



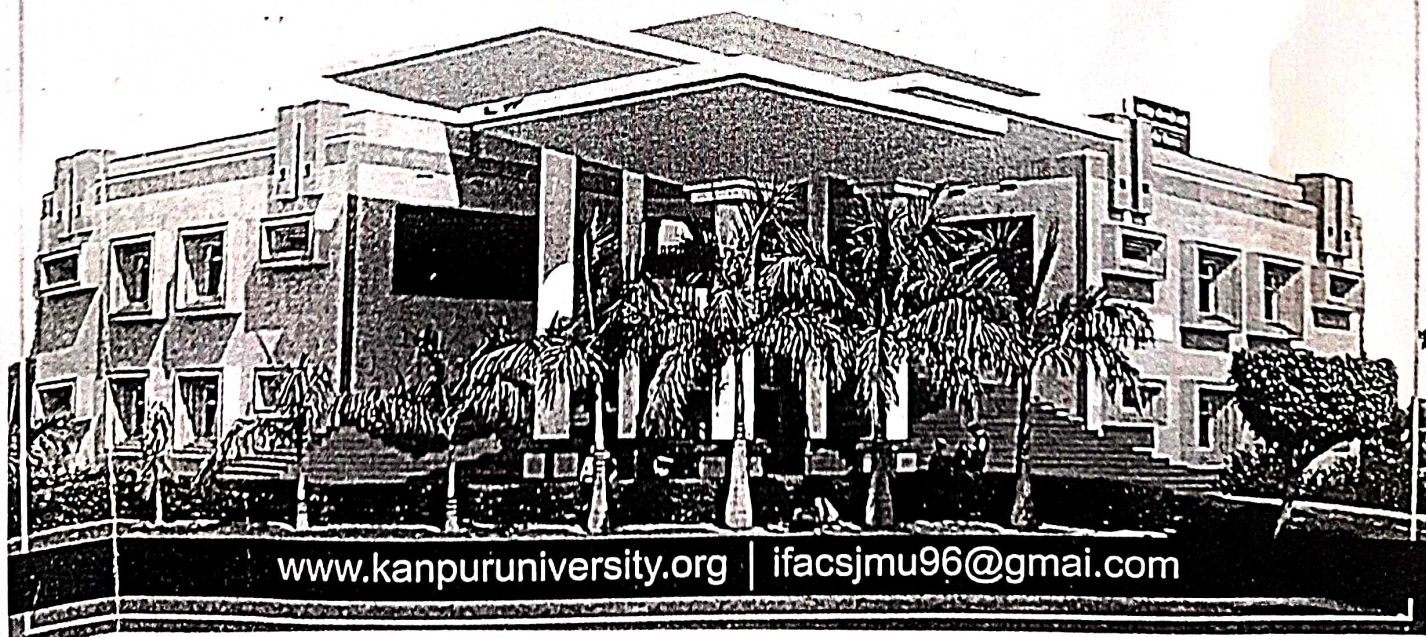
INSTITUTE OF FINE ARTS

C.S.J.M. UNIVERSITY, KANPUR

1 YEAR CERTIFICATE COURSE

- ★ Painting ★ Textile Design
- ★ Applied Art ★ Graphic Design ★ Photography
- ★ 3D Animation ★ 3D Modeling
- ★ Sculpture (Ceramic, Papier Mache, Terracotta)

ORDINANCE AND REGULATIONS



www.kanpuruniversity.org | ifacsjmu96@gmail.com

Institute of Fine Arts
C.S.J.M. University, Kanpur
 Scheme of Examinations Certificate Course in Applied Art
 (w. e. f. the academic session 2021-22 onwards)

Examination: Certificate Course in Applied Art
Course Duration: One Year

Paper Code	Nomenclature of the Paper	Max. Mark			Time Allowed
		Examination (Theory/Practical)	Sessional	Total	
CC-A-101 (Theory)	Material & Method	50	--	50	3 Hours
CC-A-102 (Practical)	Illustration	50	25	75	6 Hours
CC-A-103 (Practical)	Campaign Planning	50	25	75	3 Hours
Total =				200	

DETAILED SYLLABUS: THEORY

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CC-A-101: MATERIAL & METHOD

Time Allowed: 3 Hours Max. Marks : Theory 50

Instructions:

- (i) No. of Questions to be set: 10 (02 Questions from each unit).
- (ii) No. of Questions to be attempted: 05. (01 Question from each unit).
- (iii) All Questions will be equal marks: 10 marks.

Course of Study

UNIT-I

- (a) Introduction to History of Advertising.
- (b) Technical Theory of Applied Art.

UNIT-II

- (a) Definition, types and classification of Advertising.
- (b) Elements of design, principles of design, Principles of Poster Designing.

UNIT-III

- (a) Introduction to Illustration.
- (b) Types of Illustration.

Dr. Govind Bihari Sharma
(Member)

Dr. Bharat Bhushan
(Member)

Dr. Mamoon Noman
(Member)

Dr. Shubham Shiva
(Member)

Dr. Brijesh Swaroop Katiyar
(Convener)

UNIT-IV

- (a) Knowledge of Printing method, proof reading marks, Paper and its International sizes.
- (b) Knowledge of campaign planning.

UNIT-V

- (a) Basic knowledge of Logo designing.
- (b) Basic knowledge of Product Designing.

DETAILED SYLLABUS: PRACTICAL**Institute of Fine Art****C.S.J.M. University, Kanpur**

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CC-A-102: ILLUSTRATION

Time Allowed: 6 Hours

Max Marks: 75 (Examination: 50 & Sessional: 25)

Medium: Water Colour, Poster Colour, Pen & Ink.

Minimum size: A3

No. of Sessional: 06 (3 manual & 3 digital)

Course of study:

Story based illustration exercise on stories, poems & myths in different media for kids' books.

CC-A-103: CAMPAIGN PLANNING

Time Allowed: 3 Hours

Max Marks: 75 (Examination: 50 & Sessional: 25)

Medium: Digital & Manual

Minimum size: As per requirement

No. of Sessional: 01 (minimum 10 designs of different medium)

Course of study:

Introduction to advertising campaigns, use of appeals, knowledge of the principles and stages in designing campaigns.

Dr. Govind Bihari Sharma
(Member)

Dr. Bharat Bhushan
(Member)

Dr. Mamoon Noman
(Member)

Dr. Shubham Shiva
(Member)

Dr. Brijesh Swaroop Katlyar
(Convener)