

1	Name of Syllabus	C. C. IN Commercial Art (412104)																																									
2	Max.Nos of Student	25 Students																																									
3	Duration	6 Month																																									
4	Type	Part Time																																									
5	Nos Of Days / Week	6 Days																																									
6	Nos Of Hours /Days	4 Hrs																																									
7	Space Required	Workshop = 300 Sq feet <u>Class Room = 200 Sq feet</u> TOTAL = 500 Sq feet																																									
8	Entry Qualification	8th																																									
9	Objective Of Syllabus/ introduction	To impart necessary competencies with skill required in commercial art.																																									
10	Employment Opportunity	In commercial art field skilled person’s requirement is increasing and also be able to run a small scale commercial unit																																									
11	Teacher’s Qualification	Diploma in commercial art																																									
12	Training System	<table><tr><th colspan="7">Training System Per Week</th></tr><tr><td colspan="2">Theory</td><td colspan="2">Practical</td><td colspan="3">Total</td></tr><tr><td colspan="2">06 Hours</td><td colspan="2">18 Hours</td><td colspan="3">24 Hours</td></tr></table>							Training System Per Week							Theory		Practical		Total			06 Hours		18 Hours		24 Hours																
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13	Exam. System	<table><tr><th>Sr. No.</th><th>Paper Code</th><th>Name of Subject</th><th>TH/PR</th><th>Hours</th><th>Max. Marks</th><th>Min. Marks</th></tr><tr><td>1</td><td>41210411</td><td>Commercial art &</td><td>TH I</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>2</td><td>41210421</td><td>Commercial art</td><td>PR-I</td><td>6 hrs</td><td>200</td><td>100</td></tr><tr><td>3</td><td>41210422</td><td>Entrepreneurial skill</td><td>PR-II</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td></td><td></td><td>Total</td><td></td><td></td><td>400</td><td>185</td></tr></table>							Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks	1	41210411	Commercial art &	TH I	3 hrs	100	35	2	41210421	Commercial art	PR-I	6 hrs	200	100	3	41210422	Entrepreneurial skill	PR-II	3 hrs	100	50			Total			400	185
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3	41210422	Entrepreneurial skill	PR-II	3 hrs	100	50																																					
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Theory - I - Commercial art

1) Introduction :

Meaning of art, Fine & Commercial art.

Basic Sense of art (design & printing).

2) Fundamentals of perspective and proportion sense.

How to compose picture / design.

Principles of art design & color basic

3) Plan, Elevation & projections

Interior design related civil construction materials used in interior design.

One point & two point respective drawing (bed room / drawing room / kitchen room).

4) [lamp heed / spot line / air conditioners etc .]

Electrical lighting & illumination.

Floor – wall & false ceiling, doors, windows, staircase whitewash, paints, polish, varnish etc.

Practical - I - Commercial art

1) INTRODUCTION :

Still-life (line drawing / shading / coloring).

Model live (sketch & study).

2) Fundamentals of typography

Logo: logo type ; symbol ; trademark ; emblem design.

Letter- head ; envelope ; visiting – card design.

3) Tag : label & sticker design

Cassette & CD cover design

Textile fabric design.

4) Book & magazine cover design .

Folder booklet design.

5) Dangler design.

Calendar (wall ; desk ; &pocket).

Poster & hoarding , flex & banner design.

6) Project work – (1) : public / private residential place.

7) Project work –(2) educational / working place.

8) Project work _ (3) garden / dining place.

9) Project work _ (4) selling / recreation place.

Practical - II - Entrepreneurial skill

Marketing- skill and concept

Brief idea of small scale unit

Operational management

Market survey

Quality control

Visit to industrial units for collecting information to start the unit

Need of local area

Vat / sales tax other taxes

Registration of SSI, trade license,

Project report, proposal for loans etc

Proforma for preparation of project

Introduction

Name of project

Tools required

Materials used for project

Procedure

Cost of project

Selling price

Profit
