

HIMACHAL PRADESH UNIVERSITY
DEPARTMENT OF VISUAL ARTS

Detailed Syllabus

Semester-I

<u>BAAPP0101</u>	Major Core Course-1	Introduction of Applied Art-T	4
------------------	---------------------	-------------------------------	---

- (i) Definition of Applied Art, Applied Art as Art, Science Business and Profession.
- (ii) Role of applied artist, Difference between Applied art and Fine art, Illustration, Trademark, Logo & Brand name.

<u>BAAPP0102</u>	Major Core Course-II	Two Dimensional Still Life study of basic Anatomy-P	4
------------------	----------------------	---	---

- (i) Two Dimensional Still Life: (Core, cylinder sphere, Circle, Drapery etc.
Medium: Pencil or Charcoal
No. of Sessional: 5.
- (ii) Basic Anatomy: Eyes, Nose, Ear, Lips.
Medium: Pencil or Charcoal
No. of Sessional: 5Each
Sketching: 20

Semester-II

<u>BAAPP0203</u>	Major Core Course-III	Fundamentals of Arts-T	4
------------------	-----------------------	------------------------	---

- (i) Elements of Art: Line, Form, colour, Tone, Texture and Space.
- (ii) Principles of Composition: Unity, Harmony, Balance, Dominance or Emphasis, Rhythm and Proportion.

<u>BAAPP0204</u>	Major Core Course-IV	3-Dimensional, Still Life, Logo Designing-P	4
------------------	----------------------	---	---

- (i) 3-Dimensional still life: Any object
Medium: Pencil? Charcoal
No. Of Sessional:5
- (ii) Logo Designing of Company and Product
Medium: Coloured/ Any medium
No. of sessional:3
Sketching; 20.

Semester-III

<u>BAAPP0305</u>	Major Core Course-V	Media of Adv. Theory of Layout Illustration-T	4
------------------	---------------------	---	---

- (i) Media of Adv.-out door media-In door media/ Print media, Electronic media, media of the New millennium-Internet, Direct Mail Adv., Sale Promotion.
- (ii) Preparation of Layout- Parts, elements & kinds of Layout.
- (iii) Illustration.

<u>BAAPP0306</u>	Major Core Course-VI)	Magazine Layout Designing- Illustration-P	4
------------------	-----------------------	---	---

- (i) Magazine Layout: Any Product of Daily needs.
Medium: Coloured
NO of sessional:3
- (ii) Illustration: Story, sports, Fair and Festivals
Medium: Pencil/ Charcoal
No. of Sessional:5
Sketching:20

Semester-IV

<u>BAAPP0407</u>	Major core course-VII	Advertising word & Fundamentals of Adv.	4
------------------	-----------------------	---	---

- (i) What is adv.-Definition of Adv., as a tool of communication, The Communication Process, marketing Communication.

- (ii) Marketing Defined, Adv. And marketing mix, market segmentation, Targeting and theme Identification.

<u>BAAPP0408</u>	Major core course-VIII	Designing Illustration, Book cover	4
------------------	------------------------	---------------------------------------	---

- (i) Design: middle, Corner, border
Medium: Coloured
No. of sessional:3

- (ii) Book Cover Designing
Medium: Coloured
No. of Sessional:3
Sketching;20

<u>BAAPP0409</u>	Major Core course-IX	Computer Graphic Designing, Screen Printing	4
------------------	----------------------	---	---

- (i) Computer Graphic Designing

- (ii) Screen Printing: Single colour
No. of Sessional:3

Semester-V

<u>BAAPP0510</u>	Major core course-X	Campaign Planning, Theory of Poster, Creativity in Adv-T	4
------------------	---------------------	--	---

- (i) Types of campaigns, campaigns planning.

- (ii) Elements, Parts, King of Poster.

- (iii) Adv. Strategy, Brand images and Usp, Brand Positioning.

<u>BAAPP0511</u>	Major core course-XI	Poster Making- P	4
------------------	----------------------	------------------	---

- (i) Poster Making: Social, Cultural Issue
Medium: Poster/ Fabric colour
No. of Sessional: 3

<u>BAAPP0512</u>	Major core course-XII	Computer Graphic Coral draw & Photoshop Designing Work-P	4
------------------	-----------------------	---	---

- (i) Computer Graphic: Coral Draw- Photoshop.
- (ii) Designing: Middle Illustration, Corner Illu, Bordar Illu.
Medium: Coloured
No. Of Sessional:3
Sketching:20

Semester-VI

<u>BAAPP0613</u>	Major Core course-XIII	Marketing Research Printing Process on case study-T	4
------------------	------------------------	---	---

- (i) Market research, Consumer Research, product & Media Research.
- (ii) Printing Process, Letter Press, Offset Screen Printing.
- (iii) Case Study of Product.

<u>BAAPP0614</u>	Major Core Course-XIV	Poster Making Computer Graphic	4
------------------	-----------------------	-----------------------------------	---

- (i) Poster Making : In present issue ,No of Sessional :3
- (ii) Computer Graphic –Coral Draw-Photo Shop, Sketching :20.

-Detailed Syllabus-
Additional Elective Offered by Applied Art.

Semester	Corse Code	Course	Course Name	Credits
IV,V,VI	BAAPP0715	Core /Elective Course (Additional)	(Study of Basic Anatomy-P)	4

- (i) Basic Anatomy: Eyes, Nose, Ear, Lips.
Medium: Pencil or Charcoal
No. of sessional :10 each.

Semester	Corse Code	Course	Course Name	Credits
IV,V,VI	BAAPP0716	Core /Elective Course (Additional)	(Layout Designing-P)	4

- (i) Layout: Any Product of Daily Needs
Medium: Coloured/ Any Medium
No. of sessional:3

Semester	Corse Code	Course	Course Name	Credits
IV,V,VI	BAAPP0717	Core /Elective Course (Additional)	(Logo or Monogram-P)	4

- (i) Logo or Monogram: Logo & Monogram Designing, Company, Product and any name.
Medium: Coloured/ Any Medium
No. of sessional:3

Semester	Corse Code	Course	Course Name	Credits
IV,V,VI	BAAPP0718	Core /Elective Course (Additional)	(Poster Making-P)	4

- (i) Poster Making: Poster Making or any issue
Medium: Poster/ Fabric
No. of sessional:3

Semester	Corse Code	Course	Course Name	Credits
IV,V,VI	BAAPP0719	Core /Elective Course (Additional)	(Fundamental of Design-P)	4

- (i) Fundamental of Design: Middle, Corner, Border & Making Nature illustration in Design
Medium: Coloured
No. of sessional:3

Semester	Corse Code	Course	Course Name	Credits
IV,V,VI	BAAPP0720	Core /Elective Course (Additional)	Illustration sketching	4

- (i) Illustration Sketching: Any Fear, Festival, Story, Sports & Nature
Medium: Pencil/ Charcoal
No. of sessional:5 each.

-Detailed Syllabus-
Open Elective Courses Offered by Applied Art Dept.

Semester	Corse Code	Course	Course Name	Credits
VI	BAAPP0821	Open/Core Elective Course (Additional)	(Advertising & Media of Advertising-T)	4

- (i) Adv. Of media of Adv.: What is Adv., Definition of Adv.,
- (ii) Media of Adv.: Media of Adv.- out door media- indoor media, Print media, Electronic Media, Medial of the new millennium- Internet.

Semester	Corse Code	Course	Course Name	Credits
	BAAPP0822	Open/Core Elective Course (Additional)	(Drawing & Sketching-P)	4

- (i) Drawing & sketching of Nature, eye n Nose, Lips, ear or any object.
Medium: Pencil/ Charcoal
No. of sessional:5 each.

-Detailed Syllabus-
General Interest Course offered by Applied Art Dept.

Semester	Corse Code	Course	Course Name	Credits
I,II,III	BAAPP0923	GI/H	(Card Making-P)	1

- (i) Card Making: Craftsmanship in Card making.
Card making by colour, and waste anything
No. of sessional:3

Semester	Corse Code	Course	Course Name	Credits
I,II,III	BAAPP0924	GI/H	(Designing-P)	1

Designing work of Bed sheet & Curtain Etc.
No. of sessional:3.

-Detailed Syllabus-
Minor Elective Course

Semester	Corse Code	Course	Course Name	Credits
I	BAAPP0408	Minor Elective Course I (a)	(Designing Illustration-P)	4

(i) Design: Middle Corner, Border etc
Medium: Coloured
No. of sessional:3

(ii) Book Cover: Deigning any Book
Medium: Coloured
No. of Sessional:2
Sketching:10

Semester	Corse Code	Course	Course Name	Credits
II	BAAPP0409	Minor Elective Course II (a)	(Computer Graphic Designing of Screen Printing-P)	4

(i) Designing work in Computer Graphic
(ii) Screen Printing Work
No. of Sessional:3
Sketching:10

Semester	Corse Code	Course	Course Name	Credits
III	BAAPP0511	Minor Elective Course III (a)	(Poster Making-P)	4

(i) Poster Making: Social Culture Issue
Medium: Poster/ Fabric Colour
No. of sessional:3
Sketching:10

Semester	Corse Code	Course	Course Name	Credits
IV	BAAPP0512	Minor Elective Course IV (a)	(Computer Graphic, Coral Draw & Photoshop, Designing Work-P)	4

- (i) Computer Graphic: Coral Draw- Photoshop
- (ii) Designing: Middle Illu., Corner Illu., Border Illu.
Medium: Coloured
No. of Sessional:3
Sketching:10

Semester	Corse Code	Course	Course Name	Credits
V	BAAPP0614	Minor Elective Course V(a)	(Poster Making or Coral Draw & Photoshop-P)	4

- (i) Poster Making: In Present Issue
Medium: Coloured
No. of sessional:3
- (ii) Computer Graphic: Coral Draw Photoshop
Medium: Coloured
Sketching:10