



**M. C. E. Society's**

**Abeda Inamdar Senior College**

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

## **Syllabus for Certificate Course in Commercial Arts**

**2021-22 (CBCS – Autonomy 21 Pattern)**

<b>Program Title</b>	<b>Certificate Course in Commercial Arts</b>
<b>Program Code</b>	<b>CCCA</b>
<b>Semesters</b>	<b>I &amp; II</b>

### **Objectives of the Program**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To help students know the artist's tools and materials and finding their possibilities and limitations through series of free and elaborate exercise.
<b>2.</b>	To develop understanding of the basic forms and the fundamentals of drawing and design.
<b>3.</b>	To train students in observation and expression.
<b>4.</b>	To train students on both theoretical and practical aspects of drawing and design.
<b>5.</b>	To aware students about the basic shapes and forms together with understanding of space, in which these are relatively placed.

### **Program Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
<b>1.</b>	Students will be able to apply fundamentals of drawing and design in Practical application.
<b>2.</b>	Students will get familiar with visual perception and see the nature in subjective way and understands the basic relationship between seeing and feeling.

<b>3.</b>	Student will be skilled to express himself as an artist and will understand how most of the objects have more than one meaning.
<b>4.</b>	Student will know about man's creative expressions through the practical assignments offering them an opportunity to realize their own potentiality in the field of Commercial Arts.

### **Paper Titles: Semester I**

<b>Paper Code</b>	<b>Paper Title</b>	<b>Nature</b>
21CCCAN111	Nature Drawing- I	Practical
21CCCAO112	Object / Manmade Drawing- I	Practical
21CCCA2D113	Color & Composition- I	Practical
21CCCA3D114	3D Design- I	Practical
21CCCAL115	Print Making- I	Practical
21CCCAM116	Memory Drawing- I	Practical
21CCCAL117	Letter & Typography- I	Practical
21CCCAP118	Perspective- I	Practical
21CCCAH119	History of Art- I	Theory

### **Paper Titles: Semester II**

<b>Sr. No.</b>	<b>Paper Title</b>	<b>Nature</b>
21CCCAN121	Nature Drawing- II	Practical
21CCCAO122	Object/Manmade Drawing- II	Practical
21CCCA2D123	2D Design- II	Practical
21CCCA3D124	3D Design- II	Practical
21CCCAL125	Print Making- II	Practical
21CCCAM126	Memory Drawing- II	Practical
21CCCAL127	Letter & Typography- II	Practical
21CCCAP128	Perspective- II	Practical
21CCCAH129	History of Art- II	Theory

## Syllabus for Semester I

### Practical Subjects:

<b>Paper Title: Nature drawing ( 5 Hours Each Assig.)</b>
<b>Paper Code: 21CCCAN111</b>
<b>Objective:</b>
( a ) To develop the sense of structure Study from any kind of forms in nature pods.
Shells, butterflies, flowers, plants, bones etc.
To Understand how these forms achieve their structural Unity through
adherence to principals consistent with physical nature of the material being
observed and studied through various rendering media and techniques in various
light Conditions.
(b) Drawing from Human Figure – Mainly based on general form
<b>Assignments</b>
1. Transparent Nature, ( Capsicum, Tomato, Grapes etc.)
2. Opaque Nature ( Brinjol, Apple etc.)
3. Peeled fruits ( Banana, Orange, Sweet lime, Pomegranate etc.)
4. Various Textures ( Bitter guard, Pine apple, Stone etc.)
5. Vegetable Like ( Radish, Spring Onion etc. )
6. Stem, leaf, Flower etc

<b>Paper Title: Object / Man-made Drawing – ( 5 Hours Each Assig.)</b>
<b>Paper Code: 21CCCAO112</b>
<b>Objective:</b>
Drawing from cubes, cones, Cylindrical objects ,Cast ,Drapery, Still life groups etc. observed and Studied in Various Rendering media and techniques in various light Conditions.
Product Drawing, Book Cover Design And Illustration & Poster Design / Hoarding
<b>Assignments</b>
1. Basic Shapes – ( Cone, Square, Circle )

2. Second Basic Shapes ( Cone, Rectangle Pyramid, Cylinder )
3. Opaque Objects
4. Transparent Object
5. Various Material ( Wood, cloth )
6. Packaging Box ( Consumer items )

<b>Paper Title: Colour and Composition ( 10 Hours Each Assig.)</b>
<b>Paper Code: 21CCCA2D113</b>
<b>Objective:</b>
To understand the formal structure of colour through analysis of colour theory and notation. Experience of colour through experiments in various
<b>Media :-</b>
Transparent colours ( Water colour, Waterproof ink etc.)
Opaque colours ( Poster colour etc.)
Pastels :
Wax crayons.
Transparent papers ( Cellophane )
Experience of colour as :
Visual effect ... What is light ? What is colour ?
Function of Eye.
Physical properties ..... Hue : value, chromo : tint,
Shade and tone, Gray Scale,
Chromatic value scale and Colour valueScale.
Colour experience in :
Primary ( Pigment and light theory )
Secondary.
Tertiary.
Quaternary.
Achromatic.
Polychromatic.
High, average, and low key.

High, average, and low contrast.
Experience in colour harmonies :
Complementary.
Split complementary.
Double split complementary.
Analogous.
Warm and cool.
Naturalisation of colour.
Optical illusion.
Advancing and receding colours.
Simultaneous and successive contract.
Visual mixing.
Experience in rendering methods .... Wash, broken, impasto
Super imposition etc.
Students should be made aware of all these principles of colour harmony by exposing them to the actual works of art done in various periods and styles.
(1) Study of two dimensional space and its organizational possibilities.
(2) Elements of pictorial expression related to concepts of space and forms Developing an awareness of pictorial elements such as point line, shape, volume Texture. Light and colour ..... basic design problems.
(3) Study of various types of objects ( natural and man-made ) with a new to transform them into flat pictorial images.
(4) Developing as awareness of pictorial space – division of space, form with and its relation with space- observation of primitive folk and miniature as Designs well as graphic designs.
(5) Developing an awareness of inter-relationship of different shapes and msrelative values.
(6) Activation of space through form and colour- Optical illusions.
Handling of various types of material for pictorial organization and –
rendering such as :-
Pencil.
Pen.
Brushes.

Water colours.
Poster Paints.
Pastel crayon.
Inks.
Cellophanes.
Old newsprint and other college material.
Gums and Adhesives.
Wax Crayon with inks. etc.
A co-coordinated series of basic design problems with Aesthetic and analytical approach.

<b>Assignments</b>	
1.	Colour theory,
2.	Grey scale, Colour wheel
3.	Colour contrast, Tone , Key etc.
4.	Negative , posiyive space , Texture
5.	1) Space – Division ( Different types of line with keys.)
6.	2) Space – Division ( Form with contrast keys )

<b>Paper Title: 3-D Design ( Objectives ) ( 10 Hours Each Assig.)</b>
<b>Paper Code: 21CCCA3D114</b>
<b>Objective:</b>
To develop the sense of structure.
Operational problems in building up structure.
Gravitational and mechanical principles.
Principles of composition and the study of the principles that hold the structure.
<b>Simple assignments in organizing various units through : -</b>
Advertisement & Graphic Design
Symmetrical load bearing structure.
Cantilever construction.
Flexibility and ability to stretch.
Geometrical regularity.
Arched Structure.

Control of Tensions.
Hinge construction.
Expanding structure through unit etc. Experiments through various types of material and their combinations such as:
<b>Assignments</b>
1. Card board.
2. Wood block.
3. Wire.
4. Clay – 2 Ass
5. Plasticine.
6. Carving

<b>Paper Title: Print Making (Objectives)- I ( 10 Hours Each Assig.)</b>
<b>Paper Code: 21CCCAL115</b>
<b>Objective:</b>
Fundamentals of various methods of taking prints. Observation of intrinsic texture of various surfaces and the textures of natural and man made things.
<b>Poster Making:</b>
A poster with specified data and slogan on a given subject in two or three colours.
i) Excursion/Tourism
ii) Cultural activities
iii) Community and nature development
iv) Ideas-Social, national and international
v) Commercial Products
Assignments in:
i.) Rubbing.
ii.) Potato prints.
iii.) Monoprint.
iv.) Lino Cut.

v.) Wood Cut.
Techniques of taking prints in:
Mono colour.
Two colour.
Experience of :
Hand printing with wood block .
Printing through press.
Methods of inking.
<b>Assignments</b>
1. Texture forms different Surfaces (Pencil ,Crayon ,Colour)
2. Oil Paint / ink ( Water deep processes)
3. Glass Surface – Various Experiment
4. Stencil –
5. Colograph

<b>Paper Title: Memory Drawing- I (Objectives) ( 5 Hours Each Assig.)</b>
<b>Paper Code: 21CCCAM116</b>
<b>Objective:</b>
1. Drawing through retaining and recalling experience from memory rendering complexities of vision through light and Shades –In door and outdoor Sketching.
2. Subject which can be useful for realistic drawing and painting. (Railway Station, Railway, Road etc.)
3. Study of different expression and movements of man and animals (Bus Stop, Market etc.)
4. To Increase the awareness of Subject by using drawing of different objects. (Bench)
5. Using landscape as background in memory drawing.
6. Use of different mediums Pen, Paper etc.
<b>Assignments</b>
1. Sketching in Class room
2. Sketching from Drama ( Create Drama in Class )
3. Sketching from Public Place ( Bus- Stop, Market )



4. Figure with animals
5. 1 Pet animal and human

<b>Paper Title: Letter &amp; Typography- I ( 5 Hours Each Assig.)</b>
<b>Paper Code: 21CCCAL117</b>
<b>Objective:</b>
1. Construction of letter form
2. Basic letter form calligraphy & typography
Understanding the structure & proportion of type (Roman serif & san serif)
3. Typefaces & type variation readability legality
4. Writing tools
5. Exercise with words (Communication value of typeface & words)
6. Study from Life Press / Magazine Poster / Hoarding Direct Mail / Lettering Typography Illustration Photography
7. Advertising Campaign Computer Graphics, Packaging, Advertising Corporate Identity
<b>Assignments</b>
1. The elements of letter & typography
2. Basic letter & typography
3. Type of letter & typography
4. Modern letter & typography
5. Subjective letter & typography

<b>Paper Title: Perspective- I</b>
<b>Paper Code: 21CCCAP118</b>
<b>Objective:</b>
1. To develop the sense of distance and depth.
2. Study of the colours in the nature in real life and develop the sense of distance through illusion depth to clear details.
3. To know how to give illustration a three dimension look with the perspective know

<b>Assignments</b>
1. Introduction / Liner perspective
2. One point Liner perspective
3. Two Liner perspective
4. Square in one Point Perspective
5. Square in two point perspective

## **Semester I: THEORY SUBJECT**

**Paper Title: HISTORY OF ART- I** (5 Tutorials- 30 Lectures)

**Paper Code: 21CCCAH119**

### **I] Introduction to Art history**

- a) Importance of “Art History” as a discipline while studying Fine Arts.
- b) Impact of religious, social & political circumstances on ART development.

### **II] Introduction of Indian Art & Architecture**

<b>A) Pre &amp; Proto Historic Period</b>
Prehistoric Cave paintings from Bhopal
Harappa & Mohenjodaro Civilization ( town planning, sculpture- Beard man,dancing girl, seals, script )

### **B) Indian historic period (1st-11th C. A. D.)**

(Should be taught in the story form giving suitable example of sculpture architecture)
---

#### **a) Buddhist & Jaina rock cut architecture**

• Brabar Caves
• Guntapalle
• Junnar
• Bhaja
• Nasik
• Karle

- |  |
|--|
| <ul style="list-style-type: none"><li>• Ajanta</li></ul> |
|--|

**b) Brahminical cave Architecture**

Ellora
Elephanta
Udaigiri
Badami

**c) Stupa Architecture**

Bharahut
Sanchi
Amravati

## Syllabus for Semester II

### Practical Subjects: for Exam

<b>Paper Title: Nature drawing- II ( 5 Hours Each Assig.)</b>
<b>Paper Code: 21CCCAN121</b>
<b>Objectives:</b>
( a ) To develop the sense of structure Study from any kind of forms in nature pods. Shells, butterflies, flowers, plants, bones etc. To Understand how these forms achieve their structural Unity through adherence to principals consistent with physical nature of the material being observed and studied through various rendering media and techniques in various light Conditions.
(b) Drawing from Human Figure – Mainly based on general form

<b>Assignments</b>	
1.	Transparent Nature, ( Capsicum, Tomato, Grapes etc.
2.	Opaque Nature ( Brinjol, Apple etc.)
3.	Peeled fruits ( Banana, Orange, Sweet lime, Pomegranate etc.)
4.	Various Textures ( Bitter guard, Pine apple, Stone etc.)
5.	Vegetable Like ( Radish, Spring Onion etc. )
6.	Stem, leaves, Flower etc

<b>Paper Title: Object / Man-made Drawing- II ( 5 Hours Each Assig.)</b>
<b>Paper Code: 21CCCAO122</b>
<b>Objectives:</b>
Drawing from cubes, cones, Cylindrical objects ,Cast ,Drapery, Still life groups etc. observed and Studied in Various Rendering media and techniques in various light Conditions.
<b>Assignments</b>
1. Basic Shapes – ( Cone, Square, Circle )
2. Second Basic Shapes ( Cone, Rectangle Pyramid, Cylinder )
3. Opaque Objects
4. Transparent Object

5. Various Material ( Wood, cloth )

6. Packaging Box ( Consumer Aitem )

**Paper Title: 2-D DESIGN- II ( 10 Hours Each Assig.)**

**Paper Code: 21CCCA2D123**

**Objectives:**

(1) Study of two dimensional space and its organizational possibilities.

(2) Elements of pictorial expression related to concepts of space and forms Developing an awareness of pictorial elements such as point line, shape, volume Texture. Light and colour ..... basic design problems.

(3) Study of various types of objects ( natural and man-made ) with a new to transform them into flat pictorial images.

(4) Developing as awareness of pictorial space – division of space, form with and its relation with space- observation of primitive folk and miniature as Designs well as graphic designs.

(5) Developing an awareness of inter-relationship of different shapes and msrelative values.

(6) Activation of space through form and colour- Optical illusions. Handling of various types of material for pictorial organization and **rendering such as :-**

1. Pencil.

2. Pen.

3. Brushes.

4. Water colours.

5. Poster Paints.

6. Pastel crayon.

7. Inks.

8. Cellophanes.

9. Old newsprint and other college material.

10. Gums and Adhesives.

11. Wax Crayon with inks. etc.

A co-coordinated series of basic design problems with Aesthetic and analytical approach.

<b>Assignments</b>	
1.	Combination of line and form ( Primary Colours )
2.	Design base on natural, man-made form
3.	Arrange the design in 2-D form in one Square and other square convert the same design in 3-D effect.
4.	Textural Base ( Rendering of various types brush.)
5.	Design base on out Door study.(animals / human)
6.	Design base an out Door study (table, building, Objects )

<b>Paper Title: 3-D Design- II ( 10 Hours Each Assig.)</b>	
<b>Paper Code: 21CCCA3D124</b>	
<b>Objectives:</b>	
To develop the sense of structure. Operational problems in building up structure. Gravitational and mechanical principles. Principles of composition and the study of the principles that hold the structure.	
<b>Simple assignments in organizing various units through : -</b>	
Symmetrical load bearing structure. Cantilever construction. Flexibility and ability to stretch. Geometrical regularity. Arched structure. Control of tensions. Hinge construction.	
<b>Assignment.</b> Expanding structure through unit etc. Experiments through various types of material and Their combinations such as :-	
<b>Paper-2 Ass</b>	
<b>1.</b>	Wood block.
<b>2.</b>	Wire.

3.	Clay – 2 Ass
4.	Plasticine
5.	Plaster of Paris.
6.	Card board.

<b>Paper Title: Print Making- II (10 hours each Assig.)</b>	
<b>Paper Code: 21CCCAL125</b>	
<b>Objectives:</b>	
Fundamentals of various methods of taking prints. Observation of intrinsic texture of various surfaces and the textures of natural and man made things.	
Assignments in:	
i.)	Rubbing.
ii.)	Potato prints.
iii.)	Monoprint.
iv.)	Lino Cut.
v.)	Wood Cut.
Techniques of taking prints in:	
i.)	Mono colour.
ii.)	Two colour.
iii.)	Experience of :
iv.)	Hand printing with wood block .
v.)	Printing through press.
vi.)	Methods of inking.
<b>Assignments</b>	
1.	Potato ,onion, lady Finger, Leaf Etc. (Nature Base)
2.	Paper, Cloth, Thread, Poly thin, etc.(Manmade Base)
3.	Forex Sheet
4.	Wood cut
5.	Water print

<b>Paper Title: Memory Drawing- II (5 hours each Assig.)</b>	
<b>Paper Code: 21CCCAM126</b>	
<b>Objectives:</b>	
<b>1</b>	Drawing through retaining and recalling experience from memory rendering complexities of vision through light and Shades –In door and outdoor Sketching.
<b>2</b>	Subject which can be useful for realistic drawing and painting. (Railway Station, Railway, Road etc.)
<b>3</b>	Study of different expression and movements of man and animals (Bus Stop, Market etc.)
<b>4</b>	To Increase the awareness of Subject by using drawing of different objects. (Bench)
<b>5</b>	Using landscape as background in memory drawing.
<b>6</b>	Use of different mediums Pen, Paper etc.

<b>Assignments</b>	
1.	Use one point perspective (Railway Station, Market)
2.	Use two point perspectives
3.	Give object ( Bench, light etc.)
4.	Give one Story
5.	Subject base on Atmosphere

<b>Paper Title: Letter &amp; Typography- II</b>	
<b>Paper Code: 21CCCAM127</b>	
<b>Objectives:</b>	
1	Construction of letter form Basic letter form calligraphy & typography
2	Understanding the structure & proportion of type (Roman serif & san serif)
3	Typefaces & type variation readability legality
4	Writing tools
5	Exercise with words (Communication value of typeface & words)



<b>Assignment</b>	
1.	Subjective letter & typography
2.	Creative letter & typography
3.	Self identity letter & typography
4.	Freedom of letter & typography
5.	Simple letter & typography
6.	Commercial letter & typography

<b>Paper Title: Perspective- II ( 5 Hours Each Assig.)</b>	
<b>Paper Code: 21CCCAM128</b>	
<b>Objectives:</b>	
1	To develop the sense of distance and depth.
2	Study of the colours in the nature in real life and develop the sense of distance through illusion depth to clear details.
3	To know how to give illustration a three dimension look with the perspective know.

<b>Assignments</b>	
1.	One point perspective colour assignment
2.	Two point perspective colour assignment
3.	Interior one point perspective
4.	Bldg. perspective
5.	Interior two point perspective
6.	Perspective in figure drawing

## Semester II: THEORY SUBJECT

**Paper Title: HISTORY OF ART- II** (5 Tutorials- 60 Lectures)

**Paper Code: 21CCCAH129**

### I] Introduction to Art history

- a) Importance of “Art History” as a discipline while studying Fine Arts.
- b) Impact of religious, social & political circumstances on ART development.

### II] Introduction of Indian Art & Architecture

#### Temple development

<b>NAGARA STYLE TEMPLES</b>
• Orissa ( Surya Temple, Konarak)
• Madhya Pradesh (Khajurao,Kandariya Mahadev Temple)
• Rajasthan( Vimla vashishi temple, Mount Abu)
• Gujarat (Solanki Style Surya Temple , Madura)



<b>DRAVIDA STYLE TEMPLES</b>
• Pancharath Temples (Mamallapuram)
• Shore Temple (Mamallapuram)
• Durga Temple ( Aihole)
• Virupaksha Temple ( Pattadakal)
• Shore Temple
• Bruhadeshvara temple , Tanjavur



<b>Indian Sculpture</b>
a) Maurya period ( Parkham yaksha , Didangini yakshi)
b) Sunga Period ( Bharahut Scuplture,Kuvera Sculpture)
c) Satavahana Period ( Sanchi reliefs,bhaja)
d) Buddhist Sculptures (Kushana Period)
• Gandhara Style

<ul style="list-style-type: none"> <li>• Mathura Style</li> </ul>
<ul style="list-style-type: none"> <li>• Gupta Period (Buddhist – Saranath, Jataka reliefs, Brahmnical- Vaikuntha</li> </ul>
<ul style="list-style-type: none"> <li>• Vishnu, Mathura, Deogarh, Udaygiri, Karle, Ajanta)</li> </ul>
e) Eastern Chalukya (Konark temple Sculpture)
f) Chandellas- (Khajuraho sculptures)
g) Chalukya (Badami, Durga temple sculptures)
h) Rashtrakuta (Kailasa temple, Ellora, Elephanta Cave temple)
i) Pallavas (Mamallapuram, Descent from Ganga, Somaskanda panel, Shore Temple)