

# Institute of Fine Arts

C.S.J.M. University, Kanpur

Scheme of Examinations Certificate Course in Graphic Design  
(w. e. f. the academic session 2021-22 onwards)

**Examination: Certificate Course in Graphic Design**

**Course Duration: One Year**

Paper Code	Nomenclature of the Paper	Max. Mark			Time Allowed
		Examination (Theory/Practical)	Sessional	Total	
CC-GD-101 (Theory)	Material & Method	50	--	50	3 Hours
CC-GD-102 (Practical)	Poster Design	50	25	75	6 Hours
CC-GD-103 (Practical)	Press Layout	50	25	75	6 Hours
Total =				200	

## DETAILED SYLLABUS: THEORY

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### **CC-GD-101: MATERIAL & METHOD**

Time Allowed: 3 Hours      Max. Marks : Theory 50

#### **Instructions:**

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

#### **Course of Study**

#### **UNIT -I**

- Element of Design.
- Principle of Design.

#### **UNIT-II**

- Brief history of communication.
- Knowledge of concept and vocabulary of design.

#### **UNIT-III**

- Knowledge of various type of paper & their sizes, gutter space, spine, creasing, perfecting
- Knowledge of Adobe illustrator, Corel Draw and Photoshop.

Dr. Govind Bihari Sharma  
(Member)

Dr. Bharat Bhushan  
(Member)

Dr. Mamoon Noman  
(Member)

Dr. Shubham Shiva  
(Member)

Dr. Brjesh Swaroop Katlyar  
(Convener)

**UNIT-IV**

- (a) Colour Theory- Meaning of colour, solar spectrum, colour charts, Primary colours, Secondary, Neutral colours, Complimentary color, Analogues color etc.  
 (b) Principle of colour for a design.

**UNIT-V**

- (a) Origin of Typography  
 (b) Terminology in Typography (leading, kerning, tracking etc.)

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

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**CC-GD-102: POSTER DESIGN**

Time Allowed: 6 Hours

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

Medium: Poster Colour/Digital.

Minimum size: 14"×22"

No. of Sessional: 05 (2 manual &amp; 3 digital)

**Course of study:**

Introduction to history of Poster, different influences on Poster designing. Exercise to make different types of Posters.

**CC-GD-103: PRESS LAYOUT**

Time Allowed: 6 Hours

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

Medium: Poster Colour/Digital.

Minimum size: 100 cc

No. of Sessional: 05 (2 manual &amp; 3 digital)

**Course of study:**

Study of fundamental elements of layout and their practical application, preparation of simple typographical layouts for News Papers & Magazine.

Dr. Govind Bihari Sharma  
 (Member)

Dr. Bharat Bhushan  
 (Member)

Dr. Mamoon Noman  
 (Member)

Dr. Shubham Shiva  
 (Member)

Dr. Brijesh Swaroop Katiyar  
 (Convener)