

**MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI**

1	Name of Course	Diploma Course in Commercial Artists								
2	Max no. of Students	25		Course Code - 412402						
3	Duration	2 year								
4	Course Type	Full Time								
5	No. of Days per week	6 days								
6	No. of hours per day	7 Hrs								
7	Space require	Theory Class Room – 200 sqft Three Practical Lab – 500 sqft each								
8	Entry qualification	S.S.C. Pass								
9	Objective of syllabus	To understand and perform commercial art and drawing work, design and layout of various art work, To know technical theory and commercial art theory								
10	Employment opportunities	He will assist the qualified person.								
11	Teachers Qualification	1) For Vocational subject - Degree in concern field. 2) For Non Vocational Subject - Master Degree in Concern subject								
12] Teaching Scheme –										
Ppr		Subject Code	Clock Hours / Week		Total					
			Theory	Practical						
1	English (Communication Skill)	90000001	2 Hrs	1 Hrs	3 Hrs					
2	Elective – I		2 Hrs	1 Hrs	3 Hrs					
3	Elective – II		2 Hrs	1 Hrs	3 Hrs					
4	COMMERCIAL ART AND DRAWING	41240004	3 Hrs	8 Hrs	11 Hrs					
5	Design and Layout	41240005	3 Hrs	8 Hrs	11 Hrs					
6	Technical Theory and Commercial Art	41240006	3 Hrs	8 Hrs	11 Hrs					
Total					42 Hrs					
13	Internship	Two Month Summer Internship from 1st May to 30th June is Compulsory.								
14] Examination Scheme – Final Examination will be based on syllabus of both years.										
P	Subject	Subject Code	Theory			Practical			Total	
			Duration	Max	Min	Duration	Max	Min	Max	Min
1	English (Communication Skill)	90000001	3 Hrs	70	25	3 Hrs	30	15	100	40
2	Elective – I		3 Hrs	70	25	3 Hrs	30	15	100	40
3	Elective – II		3 Hrs	70	25	3 Hrs	30	15	100	40
4	COMMERCIAL ART AND DRAWING	41240004	3 Hrs	100	35	3 Hrs	100	50	200	85
5	Design and Layout	41240005	3 Hrs	100	35	3 Hrs	100	50	200	85
6	Technical Theory and Commercial Art	41240006	3 Hrs	100	35	3 Hrs	100	50	200	85
Total									900	375
15	Teachers – Three Teachers per batch for vocational component. For English, Elective-I & II guest faculty on clock hour basis.									
16	Student have to choose any one subject for Elective-I and Elective-II from below given subjects									
a) For Elective I – Student can choose any one subject			b) For Elective II – Student can choose any one subject							
Code Subject Name			Code Subject Name							
90000011 Applied Mathematics			90000021 Applied Sciences(Physics & Chemistry)							
90000012 Business Economics			90000022 Computer Application							
90000013 Physical Biology (Botany & Zoology)			90000023 Business Mathematics							
90000014 Entrepreneurship										
90000015 Psvchology										

## **Subject - 1 - COMMERCIAL ART AND DRAWING – 1st year**

**(Subject Code – 41240004)**

Topics : 1. Drawing from file : Head Study :

Or

Drawing from Still file. Monochrome/Colours.

Sessional Work - At least Six articles should be prepared by the Candidates.

2. Drawing from nature: Flowers, Trees, Land scape Painting, Birds, Animals etc.

Or

Study of Techniques of illustrations : Pen, ink/wash.

Sessional Work - At least Nine articles should be prepared by the Candidates.

## **Subject-1 COMMERCIAL ART AND DRAWING – 2<sup>nd</sup> year**

1. Drawing from life full figure Monochrome/Colours.

Or

2. Drawing from Nature/Memory Land Scape, Monochrome/Colours

3. Book illustration for specific purpose in pen and ink or half tone work.

Or

4. Designs of letter heads with black and while ink/colours.

Sessional – At least fifteen articles should be prepared by the candidates.

## **Subject-2 Design and Layout – 1st year**

**(Subject Code – 41240005)**

DESIGN AND LAYOUT

1. Lettering and Typography

Calligraphy

Copying from old manuscripts

Study of various scripts, Gurmukhi, English, devanagri and Roman etc.

Preparation of Simple layout, Design and Lettering

Or

Book and Magazine cover

Design and their colour schemes

At least six articles should be prepared by the candidates.

2. Preparation of Poster based on combination of Lettering and simple illustration.

3. Sessional Work - At least nine articles should be prepared by the candidates.

## **Subject-2 Design and Layout – 2<sup>nd</sup> year**

DESIGN AND LAY-OUT

1. Preparation of Textile designing such as Sari-Border, Curtain and All over pattern etc.

Or

2. Preparation of various types of posters.

3. Preparation of lay-out with given component such as Insignia and Trade mark designs.

Or

4. Book illustration, Story illustration.

Sessional Work - Atleast fifteen articles should be prepared by the candidates.

## **Subject-3 Technical Theory and Commercial Art – 1st year (Subject Code – 41240006)**

### **TECHNICAL THEORY OF COMMERCIAL ART**

1. Introduction and importance of Commercial Art in Life.
2. Important Art Terminologies used in Basic Design, Point, Line, Curve, Form, Tone and Texture, Monochrome, Basic Colours, Secondary Colours, Warm, Cool, Harmonious and Contrast Colours.
3. Principles of good composition. Distribution of Space, Balance, Rhythm, Balance, Abstraction and Stylization and Proportion.
4. Use of Perspective in illustration i.e. In landscape Painting, Anatomy and still life.
5. Various types of painting Techniques Transparent water colours Goache.  
Opaque water colours Goache.
6. Batik Technique, Mural Technique. Fresco, Oil Painting Technique.
7. Various types of material and equipment used in illustrations.
8. Stencilling and spray work.
9. Print Making : Lino cut, Relief Printing. Block Making, Silk Screen Printing from line and half tone blocks letter and offset printing.
10. Principles of Poster design. Layout and composition and book illustrations.
11. Sketching and its importance in Commercial art.
12. Qualities of good commercial artist (Semester-I)

## **Subject-3 Technical Theory and Commercial Art – 2<sup>nd</sup> year**

### **TECHNICAL THEORY OF COMMERCIAL ART**

1. Early Indian cave paintings, their techniques and style of illustrations.
2. Ajanta paintings and their techniques Subject Matter and characteristics of illustrations.
3. Designs of Indus Valley Seals and their artistic value.
4. Jain Manuscripts illustrations.
5. Pala Manuscripts illustrations.
6. Mughal Manuscripts illustrations and their techniques, subject matter and characteristics.
7. Pahari Manuscripts illustration and their techniques, subject matter and characteristics.
8. Theory of colours and various types of colours.
9. Principles of designs and various types of designs.
10. Mauryan period animal designs on pillars.

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