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B.A. Part-I
Applied Art.

Duration: One Year

Total Marks: 100

Theory- Paper-I

History of Art

Marks: 20
Time: 3 Hrs.

Practical Paper-II

Print Media

Marks: 30
Time 5 Hrs.

Paper-III

Still Life

Marks: 30
Time 5 Hrs.

(For Private Students
Paper-II
Paper-III

Marks:40
Marks:40

Internal Assessment on Sessional Work

Marks:20

Total Marks:100

Theory Paper-I

Marks:20

History of Art

(i) (Indus valley- Bengal schools Pahari Paintings)

(ii) (Applied Art, Role of Applied Artist, Difference between Applied Art & fine Arts. Illustration, Trade marks logo & Brand names).

Practical-I 5 Hrs. M.M. 30

Paper-II

Print Master, Lettering, calligraphy, Typography
Trade marker & logo.

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B.A. Part-III (Applied Art)

Duration: One Year

Total Marks: 100

Theory Paper-I

Marks: 20

Time 5 Hrs.

History of communication

Practical Paper-II

Marks: 30

Time; 5Hrs.

Layout Design & cutout

Paper-III

Marks; 30

Time: 5 Hrs.

Illustration & Graphic Design

For Private Students

Paper-II

Marks: 40

Paper-III

Marks: 40

Internal Assessment on Sessional Work

Marks: 20

Total Marks 100

Theory Paper-I

History of communication

(Mass communication, person to person communication
Barriers in communication: Media of advertising layout

parts of layout elements of layout & kinds of layout)

Advertising appeals. Advertising copy Book cover.

Paper-II Practical-I

5 Hrs. M.M. 30
p m. 7.

I

Layout Design.

(News paper layout, magazine layout with suitable copy matter.
Book cover.

II

Cut Out

on any product

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Practical-IIInd

5 Hrs.
M.M. 30
P.M. 7

I. Illustration

(Sports, Story, fairs and festivals showing three dimensional effect)

II Computer Graphic Design.

Internal Assessment:-	Layout	3
	Illustrations	3
	Book Cover	3
	Greeting Card	3
	Neatness in work	5

M.M. 20
P.M. 7

Time 5 Hrs.

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B.A. Part IIIrd (Applied Art)

Duration: One Year

Total Marks: 100

Theory Paper-I

History of Advertising and related Aspects.

Marks: 20

Time 3 Hrs.

Practicals

Paper-II

Poster & Graphic

Marks: 30

Time 5 Hrs.

Paper-III

Photography

Marks: 30

Time 5 Hrs.

For Private Students

Paper-II

Marks: 40

Paper-III

Marks: 40

Internal Assessment on Sessional work

Marks: 20

Total Marks: 100

Theory Paper-I

M.M. 20

P.M. 7

1. History of advertising, Ethics in advertising varrious media of advertising advertising publicity.
2. Marketing , market Research Advertising Agency.
3. Consumer, types of consumers consumer Research, consumer Associations.
4. Printing process, reproduction tēchni tecticaline& half tone.
5. Poster in Brief (Parts, elements electric display.

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Paper-II
Practical-II

M.H. 30 Time 5 hrs.
P.H. 7

- I. Graphic Design
- II. Poster product Posters Indoor Posters

Paper-III

- 1. Photography.
(Nature, human & products)

Internal Assesment:	Graphic Design	-3
	Posters	-3
	Self Developed B&W Photographs	-5
	Design of electric Display	-4
	Neatness in work	-5
