D.A. Part-I
Applied Art.

Duration: One Year

Total Marks: 100

Theory Paper-I

History of Art
Marks: 20
Time: 3 Hrs.

Practical Paper-II
Print Media
Marks: 30
Time: 5 Hrs.

Paper-III
Still Life
Marks: 30
Time: 5 Hrs.

(For Private Students
Paper-II
Marks: 40

Paper-III
Marks: 40

Internal Assessment on Sessional Work
Marks: 20
Total Marks: 100

Theory Paper-I

History of Art

(i) (Indus valley, Bengal schools, Pahari Paintings)

(ii) (Applied Art, Role of Applied Artist, Difference between applied art & fine arts, Illustration, Trade marks, logo & brand names)

Practical-I 5 Hrs. M.M. 30

Paper-II
Print Master, Lettering, calligraphy, Typography
Trade maker & logo.
D.A. Part-IIInd (Applied Art)

Duration: One Year

Total Marks: 100

Marks: 20
Time: 5 Hrs.

History of Communication

Practical Paper-II

Marks: 30
Time: 5 Hrs.

Layout Design & Cutout

Paper-III

Marks: 30
Time: 5 Hrs.

Illustration & Graphic Design

For Private Students

Marks: 40

Paper-II

Marks: 40

Paper-III

Marks: 20

Internal Assessment on Sessional Work

Total Marks: 100

Theory Paper-I

History of communication
(Mass communication, person to person communication
Barriers in communication: Media of advertising layout
parts of layout elements of layout & kinds of layout)
Advertising appeals, Advertising copy, Book cover.

Paper-II Practical-I

5 Hrs. M.M. 30 p.m. 7

I Layout Design.
(News paper layout, magazine layout with suitable copy matter.
Book cover.

II Cut Out
On any product
Practical - III

1. Illustration
   - Reports, Story, Firms and Festivals showing three dimensional effect

II  Computer Graphic Design

Internal Assessment:
   - Layout: 3
   - Illustrations: 3
   - Book Covers: 3
   - Greeting Card: 2
   - Relevance in Work: 5

M.M. 20
P.M. 7

Time 5 hrs.
B.A. Part IIInd (Applied Art)

Duration: One Year
Total Marks: 100

Theory Paper-I
History of Advertising and related aspects.
Marks: 20
Time: 3 Hrs.

Practicals

Paper-II
Poster & Graphic
Marks: 30
Time: 5 Hrs.

Paper-III
Photography
Marks: 30
Time: 5 Hrs.

For Private Students

Paper-II
Marks: 40

Paper-III
Marks: 40

Internal Assessment on Sessional work
Marks: 20
Total Marks: 100

Theory Paper-I
M.H. 20
P.M. 7

1. History of advertising, Ethics in advertising various media of advertising advertising publicity.

2. Marketing, market research advertising Agency.

3. Consumer, types of consumers, consumer Research, consumer associations.

4. Printing process, reproduction techniques, techniques half tone.

5. Poster in brief (Posta, elements, electric display.)
Paper-II
Practical-II

I. Graphic Design
II. Poster product Posters Indoor Poster

Paper-III

1. Photography
(Nature, human & products)

Internal Assessment:
Graphic Design - 3
Posters - 3
Self Developed
B&W Photographs - 5
Design of Electric
Display - 1

Practice in work - 5

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