

VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS COLLEGE)

Board of Studies in Graphic Design

Choice Based Credit System Pattern

Syllabus

For

B. Voc. Part-II (Advance Diploma)

Advance Diploma in Graphic Design

(To be implemented from Academic Year 2019-2020 onwards)

BACHELOR OF VOCATION (B.Voc.)

STRUCTURE OF SYLLABUS:

To be implemented from the academic year 2019-2020

1. Title of the course: BACHELOR OF VOCATION (Graphic Design)

A. INTRODUCTION

Graphic design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic design has a purpose or function. Usually its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience.

This subject introduces the student to art intended to communicate information and advertising. The focus is on studying and using layout and design concepts used in the graphic design field. The students will employ both analog media (drawing with pencil and paper, etc.) and digital media -- using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, editing and photography).

1.Creating Art: Students know and apply the arts, disciplines, techniques and processes to communicate in original or interpretive work.

2.Art in Context: Students demonstrate how elements of time and place influence the visual characteristics, content, purpose and message of works of art.

3.Art as Inquiry: Students demonstrate how the arts reveal universal concepts and themes. Students reflect upon and assess the characteristics and merits of their work and the work of others.

B. RATIONALE

Design is the process of selection where visual elements such as point, line, shape, volume, tone, texture, color, form, format, space, and structure are used by students to express their ideas. Visual sensitivity and working knowledge of design elements would be developed by solving a series of problems and employing a variety of media and materials. The curricular area aims at enabling the students to develop their mental faculties of observation, imagination, and creation and develop skills and sensitivity towards the use of visual elements for an effective visual communication.

Design is an activity of problem solving for the well being of society and individuals. Today, in the world of information and communication every one has to communicate and get

communicated by different groups of people through a wide variety of communication systems.

Graphic designs course have great potential in providing creative solutions to communication of complex phenomena of print media such as books, magazines and newspaper, known as pictographic depictions or concept visualization. It can be traditionally applied in typography, cartooning (social, political and educational), and designing poster, book-covers, letter heads, news papers, brochure, logo, textile prints, or even jewelries. Since the advent of personal computers and design software, graphic design is being utilized in electronic media-often referred to as interactive design which has unlimited applications in advertisements. The students can later become graphic designers working in print production (newsletters, posters, brochures, etc). Graphic designers combine text and images to communicate a message: sell a product or service, inform, or entertain.

The Graphic Design curriculum focuses on creating intelligent and powerful visual communication. Students build a strong foundation for a graphic design career by learning design techniques, visual thinking, concept development, colour, composition, and typography, through case studies and hands-on exercises. During the study, assignments will incorporate problem solving projects that relate to visual communication. The course includes introduction to computer as a tool to create, modify and present the visual messages.

C.CORE CONTENT GOALS FOR GRAPHIC DESIGN

The students will learn:

- The history of graphic design.
- What a layout is and how to create an effective one.
- About lettering/fonts and their implications.
- What a logo is and how to create one.
- The basics of two dimensional design including the elements and principles of art.
- About color theory and its implications in Graphic Design.
- How to use art criticism effectively.
- About Graphic Design as a career.
- To improve their design skills and techniques using a variety of tools.
- To learn pre and post production techniques.

In this class, students will design and create a variety of projects, both by hand and by using computer graphic design programs. They will maintain good studio organization and use of tools as expected by the teacher. They are expected to maintain facilities in an appropriate working condition.

2. Duration:

The duration of the B.Voc. Course will be of **three years**.

- **B.Voc. Part I - Diploma in Graphic Design**
- **B.Voc. Part II - Advanced Diploma in Graphic Design**
- **B.Voc. Part III - Bachelor of Vocation in Graphic Design**

The final B.Voc degree will be awarded only after completion of three year course. The suggested credits for each of the years are as follows:

Awards		Normal calendar duration	Skill Component Credits	General Education Credits
Year 1	Diploma in Graphic Design	Two Semesters	36	24
Year 2	Advanced Diploma in Graphic Design	Four Semesters	36	24
Year 3	B.Voc in Graphic Design	Six Semesters	36	24
TOTAL			108	72

General Education Component should not exceed 40% of the total curriculum.

Credits can be defined as the workload of a student in

1. Lectures
2. Practical
3. Seminars
4. Private work in the Library/home
5. Examination
6. Other assessment activities.

The following formula should be used for conversion of time into credit hours.

- a) One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops /labs and tutorials;
- b) For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;
- c) For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops.

3.Eligibility:

The eligibility condition for admission to B.Voc. programme shall be 10+2 or equivalent, in any stream from any recognized board or university.

The candidates having Art Teachers Diploma (ATD) of Directorate of Art, Maharashtra Government, Mumbai after XII are eligible for admission to B.Voc. part II advanced diploma programme.

4. Medium of Instruction:

The medium of instruction of the course will be **Marathi / English**

5. Pattern: Semester Pattern.

6. Examination:

A. Scheme of examination:

- The semester examination will be conducted at the end of each term (both theory and practical examination)
- Theory paper will be of 50 marks each. The practical examination will be of 200 marks and industrial practical training/project work is of 50 marks.
- Question papers will be set in the view of the entire syllabus and preferably covering each unit of the syllabus.

For each semester there will be four theory papers. Practical Examination will be conducted at the end of every semester.

Paper Number	Title of Paper (For Semester I)	Internal Marks	Theory Exam Marks	Total Marks
I	English for Business Communication	10	40	50
II	Advertising Art (Part - I)	10	40	50
III	Calligraphy	10	40	50
IV	Printing Technology (Part - I)	10	40	50
TOTAL		40	160	200

The practical examination will be of 200 marks.

Sr. No.	Practical examination	Marks	Internal Assessment	Marks
1	Practical	180	Projects/ Industry Visit	50
2	Portfolio	20		
Total		200		50

The total weightage of first term is of 450 marks, the details of which are-

Sr. No.	Title	Marks
1	Theory Examination 50 X 4	200
2	Practical Examination.	200
3	Internal Assessment	50
TOTAL		450

B. Nature of question paper:

For each paper there will be **THREE** compulsory questions.
General nature and marking system of the question paper will be:

Question Number	Type		Marks
Q.1	MCQ	No internal options	8
Q.2	Long answer	Any two out of three	16
Q.3	Short notes	Any four out of six	16

C. Standard of Passing:

To pass the examination a candidate must obtain at least 35% (i.e. 14 marks out of 40) in individual subjects, in internal assessment and University examination each in all theory and practical subjects.

D. External Students: Not applicable as this is a practical oriented course.

7. University Term: As per academic calendar of the university.

For the first year i.e. Diploma in Graphic Design practical examination and theory paper assessment will be done at college level.

8. List of equipment and instruments:

1. Computer Machines
2. Colour Printer
3. Scanner
4. Digital Camera
5. Projector
6. Internet Connectivity
7. CCTV Camera for Graphic Design Laboratory is must.

9. Laboratory Safety Equipments:

Part I: Personal Precautions:

1. Must wear **Lab Aprons / Lab Jacket** and proper shoes.
2. Except in emergency, over – hurried activities is forbidden.
3. Eating, Drinking and Smoking in the laboratories is strictly forbidden.

Part II: Use of Safety and Emergency Equipments:

1. First aid Kits
2. Fire extinguishers (dry chemical and carbon dioxide extinguishers)
3. Management of Local exhaust systems.
4. Sign in register if using instruments.

10. Workload:

Each skill based paper (i.e. Paper no. II, III and IV) will have **four theory** periods per week. There are **four practical** per week. Each practical will be of four periods. The practical batch will have maximum 20 students.

The total workload for one batch will be:

1. One Paper on General Education:	=	06 Theory Periods.
2. Three Papers on skill based Education: 3 X 4	=	12 Theory Periods.
3. Four Practical work per week: 4 X 4	=	16 Practical periods.
4. Project Work per batch per week:	=	02 Periods

	TOTAL	36 Periods.

Working hours will be 5 hours (300 minutes) per day i.e. six periods each of 50 minutes.

13. MEMORANDUM OF UNDERSTANDING (MOU):

The purpose of this MOU is to clearly identify the roles and responsibilities of each party (i.e. college and industry partner) as they relate to the implementation of the **B.Voc. Programme in Graphic Design** at the college.

It is recommended to sign at least **TWO MOU** with the industry partners in the related field.

14. PROGRAM OUTCOMES (POs)

1. B. Voc. Graduate in Graphic Design will learn and understand the principles of Drawing, Sketching, Design, Color Theory and Typography.
2. Graduate will learn and understand tools and techniques of creating designs and layouts for the print media AND creating digital Illustrations.
3. Graduate will learn and understand tools and techniques of creating digital image manipulations.
4. B. Voc. Graduate in Graphic Design will able to develop an original, innovative and articulate body of graphic design work for a professional portfolio.
5. B. Voc. Graduate in Graphic Design will able to develop and provide design solutions in response to a given brief.
6. B. Voc. Graduate in Graphic Design will develop demonstrated ability to evaluate the requirements for packaging in response to a brief.
7. B. Voc. Graduate in Graphic Design will able to present a range of promotional material, using branding guidelines, in support of a given brand.
8. B. Voc. Graduates in Graphic Design will gain knowledge of the professional design environment and awareness of the designer's roles and responsibilities, client liaison, and how to present themselves and their work within a commercial environment.

15. PROGRAM EDUCATIONAL OUTCOMES :

1. The graduates will apply knowledge gained in course to improve lives and livelihoods through a successful career in Graphic Design field.
2. The Graduates will engage in lifelong learning such as higher studies & association with professional bodies.

16. PROGRAM SPECIFIC OUTCOMES :

1. B. Voc. Graduates in Graphic Design will work on various platforms by using their knowledge and creativity in data sorting, research, mind mapping, thinking process behind concept and problem solving presentation of final design.
2. B. Voc. Graduates in Graphic Design will use latest trends, 3d printing concepts, advance techniques of printing and presentation in print and digital media for high quality solution.

B.Voc. Part - I (Diploma in Graphic Design) Course structure

General Structure:

The diploma course has two semesters, each of 450 marks. There will be **four theory** papers for each semester of 50 marks each.

- 1) Paper-I: English for Business Communication - 50 Marks.
- 2) Paper-II: Advertising Art (Part I) - 50 Marks.
- 3) Paper-III: Calligraphy - 50 Marks.
- 3) Paper-IV: Printing Technology (Part I) - 50 Marks.

There will be practical examination for each semester. The duration of practical examination will be of six hours and it will be of 100 marks of which 20 marks are reserved for Portfolio, Industry Training via internships, handling live Projects. The internal assessment includes visits to Advertising Agency and Graphic Design Studios, home assignment, test & tutorials etc.

SYLLABUS

ADVANCE DIPLOMA IN GRAPHIC DESIGN

SEMESTER III

GENERAL EDUCATION:

Paper I: FUNDAMENTALS OF FINANCIAL ACCOUNTING-I

Work Load - 6	Total Marks – 50
Theory – 4 Lectures / Week	Theory- 40
Practical- 2 Lectures / Week	Practical- 10

Objective : To impart basic accounting knowledge as applicable to business.

Course contents:

Unit I : Introduction to Accounting

Meaning, Nature and Advantages of Accounting, Branches of Accounting, Accounting Concepts and Conventions, Types of Accounts, Rules of journalizing, Source Documents – Cash Voucher, Petty Cash Voucher, Cash Memo – Receipts, Debit Notes, Credit Note, Paying Slips, Withdrawals, Cheque

Unit II : Journal and Ledger

Preparation of Journal entries and Ledger accounts – Subsidiary Books - Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Cash Book, Bills Receivable Book, Bills Payable Book, Journal Proper

Unit III : Depreciation

Meaning, Methods – Straight Line Method – Reducing Balance Method, Change in Depreciation Method.

Unit IV: Final Accounts

Preparation of Trial Balance, Preparation of Final Accounts of Sole Traders and partnership firms

Practical:

- 1) Preparation of Journal entries and Ledger accounts
- 2) Preparation of subsidiary books
- 3) Preparation of Trial Balance
- 4) Practical problems on Final Accounts of sole traders and partnership firms
- 5) Practical problems on methods of depreciation

Scheme of Internal Practical Evaluation**10 Marks**

- | | |
|------------------------------|---------|
| 1) Submission of Record Book | 5 Marks |
| 2) Viva – Voce | 5 Marks |

References:

- 1) Advanced Accountancy – M.C. Shukla and T.S. Garewal.
- 2) Advanced Accountancy – S.C. Jain and K. L. Narang
- 3) Advanced Accountancy – S.M. Shukla.
- 4) Advanced Accountancy – S. N. Maheshwari.
- 5) Advanced Accountancy – R. L. Gupta.

SKILL BASED PAPERS:**Paper –II: Advertising Art (Part I)**

Name of Course Teacher:	Mr. Sachin Jalindar Jamadar
Course Type: Theory / Practical	Theory
Required/Elective	Required
Prerequisite	Basic concepts of Projection methods & appropriate knowledge of types of lines.
Teaching Scheme (Lecture/Practical/Tutorial/Drawing)	04/00/00/00 Hours
Total contact Hours (Lecture/Practical/Tutorial/Drawing)	50/00/00/00 Hours
Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical	40/10/--/--

Course Outcomes (COs):

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107. 1	Understand introduction to advertising – defining advertising, Schematic history of advertising. Concepts of advertising	1
CF107.2	Understand and Study main trends in advertising. Strategy, Period, Focus and Themes. Rational vs. non-rational: Evolution of strategies. Strategy of repetition, use of text and patterns, typography and the creation of slogans.	4
CF107.3	Understand Advertising and society- Advertising business offers employment, Advertising promotes freedom of press, Information and freedom of choice, Advertising creates demand and consequently sales, Advertising reduces selling cost, Advertising creates employment, Advertising establishes reputation and prestige, Truth in advertising, Advertising tries to raise the standard of living.	1
CF107.4	Study Ethics, regulation and social responsibilities taste and advertising, Stereotyping in advertising, Advertising to children, Advertising controversial products.	5

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CF107. 1	2	-	-	-	-	-	-	-	-	-	-
CF107.2	-	-	-	1	-	-	-	-	-	-	-
CF107.3	1	-	-	-	-	-	-	-	-	-	-
CF107.4	-	-	-	-	2	-	-	-	-	-	-

Text Books/Reference Books/ Other Books/E-material/Paper

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	“Advertising Art and Idea”,	Dr. G. M. Rege	Ashutosh Prakashan	1987	-
2	“Indian Advertising Laughter and tears”,	Arun Chaudhuri	Niyogi Books	2014	-
3	"Advertising and IMC Principles and Practice”,	Sandra Moriarty Nancy D. Michal William D. Wells	Pearson Education India	10th	2016
4	"Advertising Promotion and Marketing Communication"	Kermeth Clow Donald Baack	Pearson Education India	6th	2013
5	“Advertising Management”,	Jaishri Jethwaney Shruti Jain	Oxford University Press India	2nd	2013

Paper –III : Calligraphy

Name of Course Teacher:	Mr. Satish Vinayak Upalavikar
Course Type: Theory / Practical	Theory
Required/Elective	Required
Prerequisite	Basic concepts of Projection methods & appropriate knowledge of types of lines.
Teaching Scheme (Lecture/Practical/Tutorial/Drawing)	04/00/00/00 Hours
Total contact Hours (Lecture/Practical/Tutorial/Drawing)	50/00/00/00 Hours
Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical	40/10/--/--

Course Outcomes (COs):

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107. 1	Understand basic of art in calligraphy by studying elements, principles, proportion and balance.	1
CF107.2	Understand and Study the art, symbolic expression, history and importance of calligraphy. Practice the calligraphy in ink and colour with pen, bamboo and brush in different types like English, Sanskrit, and Devanagiri etc.	5
CF107.3	Study Computer Graphics (Theory) - (i) Graphic Design for Calligraphers (ii) Letters as Subject: Written, Drawn & Painted (iii) The Joy of Calligraphy: Developing a Personal Script	6
CF107.4	Study Professional Calligraphy : (i) Lettering (ii) Logos (iii) Illustration (iv) Communication Design (Banners, Posters, Backdrops etc) (v) Illumination (vi) ICT in Graphic Design	6, POS1, POS2

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CF107. 1	3	-	-	-	-	-	-	-	-	-	-
CF107.2	-	-	-	-	2	-	-	-	-	-	-
CF107.3	-	-	-	-	-	2	-	-	-	-	-
CF107.4	-	-	-	-	-	3	-	-	-	3	2

Text Books/Reference Books/ Other Books/E-material/Paper

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	“The world of Calligraphy”,	Achyut Palav	Navneet Education (I) Ltd.	-	-
2	“Start Calligraphy”,	John Gibbs	Goodwill Publishing House	2012	-

3	"Copperplate Calligraphy",	Jockson Dick	Dover Publication Inc.	-	-
4	"Calligraphy Techniques"	Noble Mary	Annes Publishing	-	-
5	"Celtic hand stroke by stroke",	William Hogarth, Arthar Baker, Hogarth Baker	Dover Publication Inc.	-	-

Paper IV: Printing Technology (Part I)

Name of Course Teacher:	Mr. Rahul Parashram Ingavale
Course Type: Theory / Practical	Theory
Required/Elective	Required
Prerequisite	Basic concepts of Projection methods & appropriate knowledge of types of lines.
Teaching Scheme (Lecture/Practical/Tutorial/Drawing)	04/00/00/00 Hours
Total contact Hours (Lecture/Practical/Tutorial/Drawing)	50/00/00/00 Hours
Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical	40/10/--/--

Course Outcomes (COs):

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107. 1	To understand Meaning of Printing and use of printing technology. History of printing, types of letters, printing press and industrial printing press	2
CF107.2	To understand & study Lithography Printing Process.	4
CF107.3	To understand & study types of Type Setting – Manual type setting, hot metal type setting and digital type setting..	2
CF107.4	To understand & study PAPER. History of paper, making process of paper, recycling of paper and types of paper.	2
CF107.5	To understand & study Screen Printing Process.	5
CF107.6	To understand & study Offset Printing Process and Plate Making Process.	5, POS 2

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CF107.1	-	1	-	-	-	-	-	-	-	-	-
CF107.2	-	-	-	1	-	-	-	-	-	-	-
CF107.3	-	2	-	-	-	-	-	-	-	-	-
CF107.4	-	1	-	-	-	-	-	-	-	-	-
CF107.5	-	-	-	-	2	-	-	-	-	-	-
CF107.6	-	-	-	-	3	-	-	-	-	-	3

Text Books/Reference Books/ Other Books/E-material/Paper

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	“The Complete Book on Printing Technology”,	NIIR Board	Asia Pacific Business Press Inc.	2003	-
2	“Modern Printing Technology”,	NIIR Board	National Institute of Industrial Research	1998	-
3	“The Gutenberg Galaxy”,	Marshall McLuhan	University of Toronto Press	1965	-
4	The All New Print Production	David Bann	Rotovision	2006	-
5	“Print Media”,	Helmut Kipphan	Springer	2001	-

B) Practical

- A) Software Skill Development**
- 1) Advance Photoshop **50 Hrs.**
 - 2) Shree Lipi **10 Hrs.**
 - 3) Illustrator Basic **40 Hrs.**

- B)**
- C) Designing Skill Development **150 Hrs.****

- 1) Layout
- 2) Flyer – one fold, 2 fold, Brochure
- 3) Poster
- 4) Label
- 5) Advance Image Editing
- 6) Effects, Photoshop, Plugins
- 7) Brochure Artwork
- 8) T Shirt Designing

- D) Project Work **50 Hrs.****
- 1) Collecting References
 - 2) 50 Designs you liked with reason behind it.

SEMESTER IV

A. Nature of Examination:

For second semester there will be four theory papers. Practical Examination will be conducted at the end of the semester.

Paper Number	Title of Paper (For Semester II)	Internal Marks	Theory Exam Marks	Total Marks
V	Business Communication II	10	40	50
VI	Advertising Art (Part II)	10	40	50
VII	Packaging	10	40	50
VIII	Printing Technology (Part II)	10	40	50
TOTAL		40	160	200

The practical examination will be of 200 marks.

Sr. No.	Practical examination	Marks	Internal Assessment	Marks
1	Practical	180	Projects/ Industry Visit	50
2	Portfolio	20		
Total		200		50

The total weightage of second term is of 450 marks, the details of which are-

Sr. No.	Title	Marks
1	Theory Examination 50 X 4	200
2	Practical Examination.	200
3	Internal Assessment	50
	TOTAL	450

B. Nature of question paper:

For the **papers VI to VIII** there will be in all **SEVEN** questions in each paper of which any **FIVE** should be solved. All questions will carry equal marks i.e. each question will be of 10 marks.

General nature of the question paper will be:

Question Number	Type		Marks
Q.1	MCQ	No internal options	8
Q.2	Long answer	Any two out of three	16
Q.3	Short notes	Any four out of six	16

SEMESTER IV

Paper I-FUNDAMENTALS OF FIANACIAL ACCOUNTING- II

Work Load – 6

Total Marks – 50

Theory – 4 Lectures / Week

Theory- 40

Practical- 2 Lectures / Week

Practical- 10

Objectives: To impart basic accounting knowledge as applicable to business.

Course contents:

Unit I Computerized Accounting System

Introduction – Concept – Components –Features - Importance and Utilization of Computerized Accounting System.

Unit II Computer Application through Accounting Package Tally

Creation of Company, Group, Ledger Accounts, Feeding of Accounting Data Receipts, Payments, Purchase, Sale, Contra, Journal, Credit Note and Debit Note Inventory Information – Groups, Items and Valuation.
Generation of various Accounting Reports.

Unit III Accounts of Professionals

Preparation of Receipts and Payment Account – Income and Expenditure Account and Balance Sheets of Non Profit Organization.

Unit IV Single Entry System

Conversion of Single Entry System into Double Entry System.

Practical:

1. Understanding computerized accounting practices applied in different retail malls in and around Kolhapur city
2. Practical problems based on computerized accounting using Tally
3. Practical problems on preparation of Receipts and Payment Account
4. Preparation of Income and Expenditure account and Balance Sheet of Non-profit making organizations
5. Solving the problems on conversion of Single Entry system into Double entry system.
6. Oral / Seminar

References:

1. Advanced Accountancy, M. C. Shukla and T. S. Garewal.
2. Advanced Accountancy, S.C. Jain and K. L. Narang.
3. Advanced Accountancy, S.N. Maheshwari.
4. Theory and practice of Computer Accounting, RajanChougule and Dhaval Chougule.

Web sites:

- 1) www.nos.org
- 2) www.wiki.answers.com
- 3) Chow.com

Scheme of External Practical Examination**10 marks**

- 1) Submission of Record book
- 2) Viva – Voce

5 marks
5 marks

SKILL BASED PAPERS :**Paper –II: Advertising Art (Part II)**

Name of Course Teacher:	Mr. Sachin Jalindar Jamadar
Course Type: Theory / Practical	Theory
Required/Elective	Required
Prerequisite	Basic concepts of Projection methods & appropriate knowledge of types of lines.
Teaching Scheme (Lecture/Practical/Tutorial/Drawing)	04/00/00/00 Hours
Total contact Hours (Lecture/Practical/Tutorial/Drawing)	50/00/00/00 Hours
Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical	40/10/--/--

Course Outcomes (COs):

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107. 1	Understand advertising and marketing – marketing plan, Advertising role in marketing: Types of market, Approaching market, The marketing concept and relationship marketing, Channel of distribution, Pricing.	1
CF107.2	Understand and Study Campaign planning objectives and basic principles, Campaign objectives, Factors influencing the planning of advertising campaign, The selling methods, Campaigning a new product, Layout design principles.	6, PSO 1
CF107.3	Understand and study Creative side of the advertising – what is creative advertising, Creative leap, Creative concept, Strategy and creativity, Creativity and strategy in the message design, Creative thinking.	6, PSO1, PSO2
CF107.4	Study Level aspects of advertising – copyright, Trade mark, Consequences of advertising, Status of advertising agents – outdoor advertising, advertisements in newspapers and magazine, cinematography – radio and television advertising.	5

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CF107. 1	1	-	-	-	-	-	-	-	-	-	-
CF107.2	-	-	-	-	-	3	-	-	-	3	-
CF107.3	-	-	-	-	-	3	-	-	-	1	1
CF107.4	-	-	-	-	2	-	-	-	-	-	-

Text Books/Reference Books/ Other Books/E-material/Paper

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	“Advertising Art and Idea”,	Dr. G. M. Rege	Ashutosh Prakashan	1987	-
2	“Indian Advertising Laughter and tears”,	Arun Chaudhuri	Niyogi Books	2014	-
3	"Advertising and IMC Principles and Practice”,	Sandra Moriarty Nancy D. Michal William D. Wells	Pearson Education India	10th	2016
4	"Advertising Promotion and Marketing Communication"	Kermeth Clow Donald Baack	Pearson Education India	6th	2013
5	“Advertising Management”,	Jaishri Jethwaney Shruti Jain	Oxford University Press India	2nd	2013

Paper –III: Packaging**50 hrs**

Name of Course Teacher:	Mr. Rahul Parashram Ingavale
Course Type: Theory / Practical	Theory
Required/Elective	Required
Prerequisite	Basic concepts of Projection methods & appropriate knowledge of types of lines.
Teaching Scheme (Lecture/Practical/Tutorial/Drawing)	04/00/00/00 Hours
Total contact Hours (Lecture/Practical/Tutorial/Drawing)	50/00/00/00 Hours
Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical	40/10/--/--

Course Outcomes (COs):

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107. 1	To understand & study meaning of packaging and history.	4
CF107.2	To understand packaging for shipping. Different types and precautions taken for packaging for shipping.	6, PSO1, PSO2
CF107.3	To understand & study types of packaging and paper packaging methods.	5
CF107.4	To understand & study USP (Unique selling product).	4
CF107.5	To understand meaning and importance of FSSAI (Food Safety and Standards Authority of India)	4
CF107.6	To understand & study 3R i.e. “Reduce, Reuse and Recycle”	5

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CF107.1	-	-	-	2	-	-	-	-	-	-
CF107.2	-	-	-	-	-	3	-	-	2	3
CF107.3	-	-	-	-	2	-	-	-	-	-
CF107.4	-	-	-	1	-	-	-	-	-	-
CF107.5	-	-	-	1	-	-	-	-	-	-
CF107.6	-	-	-	-	2	-	-	-	-	-

Text Books/Reference Books/ Other Books/E-material/Paper

Sr.No	Title	Author	Publisher	Edition	Year of Edition
1	“Packaging Design: Successful Product Branding From Concept to Shelf”.	Marianne R. Klimchuk, Sandra A. Krasovec	Wiley Bookseller	2nd Edition	2013
2	“The Package Design Book”.	Julius Wiedemann	Pentawards	2012	-
3	"Food Packaging Design”.	Douglas Riccardi	Dhanalakshmi Publishers, Chennai	2015	-

Paper –IV: Printing Technology (PART- II)

50hrs

Name of Course Teacher:	Mr. Rahul Parashram Ingavale
Course Type: Theory / Practical	Theory
Required/Elective	Required
Prerequisite	Basic concepts of Projection methods & appropriate knowledge of types of lines.
Teaching Scheme (Lecture/Practical/Tutorial/Drawing)	04/00/00/00 Hours
Total contact Hours (Lecture/Practical/Tutorial/Drawing)	50/00/00/00 Hours
Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical	40/10/--/--

Course Outcomes (COs):

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107. 1	To understand & study digital printing process and fine art inkjet printing process.	2
CF107.2	To understand spiral binding, center pinning, loop center pinning, perfect binding and perfect sewing binding.	5
CF107.3	To understand & study process of die making, creasing process and die cutting process.	5
CF107.4	To understand & study process of advance technology of 3D printing.	4
CF107.5	To understand & study gold / silver foiling and Vinyl or flex printing process.	5
CF107.6	To understand & study process of UV coating and types of UV coating.	5

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CF107. 1	-	1	-	-	-	-	-	-	-	-	-
CF107.2	-	-	-	-	2	-	-	-	-	-	-
CF107.3	-	-	-	-	2	-	-	-	-	-	-
CF107.4	-	-	-	1	-	-	-	-	-	-	-
CF107.5	-	-	-	-	1	-	-	-	-	-	-
CF107.6	-	-	-	-	1	-	-	-	-	-	-

Text Books/Reference Books/Other Books/E-material/Paper

Sr.No	Title	Author	Publisher	Edition	Year of Edition
1	"The Complete Book on Printing Technology",	NIIR Board	Asia Pacific Business Press Inc.	2003	-
2	"Modern Printing Technology",	NIIR Borad	National Institute of Industrial Research	1998	-
3	"The Gutenberg Galaxy",	Marshall McLuhan	University of Toronto Press	1965	-
4	The All New Print Production	David Bann	Rotovision	2006	-
5	"Print Media",	Helmut Kipphan	Springer	2001	-

B. Practicals:

A. Software Skill Development	1) Photoshop Add On (Actions, layer styles etc.)	50 hrs
	2) Illustrator Advance	50 hrs
B. Designing Skill Development		150 hrs
	1) Advertising Designing	
	2) Poster	
	3) Packaging	
	4) Artwork Making	
	5) Calendar Design	
	6) Album Design	
C. Project Work		50 hrs
	1) Reference Collection	
	2) Design all product using one theme/concept/company.	
	3) Printing Press Visit	