

Syllabus for Applied Arts PGQP74 (iv)

- Understanding of symbol, Logo, Logotype and other corporate identify design.
- Elements of design-Line, Texture, Colour, size, shape, prospective.
- Principal of design-Unity, contrast, size proportion, balance, movement, layout.
- Understanding about layout.
- Print media-Newspaper advantages and disadvantages.
- Types of newspaper advertising.
- Technical aspect of newspaper, characteristics of newspaper as an advertising medium.
- Print media-Magazine advantages and disadvantages. Types of magazines advertising.
- Technical aspects of magazine. Characteristics of magazines as an advertising medium.
- Outdoor media-poster, hoarding, sign boards, neon signs, transit advertising. Other medium of advertising-Special advertising, direct mail, point of purchase advertising.
- Media of sales promotion, packaging, trade shows and exhibits. Sampling, premiums and coupons. Techniques of story board for television commercial.
- Advertising as communication. Advertising as marketing communication. Advertising as communication. Advertising as marketing communication. Advertising & consumer behavior. Planning of advertising campaign, non-commercial advertising. Concept behind advertising copy writing.
- Introduction of communication. Advance techniques of story board for different type of work. Photography-light, subject, camera, film and paper. Lighting effects, dark room practice, enlarging and other techniques for printing of photo.
- Types of camera, function of camera, parts of camera and their functions, focal length, aperture, shutter speed etc.
- Portraiture photography. Different lighting effects. Understanding about black and white photography. Difference lighting effects. Understanding about black & white photography processing, developing and fixing the materials, expose contact and bromide printing, toning, copying techniques, developers and other related chemicals for use in darkroom.
- Print criticism-Understanding a good photograph and criticizing it with reference to originality, subject matter, print quality, lighting and presentation. Understanding about digital photography.
- Design Reproduction: composition and typographical setting with layout. Pre make ready of printing machine and printing in one color.
- Different types of printing techniques and process.
- Understanding about different types of paper and its use.
- Understanding about method of reproduction offset printing techniques and its uses.
- Study of new media and medium in printing.