

17) The process of making plaster moulds.

PAPER - 12 (THEORY-VI) TOTAL MARKS-100 METHOD & MATERIALS -100
Method and Materials (Applied and Advertising Art)

1. Introduction of Graphic Design (the basic elements of Design). Line, Direction, Shape, Texture, Volume, Scale, Colour.
2. Simple visualization: The purpose of layout, the advantages of a layout.
3. The principles of design: Unity, Variety, Harmony, Balance, Proportion, Emphasis, Value scale, Rhythm.
4. Typography: Introduction to the development of Roman Alphabet: Name of the type face, the Roman Alphabet, Serifs, Sanserif, Italic or Script, Modern lettering, Bengali.
5. Notes: a) Book Jacket, Trade marks, Letter head. b) Outdoor advertising: Hoarding, Transit, Cinema slides.
6. Reproduction process: Relief, Planography, Intaglio, Stencil, Key-drawing.
7. Introduction and definition: i) Commercial drawing ii) Non-commercial drawing
8. Role of colour in Graphic design, Functional appeal of colours, etc.
9. Advertising: Purpose, stages of making layouts, attention values, Forms of Press, Press advertising, Show card.
10. Direct mail: Introduction, Purpose, Folder, Calendar, Mailing card, Book-let, Brochure, House journal.

Department of Applied and Advertising Art

Paper – 13 Practical –VII Total marks 100 **Advertising and print making**
(Outdoor/ Hoarding/Sticker/Poster/wood cut/ Lino cut/ Silk screen)

Paper – 14 Practical –VIII Total marks 100 **Packaging**
(Cartoon/ raping paper/ gift bags)

Paper – 15 Practical –IX Total marks 100 **Photography**
(Snapping/ Developing/Printing/ Enlarging)