

FACULTY OF PERFORMING ARTS AND VISUAL ART
SYLLABUS
Of
CERTIFICATE COURSE
(Credit Based Continuous Evaluation Grading System)

Session: 2025-26



The Heritage Institution
KANYA MAHA VIDYALAYA
JALANDHAR
FACULTY OF ARTS
(Autonomous)

Name of Certificate Course – Applied Art

Course Code - CAAP-1241

Nature of Course: Practical

Marks: 50

Duration: 63 Hours

Credit: 02

SYLLABUS

UNIT -1

Week 1 to Week 4 | Poster Making and Advertisement

Manual

To develop the sense of composing ideas in Poster and Advertisement. The student will have to create her/his own original ideas in the field of Applied Art. Two Posters and three Advertisement will be submitted.

Medium: Poster Colors

Size: A3

Unit -2

Week 5 to Week 8| Object / Man-made Drawing

Manual

Drawing from cubes, cones, cylindrical objects, Cast, Drapery, still life groups etc. observed and Studied in Various Rendering media and techniques in various light Conditions.

Product Drawing, Book Cover Design and Illustration & Poster Design / Hoarding

UNIT -3

Week 9 to Week 11 |

Digital

Introduction to Photoshop and its interface, working with basic selections, Working with Layers. Tools: - Rectangular Marquee Tool(M), Move Tool(V), Polygon Lasso Tool(L), Magic Wand Tool (W)

UNIT - 4

Week 12 to Week 14 |

Digital

Crop Tool (C), Spot Healing Brush Tool (J), Healing Brush Tool (J), Content aware tool, Patch tool, Brush Tool (B), Clone Stamp Tool (S), Eraser Tool (E), Gradient Tool (G), Blur Tool (R), Smudge tool(R)

Crop Tool (C), Spot Healing Brush Tool (J), Healing Brush Tool (J), Content aware tool, Patch tool, Brush Tool (B), Clone Stamp Tool (S), Eraser Tool (E), Gradient Tool (G), Blur Tool (R), Smudge tool(R), Dodge Tool (O), Burn tool (O), Path Selection Tool (A), Text Type Tool (T), Pen Tool (P), Rectangle Tool(U), Notes Tool(N), Grid and Guides, Adjustment Layers, Color Balance, Hue Saturation, Save Selection & Load selection, Digital Logo.

Eligibility: 10+2 in any discipline

Method of Delivery: lecture and Demonstration, 1 period per day

Examination Pattern: Practical exam (6 hours)

COURSE OBJECTIVE:

- The course will provide basic knowledge of Commercial Art, Manual as well as digital.
- The course will make the student able to get employment in the field of Commercial Art.

INSTRUCTIONS: The student will have to submit 05 Assignments during the course. There will ‘be a practical exam at the end of the course. (Digital + Manual)

Suggested Readings:

01. A Text Book of Applied Art by Himalaya Publishing House

Author : Ms.Sunita Borkar

2. Applied Art And Craft by Arise Publisher

Author : Sunil Banerjee

- 3. Adobe Photoshop CC Classroom in a Book | First Edition | By Pearson Paperback – 15 June 2018 by [Andrew Faulkner](#) (Author), [Conrad Chavez](#) (Author) Pearson Education
- 4. Make a living Designing Logos by Iyan Paget