

University of Mumbai




No. AAMS (UG)/151 of 2021

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Science and Technology.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in **Home Science** at its meeting held on 20th March, 2021 vide item No. 1(x) and subsequently passed by the Board of Deans at its meeting held on 11th June, 2021 vide item No. 8.11 have been accepted by the Academic Council at its meeting held on 29th June, 2021, vide item No. 8.11 and subsequently approved by the Management Council at its meeting held on 29th July, 2021 vide item No. 16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6693 & 6694 Regulations 9436 & 9437 and the syllabus of **Certificate Course in Graphic Design and Visual Communication** has been introduced and the same have been brought into force with effect from the academic year 2022-23, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032
25th October, 2021
To,


(Sudhir S. Puranik)
REGISTRAR


The Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Science and Technology. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/8.11/29/06/2021
M.C/16/29/07/2021

No. AAMS (UG)/151-A of 2021 MUMBAI-400 032 25th October, 2021

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Science and Technology,
- 3) The Chairman, Ad-hoc Board of Studies in Home Science,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,


(Sudhir S. Puranik)
REGISTRAR

Copy to :-

- 1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
- 2. The Deputy Registrar, College Affiliations & Development Department (CAD),**
- 3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
- 4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
- 5. The Deputy Registrar, Executive Authorities Section (EA),**
- 6. The Deputy Registrar, PRO, Fort, (Publication Section),**
- 7. The Deputy Registrar, (Special Cell),**
- 8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,**
- 9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

- 1. P.A to Hon'ble Vice-Chancellor,**
- 2. P.A Pro-Vice-Chancellor,**
- 3. P.A to Registrar,**
- 4. All Deans of all Faculties,**
- 5. P.A to Finance & Account Officers, (F.& A.O),**
- 6. P.A to Director, Board of Examinations and Evaluation,**
- 7. P.A to Director, Innovation, Incubation and Linkages,**
- 8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),**
- 9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
- 10. The Director of Board of Student Development,**
- 11. The Director, Department of Students Welfare (DSD),**
- 12. All Deputy Registrar, Examination House,**
- 13. The Deputy Registrars, Finance & Accounts Section,**
- 14. The Assistant Registrar, Administrative sub-Campus Thane,**
- 15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
- 16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,**
- 17. The Assistant Registrar, Constituent Colleges Unit,**
- 18. BUCTU,**
- 19. The Receptionist,**
- 20. The Telephone Operator,**
- 21. The Secretary MUASA**

for information.

New ordinances 6693 & 6694 relating to the Certificate Course in Graphic Design and Visual Communication.

1. Necessity of starting this course:-

The field of Visual communication and Graphic Arts as a creative profession is the backbone of several industries i.e. printing and publishing, advertising, media packaging, exhibition, web and the signage industry. These industries take care of Identity, branding, retail strategies, advertising and promotion, through the use of typography, photography, illustrations, representations and animation. Developments in these technology, also plays a significant role in professional practice. With the exponential growth of such a field, the need for professionals is also increased accordingly.

Being a part of a reputed, accredited institution puts students at an advantage so that in addition to a well-rounded education we can give them the best possible, once they step into the working world, giving them a strong foundation on which to build their careers. Furthermore, it will open doors unprecedented for our students. Conferring diplomas attached to an accredited institution thereby providing potential recruiters with an assurance of quality of education and skill.

2. The UGC has recommended to start this course.

Yes. The UGC has made a strong recommendation for Skill based courses, keeping in tune with the Government of India initiative of a National Design Policy. Such a course visualizes a design enabled industry and aim to have a positive impact on the quality of life and in tune to the national economy.

3. This course has not commenced in 2019-2020.

4. This is a proposed course, and it will be self financed.

5. This is a one-year certificate course.

The course is designed to provide professional training for the Graphic Design and Visual Communication industry, and encompasses all the advanced skills needed to work in the industry. It would not be possible to compress this course

6. The intake capacity for this course is 30 students.

7. JOB OPPORTUNITIES:

- ✓ Junior graphic designer
- ✓ Studio person for photo editing and artwork
- ✓ Background artist
- ✓ Rough story board artist
- ✓ Texture artist in an animation studio
- ✓ Freelancer
- ✓ Art classes for kids and for various entrance exams for art colleges
- ✓ Hobby classes for drawing / calligraphy

AC- 29/06/2021
Item No. – 8.11 (N)

UNIVERSITY OF MUMBAI



CERTIFICATE COURSE IN **GRAPHIC DESIGN AND VISUAL COMMUNICATION**

(to be introduced with effect from the academic year 2022-23)

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course O.6693	CERTIFICATE COURSE IN GRAPHIC DESIGN AND VISUAL COMMUNICATION
2	Eligibility for Admission O.6694	Std. XII or Equivalent
3	Passing Marks R - 9436	40%
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters R - 9437	1 year / 2 Semesters
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2022-23

Name & Signature of BOS Chairperson :

Dr. (Mrs.) Geeta Ibrahim

Name & Signature of Dean:

CERTIFICATE COURSE IN **GRAPHIC DESIGN AND VISUAL COMMUNICATION**

Medium of Instruction: English

RATIONALE:-

The field of Visual communication and Graphic Arts as a creative profession is the backbone of several industries i.e. printing and publishing, advertising, media packaging, exhibition, web and the signage industry. These industries take care of Identity, branding, retail strategies, advertising and promotion, through the use of typography, photography, illustrations, representations and animation. Developments in these technology, also plays a significant role in professional practice. With the exponential growth of such a field, the need for professionals is also increased accordingly.

Eligibility: STD XII or Equivalent

Fees Rs. 73,300/- + GST applicable

Student Intake capacity: 30

GRAPHIC DESIGN AND VISUAL COMMUNICATION
(CERTIFICATE COURSE)
SEMESTER I

UNIT	SUBJECTS	INTERNAL MARKS	SEMESTER END EXAMINATION	TOTAL MARKS	TOTAL HOURS	CREDITS
1.	Advertising, Art and Ideas – (THEORY)	40	60	100	45	3
2.	History of Visual Communication – (Theory)	40	60	100	45	3
3.	Drill Lessons – (Practical)	40	60	100	45	3
4.	Drawing – (Nature, Object and Illustration) – (Practical)	40	60	100	45	3
5.	Graphic Design – (2d, 3D, Colour, Perspective and Visualization) – (Practical)	40	60	100	45	3
6.	Layout – (Practical)	40	60	100	45	3
7.	Typography & Calligraphy – (Practical)	40	60	100	45	3
8.	Computer Applications	40	60	100	45	3

COURSE CONTENT

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
1.	Advertising, Art and Ideas – (THEORY)	3	100	3

• **OBJECTIVES:-**

- To obtain basic understanding about advertisements, introduction to present media and studying the contents of an advertisement.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Background of advertising –the impact of various events (socio-economic and political) on advertising. 	15
UNIT 2	<ul style="list-style-type: none"> • Influences of global markets- from nuclear age to electronic age (survey of the present scenario). 	15
UNIT 3	<ul style="list-style-type: none"> • Classifications of products – FMCG and consumer durables 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
2.	History of Visual Communication – (Theory)	3	100	3

• **OBJECTIVES:-**

- To learn the meaning and importance of Communication. Methods of communication since the dawn of civilization. Exchange of ideas and the process of conveying thoughts, suggestions, information, etc.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Meaning and importance of effective communication 	15
UNIT 2	<ul style="list-style-type: none"> • Development of knowledge through the use of 5 senses • 	15
UNIT 3	<ul style="list-style-type: none"> • Role of mind and brain's function to analyse and reason • 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
3.	Drill Lessons – (Practical)	3	100	3

• **OBJECTIVES:-**

- To learn the techniques of rendering.
- To handle various drawing tools and materials (mediums) such as pencil, rotring, set squares, instrument box, poster colours, water colours on various surfaces.

Contents:

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Introduction to the use of various instruments 	15
UNIT 2	<ul style="list-style-type: none"> • Effect of using poster colours and water colours on various surfaces. 	15
UNIT 3	<ul style="list-style-type: none"> • Uses of different kinds of pens, pencils. • Uses of different pencil shades. 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
4.	Drawing – (Nature, Object and Illustration) – (Practical)	3	100	3

• **OBJECTIVES:-**

- To draw natural specimens and manmade objects to learn form, proportion and tonal value.
- To draw and sketch basic forms, study shapes, proportions etc.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Drawing from nature, natural specimen- study of shape, form, texture and color. Study of light and shade. 	15
UNIT 2	<ul style="list-style-type: none"> • Manmade Objects – Study of shape, form, texture, colours etc. Study of the surface with understanding of lettering and images on it. Study of light and shade, understanding depth and volume. 	15
UNIT 3	<ul style="list-style-type: none"> • Human figure, structural drawing from cast and living, full figure drawing. • Still life – Combination of natural and manmade elements, study of drapery, study of proportions, study of light, shade, texture, colour and combination. 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
5.	Graphic Design – (2d, 3D, Colour, Perspective and Visualization) – (Practical)	3	100	3

• **OBJECTIVES:-**

- To study two dimensional spaces and its organizational possibilities
- To study and develop the sense of three dimensional structure and space.
- To understand the concept of colour, colour theory, colour schemes and colour harmonies.
- To understand the process of creating illustration of 3 Dimensional space on a 2 Dimensional surface.
- To understand the process of offering visual response to a design proposal.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Concept of golden point, eye movement. • Developing awareness of pictorial elements such as point, line, volume, shape, texture, light and colour. • Principles of composition and the study of the principles that hold the structure • Organisational possibilities in building up a structure – gravitational and mechanical principles. 	15
UNIT 2	<ul style="list-style-type: none"> • Perception of colour, pigment and light theory, colour wheel. • Primary, secondary and complementary harmonies and contrasts. 	15

UNIT 3	<ul style="list-style-type: none">• Study of basic solids kept in space structural design – plan – elevation – section and parallel / angular perspective.• Various types of perspectives – one point, two point and three point.• Exploded view• Birds eye – view	15
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SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
6.	Layout – (Practical)	3	100	3

- **OBJECTIVES:-**

- To create specific effect and atmosphere for a preconceived purpose of communication media, especially print.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Principles and laws of 2D Design in constructing layouts for communication. 	15
UNIT 2	<ul style="list-style-type: none"> • Elements of layout 	15
UNIT 3	<ul style="list-style-type: none"> • Grid system. Eye movement. Golden point. 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
7.	Typography & Calligraphy – (Practical)	3	100	3

• **OBJECTIVES:-**

- To understand the letter form as a sign to train the eye for traditional as well as contemporary typographic aesthetics.
- To appreciate and understand calligraphic letterform as a sign for its spontaneity, grace and vitality.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Construction of a letterform with the help of roman alphabets, physical characteristics of a letterforms, serifs, x-height, ascenders, descenders, upper and lower case, thick / thin / italic etc. • Optical and mechanical spacing in between the letters of a word, word space. 	15
UNIT 2	<ul style="list-style-type: none"> • Alignments • Drop Letters 	15
UNIT 3	<ul style="list-style-type: none"> • Calligraphic experiments with the help of tool, material (medium) and surface. 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
8.	Computer Applications	3	100	3

• **OBJECTIVES:-**

- To learn the latest computer software that will enhance designing and execution.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Practical sessions using software relevant to the syllabus. Photoshop(Ps) for Photo editing and enhancing. ➤ Illustrator (Ai) for graphic designing and layout. 	15
UNIT 2	<ul style="list-style-type: none"> • Practical sessions using software relevant to the syllabus. ➤ Photoshop(Ps) for Photo editing and enhancing. ➤ Illustrator (Ai) for graphic designing and layout. 	15
UNIT 3	<ul style="list-style-type: none"> • Practical sessions using software relevant to the syllabus. ➤ Photoshop(Ps) for Photo editing and enhancing. ➤ Illustrator (Ai) for graphic designing and layout. 	15

EVALUATION

All subjects will be evaluated through

- Continuous assessment of sessional work in the form of assignments, drawings and tutorials.

COMMERCIAL ART
FOR 1st YEAR

SR. NO	REFERNCE BOOKS
1	Loomis, Andrew, Figure Drawing For All Its Worth. The Viking Press, New York
2	Perard, Victor: Anatomy And Drawing. Navlakhi Publishers, Bombay
3	Gordon, Louise (1979), Anatomy And Figure Drawing. B.T. Batsford Ltd., London
4	Parramon, J. M (1973), Drawing The Human Body. Fountain Press, London
5	Barcsay, Jenó (1986), Anatomy For The Artist. Macdonald & Co. (Publishers) Ltd., Great Britain
6	Reed, Walt (1989), The Figure : A Step By Step Approach to the Drawing And Construction of Human Form. . Weathervane Books, New York
7	Smith, Stan (1989), Anatomy :Perspective And Composition For The Artist . New Burlington Books, London.
8	Blitz, Bruce (1992), Drawing Cartoon Characters. Walter Foster Pub, Inc., California
9	Foster, Walter (1989), How to Draw Story Cartoons. Walter Foster Pub, Inc., California
10	Blitz, Bruce (1991) , Drawing Cartoon Animals. Walter Foster Pub, Inc., California
11	Danielson, Richard Karl.(2000) Flash Animation And Dhtml. Gloucester, Rockport Publishers
12	Lord, Peter. & Sibley, Brian(1999),Cracking Animation :The Aardman book of 3 - D Animation.Thames & Hudson Ltd., London
13	Hart, Christopher (1997), How To Draw Animation. Watson - Guptill Publications, New York

SEMESTER II

UNIT	SUBJECTS	INTER NAL MARKS	TER END EXAMI NATIO	TOTAL MARKS	TOTAL HOURS	CREDI TS
1.	Advertising, Art and Ideas – (THEORY)	40	60	100	45	3
2.	History of Visual Communication – (Theory)	40	60	100	45	3
3.	Drawing – (Nature& Object and Illustration) – (Practical)	40	60	100	45	3
4.	Graphic Design – (2d, 3D, Colour, Perspective and Visualization) – (Practical)	40	60	100	45	3
5.	Layout – (Practical)	40	60	100	45	3
6.	Typography & Calligraphy – (Practical)	40	60	100	45	3
7.	Computer Applications	40	60	100	45	3
8.	Project	40	60	100	45	3

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
1.	Advertising, Art and Ideas – (THEORY)	3	100	3

• **OBJECTIVES:-**

- To obtain basic understanding about advertisements, introduction to present media and studying the contents of an advertisement.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Study of services, difference between service advertisements and product advertisements 	15
UNIT 2	<ul style="list-style-type: none"> • Role of Consumers and their participation in advertising and marketing. 	15
UNIT 3	<ul style="list-style-type: none"> • Classifications of society 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
2.	History of Visual Communication – (Theory)	3	100	3

• **OBJECTIVES:-**

- To learn the meaning and importance of Communication. Methods of communication since the dawn of civilization. Exchange of ideas and the process of conveying thoughts, suggestions, information, etc.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Association of feelings, signals and visual images 	15
UNIT 2	<ul style="list-style-type: none"> • Meaning and purpose of symbol design and extension of form 	15
UNIT 3	<ul style="list-style-type: none"> • Pictures, drawings, sketches – development of painting (from cave paintings to modern times). 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
3.	Drawing – (Nature& Object and Illustration) – (Practical)	3	100	3

• **OBJECTIVES:-**

- To draw natural specimens and manmade objects to learn form, proportion and tonal value.
- To draw and sketch basic forms, study shapes, proportions etc.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Combination of natural specimens and natural objects. • Developing awareness of pictorial space, 	15
UNIT 2	<ul style="list-style-type: none"> • Use of medium – pencil, ink, pen, colour, etc. for outdoor study 	15
UNIT 3	<ul style="list-style-type: none"> • Use of medium – pencil, ink, pen, colour, etc. for memory drawing 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
4.	Graphic Design – (2d, 3D, Colour, Perspective and Visualization) – (Practical)	3	100	3

● **OBJECTIVES:-**

- To study two dimensional spaces and its organizational possibilities.
- To study and develop the sense of three dimensional structure and space.
- To understand the concept of colour, colour theory, colour schemes and colour harmonies.
- To understand the process of creating illustration of 3 Dimensional space on a 2 Dimensional surface.
- To understand the process of offering visual response to a design proposal.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> ● Laws of design – balance (formal / informal), unity, harmony, continuity, rhythm. ● Principles of Design- Repetition, Domination, Radiation, Isolation, Symmetrical / asymmetrical. ● Study and application of various colour schemes- achromatic, monochromatic, polychromatic- High Average and low key – High, Average and low contrast- and colour Harmonies- complimentary, split complimentary, double split complimentary, analogous, warm and cool. ● Awareness and Sensitivity about the design primitives – traditional, folk, contemporary, realistic, symbolic, abstract, geometrical etc. 	15

<p>UNIT 2</p>	<ul style="list-style-type: none"> • Grey scales and optical illustration. • Symbolic aspect of colour • Colour psychology. • Awareness about the structure and space around it. • Use and applications of various types of material available such as paper, card board, clay, strings, wires, plaster of paris etc. • Creative expressions using scrap / Found objects. 	<p>15</p>
<p>UNIT 3</p>	<ul style="list-style-type: none"> • Problem solving, evolving ideas from researched source material, knowledge and understanding various manual and mechanical skills. • Use of research source material for idea generation. • Analysis of existing pre-conception/ • Special emphasis on developing visual vocabulary resulting into visual literacy and breaking down existing preconceptions. • Union of text and image (comparing elements) • Rendering Styles (Contours, filled up, outline) • Use of colour, symbolic, visibility aspect of colour. 	<p>15</p>

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
5.	Layout – (Practical)	3	100	3

- **OBJECTIVES:-**

- To create specific effect and atmosphere for a preconceived purpose of communication media, especially print.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Alignments. 	15
UNIT 2	<ul style="list-style-type: none"> • Use of color. 	15
UNIT 3	<ul style="list-style-type: none"> • Balance – formal and informal 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
6.	Typography & Calligraphy – (Practical)	3	100	3

• **OBJECTIVES:-**

- To understand the letter form as a sign to train the eye for traditional as well as contemporary typographic aesthetics.
- To appreciate and understand calligraphic letterform as a sign for its spontaneity, grace and vitality.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Drop Letters • Expressive Typography • Type family, font 	15
UNIT 2	<ul style="list-style-type: none"> • Basic strokes • Creating calligraphic patterns • Decorative aspects of calligraphy 	15
UNIT 3	Decorative aspects of Calligraphy	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
7.	Computer Applications– (Practical)	3	100	3

• **OBJECTIVES:-**

- To obtain basic understanding about advertisements, introduction to present media and studying the contents of an advertisement.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Practical sessions using software relevant to the syllabus. ➤ Photoshop(Ps) for Photo editing and enhancing. ➤ Illustrator (Ai) for graphic designing and layout. 	15
UNIT 2	<ul style="list-style-type: none"> • Practical sessions using software relevant to the syllabus. ➤ Photoshop(Ps) for Photo editing and enhancing. ➤ Illustrator (Ai) for graphic designing and layout. 	15
UNIT 3	<ul style="list-style-type: none"> • Practical sessions using software relevant to the syllabus. ➤ Photoshop(Ps) for Photo editing and enhancing. ➤ Illustrator (Ai) for graphic designing and layout. 	15

SR.NO	TITLE OF THE COURSE	HOURS PER WEEK	MARKS ALLOTTED	CREDITS
8.	Project – (Practical)	3	100	3

OBJECTIVES:-

- To understand and to be able to create a systematic, step by step approach towards graphic design with a practical, functional and aesthetic approach.

COURSE CONTENT		HOURS
UNIT 1	<ul style="list-style-type: none"> • Process of translating realistic form to simplified form. • Modification of Simplified form to symbols used for branding. • 	15
UNIT 2	<ul style="list-style-type: none"> • Creative visual thinking • Ideas for various design areas. • 	15
UNIT 3	<ul style="list-style-type: none"> • Corporate Identity creation • Basic Design Collaterals like entry ticket, signage, etc. 	15

EVALUATION

All subjects will be evaluated through

- Continuous assessment of sessional work in the form of assignments, drawings and tutorials.

COMMERCIAL ART
FOR 1st YEAR

SR. NO	REFERNCE BOOKS
1	Maurello, S. Ralph: Commercial Art Techniques : A Practical Self Instruction Course And Reference Handbook. New York. Tudor Publishing Co.
2	Sawahata, Lesa.: Graphic Idea Resource : Creativity. Gloucester, Ma.. Rockport Publishers Inc., 1999.
3	Nath, J.: Advertising, Art And Production. Bombay. Haresh Asher A-1 Press
4	Phillips, Renee.: Packaging Graphics & Design. Gloucester, Ma.. Rockport Publishers Inc., 2001.
5	Sayles Graphic Design: Letterhead & Logo Design 7. Gloucester, Ma.. Rockport Publishers Inc., 2001.
6	Pricken, Mario.: Creative Advertising : Ideas And Techniques From The Worlds Best Campaigns. London. Thames And Hudson Ltd., 2002.
7	Communication Art - 2007 Advertising Annual 48. Menlo Park. Coyne & Blanchard Inc., 2007.

- ✓ Students to make presentation on selected topics which will be marked.
- ✓ Teaching inputs include field visits, seminars, market surveys, study tour, assignments and presentations in the above mentioned subjects.
- ✓ Students showcase their collection at an annual exhibition which will be judged by eminent personalities from the field of Commercial Art.
- ✓ Students will work on interesting concepts create campaigns.
- ✓ Participation in design competitions and Exhibition

❖ **JOB OPPORTUNITIES:**

- Junior graphic designer
- Studio person for photo editing and artwork
- Background artist
- Rough story board artist
- Texture artist in an animation studio
- Freelancer
- Art classes for kids and for various entrance exams for art colleges
- Hobby classes for drawing / calligraphy

❖ **Scheme of Examination:-**

The performance of the learners shall be evaluated into 2 parts.

The learner's performance shall be assessed by internal assessment with 40% marks in the first part, by conducting the semester end examination with 60% marks in the second part.

The allocation of marks for the internal assessment and the semester end examinations are shown as below:

Theory:

Internal assessment 40%

Sr. No.	Evaluation Type	Marks
1	Curriculum based assignments A)Presentation with the use of ICT (10 marks) B)Project based assignments (20 marks)	30
2.	Active participation in routine class instructional deliveries	5
3.	Overall conduct as a responsible learner, communication and leadership qualities in organizing related academic activities.	5

Semester end theory examination: 60%

(Theory Exam will be of 2hr duration.)

Theory Question Paper Pattern:

There shall be 5 questions each of 12 marks. On each unit there will be 1 question.

Question1 will be based on the entire syllabus.

All questions shall be compulsory with internal choice within the questions.

Questions will be subdivided into sub-questions a), b), c)....and the allocation of marks will depend on the weightage of the topic.

Practicals:

Internal assessment 40%

Sr. No.	Evaluation Type	Marks
1	3 project based assignments based on the application of syllabus. (10 marks each)	30
2.	Journal/Portfolio	10

Semester end examination: 60%

(Practical Exam will be of 3hr. duration)

Sr.No	Evaluation Type	Marks
1	Design Studio work: Syllabus based (1 question)	25
2	Design Studio work: Application based on syllabus (1 question)	30
3	Viva	5

Standard of passing as per the ordinances set by the University of Mumbai for the credit based semester and grading system.

