

Certificate Course

SCHEME AND CURRICULUM OF EXAMINATION

Credit Based Continuous Evaluation Grading System (CBCEGS)

Course Title: Commercial Art

(Session 2022-23)

Certificate Course						
Course Code	Course Title	Course Type	Hours	Credit	Marks	Examination Time
CCAP-1241	Commercial Art	C	63 Hours	02	50	6 Hours

SYLLABUS

UNIT -1

Week 1 to Week 4 | **Nature drawing**

Manual

To develop the sense of structure Study from any kind of forms in nature pods.

Shells, butterflies, flowers, plants, bones etc.

To Understand how these forms achieve their structural Unity through adherence to principals consistent with physical nature of the material being observed and studied through various rendering media and techniques in various light Conditions.

Drawing from Human Figure – Mainly based on general form

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 -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

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.

UNIT -3

Week 9 to Week 11 | **Print Making**

Manual

Fundamentals of various methods of taking prints. Observation of intrinsic texture of various surfaces and the textures of natural and manmade things.

Digital:

Design the following digitally: -

- (1) Posters
- (2) Banners
- (3) Brochures
- (4) Advertisements

UNIT - 4

Week 12 to Week 14 | **Perspective**

1. To develop the sense of distance and depth.
2. Study of the colors in the nature in real life and develop the sense of distance through illusion depth to clear details.
3. To know how to give illustration a three dimension look with the perspective know

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.**

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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. **Perspective Made Easy (Dover Art Instruction) August 1999**

by [Ernest Norling](#) (Author) **Dover Publications Inc.**

02. **Adobe Photoshop CC Classroom in a Book | First Edition | By**

Pearson Paperback – 15 June 2018 by [Andrew Faulkner](#) (Author), [Conrad](#)

[Chavez](#) (Author) Pearson Education

**03. Commercial Art and Graphic Design (Opportunities in Series) Hardcover –
Import, 1 November 1997**

by [Barbara L. Gordon](#) (Author) **McGraw-Hill Contemporary**