

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI

1	Name of Syllabus	C. C. IN Art (412204)						
2	Max.Nos of Student	25 Students						
3	Duration	1 year						
4	Type	Full Time						
5	Nos Of Days / Week	6 Days						
6	Nos Of Hours /Days	7 hrs.						
7	Space Required	1) Practical Lab = 1000 sq. feet 2) Class Room = 200 sq. feet TOTAL = 1200 sq. feet						
8	Entry Qualification	S.S.C.						
9	Objective Of Syllabus/ introduction	To train the students in draughtsmanship, letter form, calligraphy, typography, printing processes, photography etc.						
10	Employment Opportunity	Can become practicing designers in growing areas of graphic Design, in fields of advertising, public welfare and publishing. Can work as a designer.						
11	Teacher's Qualification	Diploma/Certificate in concern course						
12	Training System	Training System Per Week						
		Theory		Practical		Total		
		12hrs		30hrs		42hrs		
13	Exam. System	Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Mini. Marks
		1	41220411	Drawing	TH-I	3 hrs.	100	35
		2	41220412	Advertising art and Ideas	TH-II	3 hrs.	100	35
		3	41220413	History of western Art	TH-III	3 hrs.	100	35
		4	41220421	Drawing	PR-I	3 hrs.	100	50
		5	41220422	Letterpress and offset Printing	PR-II	3 hrs.	100	50
		6	41220423	Lettering and Graphic Design	PR-III	3 hrs.	100	50
				Total			600	255

Theory - I - Drawing

Drawing from life with structure and form of human figure

Study of basic anatomy and drawing from life, full to part – rendering in pencil

Still life - Rendering of objects and consumer products in pencil, pen and ink and color

Perspective

Elements of Perspective.

Parallel and angular Perspective

Terminologies used in Perspective

Three dimensional constructions

Outdoor study

Outdoor sketching with specific purpose

Architectural and man-made objects

Project study in depth of Architectural and man-made objects

(Animals, trees, flowers, Architectural features, sculptures, textile furniture etc)

Memory Drawing

Memory retention and recall of simple events and situations

Design and color

Basic Design and color as applied to graphic design, 3-D constructions

Introduction of simple typographic elements

Use of different materials with textile qualities

Understanding of color, symbolic representations, psychological impact of color in day-to-day life

Application of color

Practical - I - Drawing

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Theory - II - Advertising art and Ideas

Introduction to advertising

Village economy- post-industrial revolution economy

Advertising Mass-production and transportation

Advertising – communication

Advertising- marketing- direct and indirect Advertising

History of Advertising

Social and economic aspects of Advertising

Marketing and market research- motivation

Campaign planning

Planning and objectives

Principles of Campaign planning

Selection of Advertising media- detail study of it

History of Indian Advertising

History of visual communication and media

Introduction

Verbal and non-verbal communication

Gestures and signs

Pictures- cave paintings

Objects art facts- iconography

Signs and symbols

Script evolution, calligraphy

Out-door poster (billboards) till neon signs

Practical - II - Letterpress and offset Printing

Letterpress Printing

History, principles and development of relief printing process

The mechanics of typography

Camera-process camera- Lens, optical properties

Densitometry- densitometer

Scanning

Printing on metal

Line etching- etching and routing techniques

Engraving, routing, mounting

Printing process

Platen presses- flat bed

Platen press- clamshell

Flat bed cylinder press

Rotary press

Finishing- folding, cutting, binding

Litho- offset printing

History and development

Offset principles

Plate- making

Photography

History of photography

Dark room- equipment and arrangement

Camera- parts and functions. Focal length

Lighting – natural artificial, flashguns

Processes-developing, copying

Chemicals

Silk screen printing

History and development

Demonstration of simple forms of stencil making and printing on paper

Photo Gravure printing

Use, printing methods photogravure in color

Theory - III - History of Western Art

Pre-historic Art

Paintings on the cave walls

Neolithic Art

Carving in low relief-menhires, passage grave.

Ceramics- Susa ware, Samarra ware

Ancient Egypt

Old kingdom

Pyramids with carved and painted scenes

Pyramids of Giza- paintings sculpture

Middle and New kingdom-temples paintings sculpture

Paintings – Tomb painting- women musicians

Mesopotamia including Persia

Summer- samaria ware, ziggurat, golden harp with bull head, goat stand bronze head of king sargoan

Babylon stele of king hammurabi with first law-code

Persia- ruins of persepolis – stairway to the Royal audience hall. Bull capital, luritan bronzes

Greece-geometric period, votive figures, block type and spread type

Archaic period Classical period Hellenistic period – sculpture, painting

Roman Art-sculpture architecture, paintings

Gothic-cathedrals- carving on columns, stained glass windows

Various Isms

Practical - III - Lettering and Graphic Design

Lettering- Calligraphy / Typography

History and development of early writing

Calligraphy Indian script, Gothic,

Principles of letter-forms

Basic principles of typography

Experiments in expressive use of letter forms

Graphic Design

Designing logos, signs, symbols, tags, shopping bags, labels, stickers, novelties, gift articles
