

# Maharashtra State Board of Vocational Examination, Mumbai 400 051

1	Name of Course	Diploma Course in Applied Art									
2	Course Code	412401									
3	Max no. of Students	25									
4	Duration	2 year									
5	Course Type	Full Time									
6	No. of Days per week	6 days									
7	No. of hours per day	7 Hrs									
8	Space require	Theory Class Room – 200 sqft    Practical Lab – 1500 sqft									
9	Entry qualification	S.S.C. Pass									
10	Objective of syllabus	Develop an understanding of drawing, to get a knowledge of colour, to understanding object, nature, everything subject									
11	Employment opportunities	Job in Advertising agency, Self Teaching course, colouring, Graphic Designing, Self Business, Designer									
12	Teachers Qualification	1) For Vocational subject - B.F.A. Applied Art, G.D. Art. 2) For Non Vocational Subject - Master Degree in Concern subject									
13	Teaching Scheme –										
	Sr.	Subject	Subject Code	Clock Hours / Week				Total			
				Theory	Practical						
	1	English (Communication Skill)	90000001	2 Hrs	1 Hrs			3 Hrs			
	2	Elective – I		2 Hrs	1 Hrs			3 Hrs			
	3	Elective – II		2 Hrs	1 Hrs			3 Hrs			
	4	Nature & Object Drawing	41240001	3 Hrs	8 Hrs			11 Hrs			
	5	Still Life	41240002	3 Hrs	8 Hrs			11 Hrs			
	6	Graphic Designing	41240003	3 Hrs	8 Hrs			11 Hrs			
	Total							42 Hrs			
14	Internship	Two Months Summer Internship from 1 <sup>st</sup> May to 30 <sup>th</sup> June is Compulsory.									
15	Examination Scheme – Final Examination will be based on syllabus of both years.										
	Paper	Subject	Subject Code	Theory				Practical		Total	
				Duration	Max	Min	Duration	Max	Min	Max	Min
	1	English (Communication Skill)	90000001	3 Hrs	70	25	3 Hrs	30	15	100	40
	2	Elective – I		3 Hrs	70	25	3 Hrs	30	15	100	40
	3	Elective – II		3 Hrs	70	25	3 Hrs	30	15	100	40
	4	Nature & Object Drawing	41240001	3 Hrs	100	35	3 Hrs	100	50	200	85
	5	Still Life	41240002	3 Hrs	100	35	3 Hrs	100	50	200	85
	6	Graphic Designing	41240003	3 Hrs	100	35	3 Hrs	100	50	200	85
										900	375
16	Teachers – Three Teachers per batch for vocational component. For English, Elective-I & II guest faculty on clock hour basis.										
17	a) For Elective I – Student can choose any one subject						b) For Elective II – Student can choose any one subject				
	Code	Subject Name				Code	Subject Name				
	90000011	Applied Mathematics				90000021	Applied Sciences (Physics & Chemistry)				
	90000012	Business Economics				90000022	Computer Application				
	90000013	Physical Biology (Botany & Zoology)				90000023	Business Mathematics				
	90000014	Entrepreneurship									
	90000015	Psychology									

**Subject : Nature & Object Drawing****Subject Code : 41240001**

Theory	Practical
1.1. Introduction of Nature Drawing 1.2. How sketch of pencil Drawing	1. Leaves – pencil 2. Leves – Pastel 3. Flowers – Pencil
1.1. Pencil Storks 1.2. Line	4. Flowers bukes – (Water colour) 5. Flowers (Different) – (Water Colour) 6. A flower pot – pastel
3.1. Line Defination 3.2. Line Dimention	7. A Flower pot with flower – (Water colour) 8. A Flower pot – (paster colour) 9. Different flower with leaf – (pencil)
4.1. Line symbolic meaning 4.2. Form & Shape	10. Out door sketching of tree (Ball pen point) 11. Out door sketching of tree (Water Colour) 12. Out door sketching tree & gross (pencil)
5.1. Form Defination 5.2. Dimentions	13. Out door sketching of people – (colour pencil) 14. Out door sketching of Animal – (pencil) 15. Out doar sketching of pet Animal – (Dog) (colour pencil)
6.1. Negative & Positive Shape 6.2. Important of Negative Shape	16. Indoar people in action (Pencil Study) 17. Outdoar sketching of worker (Poster Colour) 18. Indoar sketing of playing group (Water colour)
7.1. Closed Form / Open form visual illusion 7.2. How sketch any subject (animal, human, anatomy)	19. Out doar land scape Nature (Water colour) 20. Land scape (Poster colour) 21. Sketching of a farmer with animal – (any media)

**Subject : Still Life****Subject Code : 41240002**

Theory	Practical
<ol style="list-style-type: none"><li>1. Colour Wash</li><li>2. Even or plain wash<ol style="list-style-type: none"><li>Over Wash</li><li>Greded wash</li><li>Broken wash</li></ol></li><li>1. What is colour</li><li>2. Defination</li><li>3. Dimentions of colour</li><li>4. Hue, valu<ol style="list-style-type: none"><li>Intensity / croma</li></ol></li><li>5. Light, shade</li><li>6. Spectrum</li><li>7. Defination</li><li>8. Colour Wheel</li><li>9. Primary, Secondary</li><li>10. Tertary colour</li><li>11. Quaternary colour</li><li>12. Colour Harmony Scheme</li><li>13. Monocromotic colour scheme</li><li>14. Multi cromotic colour scheme</li><li>15. Warm colour scheme<ol style="list-style-type: none"><li>Cool colour scheme</li></ol></li><li>16. Value key<ol style="list-style-type: none"><li>Low key</li><li>Intermediate Key</li><li>High key</li></ol></li><li>17. Double complementary colour Harmony</li><li>18. Sprit Complementary colour Harmany</li><li>19. Colour Theory</li><li>20. Artist Colour Theory</li><li>21. Physical Colour Theory</li></ol>	<ol style="list-style-type: none"><li>1. Basic Shapes</li><li>2. Basic Shapes oblique</li><li>3. Tri Coloured Cube &amp; Crushed Cube</li><li>4. Match Box</li><li>5. Poster Colour bottle &amp; brush (water colour)</li><li>6. Pot &amp; artificial flower.</li><li>7. Rectangular Product like a soap</li><li>8. Product like a bread &amp; glass.</li><li>9. Drawing &amp; Painting vertical bottle like a shampoo bottle.</li><li>10. Design bottle like soft drink bottle.</li><li>11. Design tube of tooth paste &amp; tooth brush.</li><li>12. Drawing Painting with oil colour (glass jar, flower, &amp; bark fast &amp; deffary.)</li><li>13. Still life – (dreffary, newspaper, glass &amp; milk, flower)</li><li>14. Still Life (Dreffary, plate, fleute, flower pot &amp; flower – water colour.</li><li>15. Still Life (Object)<ol style="list-style-type: none"><li>(dreffary, bucket, mug, soap shampoo bottle etc.)</li><li>- Oil colour</li></ol></li><li>16. Still Life (Nature)<ol style="list-style-type: none"><li>(dreffary &amp; any natural object)</li><li>- (water colour)</li></ol></li><li>17. Object drawing –<ol style="list-style-type: none"><li>Vallet &amp; rupees, watch, breslet, goggle etc. (pencil sketch)</li></ol></li><li>18. Nature Object<ol style="list-style-type: none"><li>Seashell, peacock peace &amp; colour stone etc.</li><li>Poster Colour</li></ol></li><li>19. Still Life<ol style="list-style-type: none"><li>Dreflary, books, table lamp paper weight, goggle, pen etc. Water colour.</li></ol></li></ol>

**Subject : Graphic Designing****Subject Code - 41240003**

	Practical
	Part I – Calligraphy
1. Contrast High, low 2. Colour meaning 3. Pastle Poster colour Water colour 4. Transparant Papers Cellophane 5. What is Calligraphy 6. Calligraphy Defination 7. Compsing of Art 8. Calligraphy font & History 9. How, when & where use a calligraphy font & why?	1. Basic Calligraphic storks for English 2. Calligraphic creating a English words A to Z 3. Calligraphy creating a Cut Nib different words. 4. Calligraphic Upper Case Alphabets 5. Calligraphic Lower Case Alphabets. 6. Composing Alphabets. 7. Composing a calligraphic Alphabets paragraph 8. Composing a meaningful poam 9. Composing a meaningfuslogan 10. Composing a slogan on T-shirt 11. Creating a Calligraphic certificate of merit.
42. What is typography 43. Thyhography difination 44. How it draw Typography 45. Typography History 46. List of Typography 47. Advertising in typography 48. Graphic Design in Typography. <b>Graphic Design Art &amp; Idea</b> 49. Introduction to Advertising 50. Village Economy 51. Post Industrial Revolution Economy 52. Mass Production and Transportation. 53. Advertising – A part of marketing. 54. Direct and indirect Advertising Qualities of modern Add.	12. Construction of a San-Serif font (Futura) 13. Construction of a serif font (Roman) 14. Construction of Times Roman 15. Construction of Times Gathic 15. Part of the letters 16. Assignment based on optical spacing & mechanical spacing. 17. Assignment based on optical space poem lines. 18. Roman lettering (Running) 19. Creating a logo with Typholog 20. Creating a logo / symbol with Typography. 21. Expressive Typography.
55. History of Advertising 56. Pre-printing period 57. Early Printing Period 58. Period of Expansion 59. Period of Consolidation 60. Period of Business and Social Integration. 61. The Social & Economic Aspects of Advertising 62. Advertising Business offers Employment 63. Advertising Promotes Freedom of the press 64. Function of Advertising. 65. Advertising create demand & consequently sales. 66. Advertising reduces selling cost	<b>Graphic Designing</b> 22. Use of Drawing Instruments 23. Creating simplified forms with the use of basic shapes. 24. Four stage of simplifications. (Realistic to one tone) 25. Creation of graphic form on subjective matter like Rainy Season. 26. Creation of symbol & logo (black white) 27. Creation of symbol & logo (colour) 28. Creating corporate identity with visiting card designing. 29. Creating a book cover & jaket 30. Creating a graphic a bank envelop. 31. Use of logo & symbol to create a letter head design.\ as part of corporate identity. 32. Sticker design with a social purpose.
67. Add creats employments 68. Add establishment reputation & prestige. 69. Truth in Advertising 70. Role of Advertising in Society.	33. Designing a different identity card. 34. Invitation Card Designing. 35. Creation with Calligraphy & Typography – Crash Course Certificate.

## List of Tools and Equipment

Sr.No.	Name of Item	No.
1.	Drawing Board	25
2.	Drawing Table	25
3.	Glass Board	02
4.	Still Life. For work (flower pot, Artificial flower, dishes, drefary, stand, bucket, jug etc.	02
5.	Engle	02
6.	Pallet	25
7.	Brush set (hard)	25
	- “ – (soft)	25
	- “ - (medium)	25
8.	Glass (set)	02
9.	Basin	02

## List of Books for References

1.	Sketching	Milind Mulik, Jyatsana Prakashan
2.	Colour and designer,	David Harnung, Lawrence King Publishing
3.	Rang Siddhint	J.J. Jagtap
4.	Perspective Drawing	Milind Mulik, Jyatsana Prakashan
5.	Calligraphy Today	Ajit Mukharji, Over Publication.
6.	Designers Poster	Rockport
7.	Aksharanubhav	Achut Pavan
8.	Fundamental of Advertising	John Wilmsux Hall Inter.