

GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD

DIPLOMA PROGRAMME IN COMMERCIAL ART

COMMUNICATION SKILL

1. RATIONALE:

The analytical study of communication skill is one of the basic needs of technical as well as non-technical students. All of them have to deal with their superiors subordinates, clients in their professional life.

This curriculum of communication skill aims at developing two main communication skills

- Express ideas effectively in English
- Express views in English in written form effectively.

2. SCHEME OF STUDIES:

	NAME OF COURSE	L	P
1	Communication Skill	3	2

3. SCHEME OF TEACHING:

TOPIC NO.	NAME OF TOPIC	NO. OF HOURS		
		LECT.	PRACT.	TOTAL
1.	Introduction to communication	02	02	04
2.	Increasing Vocabulary	02	05	07
3.	Translation	08	06	14
4.	Comprehension	08	06	14
5.	Paragraph writing	07	05	12
6.	Spelling and use of dictionary	07	02	09
7.	Basic Knowledge of Grammar	08	02	10
	Total.	42	28	70

4. OBJECTIVE:

Students will be able to:

1. Express views in English in written form effectively.
2. Read, Write and understand subject related matter or material in English language.

5. TOPIC AND SUB-TOPICS:

TOPIC 1.0 INTRODUCTION TO COMMUNICATION:

- 1.1 Importance of communication
- 1.2 Oral & written communication
- 1.3 Importance of communication in the field of commercial art.

TOPIC 2.0 INCREASING VOCABULARY:

- 2.1 Importance of vocabulary
- 2.2 With the help of detail study of
 - 2.2.1 Words confused & misused
 - 2.2.2 Synonyms & antonyms
 - 2.2.3 One word for phrases.
 - 2.2.4 Idioms & their use

Note:- Above topics should be taught with the help of making short & simple sentences.

TOPIC 3.0 TRANSLATION:

- 3.1 Translation from English into Gujarati / Hindi.
- 3.2 Translation from Gujarati / Hindi into English.

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TOPIC 4.0 COMPREHENSION:

- 4.1 Unseen passages on technical and general topics should be selected from other sources in order to develop comprehensive ability.

TOPIC 5.0 PARAGRAPH WRITING:

- 5.1 It should be of school level
5.2 General topics.
e.g. My hobby, rainy season, visit to an exhibition, favorite leader, festival etc.
5.3 Not more than 100 words.

TOPIC 6.0 SPELLING AND USE OF DICTIONARY:

- 6.1 The elementary knowledge of spelling rules.
- Not in detail
6.2 Correction of the wrong spellings
6.3 Art and knowledge of using dictionary.
6.4 Arrangement of the words in dictionary order.

Topic 7.0 BASIC KNOWLEDGE OF GRAMMER

- 7.1 Elementary knowledge of Grammar
with reference to common errors in English
7.2 Correct the wrong sentences which contains grammatical and common errors of
English
language
7.3 Correction of the sentences having the wrong use of tenses, prepositions, articles etc

6. LABORATORY EXPERENCIES & INSTRUCTIONAL STRATEGIES:

1. Exercises form each of the above topics should be performed in notebook and duly signed by the concerned teacher.
- | | |
|--------------------------|---|
| Topic : 1 | - One exercise on communication should be done in notebook. |
| Topic : 2 | - Two exercises on vocabulary should be done in notebook. |
| Topic : 3 | - Two exercises on translation should be done in notebook. |
| Topic : 4 | - Two exercises on comprehension should be done in notebook. |
| Topic : 5 | - Two exercises on paragraph writing should be done in notebook. |
| Topic : 6 | - Two exercises on spelling & use of dictionary should be done in notebook. |
| Topic : 7 | - Two exercises on grammer should be done in notebook. |
| Total Thirteen Exercises | |
| 28 hrs. | |

Note :

Students should be encouraged to use dictionaries and other reference books.

Exercise in writing and speaking should be designed to give the students sufficient practice.

The above work will be considered as term work.

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7. REFERENCES:

SR NO.	NAME OF BOOKS	AUTHOR / PUBLISHER
1.	A Book of English idioms	V.H.Collins - Longmans Green & Co. Ltd., London.
2.	English idioms & how to use them	Mc Mordie - Oxford uni. press
3.	Everyday English idioms	R.Benham—Taraporwala Publications , Bombay
4.	Dictionary of English Synonyms and antonyms	John D'Silva—Kiran Publications, New Delhi-1
5.	Dictionary of Synonyms and antonyms	B.N.Ahuja, New light Publishers, New Delhi
6.	A Hand Book of Synonyms & Antonyms	C.Anand—New Light Publishers, New Delhi
7.	Write Better English	O.P.Gulati—Sudha Publication, New Delhi
8.	How to avoid Errors in English	Fowler, Oxford Uni. Press, Madras
9.	Rapid Review of English grammar	Jean Praninskas
10.	Instant Spelling Power	Norman Lewis—AMSCO College Publishers, New Delhi
11.	Essential Spelling List	Fred J.Schonell—Macmillan,Banglore
12.	Spelling Dictionary	Pustak Mahal, New Delhi
13.	The art of better speaking and writing	Vimala Ojha, Verma Brothers Publi., New Delhi
14.	Word power	R. Dhillon, Competition Review Pvt. Ltd. New Delhi
15.	Highschool English Grammer & Composition	Wren and Martin, S. Chand & Co. New Delhi

8. ASSESSMENT SCHEME:

TOPIC NO.	NAME OF TOPICS	% WEIGHTAGE
1.	Introduction to communication	05
2.	Increasing Vocabulary	40
3.	Translation	10
4.	Comprehension	10
5.	Paragraph writing	10
6.	Spelling and use of dictionary	10
7.	Basic Knowledge of Grammer	15
	TOTAL	100

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DIPLOMA PROGRAMME IN COMMERCIAL ART

ADVERTISING & COMMUNICATION

1. RATIONALE:

Advertising & Communication are very much related to one another. This course provides basic knowledge and understanding necessary to learn subject of advertising. This course gives the understanding of roll played by language in communication process considering the rural & urban society it also depicts the characteristics of media and marketing approach.

2. SCHEME OF STUDIES:

	NAME OF COURSE	L	P
	Advertising & Communication	3	-

3. SCHEME OF TEACHING:

TOPIC NO.	NAME OF TOPIC	NO. OF HOURS		
		LECT.	PRACT.	TOTAL
1.	Communication Process in Advertising & Role of Languages and Study	06	-	06
2.	Short History of Advertising	03	-	03
3.	Role of Market Survey and Sales Promotion through advertising	06	-	06
4.	Organization & Functioning of an Advertising Agency	06	-	06
5.	Basic Principles of Design & their components	06	-	06
6.	Different Advertising Medias.	03	-	03
7.	Media Planning and strategy	06	-	06
8.	Copyright & Registration Act	03	-	03
9.	Advertising and Human Psychology	03	-	03
	Total.	42		42

4. OBJECTIVE:

3. Understand general concept of advertisement
4. Understand procedure of market survey.
5. Know media planning for rural & urban area.
6. Explain the importance of copyright and registration trademark.
7. Understand human psychology for advertisement.

5. TOPIC AND SUB-TOPICS:

TOPIC 1.0 COMMUNICATION PROCESS IN ADVERTISING AND ROLE OF LANGUAGE & STUDY:

- 1.4 Communication process in advertising.
- 1.5 Role of language for advertising.
- 1.6 Knowledge of visual language.

TOPIC 2.0 SHORT HISTORY OF ADVERTISING:

- 2.3 History of advertising.
- 2.4 Advertising and society.
- 2.5 Modern advertising.
- 2.6 Advertising as a career.

TOPIC 3.0 ROLE OF MARKET SURVEY AND SALES PROMOTION THROUGH ADVERTISING:

- 3.3 Study of important advertising point of existing company.
- 3.4 Parameters of market survey.
- 3.5 Different types of market (sellers-buyers)

TOPIC 4.0 ORGANISATION AND FUNCTIONS OF ADVERTISING AGENCY:

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- 4.2 Organisation of advertising agency.
- 4.3 Functions of advertising agency.
- 4.4 Different types of advertising agency.
- 4.5 Budgeting and legal aspects of advertising agency.

TOPIC 5.0 BASIC PRINCIPLES OF DESIGN,LAYOUT & THEIR COMPONENTS:

- 5.1 Components of design & definition of design.
- 5.2 Principles of design.
- 5.3 Definition of layout & different types of layouts.
- 5.4 Components of layouts & description.
- 5.5 Suitability of layout in advertising designing.
- 5.6 Preparation of layout through computer systems.

TOPIC 6.0 DIFFERENT ADVERTISING MEDIAS:

- 6.5 Advertising medias & definitions.
- 6.6 Sub media of different main advertising medias.
- 6.7 Classification of advertising media (outdoor, indoor).
- 6.8 Suitability of different advertising media as per areas classification (Rural-urban)
- 6.9 Study of rural & urban areas in connection of advertising field.

TOPIC 7.0 MEDIA PLANNING & STRATEGY.

- 7.1 Functions of media research
- 7.2 Description of media planning
- 7.3 Methods of media planning.

TOPIC 8.0 REGISTRATION ACT & COPYRIGHT ACT.

- 8.1 Knowledge of Registration & copyright act.
- 8.2 Benefits of registration & copy act.
- 8.3 Legal aspect, act & Registration procedure.

TOPIC 9.0 ADVERTISING & HUMAN PSYCHOLOGY:

- 9.1 Effect of human psychology on advertising field.
- 9.2 Advertising designing & human psychology relationship.
- 9.3 Effects of advertisement on human psychology.
- 9.4 Consumer psychology

6. SUGGESTIVE INSTRUCTIONAL STRATEGIES:

TOPIC NO.	INSTRUCTIONA STRATEGIES	KEY RESOURCE NEEDED
1.	Through contacts of concerned persons & questionnaire	----
2.	Books	----
3.	Input cum discussion	----
4.	Visit cum discussion & computer & discussion	Charts
5.	Input cum discussion and computer, questionnaire	Slides / charts (projector)computer set with printer
6.	Questionnaire & discussion	Charts
7.	Visit of market /survey administration / ad. Agency	Education video films
8.	Communicate the registration Attorney or advocate	----
9.	Book and actual contacts of different Peoples.	----

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7. REFERENCES:

- | | | | |
|-----|---|---|---|
| 1. | Advertising Art & Ideas
(2 nd Edition) | Dr. Rege | Ashutosh Prakashan
Bombay. |
| 2. | Applied Art Hand Book | Dr. Lutura | Carrier polytechnic
Aurangabad. |
| 3. | The Creative Connective
Advertising communication &
Idea visulisation | Arther A. Winter
&
Shirly F. Milton | Fair child Publi.
New York, USA. |
| 4. | Advertising | Wright John S &
Others | Delhi Tata Mc grow
Hills. |
| 5. | Advertising | Holtie Herbert | New York Mc grow Hills |
| 6. | Aesthetics Theory & Art | Ghos Rajan. K. | Ajanta Books. Delhi |
| 7. | Aesthetics & the Art | Jecob Lee A. | Mc grow Hill. New York |
| 8. | Cag 27 th Annual Meagazine | | Publi. Commercial Artist Gill
Bombay. |
| 9. | The Graphic Communication | Bowmen William J. | Johan Willey New York. |
| 10. | Graphics Annual | | The Graphic Press,
Switzerlend |
| 11. | Psychology for better Advertising | Hattwick Melvin S. | Sctanton International
Correspondance, School. |
| 12. | Video Cassette of T.V. Prog.
(Dream Murchent) | | |

8. ASSESSMENT SCHEME:

TOPIC NO.	NAME OF TOPICS	% WEIGHTAGE
1.	Communication Process in Advertising & Role of Languages and Study	15
2.	Short History of Advertising	05
3.	Role of Market Survey and Sales Promotion through Advertising	15
4.	Organization & Functioning of an Advertising Agency	10
5.	Basic Principles of Design & their components	10
6.	Different Advertising Medias.	15
7.	Media Planning and strategy	15
8.	Copyright & Registration Act	05
9.	Advertising and Human Psychology	10
	TOTAL	100

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DIPLOMA PROGRAMME IN COMMERCIAL ART

SKETCHING AND DRAWING

1. RATIONALE:

This course will be helpful to improve spontaneous freehand drawing.

This subject is to be taught in such a way that student can draw independently freehand drawing. Sketching should be from objects, human figure, animals, & birds, drawing should be practical, giving the perspective appearance. Students should be able to study.

1. Human drawing by proportion & structure.
2. Nature drawing from outdoor view.

2. SCHEME OF STUDIES:

	COURSE NAME	L	P
	Sketching and Drawing	1	6

3. SCHEME OF TEACHING:

TOPIC NO.	NAME OF TOPIC	NO. OF HOURS		
		LECT.	PRACT.	TOTAL
1.	Observation Technique for sketching.	02	--	02
2.	Constructional features of shapes with holographic thinking.	02	08	10
3.	Introduction to spontaneous drawing & rapid sketching	02	20	22
4.	Sketching from objects, human figures, animals and birds.	03	30	33
5.	Nature and landscapes sketching	02	26	28
6.	Cubic Drawing	03	--	03
Total		14	84	98

4. OBJECTIVES:

Sketching is:

1. To draw any type of drawing.
2. To credit realistic, character, proportion in drawing.
3. To develop spontaneous Drawing abilities.

5. LABORATORY EXPERIENCE:

1. Draw 1 freehand line drawings exercises from objects.
2. Draw 100 simple freehand line drawing indoor & outdoor from animals, bird & human figures to study proportion and anatomical structure.
3. Draw 02 outdoor landscapes from the nature.
4. A. Draw 05 trees in pencil shading.
B. Draw 05 trees in pastel colours.
C. Draw 05 trees in water colours.
D. Draw 02 trees in Ink
E. Draw 02 trees in charcoal with textural value.
5. Draw one river scene in water colours.
6. Draw one street scene in poster colour or water colours.

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6. SUGGESTIVE INSTRUCTIONAL STRATEGIES:

TOPIC NO.	INSTRUCTIONAL STRATEGIES	KEY RESOURCE NEEDED
1.	Demonstration of Model	Model
2.	Demonstration Practice of live model	Model, Chart
3.	----do---	Model, Chart
4.	----do----	Model, Chart
5.	Study Tour & Local Visit	Model, Chart
6.	Demonstration	Model, Chart

7. REFERENCES:

- | | | |
|----|----------------|---|
| 1. | Anatomy | Victor Pirard |
| 2. | Figure Drawing | Walter Foster |
| 3. | Art and Artist | John Fernandis & his Arts |
| | | Navneet Publication
India Ltd., Mumbai |

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OBJECT DRAWING

1. RATIONALE:

Student should be able to understand proportion, shades and light, tonal value and texture value. He should be aware about perspective view like different eye levels, methods of perspective. Student should be able to draw all types of object with various techniques of drawing.

2. SCHEME OF STUDIES:

	COURSE NAME	L	P
	Object drawing	1	6

3. SCHEME OF TEACHING:

TOPIC NO.	NAME OF TOPIC	NO. OF HOURS		
		LECT.	PRACT.	TOTAL
1.	Observation of various objects.	3	10	13
2.	Introduction of various technique of drawing	2	20	22
3.	Various products & objects natural man made and geometrical	3	20	23
4.	Mechanical & optical perspective	3	20	23
5.	Proportion shades & light (Natural & artificial) tonal value and texture	3	14	17
Total		14	84	98

4. OBJECTIVES:

4. Understand and draw different objects and product
5. Appreciate tonal values, shade & lighting and texture value.
6. Use different art materials.
7. Practice perspective drawing.

5. LABORATORY EXPERIENCE:

8. Observe and collect different objects of different shapes, surface and colour. (Compulsory)
9. Basic practices of line, (thick, thin) etc.
10. Basic practice of different Techniques of different Materials of drawing.
11. Practice of natural objects.
12. Practice of man made objects.
13. Practice of geometrical objects.
14. Method of perspective (one point, angular and two point) different Eye levels.
15. Practice of optical perspective draw objects by perspective appearance)
16. Practice of objects, Regarding height, width depth.
17. Arrange object in natural light and prepare drawing.
18. Arrange artificial light on object.
19. Tonal value on object.
20. Study of texture of objects and its materials.
21. Mechanical perspective (Angular & one point)
 1. Optical perspective
 2. Appearance in object drawing.
22. Different types of practice with height, width & depth of objects.
 1. Study of object in natural (sun light) and in artificial light.
 2. Tonal value (colour of objects)
 3. Different texture of different products & objects like rough, flat, smoother, wavy, etc.

Note : Minimum 10 exercises should be performed from exercise no. 2 to 15
The sheets prepared for above lab experience should be considered as term work

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6. SUGGESTIVE INSTRUCTIONAL STRATEGIES:

TOPIC NO.	INSTRUCTIONA STRATEGIES	KEY RESOURCE NEEDED
1.	To collect various objects natural & man made & geometrical	---
2.	Practice in different medias	Art materials
3.	Demonstration	Appliances objects
4.	Demonstration of Perspective appearance in object drawing.	"
5.	Arrangement of light source with object set up and background.	Objects and light equipment

7. REFERENCES:

- | | | |
|----|-------------------------------|----------------|
| 1. | Principles of Perspective | Nigel |
| 2. | Perspective Drawing hand book | Walters Frice |
| 3. | Hand Book of Objects | Walters Foster |

COLOUR

1. RATIONALE:

This course develops the colour sense of students & various fundamental aspects of colour effects. The colour plays important role in the field of advertising & designing as well as in human life & living style. It plays an important role in the field of human Psychology & their treatment like colour therapy. Colour in pigment medium, chemical medium, light medium, in electronic medium, in the field of designing printing, textile dying, interior decoration, building & constructions, road signs & signals and many more places. Even in Photography, Videography & T.V. type Electronic medias. Plays different role in relevant field. Colour tester, mixer, colour scheme makes, suggesting of colour in interior and consultancy work etc. are some important scopes. Most important thing is creating effectiveness in advertising designing.

2. SCHEME OF STUDIES:

	Course Name.	Pre. Req.	L	P
	Colour	-	1	6

3. SCHEME OF TEACHING:

Topic No	Name of Topic	No. of Hrs.		
		Lect.	Prac.	Total
1.	Role of colour in Human Life.	1	-	01
2.	Introduction to colour theory In Diff. Medium.	2	6	08
3.	Basic colour Theory.	7	42	49
4.	Colour Psychology	2	16	18
5.	Importance of colour in the field of advertising & Reproduction.	2	20	22
Total		14	84	98

4. OBJECTIVES:

1. Know the aspects of colour formulas.
2. Understand the colour effects.
3. Know how to prepare colour scheme & creating effects.
4. Develop sense of Visualization in colour.
5. Create the capabilities of colour analysis & application.

5. TOPICS AND SUB TOPICS:

- Topic.1.0 Role of colour in Human Life.**
- 1.1 Effect of colour in Human life.
 - 1.2 Colour attractive capacity-Products.
 - 1.3 Aesthetic value.

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- Topic.2.0 INTRODUCTION TO COLOUR THEORY IN DIFF. MEDIUM**
- 2.1 Light theory & colour.
 - 2.2 Theory of pigment & Diff. Pigment Colours. YRB theory.
 - 2.3 Printing colour & CMYK photography colour.
 - 2.4 Video Digital (TV colors)
 - 2.5 Additive & subtractive RBG theory.
 - 2.6 Appearance of colours under Diff. Light Sources. (High/Low) Sodium, like Natural,Bulb,Flurocent tube, Mercury, Helogen,Sodium,Candle, Ultra Violet, Coloured light to Colour etc.
 - 2.7 Colour & Textures
- Topic 3.0 BASIC COLOUR THEORY.**
- 3.1 Primary, Secondary, & Tertiary colour.
 - 3.2 Complementary colors.
 - 3.3 Analogous, Monochromatic.
 - 3.4 Cool & warm colors.
 - 3.5 Harmonise & contrasts.
 - 3.6 Tints and shades
 - 3.7 Opaque & transparent, colors.
 - 3.8 Color mixing
 - 3.9 Color schemes & color combination.
 - 3.10 Dimention & Depth through colors.
 - 3.11 Color over Laping & Super Imposition
- Topic.4.0 COLOR PSYCHOLOGY**
- 4.1 Effects & feelings of different color.
 - 4.2 Effect on human Behaviour.
 - 4.3 Color language
- Topic.5.0 IMPORTANCE OF COLOR IN THE FIELD OF ADVERTISING & REPRODUCTION.**
- 5.1 Different types of color scheme for Ads.
 - 5.2 Suitability in Design & Reproduction
 - 5.3 To create an appeal through colors
 - 5.4 Color selection, subject to the presentation places
 - 5.5 To create an atmosphere through colors.

6. LABORATORY EXPERIENCES:

Topic No.	Name of Topic	Hours
1.	One sheet on Primary colors.	06
2.	One sheet on Secondary colors.	06
3.	One sheet on Tertiary colors .	08
4.	One sheet on Quarternary colors	08
5.	One sheet on color greys	08
6.	One sheet on tone & tint (Shades)	06
7.	One sheet on fugitive colors	06
8.	One sheet on additive & subtractive colors	06
9.	One sheet on complementary colors	08
10.	One sheet on contrarst of HUE on different background colors	08
11.	One sheet on analogous harmony	06
12.	One sheet on with the use of transparent colors	08
	Total	84

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7. SUGGESTIVE INSTRUCTIONAL STRATEGIES:

	Instructional Strategies	Key Resource Needed
	To teach this course the method of demonstration is more suitable by using various learning resources	Charts ,prism,(Rotating Colour wheels) Colored object

8. REFERENCES:

1.	Designing guide to colour No. 1 to 5		
2.	Colour in context		
3.	Coloring book.		
4.	Coloring harmony No. 1 & 2	Bride M. Whelan	Rockport Pub. Inc. Rockport, Massachusetts- 010 066
5.	Colour source book for graphic designer		“
6.	Complete process colour finder		“
7.	Colour & type for screen		“
8.	Pantone colour formula guide		
9.	Applied Art Handbook	Luthra	
10.	Colour a complete guide for Artists	Fabri Ralph	Pub. Fab Watson Guptill Newyork. USA.
11.	Colout and pattern in the home	Jill Blakc	A design centre book London U. K.
12.	How to draw colour	Walter T.Foster	Foster Art Series Inc.Tustin California USA.
13.	Colour in portraits	Walter T.Foster	Foster Art Series Inc.Tustin California USA.
14.	Colour in Trees, Shrubs and Weeds	“	“
15.	Colour and Composition	“	“

9. ASSESSMENT SCHEME:

Topic No	Name of Topic	% weightage.
1.	Role of colour in Human Life.	10
2.	Introduction to colour theory In Diff. Medium.	10
3.	Basic colour Theory.	50
4.	Colour Psychology	20
5.	Importance of color in the field of advertising & Reproduction.	10
	Total	100

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DIPLOMA PROGRAMME IN COMMERCIAL ART

ART & CRAFT

1. RATIONALE:

This subject can develop the skill of imagination of student. Development of imagination of student can prepare any form. Hands on practice in imaginative creation with use of clay wax, plaster, paper is essential for art students. This course also gives techniques of molding. This helps to understand forms and product design.

2. SCHEME OF STUDIES:

	Course Name.	Pre. Req.	L	P
	Art & Craft	-	-	6

3. SCHEME OF TEACHING:

Topic No	Name of Topic	No. of Hrs.		
		Lect.	Prac.	Total
1.	To prepare different shape from clay	--	12	12
2.	Finishing of pots & sculpture & decoration of pot.	--	18	18
3.	To prepare symmetrical pots with the help of pottery wheel.	--	12	12
4.	Preparation of various form in paper with folding & cutting method	--	12	12
5.	Preparation of statues from clay, wax & plaster of paris & fibber glass.	--	12	12
6.	Preparation of lamp shade, mask from paper cards & Boards.	--	12	12
7.	Tricks & techniques of preparation of moulding	--	06	06
	Total	--	84	84

4. OBJECTIVES:

1. To develop sense of art and esthetic.
2. Understanding of three dimensional form.
3. Person can able to make product design also.
4. The knowledge of this art & craft is also useful in interior decoration.
5. To Develop Creativeness and artistic skill.

5. LABORATORY EXPERIENCES:

1. Preparing different shapes from clay.
2. Preparing different types of pots by hand.
3. Preparing different types of pots with help of pottery wheel.
4. Finishing of pots
5. Decoration of pots
6. Preparing sculpture form clay
7. Finishing of sculpture
8. Moulding & casting of sculpture from plaster of pares & fibber glass.
9. Preparation of various forms from paper with folding & cutting methods
10. Paper macy work.

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11. Furnacing of pots.
12. Terra cota mural, coil work.
13. Glass painting and etching.

6. SUGGESTIVE INSTRUCTIONAL STRATEGIES:

Topic No.	Instructional Strategies	Key resources Needed.
1.	Hands on Practice	Red clay & pottery wheel with Electro motor of variable speed, trays, racks, square tub of 50 hrs. capacity etc. are required big table for work
2.	“	Furnace for heating chemicals for glazing & decoration colour.
3.	“	----
4.	“	Different kite paper & card board, stuffer, scissor, Gum, fevicol etc. material required.
5.	“	Plaster of Paris, wax, fibber glean & resin are required.
6.	“	-----
7.	“	-----

7. REFERENCE:

- | | | | |
|----|--------------------------------|-------------------------|---|
| 1. | With a freehand | Adelaide Sproul | Rainhold Book Corporation New York |
| 2. | Studio and Art room Techniques | John Fits Maurice Mills | Sir Isaac Pitman & Sons Ltd. London |
| 3. | Salt Glazed Ceramics | Jack Troy | Pitman Publishing London
Watson Guptitt Publi. Cations New York. |
| 4. | Ceramic skill books "Clays" | Frank & Janet Hamer | Pitman Publishing Watson Guptitt Pub. New York. |
| 5. | Rolled pottery figures | Audrey Blackman | Pitman Publishing Watson Guptitt Pub. New York. |
| 6. | A guide to clay modeling | Raymond german | Leisure crafts California, USA. |
| 7. | Graphic Arts | Fredric Kagy | good Heart Wellcox. |
| 8. | Applied Arts Handbook | S.K. Luthra | Bombay. |
| 9. | Contemporary Craft | - | - |