

Applied Art

1

2nd Year
FOURTH SEMESTER

THEORY SUBJECTS

PAPER I HISTORY OF ART & AESTHETICS-60(External)+40(Internal), Passing-40% in each
Common for all streams of Fourth Semester

PAPER II - ADVERTISING PROFESSION AND PRACTICE-60(External)+40(Internal), Passing-40% in each
The syllabus is divided into Five (5) units carrying a total of 60 marks, for a duration of 3 hours.
Passing marks in theory is 40%. Based on this pattern, the question papers shall be as follows:

- Group A** – Compulsory(objective type) – Five questions
(one Questions from each unit) of two marks each
Group B –Six questions(Short answer type) -One question
from each unit – each question of 5 marks, **four** to be answered
Group C –Three questions (Essay type)-one from each unit, each
questions of 15 marks – **two** to be answered

5x2= 10 marks

5x4 = 20 marks

15x2 = 30 marks
Total 60 marks

Unit 1:- Advertising1:

- a) Introduction to advertising
- b) Introduction to various media of advertising

Unit 2:- Layout:

- a) Understanding Layout
- b) Types of Layout

Unit 3:- Types of Advertising:

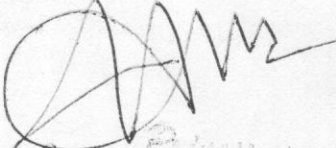
- a) Advertising to consumer, Advertising to Business and Profession
- b) Non Product Advertising

Unit 4:- Advertising Agency:

- a) Working and functioning of Advertising Agency
- b) Work of artist in advertising profession

Unit 5:- Print Media 1:

- a) News paper as an advertising medium
- b) Advantages and disadvantages of News paper as a medium of Advertising


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3rd YEAR
SIXTH SEMESTER

2

THEORY SUBJECTS

PAPER I: - HISTORY OF ART & AESTHETICS-60(External)+40(Internal), Passing-40% in each)
Common for all streams of Sixth Semester

PAPER II: ADVERTISING PROFESSION & PRACTICE-60(External)+40(Internal), Passing-40% in each)

The syllabus is divided into Five (5) units carrying a total of 60 marks, for a duration of 3 hours.
Passing marks in theory is 40% .Based on this pattern, the question papers shall be as follows:

- Group A – Compulsory(objective type) – Five questions (one Questions from each unit) of two marks each 5x2= 10 marks
- Group B –Six questions(Short answer type) -One question from each unit – each question of 5 marks, four to be answered 5x4 = 20 marks
- Group C –Three questions (Essay type)-one from each unit,each questions of 15 marks – two to be answered 15x2 = 30 marks
- Total 60 marks**

Unit 1:- Identity design:

- a) Understanding Logo, Symbol, Logotype, Trademark
- b) Corporate identity design and its uses.

Unit 2:- Electronic Media 1:

- a) Types of electronic media
- b) Introduction to Television commercials

Unit 3:- Electronic Media 1:


- a) Internet as an advertising medium
- b) Advantages and disadvantages of various electronic media

Unit 4:- Marketing:

- a) What is Marketing, 4p's of Marketing
- b) Types of Marketing communication

Unit 5:- Advertising Campaign :

- a) Campaign planning -decisions and basic principles of campaign
- b) Campaign Planning- Objectives & appeal .Factors influencing the planning of an advertising campaign. planning. Importance of unity and continuity


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4th YEAR
EIGHTH SEMESTER

THEORY SUBJECTS

PAPER- I: HISTORY OF ART & AESTHETICS-60(External)+40(Internal), Passing-40% in each)
Common for all streams of eighth Semester

PAPER II: ADVERTISING PROFESSION & PRACTICE-60(External)+40(Internal), Passing-40% in each)

The syllabus is divided into Five (5) units carrying a total of 60 marks, for a duration of 3 hours. Passing marks in theory is 40% .Based on this pattern, the question papers shall be as follows:

- Group A** – Compulsory(objective type) – **Five** questions (one Questions from each unit) of two marks each 5x2= 10 marks
- Group B** –Six questions(Short answer type) -One question from each unit – each question of 5 marks, **four** to be answered 5x4 = 20 marks
- Group C** –Three questions (Essay type)-one from each unit,each questions of 15 marks – **two** to be answered 15x2 = 30 marks
Total 60 marks

Unit 1:- Sales promotion:

- a) Types of sales promotion
- b) Introduction to Point of purchase advertising.

Unit 2:- Advertising and Marketing 1:

- a) Introduction to Motivation research
- b) Market segmentation, Market research

Unit 3:-Advertising and Marketing 2:

- a) Importance of Marketing
- b) Introduction to consumer behavior

Unit 4:- Advertising and Society1:

- a) Legal aspects of Indian advertising
- b) Ethical aspects of advertising

Unit 5:- Advertising and Society2:

- a) Social aspects of advertising
- b) Economical aspects of advertising

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