

Maharashtra State Board of Vocational Education Examination, Mumbai 400 051.

1	Name of Course	Diploma Course in Applied Art (Revise W.E.F. 2017-2018)								
2	Course Code	412401								
3	Max no. of Students	25								
4	Duration	2 year								
5	Course Type	Full Time								
6	No. of Days per week	6 days								
7	No. of hours per day	7 Hrs								
8	Space require	Theory Class Room – 200 sqft, Lab Sub.– 400 sqft, Lab Elective - 400 sqft Total = 1000 Sq.Ft.								
9	Entry qualification	S.S.C. Pass								
10	Objective of syllabus	Develop an understanding of drawing ,Sketching, Colours and its use for Designing, Advertising, Knowledge of Graphic Designing and Photography.								
11	Employment opportunities	Job in Advertising agency, Self Teaching course, colouring, Graphic Designing, Self Business, Designer								
12	Teachers Qualification	1) For Vocational subject-B.F.A. Applied Art,G.D. Art./Or Professional in Industry 2) For Non Vocational Subject - Degree/Diploma /Professional in Concern subject								
13	Teaching Scheme –									
	Sr.	Subject	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	Drawing and painting in Applied Art	41240001	3 Hrs	8 Hrs	11 Hrs				
	5	Digital Photography in Applied Art	41240002	3 Hrs	8 Hrs	11 Hrs				
	6	Graphic Designing in Applied Art	41240003	3 Hrs	8 Hrs	11 Hrs				
	Total					42 Hrs				
14	Internship	Two Months Summer Internship from 1 st May to 30 th June is Compulsory.								
15	Examination Scheme – Final Examination will be based on syllabus of both years.									
	Paper	Subject	Subject Code	Theory			Practical		Total	
				Duration	Max	Min	Duration	Max	Min	Max
	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	Drawing and painting in Applied Art	41240001	3 Hrs	100	35	3 Hrs	100	50	200 85
	5	Digital Photography in Applied Art	41240002	3 Hrs	100	35	3 Hrs	100	50	200 85
	6	Graphic Designing in Applied Art	41240003	3 Hrs	100	35	3 Hrs	100	50	200 85
										900 375
16	Teachers – Three Teachers per batch for vocational component. For English, Elective-I & II guest faculty on clock hour basis.									
17	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	Psychology								

Theory - I & Practical - I

Subject : Drawing And Painting In Applied Art - 1st Year

Subject Code : 41240001

Sr. No	Subject	
A	Drawing	
1	Nature Drawing	
2	Object Drawing	
3	Perspective (one Point)	
4	Anatomy Study (Male Figure)	
5	Human Figure	
6	Hand , Leg	
7	Time Sketch	
8	Male Drawing	
9	Female Drawing	
10	Aged Person	
11	Boy, Girl	
B	Painting	
1	Colour Wheel, Primary, Secondary	Watercolour
2	Nature Drawing	Watercolour
3	Object Drawing Colour	Watercolour
4	Still Life	Watercolour
5	Portrait	Watercolour
6	Landscape	Watercolour

► **Practical will be based as above Topic**

Theory - I & Practical - I

Subject : Drawing And Painting In Applied Art - 2nd Year

Subject Code : 41240001

Calligraphy	
1	Learning Strokes With Calligraphy Pen
2	Learning Caligraphy Devanagiri
3	Learning Calligraphy With Pen(Strokes - Devanagiri/Eng)
4	Learning Paragraph Devanagiri
5	Learning Paragraph Devanagiri
6	Learning Paragraph English
7	Lerning Paragraph English
8	Calligraphy With Brush Strokes
9	Styles
10	Slogan Writing With Brush
11	Project Work :-
1	Brand names Designing
2	logos, symbol Designing- Example –Watch Company Logo, Jewellery Company Logo
3	packaging Designing- Example : Designing tooth paste packaging, Soap Packaging
4	press- mag ads designing-
5	posters designing – Designing of Swatchh Bharat Poster
6	hoardings Designing,
7	Creating Visiting Cards,Letterheads,Envelope
8	Book Cover Designing – Exmp- History book design, Designing of Travel book cover page

► **Practical will be based as above Topic**

Theory - II & Practical - II

Subject : Digital Photography in Applied Art - 1st Year

Subject Code : 41240002

Numb	Topics	Sub-topics
1	Introduction & History Of Cameras	Introduction
		Camera diagram
		History In details at
		Photo sensitive Material
		Film, First Photo
		Camera Obscura
2	General Parts Of Camera	Details of camera Diagram
	Classification of Camera	Lens and diaphragm
		Sensor and Shutter
		Pentaprism
		Light travel path, Mirror,
		Shutter release button
		Full frame, Medium format and large format
		Classification based on sensor
		Classification based on Manufacturer
3	Lens & its Characteristics	What is lens
		convex lens
		focusing point
		lens Aberration and lens element
		Focal Length, Angle of view
		Lens Coating, Speed of lens
4	Exposure Triangle Shutter	Shutter
		Function of shutter and Asthmatic Use
		Shutter Count
		Shutter type

5	Exposure Triangle - Aperture	Diaphragm
		Function of Aperture and asthmatic use
		Aperture no or F no
		Types of Aperture
6	Exposure Triangle - ISO	Speed of film
		Amplification
		ISO value
		Exposure , Correct exposure and TTL Meter
7	Exposure	Equivalent Exposure
		Exposure latitude
8	Contrast & angle of light	What's in contrast
		Where can we find it
		Angle of light basic
9	Basic Lighting Setup practical	Different angle of lights
		Comparison with nature light
10	Outting	Practical

► **Practical will be based as above Topic**

Theory - II & Practical - II

Subject : Digital Photography in Applied Art - 2nd Year

Subject Code : 41240002

Numb	Topics	Sub-topics
1	Exposure Zones, Closeup Reading	Exposure Zones
		Tonal value
		Exposure lock
		FOV crop factor
2	DOF and Light	Depth of Field
		Effective factor
		Nature of light
		Source, Nature, Intensity Of light
3	Automation In Cameras & AF Mode	Automation Modes
		Camera Modes AV, TV, P, M
		Auto Focus Modes
4	Composition & Flash	Composition and dead space
		Rules of Composition
		Flash and its types
		Setting Exposure with flash
5	Exposure Compensation	Compensating the exposure
	Metering Modes and Dynamic Range	All metering modes
		Tonal value, Histogram and Dynamic range
6	Light Meter, White Balance and Studio Practicals	Light Meter and its Function
		How to take reading with light meter
		What is WB and how to set it in camera

► **Practical will be based as above Topic**

Theory - III & Practical - III

Subject : **Graphic Designing In Applied Art - 1st Year**

Subject Code - 41240003

A) Adobe Photoshop (Software)

1. Works pace and workflow/ interface layout

- Workspace basics
- Panels and menus
- Tools
- Preferences
- Key shortcuts for new CS6 features
- Plug-ins
- Presets
- Show or hide non-printing Extras
- elements with snapping
- Positioning with the Ruler tool
- Specifying columns for an image
- Rulers
- Undo and history
- Customizing keyboard shortcuts
- Default keyboard shortcuts
- Grid and guides

2. Image and color basics

- Image essentials Image size and resolution
- Acquiring images from cameras and scanners
- Creating, opening, and importing images
- Viewing images
- Image information
- Choosing colors in the Color and Swatches panels
- Viewing multiple images
- Convert an image to Bitmap mode
- About color
- Choosing colors
- High dynamic range images
- Blending modes
- Color modes
- Converting between color modes
- Customizing color pickers and swatches
- Understanding color management.

3. Layers

- Layer basics
- Managing layers
- Selecting, grouping, and linking layers
- Moving, stacking, and locking layers

- Copy CSS from layers | Creative Cloud
- Load selections from a layer or layer mask's boundaries
- Editing layer masks
- Masking layers with vector masks
- Combining multiple images into a group portrait
- Revealing layers with clipping masks
- Masking layers
- Knockout to reveal content from other layers
- Combine images with Auto-Blend Layers
- Aligning layers
- Create and manage layers and groups
- Applying a Smart Filter
- Create Smart Objects
- Layer opacity and blending
- Blending modes
- Layer comps
- Layer effects and styles

4. Selecting

- Making selections
- Adjusting pixel selections
- Moving, copying, and deleting selected pixels
- Saving selections and alpha channel masks
- Selecting a color range in an image
- Making quick selections
- Selecting with the lasso tools
- Selecting with the marquee tools
- Duplicate split and merge channels
- Creating a temporary quick mask
- Channel basics
- Channel calculations
- Extract an object from its background

5. Image adjustment

- Understanding color adjustments
- High dynamic range images
- Convert a color image to black and white
- Adjusting image color and tone in CS6
- Adjust HDR exposure and toning
- Adjust color and tone with Levels and Curves eyedroppers
- Curves adjustment
- Adjust shadow and highlight detail
- Adjusting hue and saturation
- Adjusting image sharpness and blur
- Levels adjustment
- Quickly adjust black and white points
- Applying Color Balance adjustment
- Apply a Brightness-Contrast adjustment
- Dodge or burn image areas

- Adjustment and fill layers
- Applying special color effects to images
- Making quick tonal adjustments
- Matching, replacing, and mixing colors
- Targeting images for press

6. Repair and restoration

- Content aware patch and move | CS6
- Retouching and repairing images
- Correcting image distortion and noise

7. Reshaping and transforming

- Crop and straighten photos | CS6
- Transforming objects
- Adjusting crop, rotation, and canvas
- Content-aware scaling
- Liquefy filter
- Free transformations of images shapes and paths
- Vanishing Point
- Warp images shapes and paths

8. Drawing and painting

- About drawing
- Drawing shapes
- Painting tools
- Brush presets
- Creating and modifying brushes
- Blending modes
- Creating textured brushes
- Adding dynamic elements to brushes
- Drawing or painting with a graphics tablet
- Painting with the Mixer Brush
- Painting with a pattern
- Painting stylized strokes with the Art History Brush
- Erasing parts of an image
- Managing pattern libraries and presets
- Creating patterns
- Draw a path that snaps to defined edges
- Drawing with the Pen tools
- Editing paths
- Adding color to paths
- Converting between paths and selection borders
- Filling and stroking selections, layers, and paths
- Generate a pattern using the Pattern Maker
- Gradients
- Managing paths

9. Text

- Creating type
- Editing text
- Creating type effects
- Formatting Characters
- Line and character spacing
- Formatting paragraphs

10. Filters and effects

- Photographic blur gallery | CS6
- Adaptive wide angle filter | CS6
- Add Lighting Effects | CS6
- Filter basics
- Filter effects reference
- Smudge image areas
- Oil Paint filter | CS6
- Add Lighting Effects (CS5)
- Applying specific filters
- Layer effects and styles

11. Saving and exporting

- Saving images
- File formats
- Supported file formats in Photoshop CS6
- Saving files in graphics formats
- Saving PDF files
- Creating web photo galleries
- Digimarc copyright protection

12. Printing

- Printing from Photoshop CS6
- Printing from Photoshop CS5
- Printing with color management in Photoshop CS6
- Printing with color management | CS5
- Contact Sheets and PDF Presentations in CS6
- Duotones
- Picture packages and contact sheets
- Printing images to a commercial printing press
- Printing spot colors

B) Adobe Illustrator (Software)

1. Workspace/Introduction

- Workspace basics
- Customizing the workspace
- Tools
- Tool galleries
- Art board overview
- Files and templates
- Rulers, grids, guides, and crop marks
- Setting preferences

- Using multiple art boards
- Viewing artwork

2. **Drawing**

- Drawing basics
- Drawing simple lines and shapes
- Drawing pixel-aligned paths for web workflows
- Drawing with the Pen, Pencil, or Flare tool
- Editing paths
- Adjust path segments
- Using Live Trace | CS5 and earlier
- Using Image Trace | CS6
- Symbolism tools and symbol sets
- Symbols

3. **Color**

- About color
- Selecting colors
- Using and creating swatches
- Color groups (harmonies)
- Adjusting colors

4. **Painting**

- About painting
- Painting with fills and strokes
- Brushes
- Transparency and blending modes
- Gradients
- Gradient panel and Gradient tool overview
- Apply or edit a gradient
- Stroke an object
- Meshes
- Patterns

5. **Selecting and arranging objects**

- Selecting objects
- Grouping and expanding objects
- Moving, aligning, and distributing objects
- Rotating and reflecting objects
- Layers
- Locking, hiding, and deleting objects
- Duplicating objects
- Stacking objects

6. **Reshaping objects**

- Transforming objects
- Scaling, shearing, and distorting objects
- Reshape using envelopes

- Combining objects
- Cutting and dividing objects
- Clipping masks
- Creating shapes using Shape Builder Tool | CS6, CS5
- Blending objects
- Building new shapes using the Shape Builder tool
- Creating 3D objects
- Reshaping objects with effects

7. **Importing , exporting and saving**

- Adobe PDF options
- Creating Adobe PDF files
- Exporting artwork
- File information and metadata
- Importing Adobe PDF files
- Importing EPS, DCS, and AutoCAD files
- Importing artwork files
- Importing artwork from Photoshop
- Importing bitmap images
- Saving artwork

8. **Type/ text**

- Importing and exporting text
- Creating text
- Creating type on a path
- Scaling and rotating type
- Spelling and language dictionaries
- Fonts
- Character and paragraph styles
- Creating composite fonts
- Formatting paragraphs
- Formatting type
- Hyphenation and line breaks
- Line and character spacing
- Special characters
- Tabs
- Text and type

9. **Creating special effects**

- Appearance attributes
- Working with effects
- Summary of effects
- Create a drop shadow
- Drop shadows, glows, and feathering
- Creating sketches and mosaics
- Graphic styles

10. Printing

- Setting up documents for printing
- Change the page size and orientation
- Printer's marks and bleeds
- Printing with color management
- Specify crop marks for trimming or aligning
- Overprinting
- Print presets
- Printing
- Printing and saving transparent artwork

11. Keyboard Shortcuts

- Customizing keyboard shortcuts
- Default keyboard shortcuts

Theory - III & Practical - III

Subject : Graphic Designing In Applied Art - 2nd Year

Subject Code - 41240003

Project will be done as software (A / B)

Portfolio making and designing work practical using software – Photoshop and illustrator

Page Composition and Layout

- . Book Composing
- . Layout of Magazines & Newspaper
- . Template Design

Portfolio

Campaign Design

- Brand names Designing,
- logos, symbol Designing,
- packaging designing,
- press- magazine advertisements designing,
- posters designing,
- hoardings designing,
- brochures designing,
- event design designing,
- websites Banners designing,
- FB posts designing
- E-Presentation

List of Tools and Equipment		
Sr.No.	Name of Item	No.
1	Chairs with Writing Pads	25
2	Easels	25
3	Small Stools	25
4	Still Life Props (flower pot, Artificial flower, dishes, drefary, stand, bucke, Jug Etc)	each 1 No.
5	Pallets	25
6	Basin	1
7	Computers with softwares Photoshop and Illustrator	5
List Of Equipments : Photography		Qty
1	Canon 1300D	1 no
2	Lens 18-135 mm + 50mm	1 no
3	Studio Lights 400 Set	1 set
4	Strip Box (Soft box)	1
5	OCta (Softbox)	1
6	Beauty Dish	1
7	Tripod	1 no
8	Background Stand Holder	1
9	Background White & Blue	1
10	Portable Flashes	1
11	Reflector	1
12	Whie paper Background	1
13	Mirrors	1

List of Books for References		
	Book Name	Name of Author
1	Sketching	MilindMulik, JyatsanaPrakashan
2	Colour and designer,	David Harnung, Lawrence King Publishing
3	Rang Siddhint	J.J. Jagtap
4	Perspective Drawing	MilindMulik, JyatsanaPrakashan
5	Calligraphy Today	AjitMukharji, Over Publication.
6	Designers Poster	Rockport
7	Aksharanubhav	AchyutPalav
8	Fundamental of Advertising	John Wilmshuxt Hall Inter.
9	Photoshop and Illustrator Manual	Big Art Institute
10	advertising art and ideas	g m Rege
11	History of visual communication	joseph Muller Brockman
12	colour theory	Joseph Alberts

BOOKS FOR PHOTOGRAPHY

Book	Author
The Digital Photography	Scott Kelby
Understanding Exposure	Bryan Peterson
The Phtographers Eye	Michael Freeman
The Art Of Photography	Bruce Barnbaum
