

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**DIPLOMA IN COMMERCIAL ART**

**TEACHING SCHEME (w. e. f. 10<sup>th</sup> Jan,' 11)**

**SEMESTER- VI**

<b>Sr. No.</b>	<b>SUB. CODE</b>	<b>SUBJECT</b>	<b>TEACHING SCHEME (HOURS)</b>			<b>CREDITS</b>
			<b>THEORY</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	
1	365301	Project-I	0	0	8	8
2	365302	Project-II	0	0	8	8
3	365303	Project-III	0	0	9	9
4	365304	Advertising Design-II	2	0	7	9
		<b>TOTAL</b>	<b>2</b>	<b>0</b>	<b>32</b>	<b>34</b>

# GUJARAT TECHNOLOGICAL UNIVERSITY

## DIPLOMA IN COMMERCIAL ART

### SEMESTER- VI

Subject Code : 365301

Subject Name: **PROJECT-I**

#### ‘RATIONAL’

The Students learn the professional practice prevailing in the market in the field of Commercial Art. The project gives the on hand experience on a selected area. Student undergoes all the practical activities in order to prepare a detail project of practical utility, reflecting practices on shop floor/market/manufacturing activities and reproduction activities. This gives him the through knowledge of material and its cost as well as its interrelationship and aesthetic value with respect to the project article.

**NOTE:- Following are the minimum experiences required, but the college can do more experiences if possible.**

Sr. No .	Subject Content (Select any one Subject from following three) Guidance and Lab Experience :	Hrs .
1	<p><b>1.0 EXHIBITION</b> The Project of ‘EXHIBITION’ is a one kind of Event Management. Now a day every kind of events are necessary for the people, like Social, Festivals, Functions, and Productive and Non productive etc.</p> <p><b>1.1 MARKET SURVEY:</b> <b>Visit of all kinds of Exhibition</b> (Productive and Non productive) with its characteristics and collection of all detail like rate, size of hall etc. Purpose and concept of exhibition according to the Product, Different kind of Product Display panels, Use of various lighting, utilization of space, information, Adverting according to Product exhibition, also other information collects from Internet.</p> <p><b>1.2 SELECTION OF SUBJECT:</b> 1.2.1 <b>Select any One Product or any Company</b> 1.2.2 Collect detail about exhibition e.g. Quality and Quantity of</p>	38

products, Size of product, rate, discount, purpose of exhibition, and Budget etc.

OR

Art exhibition of Own art pieces. e.g. Paintings, Art & Craft, or Photography etc.

Exhibition arrange individual or with in the Group

### **1.3 PREPARATION OF ART PIECES FOR ACTUAL ART EXHIBITION:**

1.3.1 Art & Craft e.g. Decorative Art pieces, decorative Pots, Paintings, Sculptures, and Photography etc.

1.3.2 Prepare Advertising design e.g. Logo design, Visiting card, Invitation card, Banner, Poster, folder, and News paper advertisement etc.

### **1.4 PLANNING FOR ACTUAL EXHIBITION:**

1.4.1 Study about planning and size of exhibition hall

1.4.2 Art pieces according to size and space of Hall

1.4.3 Activation of space and utilization of space

1.4.4 Layout of electrification e.g. spot light, flash light, tube light, and fans etc.

1.4.5 Discipline, decency, and manners are very essential in atmosphere of hall.

1.4.6 Necessity of dress code, base, identity card etc.

1.4.7 Plan advertising design e.g. List of Art lovers, logo, symbol, visiting card, Invitation card, folder, banner and News paper etc.

1.4.8 Selection of chief guest and guest for inauguration.

1.4.9 Booking of Art gallery

### **1.5 TO ARRANGE ACTUAL EXHIBITION:**

1.5.1 To arrange actual art pieces in the Art gallery before time.

**Note: Above art exhibition arrange in the Institute OR out side**

### **1.6 SUBMISSION:**

1.6.1 Report of Market survey (visits) with Photographs and prints from Net, Rate cards of display materials etc.

1.6.2 Report of Actual Exhibition which arrange by students with Photographs of exhibition and Art pieces with details.

(Note: above art exhibition arrange in the Institute OR out side)

2	<p><b>2.0 PUBLICATION DESIGN</b> Advertising field is mostly requiring Creative designs for Reproduction. Many publishers among this field needs designer for Publication. So knowledge of design of this subject is very essential.</p> <p><b>2.1 MARKET SURVEY:</b></p> <ul style="list-style-type: none"> <li>2.1.1 Study of Current trend of market</li> <li>2.1.2 Visits of Publication Units&amp; collect all detail about Publication design and its Reproduction</li> <li>2.1.3 Collect various printed references</li> <li>2.1.4 Collect all data and information from Internet with Prints.</li> <li>2.1.5 Collection of different kind of papers with all characteristics e.g. Quality and Quantity, Rates, GSM of papers, Size etc.</li> </ul> <p><b>2.2 PREPARETION OF PUBLICATION DESIGN FOR CLIENT:</b></p> <ul style="list-style-type: none"> <li>2.2.1 Productive OR Non productive as per clients requirement e.g. Booklet design, Broacher design, Text book design, Souvenir design, Annual report design, Information manual design etc.</li> </ul> <p><b>2.3 SELECTION OF REPRODUCTION MEDIA:</b></p> <ul style="list-style-type: none"> <li>2.3.1 Offset printing, Grevior printing, flexo printing, Screen printing etc.</li> <li>2.3.2 costing of job e.g. Design charges, Printing charges, Papers costing, Cutting and creasing costing, punching costing, Lamination costing, Transporting Costing, etc. These all estimates are according to Budget.</li> </ul> <p><b>2.4 SUBMISSION:</b></p> <ul style="list-style-type: none"> <li>2.4.1 Report of Market survey (visits) with Photographs and prints from Net, Rate cards of publication materials and estimating charges etc.</li> <li>2.4.2 Report of Actual work of Publication with Photographs and Computer prints with details.</li> </ul>	38
3	<p><b>3.0 INTERIOR DESIGN</b> Day by day the people are very aware about modern living style. So they need all types or latest Interior. Commercial artist has knowledge of visual with all Principles of Art. Students can develop 3D sense by with Plan, Elevation and Perspective view.</p>	36

	<p><b>3.1 MARKET SURVEY:</b>  3.1.1 Study of current market Trend.  <b>3.1.2</b> Appreciation the professional work  3.1.3 know the costing for according to subject  3.1.4 Study of new technology and processes  3.1.5 Collection of sample of different Materials with all characteristic,  Dif. sizes and rates of interior materials etc.</p> <p><b>3.2 ACTUAL WORK:</b>  3.2.1 Preparation of Plan, Elevation and Perspective view as per requirement of client. e..g. in the Resident ‘Living room, Bed room, Kitchen etc. and in the Corporate Field ‘Shops, Offices, Mall, etc.  3.2.2 Prepare actual estimate for whole job for clients according to Budget e.g. Charges of design, actual materials with quantity and quality, Labors charges Etc.</p> <p><b>3.3 SUBMISSION:</b>  3.3.1 Report of Market survey (visits) with Photographs and prints from Net, Rate cards of Inferior materials and estimating charges etc. Report of Actual work of Interior with Photographs and computer prints with details.</p>	
	<b>Total</b>	112

## REFERENCES:

- |   |                        |
|---|------------------------|
| 1 Advertising Art & Ideas   | -Dr. G.M. Rage         |
| 2 Technique Interior Design (Rendering & Presentation)                                  | -Sid Delmur Leach ASID |
| 3 Rup-Prad kala   | -----                  |
| 4 Designs and Composition   | -Maharashtra State     |
| 5 Decorative Design & Ornaments   | -Mary Jean Alexander   |
| 6 Ref. Book -1-Land scape, Figures,<br>Buildings and Products Design(Designers Notbook) | -Wolfgang Haneney      |
| 7 Theory and Problems of Advertising  | -Herbert F Holtje      |

# GUJARAT TECHNOLOGICAL UNIVERSITY

## DIPLOMA IN COMMERCIAL ART

### SEMESTER- VI

Subject Code : 365302

Subject Name: **PROJECT-II**

#### 'RATIONAL'

The Students learn the professional practice prevailing in the market in the field of Commercial Art. The project gives the on hand experience on a selected area. Student undergoes all the practical activities in order to prepare a detail project of practical utility, reflecting practices on shop floor/market/manufacturing activities and reproduction activities. This gives him the through knowledge of material and its cost as well as its interrelationship and aesthetic value with respect to the project article.

**NOTE:- Following are the minimum experiences required, but the college can do more experiences if possible.**

Sr. No.	Subject Content (Select any one Subject from following three)	Hrs.
	<b>Guidance and Lab Experience :</b>	
1	<b>1.0 PHOTOGRAPHY</b> Photography is very essential for every people in the all kind of events; Like Social, Festivals, Functions and so many important activities for remembrance. This project includes Indoor photography, Outdoor photography, Model photography etc. This project is very useful for Commercial Artist.  <b>1.1 MARKET SURVEY:</b> 1.1.1 Study of Current trend of market 1.1.2 Visits of Photography studio & collect all detail about Photography and its Reproduction 1.1.3 Collect various printed references 1.1.4 Collect all data and information from Internet with Prints. 1.1.5 Collection of different kind of Materials and deferent Camera with all Characteristics e.g. Quality and Quantity, Rates, Photographic papers, Size etc.	38

	<p><b>1.2 PREPARATION FOR PHOTOGRAPHY:</b></p> <p>1.2.1 Study of History of Photography</p> <p>1.2.2 Study of all kind of Digital Camera with details e.g. Manual and Automatic operating, Memory, Pixels, Zooming, Close ups, Rates, Company etc.</p> <p>1.2.3 Study of deferent Lighting: e.g. Natural and Artificial light, Against light, Bounce Light, Cut light, Front light, Morning light, Sun light, Evening light, Night Light, etc.</p> <p>1.2.4 Study of Out door and Indoor Photography: e.g. Photography on Social Events, Functions, Groups, Festivals, Marriages, Party, etc. Also Product Photography and Industrial photography for Advertising Purpose.</p> <p><b>1.3 ACTUAL WORK:</b></p> <p>1.3.1 Preparation of Photography as per requirement of client. e.g. For In door social events and in the Corporate Field ‘Shops, Offices, Mall</p> <p>1.3.2 Prepare actual estimate for whole job for clients according to Budget e.g. Charges of design, actual materials with quantity and quality, Labors Charges etc.</p> <p><b>1.4 SUBMISSION:</b></p> <p>1.4.1 Report of Market survey (visits) with Photographs and prints from Net, Rate cards and estimating charges etc. Report of Actual work of Photography project with Photographs And computer prints with details</p>	
2	<p><b>2.0 PACKAGING DESIGN</b></p> <p>Now a days people are very aware about purchasing of products. In the market so many products and all are makes competition to each others. All manufacturers need attractive packaging for their products. So Commercial artist needs knowledge of Packaging design.</p> <p><b>2.1 MARKET SURVEY:</b></p> <p>2.1.1 Study of Current trend of market</p> <p>2.1.2 Visits of Packaging Units&amp; collect all detail about Packaging design and its Reproduction</p>	38

	<p>2.1.3 Collect various printed references</p> <p>2.1.4 Collect all data and information from Internet with Prints.</p> <p>2.1.5 Collection of different kind of papers with all characteristics e.g. Quality and Quantity, Rates, GSM of papers, Size of papers, Lamination etc.</p> <p><b>2.2 PREPARATION OF PUBLICATION DESIGN:</b></p> <p>2.2.1 Productive design, Unit pack, Intermediate and Outer pack design As per clients requirement e.g. Box design, Bag design, wrappers design, pouch design, Carton design and Transportation pack design etc.</p> <p><b>2.3 SELECTION OF REPRODUCTION MEDIA:</b></p> <p>2.3.1 Offset printing, Grevior printing, flexo printing, Screen printing etc.</p> <p>2.3.2 costing of job e.g. Design charges, Printing charges, Papers costing, Cutting and creasing costing, punching costing, Lamination costing, Transporting Costing, etc. These all estimates are according to Budget.</p> <p><b>2.4 SUBMISSION:</b></p> <p>2.4.1 Report of Market survey (visits) with Photographs and prints from Net, Rate cards of Packaging materials and estimating charges etc. Report of Actual work of Packaging project with Photographs and Computer prints with details.</p>	
3	<p><b>3.0 ART &amp; CRAFT</b></p> <p>Art &amp; Craft is a widest field in the all over the world. People want artistic living with Different kind of Art. In this project students can work with decorative Art pieces, like Paintings, Murals, Collage, etc with different Medias and materials as per Client's requirement.</p> <p><b>3.1 MARKET SURVEY:</b></p> <p>3.1.1 Study of current market Trend.</p> <p><b>3.1.2</b> Appreciation the professional work</p> <p>3.1.3 know the costing for according to subject</p> <p>3.1.4 Study of new technology and processes</p> <p>3.1.5 Collection of sample of different Materials with all characteristic, Dif. sizes and rates of materials etc.</p> <p><b>3.2 ACTUAL WORK:</b></p> <p>3.2.1 Preparation for Art pieces as per requirement of client.</p>	36

	<p>e.g. In door and out door e.g. Resident ‘Living room, Bed room, Kitchen etc. and in the Corporate Field ‘Shops, Offices, Mall, etc.</p> <p>3.2.2 Prepare actual estimate for whole job for clients according to Budget e.g. Charges of design, actual materials with quantity and quality, Labors charges etc.</p> <p><b>3.3 SUBMISSION:</b></p> <p>3.3.1 Report of Market survey (visits) with Photographs and prints from Net, Rate cards of materials and estimating charges etc. Report of Actual work of ART &amp; CRAFT project with Photographs and computer prints with details.</p>	
	<b>Total</b>	<b>112</b>

**REFERENCES:**

1 Advertising Art & Ideas	-Dr. G.M. Rage
2 Technique Interior Design (Rendering & Presentation)	-Sid Delmur Leach ASID
3 Rup-Prad kala	-----
4 Designs and Composition	-Maharastra State
5 Decorative Design & Ornaments	-Mary Jean Alexander
6 Ref. Book -1-Land scape, Figures, Buildings and Products Design(Designers Notbook)	-Wolfgang Haneney
7 Theory and Problems of Advertising	-Herbert F Holtje

# GUJARAT TECHNOLOGICAL UNIVERSITY

## DIPLOMA IN COMMERCIAL ART

### SEMESTER- VI

Subject Code : 365303

Subject Name: **PROJECT-III**

#### ‘RATIONAL’

The Students learn the professional practice prevailing in the market in the field of Commercial Art. The project gives the on hand experience on a selected area. Student undergoes all the practical activities in order to prepare a detail project of practical utility, reflecting practices on shop floor/market/manufacturing activities and reproduction activities. This gives him the through knowledge of material and its cost as well as its interrelationship and aesthetic value with respect to the project article.

**NOTE:- Following are the minimum experiences required, but the college can do more experiences if possible.**

Sr. No	Subject Content (Select any one Subject from following three)	Hrs
1	<p><b>Guidance and Lab Experience :</b></p> <p><b>1.0 ILLUSTRATION</b> Illustration is most essential subject for every Commercial artist. More requirement of good illustrator in the field of Advertising. Students can work like Figures, Land scape, industrial, Story book, fashion, and Cartoon illustration etc. in the markets. After complete the project of illustration students can do 3D Animation with multy media as per requirement of clients</p> <p><b>1.1 MARKET SURVEY:</b> 1.1.1 Study of Current trend of market 1.1.2 Visits of Advertising agency Units&amp; collect all detail about Illustration design its Reproduction 1.1.3 Collect various printed references 1.1.4 Collect all data and information from Internet with Prints. 1.1.5 Collection of different kind of papers with all characteristics e.g. Quality and Quantity, Rates, GSM of papers, Size of papers, Lamination etc.</p>	42

	<p><b>1.2 PREPARATION OF ILLUSTRATION DESIGN FOR CLIENT:</b></p> <p>1.2.1 Study of various Techniques for illustration</p> <p>1.2.2 Productive illustration design, and Outer pack design As per clients requirement e.g. Box design, Bag design, wrappers design, pouch design, Carton design and Transportation pack design etc.</p> <p><b>1.3 SELECTION OF REPRODUCTION MEDIA:</b></p> <p>1.3.1 Offset printing, Grevior printing, flexography printing, Screen printing etc.</p> <p>1.3.2 Costing of job e.g. Design charges, Printing charges, Papers costing, Cutting and creasing costing, punching costing, Lamination costing, Transporting Costing, etc. These all estimates are according to Budget.</p> <p><b>1.4 SUBMISSION:</b></p> <p>1.4.1 Report of Market survey (visits) with Photographs and prints from Net, Rate cards of Packaging materials and estimating charges etc.</p> <p>1.4.2 Report of Actual work of Packaging project with Photographs And Computer prints with details.</p>	
2	<p><b>2.0 VIDEOGRAPHY</b></p> <p>Videography is most essential for people in the events of them life. Sence of composition and lighting effect are more important for Videography, so commercial artist can do Very well. After complete the project work students can do freelance work in the market.</p> <p><b>2.1 MARKET SURVEY:</b></p> <p>2.1.1 Study of Current trend of market</p> <p>2.1.2 Visits of Videography studio &amp; collect all detail about Videography and its Presentation &amp; Reproduction</p> <p>2.1.3 Collect various references</p> <p>2.1.4 Collect all data and information from Internet with Prints.</p> <p>2.1.5 Collection of different kind of Materials and deferent Camera With all Characteristics e.g. Quality and Quantity, Rates, Photographic papers, Size etc.</p>	42

	<p><b>2.2 PREPARETION FOR VIDEOGRAPHY:</b>  Study of History of Videography  Study of all kind of Digital Camera with details e.g. Manual and Automatic operating systems. Memory, Pixels, Zooming, Close ups, Rates, Company etc.</p> <p>2.2.1 Study of deferent Lighting:  e.g. Natural and Artificial light, Against light, Bounce Light, Cut light, Front light, Morning light, Sun light, Evening light, Night Light, etc.</p> <p>2.2.2 Study of Out door and Indoor Videography:  e.g. Videography on Social Events, Functions, Groups, Festivals, Marriages, Party, etc.  Also Videography of product and Industrial for Advertising Purpose.</p> <p><b>2.3 ACTUAL WORK:</b></p> <p>2.3.1 Preparation of Videography as per requirement of client.  e.g. For In door social events and in the Corporate Field ‘Shops, Offices, Mall</p> <p>2.3.2 Actual estimate for whole job for clients according to Budget  e.g. Charges of design, actual materials with quantity and quality, Labor Charges etc.</p> <p><b>2.4 SUBMISSION:</b></p> <p>2.4.1 Report of Market survey (visits) with Photographs and prints from Net, Rate cards and estimating charges etc.</p> <p>2.4.2 Report of Actual work of Videography project with CD.</p>	
3	<p><b>3.0 CAMPAIGN DESIGN</b>  Now a day modern Advertising is most require in this competitive markets. Advertising Campaign is very essential for every company of all over the world. Students can learn about Out door advertising and Indoor advertising Creatively. There are so many scopes in the markets.</p> <p><b>3.1 MARKET SURVEY:</b></p> <p>3.1.1 Study of Current trend of market</p> <p>3.1.2 Visits of Adverting agency Units &amp; collect all detail</p> <p>3.1.3 Collection of detail of Reproduction</p> <p>3.1.4 Collection of various printed references</p> <p>3.1.5 Collection of all data and information from Internet with Prints.</p> <p>3.1.6 Collection of different kind of papers with all characteristics e.g. Quality and Quantity, Rates, GSM of papers, Size of papers, Lamination etc.</p>	42

	<p><b>3.2 PREPARATION OF CAMPAIGN DESIGN:</b>  3.2.1 Productive and Non productive designs as per client's requirement  3.2.2 Planning of Campaign design  3.2.3 Develop USP (Unique Selling Point)  3.2.4 Prepare Out door &amp; Indoor advertising for Campaign design.</p> <p><b>3.3 SELECTION OF REPRODUCTION MEDIA:</b>  3.3.1 Offset printing, Greviour printing, flexography printing, Screen printing etc.  3.3.2 Costing of job e.g. Design charges, Printing charges, Papers costing, Cutting and creasing costing, punching costing, Lamination costing, Transporting Costing, etc. These all estimates are according to Budget.</p> <p><b>3.4 SUBMISSION:</b>  3.4.1 Report of Market survey (visits) with Photographs and prints from Net, Rate cards and estimating charges etc.  Report of Actual work of Campaign design project with Photographs and Computer prints with details.</p>	
	<b>Total</b>	126

**REFERENCES:**

1 Advertising Art & Ideas	-Dr. G.M. Rage
2 Technique Interior Design (Rendering & Presentation)	-Sid Delmur Leach ASID
3 Rup-Prad kala	-----
4 Designs and Composition	-Maharastra State
5 Decorative Design & Ornaments	-Mary Jean Alexander
6 Ref. Book -1-Land scape, Figures, Buildings and Products Design(Designers Notbook)	-Wolfgang Haneney
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# GUJARAT TECHNOLOGICAL UNIVERSITY

## DIPLOMA IN COMMERCIAL ART

### SEMESTER- VI

Subject Code : 365304

Subject Name: **ADVERTISING DESIGN-II**

#### 1. RATIONALE:

Now a day Advertising Design is most essential in all over the world. Productive and Non productive business is depending on Advertising. So many competitions are in the global markets. In this position every corporate field wants Advertising. So study of this project is very important. To develop the creative thinking of Advertising design, imagination & ideas. The students should be capable to make the own design for field. Students must able to deal with clients for designing of all types of outdoor & indoor advertisements. This all designs are relevant to the current Advertising field.

#### 4. OBJECTIVES:

1. Understand Advertising.
2. Create new concept.
3. Knowledge about computer Aided design.

Sr. No.	Subject Content	Hrs.
1	<b>1.0 History of Advertising</b> 1.1 Periods of Advertising 1.2 Purpose of study of History of Advertising	4
2	<b>2.0 Unique Selling Points</b> 2.1 To collect all the data especially of a Technical variety, from the manufacturer, couched it in easy to understand words and presents it in an attractive and interesting pictorial manner. 2.2 Product analyses- every possible angle of the product is thoroughly examined to see how, each one could be adapted or translated into Creative advertising	4
3	<b>3.0 Visualization</b>	4

	<p>2.1 The Visualization to create the most dramatic, exciting, efficient and Effective way of presenting after analyses the product.</p> <p>2.2 There are so many technique for visualization, like to shown only Product, product shown on location, product in use, product with Model, benefit of product, comparison, contrast with other product, Use of cartoon, dramatization of head line, logo, product and also model, Chart and diagrams etc.</p>	
4	<p><b>4.0 Media planning and Reproduction.</b></p> <p>4.1 <b>Indoor media-</b> all form of indoor advt. like symbol, Logo, all kind of stationery, News paper, magazine, booklet, broacher Publication, literature, pamphlet, folder, show-card calendar and Hanging forms etc.</p> <p>4.2 <b>Out door media-</b> like, Posters, Banners, hoardings Boards, Sky-signs and Balloons etc.</p>	4
5	<p><b>5.0 The Advertising agency</b></p> <p>5.1 Organization of Advertising agency</p> <p>5.2 Functions of Advertising agency</p>	4
6	<p><b>6.0 Human psychology</b></p> <p>6.1 Effect of Human psychology on advertising field</p> <p>6.2 Consumer psychology</p>	4
7	<p><b>7.0 Use of computer Software.</b></p> <p>7.1 Knowledge about computer software, Corel Draw Page makers, and Photoshop etc. Whichever is used for to prepare advertising design.</p>	4
	<b>Total</b>	<b>28</b>

**NOTE:- Following are the minimum experiences required, but the college can do more experiences if possible.**

Laboratory Experiences:

**For indoor advertising media**

- 1 Prepare one creative Logo Design for any company or its product.
- 2 Prepare one creative Symbol Design for above company or product.
- 3 Prepare one Press layout for News paper Advertisement in multi color. (Size 4 column X 25cms.) Quarter page vertical of news paper.
- 4 Prepare one press layout for News paper Advertisement in multi color.

- (Size 8 column X 25cms.) Half page horizontal of news paper.
- 5 Prepare one press layout for Magazine in multi color. (Size 8X12 inch)

**For out door advertising media**

- 2 Prepare One (Productive) poster design in multi color.( Size 8X12 inch)
- 2 Prepare One (Non Productive) poster design in multi color. (Size 8X12 inch)
- 3 Prepare One Hording design in multi color. (Size 8X10 inch)

**REFERENCES:**

- |  |                         |
|--|-------------------------|
| 1 Advertising Art & Ideas  | -Dr. G.M. Rage          |
| 2 The world of symbols/ Logos & Trade mark                             |                         |
| 3 Adhunik Vigyapan   | -Dr. Premchand Patnjali |
| 4 Advertising Annual   |                         |
| 5 The Theory & practical of poster Art.                                |                         |
| 6 The Creative Connection<br>(Advt. copy writing & Idea Visualization) | -Dr. Athur A. Winters   |
| 7 Theory and Problems of Advertising                                   | -Herbert F Holtje       |
| 8 Advertising –It’s Roll in Modern Marketing                           | -S.W.Dunn/A.M.Bardan    |
| 9 Advertising- It’s Purpose, Principles, & Practice                    | -Devid Shelley          |
| 10 Advertising in Modern Life  | -John Glory             |

**Note:** As per the need of Term work should be prepared work with the use of the computer.

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