

**HIMACHAL PRADESH UNIVERSITY GYAN PATH
SHIMLA-171005**

CHOICE BASED CREDIT SYSTEM

B.A.

APPLIED ART

YEAR SYSTEM 2018 ONWARDS

Department of Visual Arts, H.P.U.

OUT LINES OF SYLLABI AND COURSES OF PRACTICALS AND READING IN THE SUBJECT OF APPLIED ART FOR B.A.WITH CORE COURSES, DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE) SKILL ENHANCEMENT COURSES (SEC) AND GENERIC ELECTIVE COURSES (GE) 2018-19 ONWARDS:

Year	Course Code	Core-Course	Ability Enhancement Compulsory Course	Course Code	Skill Enhancement Course (SEC)	Course Code	Discipline Specific Elective	Course Code	Elective Generic (GE)
1st	APPLA101TH APPLA102PR	English-1= 6 Credit Skt/Hindi -1= 6 Credit DSC- 1A (6 Credits) Meaning, scope and Fundamentals of art DSC 2A (Other Subject)=6 Credits DSC- 1B Basics of Applied art =6 Credits DSC -2B (Other Subject)=6 Credits	Environmental Studies= 4 Credits Hindi/English/Skt (One out of three) = 4 Credits		Nil		Nil		Nil
2nd	APPLA201TH APPLA202PR	English-2= 6 Credit Skt/Hindi -2= 6 Credit DSC -1C History of communication =(6Credits) DSC -2C (Other Subject) =6 Credits DSC- 1D Study of Layouts =6 Credits DSC -2D (Other Subject) =6 Credits	Nil	APPLA203PR APPLA204TH	SEC -1 Poster making in different theme in social life =4Credits SEC -2 History of Advertising its Classification, campaigning =4 Credits		Nil		Nil

Nil	Nil	APPLA301PR	SEC -3 Computer graphics design =4 Credits	APPLA303PR	DSE 1A Screen printing process, Photography =6 Credits	APPLA305PR	GE- 1 Study of Typography =6 Credits
		APPLA302TH	SEC-4 Advertising business & study of advertising media	APPLA304TH	DSE 2A (Other Sub) =6Credits DSE 1B Market research & Printing Technologies = 6 Credits DSE 2B (Other Sub) =6Credits	APPLA306PR	GE- 2 Study of calligraphy =6 Credits

Sr. No.	Course	Course Name	Year	Course Code	Award Type	Credits	Marks	
							Min.	Max.
1.	APPLIED ART DSC - 1A	Meaning, scope and Fundamentals Of art	1	APPLA101TH	Theory	6	32	70
2.	Applied Art	CCA	1	APPLA101TH	Internal Assessment (CCA)		14	30
3.	Applied Art DSC - 1B	Basics of Applied art	1	APPLA102PR	Practical	6	32	70
4.	Applied art	CCA	1	APPLA102PR	Internal Assessment (CCA)		14	30
5.	Applied art DSC - 1C	History of Communication	2	APPLA201TH	Theory	6	32	70
6.	Applied Art	CCA	2	APPLA201TH	Internal Assessment (CCA)		14	30
7.	Applied Art DSC -1D	Study of layouts	2	APPLA202PR	Practical	6	32	70

8.	Applied Art	CCA	2	APPLA202PR	Internal Assessment (CCA)		14	30
9.	Applied Art SEC-1	Study of Poster Making	2	APPLA203PR	Practical	4	16	35
10.	Applied Art	CCA	2	APPLA203PR	Internal Assessment (CCA)		07	15
11.	Applied Art SEC-2	History of Advertising and Campaigning	2	APPLA204TH	Theory	4	16	35
12.	Applied Art	CCA	2	APPLA204TH	Internal Assessment (CCA)		07	15
13.	Applied Art SEC-3	computer graphics design	3	APPLA301PR	Practical	4	16	35
14.	Applied Art	CCA	3	APPLA301PR	Internal Assessment (CCA)		07	15
15.	Applied Art SEC-4	Advertising businesses, Advertising media	3	APPLA302TH	Theory	4	16	35
16.	Applied Art	CCA	3	APPLA302TH	Internal Assessment		07	35

				(CCA)				
17.	Applied Art DSE -1A	screen Printing Process, photography	3	APPLA303PR	Practical	6	32	70
18.	Applied Art	CCA	3	APPLA303PR	Internal Assessment (CCA)		14	30
19.	Applied Art DSE - 1B	Market research & Printing technologies	3	APPLA304TH	Theory	6	32	70
20.	Applied Art	CCA	3	APPLA304TH	Internal Assessment (CCA)		14	30
21.	Applied Art GE -1	study of Typography	3	APPLA305PR	Practical	6	32	70
22.	Applied Art	CCA	3	APPLA305PR	Internal Assessment (CCA)		14	30
23.	Applied Art GE-2	study of calligraphy	3	APPLA306PR	Practical	6	32	70
24.	Applied Art	CCA	3	APPLA305PR	Internal Assessment (CCA)		14	30

Abbreviations: DSC: Discipline Specific Course
SEC: Skill Enhancement Course
DSE: Discipline Specific Elective Course
GE: Generic Elective Course

Core- Courses = 12 (1st Year to 2nd Year) 6 Credits Each Course=12X6=72 Credits

AECC Courses= 2 (1st Year) 4 Credits Each Course=4X2=8 Credits

SEC Courses =4 (2nd to 3rd Year) 4 Credits Each Course=4X4=16 Credits

DSE Courses=4 (3rd Year) 6 Credits Each Course= 4X6=24 Credits

GE Courses= 2 (3rd Year) 6 Credits Each Course=2X6=12 Credits

Total Credits=132

Applied Art Syllabus (Regular)

BA –Applied Art Year System

Annual Examination Scheme for Courses of 6 Credits:

Theory-

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed	IA	Min. Marks
70	32	3.00 Hrs.	30	14

Practical-

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed	IA	Min. Marks
70	32	5.00 Hrs.	30	14

Annual Examination Scheme for Courses of 4 Credits:

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed	IA	Min. Pass Marks
35	16	3.00 Hrs.	15	07

Practical-

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed	IA	Min.

				Pass Marks
35	16	5.00 Hrs.	15	07

Continuous Comprehensive Assessment (CCA) Pattern for 6 Credit Courses:

Class Test & House Test of Practical/Theory (Marks)	Tutorials/Assignments / Sessional Work (Marks)	Attendance	Total Marks
5 -Class Test <u>10-House Test</u> 15 Total Marks	10	5	30

Continuous Comprehensive Assessment (CCA) Pattern for 4 Credit Courses:

Class Test & House Test of Practical/Theory (Marks)	Tutorials/Assignments / Sessional Work (Marks)	Attendance	Total Marks
*5	5	5	15

***Class Test/House Test may be taken out of 30 marks which may be factorised to 5 marks and 10 marks respectively.**

Class Test/House Test will be conducted after 40% completion of the syllabus and House Test will be conducted after 75% completion of the syllabus.

Time allowed for conducting of Class Test/House Test will be One hour in each course.

Paper setting scheme for Annual Examination of Theory in respect of 4 credit course of 35 Marks:

Note: There will be 3 sections, total number of questions will be 8 out of which 5 questions are to be attempted. One question from each section will be compulsory. Each question carries equal marks, i.e., 7 marks (7x5=35 marks)

Section	Nos. Of Questions	Syllabus Coverage	Questions to be attempted	Marks	Total Marks
1	2	Section I	5 questions in total	7 each	35
2	3	Section II			
3	3	Section III			

Paper setting scheme for Annual Examination of Theory in respect of 6 credit course of 70 Marks:

There will be two sections of total syllabus. Section A will be compulsory

Section	Nos. Of Questions	Syllabus Coverage	Questions to be attempted	Marks	Total Marks
1	4	Section A	2	5x2=10 marks	70
2	6	Section B	4 questions	15x4=60 marks	

Note: For Practical Papers, the examiner will set the paper strictly as per the practical Syllabus on the spot.

Note: i) Being a technical subject there should be maximum intake of 15 students in a single class, after 16, there will be another section.

ii) As this subject is based on practicals, therefore, more focus should be given to the Practical.

BA Applied Art

1st Year

**1st
Year**

Meaning, Scope and Fundamentals of Art (APPLA101TH)

Discipline Specific Course

DSC 1A

Theory

(6 Credits)

Maximum Marks: 70

1. (i) Definition of Applied Art

(ii) Applied Art-an art, science, a business and a profession.

2. Scope of Applied Art:

(i) Role and impact of Applied Art on Society and Individual.

(ii) Comparison and interaction among the arts (Visual and
Performing Arts)

3. Fundamentals of Art:

(i) Elements of Art: Line, Form, Colour, Tone, Texture and Space.

4. Principles of Illustration: Unity, Harmony, Balance, Dominance or Emphasis, Rhythm and Proportion.

Basics of Applied Art (APPLA102 PR)

Discipline Specific Course

DSC 1B

Practical

(6 Credit)

Maximum Marks: 70

Print master, Lettering, calligraphy, Typography,
Insignia, Trade mark, Logo, Monogram, Letterhead,
Visiting card.

Medium: Pencil / pen/poster colour

Size: Quarter Sheet (No. of Sessionals: 15)

Sketches: 40

BA 2nd Year

History of communication (APPLA201TH)

Discipline specific course

DSC 1C

Theory

6 credits

Max. Marks 70

Study of mass communication, person communication, barrier
In communication, study of layout, parts of layouts, elements of
Layout, kinds of layout, advertising appeals, advertising copy.

Study of Layout Design (APPLA201PR)

Discipline specific course

DSC1D

Practical

6 credits

Max. Marks 70

Study of newspaper layout, magazine layout with suitable
copy matter, book cover, show card, folders, hoarding
design, electric display, sticker design.

Medium: pencil/colour

Size: quarter size (sessional 6)

Sketches :40

Detailed Study of Poster Making(APPLA203PR)

Skill Enhancement Course

SEC 1

Practical

(4 Credit)

Maximum Marks: 35

Detailed study of Poster Making:

✓
Study of Illustrations, colour scheme,

Medium: Pencil/poster colour/Water Colour

Size: Half Imperial (Number of Sessionals: 6)

Sketches: 20

**History of advertising and campaign planning
(APPLA204TH)**

Skill Enhancement Course

SEC 2

Theory

(4 Credit)

Maximum Marks: 35

History of advertising world, advertising campaigns, brand image, awareness & loyalty, basic areas in campaign planning, photography.

BA Applied Art

3rd Year

3rd
Year

Computer Graphics design (APPLA301PR)

SEC 3

Practical

(4 Credit)

Maximum Marks: 35

With the help of computer and software coraldraw & Photoshop

Size: A4 Sheet (No. of Sectionals: 6)

Sketches: 20

Advertising businesses & study of advertising media(APPLA302TH)

SEC- 4

Theory

(4 Credit)

Maximum Marks: 35

Advertising agency, print, Electronic, outdoor media

Screen printing, photography (APPLA303PR)

DSE- 1A

Practical

(6 Credit)

Maximum Marks: 70

Techniques in screen printing & photography

Size: A size (Number of Sessional works: 6)

Sketches: 20

Market Research and printing technologies (APPLA304TH)

DSE 1B

Theory

(6 Credit)

Maximum Marks: 70

Market research methods, printing method

write an essay on printing method.

Typography APPLA305PR)

Generic Elective Course

GE- 1

Practical

(6 Credit)

Maximum Marks: 70

Study of Typography

Medium: Pencil Poster color/Water Colour

Size: Half Imperial (Number of Sessionals: 15)

Sketches: 40

Study of calligraphy APPLA306PR)

Generic Elective Course

GE - 2
Practical

(6 Credit)

Maximum Marks: 70

Medium: Pencil/Poster colour /Water base ink

Size: Half Imperial Sheet (No. of sessionals: 15)

Sketches: 40
