

# Gujarat Technological University

## COURSE NAME: COMPOSITION

### 1.RATIONALE:

Composition makes a student aware of the art field. The basic elements and principles encompassing sculpture, painting and architecture are explained. The study of composition leads students to application in advertising field and it widens the vision and horizons of student in the art field. Drawing applied in advertising of the various techniques using computer is also covered.

### 2. SCHEME OF TEACHING:

Topic No	Name of Topic	No. Of Hours		
		Lect.	Pract.	Total
1	Structural grids for composition.	1	6	7
2	Basic elements and principals of art.	3	12	15
3	Simple graphic elements.	1	10	11
4	Activation of space.	2	8	10
5	Use of colors and different levels of ground.	2	10	12
6	Use of composition in advertising.	2	16	18
7	Inter relationship of expressions & relative values.	1	10	11
8	Creative approach.	2	12	14
	Total	14	84	98

### 3.OBJECTIVES:

1. Prepare different types of grids.
2. Know basic elements and principles of art.
3. Application of elements.
4. Prepare graphic presentation.
5. Use the colors
6. Study the 2D, 3D, effects.
7. Study the different expressions and relative value.
8. Create different drawings.

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## 4. TOPICS AND SUB TOPICS:

### Topic.1.0 STRUCTURAL GRIDS FOR COMPOSITION

- 1.1 Vertical, Horizontal diagonal, Round.
- 1.2 Different types of sizes & shapes.
- 1.3 Different arrangements.
- 1.4 Use of colors in grid composition.

### Topic. 2.0 BASIC ELEMENTS AND PRINCIPLE OF ART:

- 2.1 Elements of art line form space color, containing area (space) tone and texture
- 2.2 Principles of art preparation, Balance rhythm harmony dominance unity.
- 2.3 Aesthetic value in art
- 2.4 Type of composition - imaginary Mythological, Historical and abstract painting.

### Topic.3.0 SIMPLE GRAPHIC ELEMENTS:

- 3.1 Effects & value of different shapes or form.
- 3.2 Use of different sizes of elements

### Topic.4.0 ACTIVATION OF SPACE:

- 4.1 Importance of space in art.
- 4.2 Space and objects managing.

### Topic.5.0 USE OF COLORS AND DIFFERENT LEVELS OF GROUND:

- 5.1 Different effect of various colors in composition.
- 5.2 Application of different color scheme in composition.
- 5.3 Study of different level of ground – foreground, middle ground and back ground.
- 5.4 Study of 2D,3D value.

### Topic.6.0 USE OF COMPOSITION IN ADVERTISING:

- 6.1 Composition for advertising - productive non productive.
- 6.2 Use of graphic technique in layout - Typographical photography collage & computer.

### Topic.7.0 INTER RELATIONSHIP OF EXPRESSIONS & RELATIVE VALUES:

- 7.1 Inter relationship in elements of design and their different expression.
- 7.2 Relative value in basic elements & principles of design.

### Topic.8.0 CREATIVE APPROACH:

- 8.1 Prepare a creative application of any new concept.
- 8.2 Use of new media, texture, colors, cutting - pasting.

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<b>5.LABORATORY EXPERIENCES:</b>	<b>Hrs.</b>
1. Prepare different grid line and colors	03
2. Practice of basic element	12
3. Application of principles	12
4. Product arrangement 2D, 3D volume illusion	06
5. Prepare composition on imaginary mythological Historical and on abstract painting	15
6. Application of space	03
7. Application of Harmony and rythem	03
8. Prepare composition for advertising purpose	20
9. Create new composition with concept.	10

**Note:** 40% Design should be prepared with use of computer.

## 6. REFERENCE:

1. Mythology series	No of Volumes - 6
2. Step by step art school (Acrylics Drawing, Oils, Pastels and water Colors	
3. History & Techniques of Great Masters	
4. Encyclopedia of Visual Art	
5. A History of Indian Painting	
6. The Arts of India	
7. Contemporary crafts	

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## COURSE NAME: TYPOGRAPHY

### 1.RATIONALE:

Typography is essential in Advertising field. Typography means to convey the ideas, their shape of type characters according to advertising. Types have their own Language as per their own characteristics and this has to be used in Type & Letter Design as well as in Calligraphy Design.

### 2.SCHEME OF TEACHING:

No. Of Topics	Name of Topic	No. Of Hours		
		Lect.	Pract.	Total
1	Introduction to basic elements of Typography	1	6	7
2	Study & selection of type faces, sizes, variations and spacing.	1	6	7
3	Copy fitting to given space.	1	6	7
4	Introduction to different type settings systems. (computer aided systems) effect of Typography in advertising	1	6	7
5	Desk top publishing, stationary & book publishing	1	6	7
6	Calligraphic stroke with quill pen, reed pen, brush etc. (Hand work)	3	6	9
7	Study & basic type styles / faces	1	6	7
8	Designing letter fonts in English or Hindi or Gujarati.	1	18	19
9	Excl. In computer aided – variation study in terms & different weights, widths & slant	1	6	7
10	Letter forms for advertising application.	1	6	7
11	Fountography – Characters of type	2	12	14
	Total	14	84	58

### 3.OBJECTIVES:

1. Application of calligraphy and typography in advertising, book publication etc.
2. Understand type size, variations of spacing.
3. Decide type settings.
4. Use computer for typography.
5. Write fancy lettering for different occasions.
6. Design letter forms.

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## 4. TOPICS AND SUB TOPICS:

### **Topic.1.0 INTRODUCTION TO BASIC ELEMENTS OF TYPOGRAPHY:**

- 1.1 Proportion & character of types.
- 1.2 Expression & effects.

### **Topic.2.0 STUDY AND SELECTION OF TYPE FACE:**

- 2.1 Selection of type according to subject.
- 2.2 Readability & function value of type.

### **Topic 3.0 COPY FITTING IN GIVEN SPACE:**

- 3.1 Various composition like side alignment, symmetrical layout, box copy, paragraphy, zigzag alignment etc.

### **Topic.4.0 INTRODUCTION TO DIFFERENT TYPE SETTING SYSTEMS (THEORY)**

- 4.1 Hand composing.
- 4.2 Computer aided.

### **Topic.5.0 DESK TOP PUBLISHING, STATIONARY & BOOK PUBLISHING:**

- 5.1 Use of typefaces.
- 5.2 Text analyses.
- 5.3 Layout.

### **Topic.6.0 CALLIGRAPHIC STROKE WITH QUILL PEN, REED PEN, BRUSH ETC. (HAND WORK )**

- 6.1 Handwork exercise by kitta & ink, flat pencil.
- 6.2 Fluency & rhythm
- 6.3 Proportion & creative form
- 6.4 Esthetic value

### **Topic.7.0 STUDY OF BASIC TYPE STYLE /FACES**

- 7.1 Modification from basic type.

### **Topic.8.0 DESIGNING LETTER FONTS IN ENGLISH OR HINDI OR GUJARATI:**

- 8.1 Create familiar character in different languages (Lip-script)

### **Topic.9.0 EXCL. IN COMPUTER AIDED VARIATION STUDY IN RUNS OF DIFFERENT WEIGHTS, WIDTHS & SLANT.**

- 9.1 Type normal- Bold- extra bold, thin, condense, expanded & Italic.
- 9.2

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## Topic.10.0 LETTER FORMS – FOR ADVERTISING APPLICATION:

- 10.1 Illustration type.
- 10.2 Expression through types.

## Topic.11.0 FOUNTOGRAPHY- CHARACTORS OF TYPE:

- 11.1 Optical & Mechanical spacing & proportion with all types.

## 5.LABORATORY EXPERIENCES:

- |     |   |         |
|-----|---|---------|
| 1.  | Draw basic elements of Typography   | 1 Sheet |
| 2.  | Draw study & selection of Type faces, Sizes, variation and spacing.                             | 1 Sheet |
| 3.  | Draw copy fitting to given space in 3 Different style by computer.                              | 1 Sheet |
| 4.  | Draw Typographic layout for Non productive subject.   | 1 Sheet |
| 5.  | Typographic design for book cover.  | 1 Sheet |
| 6.  | Draw different strokes with kitta & pencil  | 1 Sheet |
| 7.  | Prepare different creative alphabet   | 1 Sheet |
| 7.  | Draw letterforms in English, Gujarati or Hindi in similar Shape.                                | 3 Sheet |
| 8.  | Students should draw-Variation study in terms of different Weights, widths & stunt by computer. | 1 Sheet |
| 9.  | Draw letter forms for advertising application   | 1 Sheet |
| 10. | Draw fountography - charactors of type by Computer.   | 1 Sheet |

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COURSE NAME: COMPUTER BASIC

## 1. RATIONALE:

Due to the fast growing impact of computer in commercial art field all students should get through knowledge about computers. Today computer is involved fully in design and commercial art field.

Computer software are capable to give the best result in design field. So students should have thorough knowledge of operating and handling of computers.

## 2. SCHEME OF TEACHING:

Topic No.	Name of Topic	No. Of Hours		
		Lect.	Pract.	Total
1	Introduction to Computers.	4	6	10
2	Memory & its types, measurement of memory	4	6	10
3	Operating System.	2	2	4
4	Commands for operating systems.	2	2	4
5	Windows 3.1	4	6	10
6	Win-95, Win-98 & Win-2001	4	12	16
7	MS Office	8	22	30
	Total	28	56	84

## 3.OBJECTIVES:

1. To give knowledge of design through computer.
2. Use of computer in design and commercial art field.
3. To give training of latest software programmes related to advertising field art commercial art field.

## 4.TOPICS AND SUB TPIICS:

### Topic.1.0 INTRODUCTION TO COMPUTERS:

- 1.1 Introduction to computer and characteristic of computers.
- 1.2 Classification of computer system. Input & Output devices.

### Topic.2.0 MEMORY AND ITS TYPES:

- 2.1 Internal & External memories.
- 2.2 Hardware & software.

### Topic 3.0 OPERATING SYSTEMS:

- 3.1 Necessity and Introduction.
- 3.2 Working system.

### Topic.4.0 COMMANDS:

- 4.1 Internal Commands
- 4.2 External Commands

### Topic.5.0 WIN 3.1:

- 5.1 Introduction to WIN 3.1 & Programme Manager.
- 5.2 Accessories & other menus.

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## Topic.6.0 WIN-95, WIN-98 & WIN-2001:

- 6.1 Introduction to win –95 & start up of menus.
- 6.2 Introduction to win-98 & start up of menus.

## Topic.7.0 MS OFFICE:

- 7.1 Introduction to MS Office.
- 7.2 Text input and their effects in MS Office.

## 5.LABORATORY EXPERIENCES:

Sheets to be prepared as under for Term Work.

1. Introduction to management of files.
2. Use of commands.
3. Understand the DOS environment & windows environment difference.
4. Working system of windows 3.1
5. Working system of win-95.
6. Working system of win-98.
7. Win – 2001.
8. Data entry and editing in MS Office.

## 6.REFERENCES:

- |     |                       |  |
|-----|-----------------------|--|
| 1.  | D.T.P.                | BPB Publications                                 |
| 2.  | Corel draw 8          | Venus Publications<br>Publications,Ahmedabad     |
| 3.  | Pagemaker 5           | BPB Publications                                 |
| 4.  | Page maker 6.5        | B.P.B.Publications                               |
| 5.  | Win – 3.1             | B.P.B.Publications                               |
| 6.  | Win – 95              | B.P.B.Publications                               |
| 7.  | Win – 98 & Win - 2001 | vinus publications, Ahmedabad<br>IN GUJARATI :   |
| 8.  | Photo shop            | Techmedia Publication                            |
| 9.  | Corel draw 9          | Bhavesh Chauhan<br>Venus Pub.,Ahmedabad          |
|     | (or higher verson     | Ketna Shah                                       |
| 10. | Page Maker 6.5        | Sonal Shah<br>Computer JagatPrakeshan, Ahmedabad |
| 11. | DTP with Photoshop    | Bhavesh Chauhan Venus Pub.,<br>Ahmedabad         |
|     | (higher verson)       | Ketna Shah IN ENGLISH                            |
| 12. | Windows 98            | Cowart BPB Pub.,NewDelhi                         |
|     | (Higher verson)       |  |
| 13. | Coreldraw 9           | Altman “   |
|     | (Higher verson)       |  |
| 14. | Pagemaker 6.5         | “ “  |
|     | (Higher verson)       |  |
| 15. | Photoshop 6           | Romaniello “                                     |
| 16. | Windows 2000          |  |
|     | (Higher verson)       | Sybex “  |



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## COURSE NAME: ART WORK

### 1. RATIONALE:

In the field of advertising & Reproduction (Printing) the knowledge of artwork & skill of doing artwork is very much Important. Any design in visual media i.e. print media is based on artwork & than they are processed and taken to Printing without artwork, printing is not possible. In the field of advertising & printing, the artwork Technicians are necessary, Manual & computerised methods are in practice in such field. The Importance of manual artwork is also there, at the level of landscapes, Illustration, creative drawing & dummy designing. Computers give wide range of possibilities & faster work and accurate work. It is time saving as well as quality maintaining technology. The field of computer and software is unlimited and fast growing .

### 2. SCHEME OF TEACHING:

Topic No	Name of Topic	No. Of hours		
		Lect.	Pract.	Total
1.	Methods of Art Work.	1	-	1
2.	Types of Art Work.	2	12	14
3.	Instructions of Art Work.	2	4	6
4.	Instruments and materials for Art work.	1	-	1
5.	Colour Separation.	2	24	26
6.	Process Method for Diff. Reproduction Methods.	2	12	14
7.	Computer Software for art works.	4	32	36
	Total	<b>14</b>	<b>84</b>	<b>98</b>

### 3. OBJECTIVES:

1. Understand Different Methods for Artwork process.
2. Understand process of Manual Artwork.
3. Know the Instructions points for Artwork.
4. Know the Instruments.
5. Explain the colour separation techniques.
6. Know the Art work techniques & Technical points.
7. Know Different Processing methods & suitability with Diff. Repro. Methods.
8. Work with computer on art work using Different Software's.

### 4. TOPICS AND SUBTOPICS:

#### Topic.1.0 METHODS OF ART WORK.

- 1.1 Introduction & Definition.
- 1.2 Manual artwork.
- 1.3 Computerised art work.
- 1.4 Combined art work.

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## **Topic.2.0 TYPES OF ART WORK.**

- 2.1 Single colour art work.
- 2.2 Flat colour art work for more then one colour.
- 2.3 Full tone art work.
- 2.4 Half tone art work.
- 2.5 Full tone / Half tone combined artwork.
- 2.6 Multi colour art work.
- 2.7 Computer aided art work.
- 2.8 Digital photo art work.
- 2.9 Separated & single piece art work.
- 2.10 Use of T.P. & 35mm T.P.

## **TOPIC.3.0 INSTRUCTIONS ON ART WORK.**

- 3.1 Instruction for processing size.
- 3.2 Instruction for colour separation.
- 3.3 Instruction for overlapping & super imposition.
- 3.4 Instruction for colour addition.
- 3.5 Instruction for mixing tones.
- 3.6 Instruction for printers.
- 3.7 Instruction for colors percentage.
- 3.8 Instruction for reproduction final (for printer).

## **TOPIC .4.0. INSTRUMENTS & MATERIALS FOR ART WORK.**

- 1.1 Manual Instruments, Geometrical Instruments.
- 1.2 Drawing Brushes. Etc.
- 1.3 Air brush (Spray Gun).
- 1.4 Ready made materials like Sheets, Stripes, Patches etc.
- 1.5 Scanner, Printer & Computer.
- 1.6 Some other utility Instruments like Cutter, Blade, Scissors, Plucker etc.

## **TOPIC. 5.0. COLOUR SEPERATION.**

- 5.1 Manual Colour Separation Y.M .C.K. (B)
- 5.2 Computer Colour Separation RBG
- 5.3 Colour Separation by N/P for flat colour.
- 5.4 Separation for Multi colour artwork.

## **TOPIC. 6.0. PROCESS FOR DIFFRENT REPRODUCTION METHODS.**

- 6.1 For Letter press & Block process.
- 6.2 For off-Set. Printing.
- 6.3 For screen printing.
- 6.4 For graviure printing.
- 6.5 For flaxo printing.
- 6.6 For tin printing.
- 6.7 For Bottle printing.
- 6.8 For Thermography.

## **TOPIC.7.0 COMPUTER SOFTWER FOR ART WORK**

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- 7.1 DTP & Page maker
- 7.2 Corel Draw.
- 7.3 Photo-shop.

## 5. LABORATORY EXPERIECES.

1. Make single colour full tone artwork mono/colour from any printed design.
2. Make flat colour artwork for more then mono/colour one or two colour.
3. Make one Half tone artwork mono/colour.
4. Make full tone HT combined artwork.
5. Prepare one separated Multi colour artwork.
6. Make one single piece artwork mono/colour M.C.
7. Make list of Instruction for artwork.
8. Colour separation practical from mono/colour artwork.
9. Colour separation practical from flat colour artwork.
10. Process any two for any two reproduction.
11. Make three design using colour separation artwork.
12. One complete professional artwork with the use of any method for actual client.

**Note :** Art work can be done by manual method or by computer.

## 6. REFERENCES:

1. Re-production & Artwork
2. Graphic methods
3. Spray techniques
4. Drawing painting & land scapes
5. Graphic Art Hand Book

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## COURSE NAME: REPRODUCTION METHODS

### 1. RATIONALE:

Commercial artist should know the detailed printing methods. Design should be reproductive without knowledge of printing field design cannot be prepared for easily reproduction. Knowledge of printing field & processes will be helpful in making design, suitable for reproduction. The subject covers all printing & allied processes with calculation & costing, estimating of whole job.

### 2. SCHEME OF TEACHING:

TOPIC NO.	NAME OF TOPIC	NO. OF HOURS		
		LECT.	PRACT.	TOTAL
1.	Introduction to printing processes as reproduction methods	02	04	06
2.	Letter press process	04	06	10
3.	Offset process	10	20	30
4.	Screen printing process	06	14	20
5.	Gravure process	04	08	12
6.	D.T.P. & Type settings.	02	04	06
	<b>Total</b>	<b>28</b>	<b>56</b>	<b>84</b>

### 3. OBJECTIVE:

1. Understand different printing processes.
2. Handle the jobs
3. Estimate production cost
4. Understand printing procedure. Canvas for commission work.

### 4. TOPIC AND SUB-TOPICS:

#### TOPIC: 1.0 INTRODUCTION OF PRINTING PROCESSES AS REPRODUCTION METHODS.

#### TOPIC: 2.0 LETTER PRESS PROCESS:

- 2.1 Hand composing
- 2.2 Mechanical composing
- 2.3 Proof reading with signs.
- 2.4 Job fitting on machine.
- 2.5 Layout of page setting
- 2.6 Type of machines.
  - Platen – traddle
  - Semi – automatic
  - Rotary
- 2.7 Printing method with make read.
- 2.8 Binding processes.

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## TOPIC: 3.0 OFFSET PROCESS:

- 3.1 Process Photography
- 3.2 -ve, +ve, line
- 3.3 -ve +ve halftone
- 3.4 Two colour, multi colour separation
- 3.5 Plate making processes.
- 3.6 Various types of machines.
  - Sheet fed – semi, fully automatic
  - Web fed
  - Rotary – automatic
- 3.7 Printing methods practically with make-ready.

## TOPIC: 4.0 SCREEN-PRINTING.

- 4.1 Materials
- 4.2 Equipments
- 4.3 Process of printing with make-ready
- 4.4 Jobs suitable for screen printing process.

## TOPIC: 5.0 GRAVURE PROCESS.

- 5.1 Materials
- 5.2 Equipment
- 5.3 Process of printing.

## TOPIC: 6.0 D.T.P. & TYPESETTINGS.

- 6.1 Different programmes for DTP work.
- 6.2 Layout & page setting by computer.
- 6.3 Copy fitting in different alignment.

## 5. LABORATORY EXPERIENCE:

1. Composing of English running matter.
2. Proof reading of composed job.
3. Fitting of job on platen machine (Imposing)
4. Make ready and printing of job on platen machine.
5. Making -ve, +ve of line job.
6. Plate making of job
7. Make ready of printing job on offset machine.
8. Binding of registers & books
9. Making screen for screen printing process.
10. Screen printing of visiting card / invitation card (small job)

## 6. REFERENCES:

1. GATF Graphic Arts Technical Foundation book are available for printing subject.
2. Mudranshashtra Ajay Patel, Pravin Thakkar University Granth Nirman Board.
3. Graphic Art Stevenson Gerorage A. Mc Graw Hill, Newyork
4. Graphic designs Grey Pitter Focal Press, London  
Repro. Techniques