPLAY BOARD WITH STAND (WITH SELLOTEX BOARD 4X6 FEET)	2NOS
7. GEOMETRIAL INSTRUMENTS BOX	ONE NO
8. A PAIR OF SET SQUARE (MEDIUM SIZE)	ONE NO
9. STEEL RULE 24"	ONE NO
10. ARMED CHAIR	ONE NO
11. COMPUTER LAB + AC	TEN NOS
✓ 12. COMPUTERS	ONE NO
✓ 13. INTERNET CONNECTION	ONE NO
✓ 14. COLOUR LASER PRINTER WITH SCANNER	ONE NO
✓ 15. DIZITAL CAMERA	TEN NOS
✓ 16. COMPUTER TABLES	TEN NOS
✓ 17. CHAIR REVOLVING	TWO NOS
18. CHEST OF SIX DRAWERS	ONE NO
19. STEEL ALMIRRAH	ONE NO
20. TEACHER TABLE	ONE NO
21. CORAL DRAW(SOFTWARE)	ONE NO
22. PHOTO SHOP(SOFTWARE)	ONE NO