

**SYLLABUS STRUCTURE
FOR
ADVANCE DIPLOMA IN
GRAPHIC DESIGN**

SHIVAJI UNIVERSITY, KOLHAPUR



B.Voc in Graphic Design

Syllabus

For

B. Voc. Part-II (Advance Diploma)

Advance Diploma in Graphic Design

(To be implemented from Academic Year 2021-2022 onwards)

**Bhogavati Mahavidyalaya Kurukali,
Tal - Karveer, Dist.-Kolhapur**

Department of B.Voc And Community College

SHIVAJI UNIVERSITY, KOLHAPUR

PROPOSED STRUCTURE AND SYLLABUS (SEMESTER PATTERN)

Bachelor of Vocation (B. Voc.) Part II – Advanced Diploma in Graphic Design

1. TITLE : B. Voc. Part II (Advanced Diploma in Graphic Design) Syllabus (Semester Pattern)

2. YEAR OF IMPLEMENTATION : Syllabus will be implemented from Academic Year 2020-2021

3. DURATION : B. Voc. Part I, II and III (Three Years) B. Voc. Part I - Diploma (First Year) B. Voc. Part II - Advanced Diploma (Second Year) B. Voc. Part III – Degree (Third Year)

4. PATTERN OF EXAMINATION : Semester Pattern • Theory Examination – At the end of semester as per Shivaji University Rules • Practical Examination

i) In the 1st, 3rd and 5th semester of B. Voc. there will be internal assessment of practical record, related report submission and project reports.

ii) In the second semester of B. Voc. I there will be internal practical examination.

iii) In the 4th and 6th semester of B. Voc. There will be external practical examination at the end of the semester.

5. MEDIUM OF INSTRUCTION : English / Marathi

6. STRUCTURE OF COURSE : B. Voc. Part – I, II and III Two Semester Per Year Two General Papers per year / semester Three Vocational Papers per Year / Semester Three Practical papers per Year / Semester One Project / Industry Visit/ Study Tour / Survey

7. SCHEME OF EXAMINATION : A) THEORY – • The theory examination shall be at the end of the each semester. • All the general theory papers shall carry 40 marks and all the vocational theory papers shall carry 50 marks. • Evaluation of the performance of the students in theory shall be on the basis of semester examination as mentioned above.

- Question paper will be set in the view of entire syllabus preferably covering each unit of the syllabus.

- Nature of question paper for Theory examination (excluding Business Communication paper)

i) There will be seven questions carrying equal marks.

ii) Students will have to solve any five questions. Q. No. 1 : Short answer type question with internal choice (Two out of Three) Q. No. 2 to Q. No. 6 : Long answer type questions Q. No. 7 : Short Notes with internal choice (Two out of Three)

PRACTICAL : Evaluation of the performance of the students in practical shall be on the basis of semester examination (Internal assessment at the end of I, III and V Semester and external examination at the end of IV and VI semester as mentioned separately in each paper.

STANDARD OF PASSING :

As per the guidelines and rules of B. Voc. (Attached separately – Annexure I)

8. STRUCTURE OF THE COURSE

B. Voc. Part II(Advanced Diploma) Semester – III

Sr.No.	Paper No.	Title	Theory/Practical /Project	Marks	Theory	Practical
19.	XIX	Fundamentals of Financial Accounting I	Theory/ Practical	50	40	10
20	XX	Drawing and Painting I	Theory / Practical	50	40	10
21	XXI	Advertising Art I	Theory	50	50	-
22	XXII	Printing Technology I	Theory	50	50	-
23	XXIII	Calligraphy	Theory	50	50	-
24	XXIV	Laboratory Work Paper No. XXI	Practical	50	-	50
25	XXV	Laboratory Work Paper No .XXII	Practical	50	-	50
26	XXVI	Laboratory Work Paper No. XXIII	Practical	50	-	50
27	XXVII	Project	Project	50	-	50

B. Voc. Part II(Advanced Diploma) Semester – IV

Sr.No.	Paper No.	Title	Theory/Practical /Project	Marks	Theory	Practical
28	XXVIII	Fundamentals of Financial Accounting II	Theory/ Practical	50	40	10
29	XXIX	Drawing and Painting II	Theory / Practical	50	40	10
30	XXX	Advertising Art II	Theory	50	50	-
31	XXXI	Printing Technology II	Theory	50	50	-
32	XXXII	Packaging	Theory	50	50	-
33	XXXIII	Laboratory Work Paper No. XXX	Practical	50	-	50
34	XXXIV	Laboratory Work Paper No. XXXI	Practical	50	-	50
35	XXXV	Laboratory Work Paper No. XXXII	Practical	50	-	50
36	XXXVI	Industrial Visit/ Study Tour	Practical	50	-	50

SCHEME OF TEACHING :**B. Voc. Part II (Advanced Diploma) Semester – III**

Sr.No.	Paper No.	Title	Distribution of workload		
			Theory	Practical	Total
19	XIX	Fundamentals of Financial Accounting I	4	2	6
20	XX	Drawing and Painting I	4	2	6
21	XXI	Advertising Art I	4	-	4
22	XXII	Printing Technology I	4	-	4
23	XXIII	Calligraphy	4	-	4
24	XXIV	Laboratory Work Paper No. XXI	-	4	4
25	XXV	Laboratory Work Paper No. XXII	-	4	4
26	XXVI	Laboratory Work Paper No. XXIII	-	4	4
27	XXVII	Project	-	-	-
			20	16	36

B. Voc. Part II (Advanced Diploma) Semester – IV

Sr.No.	Paper No.	Title	Distribution of workload		
			Theory	Practical	Total
28	XIX	Fundamentals of Financial Accounting II	4	2	6
29	XX	Drawing and Painting II	4	2	6
30	XXI	Advertising Art II	4	-	4
31	XXII	Printing Technology II	4	-	4
32	XXIII	Packaging	4	-	4
33	XXIV	Laboratory Work Paper No. XXX	-	4	4
34	XXV	Laboratory Work Paper No .XXXI	-	4	4
35	XXVI	Laboratory Work Paper No .XXXII	-	4	4
36	XXVII	Industrial Visit/ Study Tour	-	-	-
			20	16	36

Eligibility for Admission : 10 + 2 from any faculty or equivalent Diploma / Advanced Diploma in any related stream.

Eligibility for Faculty : B.Voc, M.voc, GD art, BFA, MFA,AM

Eligibility for Lab Assistant : Graduation with related field

Staffing Pattern

Teaching : In the 1st year of B. Voc. – One Full Time one C. H. B. for Business Communication

Lab. Assistant : For 1st Year of B. Voc. – 1 C.H.B For 2nd and 3rd Year (Inclusive of 1st Year) of B. Voc. – 3 Full Time

Paper – XIX

FUNDAMENTALS OF FINANCIAL ACCOUNTING – I

Total Workload : 06 lectures per week of 60 mins.

Distribution of Workload :

Theory : 04 lectures per week

Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory: 40 Marks.

OBJECTIVE :

To impart basic accounting knowledge as applicable to business.

COURSE CONTENT :

Unit I : Introduction to Accounting

Meaning, Nature and Advantages of Accounting, Branches of Accounting, Accounting Concepts and Conventions, Types of Accounts, Rules of journalizing, Source Documents – Cash Voucher, Petty Cash Voucher, Cash Memo – Receipts, Debit Notes, Credit Note, Paying Slips, Withdrawals, Cheque

Unit II : Journal and Ledger

Preparation of Journal entries and Ledger accounts – Subsidiary Books - Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Cash Book, Bills Receivable Book, Bills Payable Book, Journal Proper

Unit III: Depreciation

Meaning, Methods – Straight Line Method – Reducing Balance Method, Change in Depreciation Method.

Unit IV: Final Accounts

Preparation of Trial Balance, Preparation of Final Accounts of Sole Traders and partnership firms

PRACTICAL :

- 1) Preparation of Journal entries and Ledger accounts
- 2) Preparation of subsidiary books
- 3) Preparation of Trial Balance
- 4) Practical problems on Final Accounts of sole traders and partnership firms
- 5) Practical problems on methods of depreciation

Scheme of Internal Practical Evaluation

10 Marks

- 1) Submission of Record Book
- 2) Viva – Voce

5 Marks

5 Marks

REFERENCE BOOKS :

- 1) Advanced Accountancy – M.C. Shukla and T.S. Garewal.
- 2) Advanced Accountancy – S.C. Jain and K. L. Narang
- 3) Advanced Accountancy – S.M. Shukla.
- 4) Advanced Accountancy – S. N. Maheshwari.
- 5) Advanced Accountancy – R. L. Gupta.

Bachelor of Vocation (B.Voc.) Part II – Sem III
Paper XX

Drawing / Painting - I

Total Workload: 06 lectures per week of 60 mins.

Theory : 4 lectures / week

Practical : 2 lectures /week /batch

Total Marks : 50 (Theory 40 + Practical 10)

Unit 1:Memory and Imagination Drawing :

Memory drawing is **the regular practice of training your visual memory to retain what you see.** That training involves doing numerous drawing exercises during short but consistent periods of time. The practice will help you make the most of every glance you take at your subject.

Unit 2 :Object Painting :

The magic of still life **paintings** is that they can show us a new way of looking at the ordinary **objects** around us. Once they are placed into a specific

Unit 3:Perspective Drawing :

Perspective drawing is **a technique that gives the illusion of spatial depth, or perspective, to drawings and paintings.** Perspective drawing, like foreshortening, gives the illusion of depth and makes work pop off of the page by using angled lines to suggest vertical lines and horizontal lines.

Unit 4:Outdoor Study (sketching)

Outdoor sketching is **a form of art in which we create pieces of inspired by our outdoor.** It can be a busy city or a peaceful valley scene. It can be a oil painting or a sketch.

Practical :

Basic Painting knowledge of colour

ReferenceBooks :

—The Story Of Art|E.H.Gombrich Phaidon Press 1995

—Concises Dictionary of Art terms| Michael Clarke Oxford University Press 2010

Bachelor of Vocation (B.Voc.) Part II – Sem III

Paper XXI

Advertising Art - I

Total Workload: 06 lectures per week of 60 mins.

Theory : 4 lectures / week

Total Marks : 50 (Theory)

Unit 1 :Understand introduction to advertising

Topics:

- Defining advertising :Advertising includes **oral, written, or audiovisual message addressed to the people for the purpose of informing and influencing them to buy the products or to act favorably toward idea or institution.**
- Schematic history of advertising:**The first step toward modern advertising came with the development of printing in the 15th and 16th centuries.** In the 17th century, weekly newspapers in London began to carry advertisements, and by the 18th century, such advertising was flourishing.
- Concepts of advertising:Advertising is **the paid, non-personal communication of information about products or ideas by an identified sponsor through the mass media in an effort to manipulate customer behavior.** Advertising is non-personal because it's a fantasy created by a computer that selects one part of the target audience.

Unit 2 :Understand and Study main trends in advertising

Topics:

- Strategy, Period, Focus and Themes :An advertising strategy is **an action plan designed to increase sales of certain products or services, attract new customers, and invite existing ones to make multiple purchases.** An advertising strategy is part of the brand's marketing plan, so it must be aligned with the company's objectives.
- Rational vs. non-rational: Evolution of strategies :The Rational Appeal **persuades audiences to purchase something or act on something by appealing to their sense of reason or logic.** In other words, the Rational Appeal effectively makes something make sense or seem obvious in such a way that it really can't be argued
- Strategy of repetition, use of text and patterns, typography and the creation of slogans : Designers often use typography **to set a theme and mood in an advertisement;** for example, using bold, large text to convey a particular message to the reader. Type is often used to draw attention to a particular advertisement, combined with efficient use of color, shapes, and images.

Unit 3 :Understand Advertising and society

Topics:

- Advertising business offers employment:People who work in Advertising are in charge of **creating marketing communication that persuades an audience to buy a product or service.** These people may create advertisements for the company that employs them, prepare advertisements for a company's customers, or both.

- Advertising promotes freedom of press: **The right of newspapers, magazines, etc., to report news without being controlled by the government.**
- Advertising creates demand and consequently sales :**Advertising plays an important role in increasing and decreasing demand for a product or service.** It's a way to engage consumers and educate them about the business, product or service and results

Unit 4 :Study Ethics, regulation and social responsibilities taste and advertising

Topics:

- Study Ethics, regulation and social responsibilities test and advertising :**Truthfulness is the first requirement for ethics and social responsibility in advertising.** However, this requirement is not as straightforward as it may appear. Factual information can be presented in such a way as to deceive the viewer, while an image can be manipulated yet still create an accurate final impression.
- Stereotyping in advertising :Stereotyping, by definition, is **the oversimplification of something that is more complex than it's portrayed.** In most cases, stereotypes apply to things or people, and they are excessively common in advertising. In reality, people are complex and cannot be defined by single role.
- Advertising to children :Advertising to children **can take place on traditional media such as television, radio, print, new media, internet and other electronic media.** The use of packaging, in-store advertising, event sponsorship, and promotions can also be classified as advertising.
- Advertising controversial products :Controversial Marketing, also known as shock advertising, is **a tactic whereby a brand intentionally offends or surprises audience by violating the norms of norms of social and personal values and morals.** The aim is to generate debate and discussion, and subsequent buzz around your brand.

REFERENCE BOOKS :

- Advertising Art and Ideall, Dr. G. M. RegeAshutoshPrakasha1987
- Indian Advertising Laughter and tearsll, Arun Chaudhuri Niyogi Books 2014
- "Advertising and IMC Principles and Practicell, Sandra Moriarty Nancy D. Michal William Pearson Education India10th
- "Advertising Promotion and MarketingCommunication"KermethClow Donald BaackPearson Education India6th
- Advertising Managementll, JaishriJethwaneyShrutiJainOxfordUniversity Press India 2nd

Bachelor of Vocation (B.Voc.) Part II – Sem III
Paper XXII

Printing Technology - I

Total Workload: 06 lectures per week of 60 mins.

.Theory : 4 lectures / week

Total Marks : 50 (Theory)

Unit 1 :To understand Meaning of Printing and use of printing technology

Topics:

- History of printing :The history of printing **starts as early as 3500 BCE**, when the proto-Elamite and Sumerian civilizations used cylinder seals to certify documents written in clay. Other early forms include block seals, hammered coinage, pottery imprints, and cloth printing.
- Types of letters :Letterpress printing is a technique of relief printing. Using a printing **press**, the process allows many copies to be produced by repeated direct impression
- Printing press and industrial printing press :A **printing press** is a mechanical device for applying pressure to an inked surface resting upon a print medium thereby transferring the ink.

Unit 2 :To understand & study types of Type Setting

Topics:

- Manual type setting :**The compositor assembled these sorts into words, then lines, then pages of text, which were then bound tightly together by a frame, making up a form or page.** If done correctly, all letters were of the same height, and a flat surface of type was created.
- Hot metal type setting :In printing and typography, hot metal typesetting (also called mechanical typesetting, hot lead typesetting, hot metal, and hot type) is **a technology for typesetting text in letterpress printing.** This method injects molten type metal into a mold that has the shape of one or more glyphs.
- Digital type setting :Typesetting is **the way that text is composed using individual types — the symbols, letters and glyphs in digital systems.** It's a crucial part of the world of design that requires an understanding of fonts, corresponding font sizes and line spacing.

Unit 3 :To understand & study paper.

Topics:

- History of paper : The first paper-like plant-based writing sheet was papyrus in Egypt (4th Century BC), but the first true paper, the first true papermaking process was documented in China during the Eastern Han period (25–220 CE), traditionally attributed to the court official CaiLun.
- Making process of paper :**The method of making paper is essentially a simple one**—mix up vegetable fibers, and cook them in hot water until the fibers are soft but not dissolved. The hot water also contains a base chemical such as lye, which softens the fibers as they are cooking.

- Recycling of paper and types of paper :The recycling of paper is **the process by which waste paper is turned into new paper products**. It has a number of important benefits: It saves waste paper from occupying homes of people and producing methane as it breaks down.

Unit 4 :Printing Process

Topics:

- Screen printing :Screen printing is **the process of transferring a stencilled design onto a flat surface using a mesh screen, ink and a squeegee**. Fabric and paper are the most commonly screen-printed surfaces, but with specialised inks it's also possible to print onto wood, metal, plastic, and even glass.
- Offset printing : Offset printing, also called offset lithography, or litho-offset, in commercial printing, **widely used printing technique in which the inked image on a printing plate is printed on a rubber cylinder and then transferred (i.e., offset) to paper or other material**.

REFERENCE BOOKS :

- The Complete Book on Printing Technologyl, NIIR BoardAsia Pacific Business Press Inc.2003
- Modern Printing Technologyl, NIIR Board National Institute of Industrial 1993
- "The Gutenberg Galaxyl, Marshall McLuhan University of Toronto Press1965
- The All New Print Production David Bann Rotovision 2006
- Print Medial, Helmut Kipphan Springer 2001

Bachelor of Vocation (B.Voc.) Part II – Sem III
Paper XXIII
Calligraphy

Total Workload: 06 lectures per week of 60 mins.

Theory : 4 lectures / week

Total Marks : 50 (Theory)

Unit 1 :Understand basic of art in calligraphy

Topics:

- studying elements, principles, proportion and balance : The **principles** of art are used to organize art **elements** and include **balance, proportion, emphasis, variety, movement, rhythm, and harmony.**

Unit 2 :Understand and Study

Topics:

- Art, symbolic expression, history and importance of calligraphy.
- Practice the calligraphy in ink and colour with pen, bamboo and brush in different types like English, Sanskrit, and Devanagiri etc.

Unit 3 :Study Computer Graphics

Topics:

- Graphic Design for Calligraphers :Calligraphy (from Greek: καλλιγραφία) is a **visual art related to writing**. It is the design and execution of lettering with a pen, ink brush, or other writing instrument. A contemporary calligraphic practice can be defined as "the art of giving form to signs in an expressive, harmonious, and skillful manner"
- Letters as Subject: Written, Drawn & Painted :**Begin with describing the source of your inspiration, be it a historic event, a person, a unique experience, or just something that appealed to you.** Don't just reference being inspired by an event, explain how that experience influenced your design, from shadow play and lighting to your chosen color palette.
- The Joy of Calligraphy: Developing a Personal Script:Calligraphy is **the artistic process of forming beautiful symbols by hand and arranging them in a way that inscribes words that possess integrity, harmony, some sort of ancestry and rhythm.** In this definition, integrity represents admirable proportions and design of letters and symbols in calligraphy images.

Unit 4 :Study Professional Calligraphy

Topics:

- Lettering :Calligraphy is the art of writing letters with pressure-sensitive tools, usually in a script style. Today, you'll also often see people call it —modern calligraphy,|| —brush calligraphy,|| or —brush lettering||

- Logos :A lot of the world's most recognizable logos are calligraphy logos. We have all been wowed by the craftsmanship seen on the logos of Coca-Cola, Kellogg's, and Tim Hortons, among many others. We could go on and on. This writing technique is **a form of visual art known for brushstrokes to create artistic lettering.**
- Illustration :Calligraphy is **the artistic process of forming beautiful symbols by hand and arranging them in a way that inscribes words that possess integrity, harmony, some sort of ancestry and rhythm.**
- Communication Design (Banners, Posters, Backdrops etc) :Poster design is **the creative construction of an idea, product, or event placed on a poster.** It typically combines graphic design with marketing as it includes both textual and graphical elements and should be informative as well as eye-catching.
- Illumination :It refers to **the addition of bright colors and especially gold and silver, to decorations in manuscripts.** Silver tends to blacken over time, so gold in various forms, such as powder and leaf, became the preferred choice of illuminators as it retains its brilliance.
- ICT in Graphic Design :Information and communication technologies (ICT) have influenced the teaching and learning of graphic design. The introduction of ICT has also brought in some challenges as far as the pedagogy is concerned, as it requires relearning, training and upgrading.

REFERENCE BOOKS :

- | | | |
|-------------------------------|----------------------------|---------------------------|
| —The world of Calligraphy | Navneet Education (I) Ltd. | |
| —Start Calligraphy | John Gibbs | Goodwill Publishing House |
| "Copperplate Calligraphy | Jockson Dick | Dover Publication Inc. |
| "Calligraphy Techniques" | Noble Mary | Annes Publishing |
| —Celtic hand stroke by stroke | William Hogarth, | Dover Publication Inc. |

Bachelor of Vocation (B.Voc.) Part II – Sem III
Paper XXIV
Laboratory Work Paper XXI

Total Marks : 50

Practical : 4 lectures / week/ Batch

Practical's:

- **Basic Calligraphy:** calligraphy, **the art of beautiful handwriting**. The term may derive from the Greek words for —beauty| (kallos) and —to write| (graphein).
- **Different Calligraphy Strokes :** **Upstrokes are done with light pressure and should be thinner than your downstrokes**. This is what an upstroke looks like: What's a downstroke? Likewise, every time your pen comes down on the page is called a downstroke. These are done with heavier pressure and should be thicker
- **Designing Skill Development :** If you have the basic design skills to create and lay-out interesting looking visuals then not only will this make the individual presentations go smoother but will be showing your employer that you are multi-skilled and also have a good level of attention to detail in any task that is put in front of you.
- **Advance Image Editing :** Advance photo editing also involves **correcting the colors of the image**. It can be done by adjusting the color temperature. There is color tone which can be used to get bluish tint or the warm tone. Using the tint slider for shifting the magenta and green colors in scenic photographs
- **Effects, Photoshop, Plugins :** Photoshop plugins (or plug-ins) are **add-on programs aimed at providing additional image effects or performing tasks that are impossible or hard to fulfill using Adobe Photoshop alone**.
- **Image Mixing :** An image speaks a thousand words — the most common proverb we use to describe the importance of an image. Imagery in UI design is **the visual language used to help users relate to a brand, their products, adding an interactive element in the form of an image**.
- **Mug Design :**
 1. Plan It Out. Before undertaking any coffee mug design project, make sure you've planned out the design from start to finish. ...
 2. Choose Your Base Mug for Durability. ...
 3. Be Colour-Wise. ...
 4. Bigger Can Be Better. ...
 5. Be Inspirational. ...
 6. Opt for a Sneak Peek.
- **Bag Design :** The Fashionary Bag Design is **a complete handbook focusing on the practical needs of bag and accessories designers**. It provides an insightful and inspirational foundation about bags and their key fundamentals to those in the fashion industry

REFERENCE BOOKS :

The Lost Art of Handwriting by Brenna Jordan. ...

Start Calligraphy: The Right Way

Write by Jon Gibbs

books on advertising strategy

David Ogilvy

Bachelor of Vocation (B.Voc.) Part II – Sem III
Paper XXV
Laboratory Work Paper XXII

Total Marks : 50

Practical : 4 lectures / week/ Batch

Practical's:

- **Advertising Campaign** :An advertising campaign is **a specifically designed strategy that is carried out across different mediums in order to achieve desired results such as increased brand awareness, increased sales, and improved communication within a specific market.** All of this is accomplished through advertising
- **Packaging** :Packaging means the wrapping or bottling of products to make them safe from damages during transportation and storage. **It keeps a product safe and marketable and helps in identifying, describing, and promoting the product.** —Packing is the preparation of product or commodity for proper storage and/or transportation.
- **Creative Packaging** :—Packaging design is **the connection of form, structure, materials, colour, imagery, typography, and regulatory information with ancillary design elements to make a product suitable for marketing.**|| To put that into a simpler form: Your packaging is an element of your marketing strategy.
- **Tag** :Non-hashtags: While adding hashtags is allowed, **adding ordinary descriptive tags or repetitive sentences in the description is (still) prohibited.** If you violate this policy, your video may be removed or penalized
- **Album Design** :A photographic album or photo album, is **a series of photographic prints collected by an individual person or family in the form of a book.**

REFERENCE BOOKS :

Confessions of an Advertising Man
The Copywriter's Handbook
books on advertising strategy

by David Ogilvy. ...
Writing Copy That Sells by Robert
David Ogilvy

Bachelor of Vocation (B.Voc.) Part II – Sem III
Paper XXVI
Laboratory Work Paper XXIII

Total Marks : 50

Practical : 4 lectures / week/ Batch

Practical's:

- **Mobile Van** :What is Mobile Van? Mobile Van is **a vehicle that has an appropriate installment for displaying the hoardings or banners**. The Advertisement is placed in the designated area on the Mobile Van and it moves across places advertising and publicizing for the brand
- **Menu Card** :Menu cards can **provide details about the type of cuisine that the restaurant offers**. Whether it is through the design of the menu or the way that food items are presented, menu cards can directly tell the customers the quality, origin, and ingredients of the food that they can get from the restaurant.
- **Content Aware** :Content-Aware Fit **automatically scales and repositions the image into the frame, based on the context and focal point of the image**. You retain total creative control. Fine-tune the new fit as desired. Adobe Sensei's machine-learning technology saves you time and helps you display the best parts of your images.
- **2D Dangler** :LASSOART **DESIGNS** - Offering 1 - 2 Days Online And Offline Graphic **Dangler Design Services** in Indore, Madhya Pradesh. Read about company.
- **3D Dangler**:**Dangler Design Dangler** is the most important key for the promotion of a product. These **danglers** are available in various patterns and **designs** with required
- **Hoarding** :Hoarding design is **the process of applying graphics to temporary hoarding structures**. Hoarding panels can often feature designs and graphics which can be offered as marketing space for external businesses or a marketing tool for project owners

REFERENCE BOOKS :

Confessions of an Advertising
Man The Copywriter's Handbook
books on advertising strategy

by David Ogilvy. ...
Writing Copy That Sells by
Robert David Ogilvy

Bachelor of Vocation (B.Voc.) Part II – Sem III
Paper XXVII
Project

Internal Practical evaluation 50 Marks

- i) Submission of practical record book = 20 Marks
- ii) Submission of visit report = 15 Marks
- iii) Viva-voce = 15 Marks

SEM – IV

Bachelor of Vocation (B.Voc.) Part II – Sem IV

Paper – XXVIII

FUNDAMENTALS OF FINANCIAL ACCOUNTING – II

Total Workload : 06 lectures per week of 60 mins.

Distribution of Workload :

Theory :04 lectures per week

Practical:02 lectures per week per batch of 20 students

Units Prescribed for Theory: 40 Marks.

OBJECTIVES :

To impart basic accounting knowledge as applicable to business.

COURSE CONTENTS :

Unit I Computerized Accounting System

Introduction – Concept – Components –Features - Importance and Utilization of Computerized Accounting System.

Unit II Computer Application through Accounting Package Tally

Creation of Company, Group, Ledger Accounts, Feeding of Accounting Data Receipts, Payments, Purchase, Sale, Contra, Journal, Credit Note and Debit Note Inventory Information – Groups, Items and Valuation. Generation of various Accounting Reports.

Unit III Accounts of Professionals

Preparation of Receipts and Payment Account – Income and Expenditure Account and Balance Sheets of Non Profit Organization.

Unit IV Single Entry System

Conversion of Single Entry System into Double Entry System.

PRACTICAL :

1. Understanding computerized accounting practices applied in different retail malls in and around Kolhapur city
2. Practical problems based on computerized accounting using Tally
3. Practical problems on preparation of Receipts and Payment Account
4. Preparation of Income and Expenditure account and Balance Sheet of Non-profit making organizations
5. Solving the problems on conversion of Single Entry system into Double entry system.
6. Oral / Seminar

REFERENCE BOOKS :

1. Advanced Accountancy, M. C. Shukla and T. S. Garewal.
2. Advanced Accountancy, S.C. Jain and K. L. Narang.
3. Advanced Accountancy, S.N. Maheshwari.
4. Theory and practice of Computer Accounting, RajanChougule and DhavalChougule.

WEB SITES :

- 1) www.nos.org
- 2) www.wiki.answers.com
- 3) Chow.com

Scheme of External Practical Examination

10 marks

- 1) Submission of Record book
- 2) Viva – Voce

5 marks

5 marks

Bachelor of Vocation (B.Voc.) Part II – SemIV
Paper XXIX
Drawing / Painting - II

Total Workload: 06 lectures per week of 60 mins.

Theory : 4 lectures / week

Practical : 2 lectures / week / batch

Total Marks : 50 (Theory 40 + Practical 10)

Unit 1: History Of Indian Painting

The art form dates back to the early 9th century, a period dominated by the Chola rulers, who encouraged art and literature. These paintings are known for their elegance, rich colours, and attention to detail. The themes for most of these paintings are Hindu Gods and Goddesses and scenes from Hindu mythology

Unit 2 :Still Life Painting

A still life is **a drawing or painting that focuses on still objects**. The subject matter is inanimate and never moves, typically with a focus on household objects, flowers, or fruits. Still life work contrasts figure drawing which focuses on a live human model

Unit 3:Creative Composition

Creative writing is any writing that goes outside the bounds of normal professional, journalistic, academic, or technical forms of literature, typically identified by an emphasis on narrative craft, character development, and the use of literary tropes or with various traditions of poetry and poetics.

Unit 4:Outdoor Study (Landscape)

Learning outside the classroom **supports the development of healthy and active lifestyles by offering children opportunities for physical activity, freedom and movement, and promoting a sense of well-being.**

Practical :

- **Basic Painting.** :A painting is **an image (artwork) created using pigments (color) on a surface (ground) such as paper or canvas**. The pigment may be in a wet form, such as paint, or a dry form, such as pastels. Painting can also be a verb, the action of creating such an artwork.
- **Creative Painting** :Creativity is not to be confused with talent, skill, or intelligence. Creativity is not about doing something better than others, it is about **thinking, exploring, discovering, and imagining**. Creativity is found in the obvious art and music, but can also be found in science and play.
- **Presentation of Painting** : **Begin with describing the source of your inspiration, be it a historic event, a person, a unique experience, or just something that appealed to you.** Don't just reference being inspired by an event, explain how that experience influenced your design, from shadow play and lighting to your chosen color palette

Reference Books :

- | | | | |
|----------------------------------|------------------|----------------|------|
| —Color & Light | James Gurney | Andrews McMeel | 2015 |
| —The Principles of Light & Color | Babbitt Edwin D. | Babbit& Co | 1878 |

Bachelor of Vocation (B.Voc.) Part II – Sem IV
Paper XXX
Advertising Art - II

Total Workload: 06 lectures per week of 60 mins.

Theory : 4 lectures / week

Total Marks : 50 (Theory)

Unit 1: Understand advertising and marketing

Topics:

- Marketing plan: A marketing plan is **the advertising strategy that a business will implement to sell its product or service**. The marketing plan will help determine who the target market is, how best to reach them, at what price point the product or service should be sold, and how the company will measure its efforts.
- Advertising role in marketing: Types of market :In marketing, the term market refers to **the group of consumers or organizations that is interested in the product, has the resources to purchase the product, and is permitted by law and other regulations to acquire the product**.
- Approaching market, The marketing concept and relationship marketing
- Channel of distribution, Pricing: A distribution channel **represents a chain of businesses or intermediaries through which the final buyer purchases a good or service**. Distribution channels include wholesalers, retailers, distributors, and the Internet. In a direct distribution channel, the manufacturer sells directly to the consumer.

Unit 2 : Understand and Study Campaign planning objectives and basic principles

Topics:

- Campaign objectives: Advertising has three primary objectives: **to inform, to persuade, and to remind**. Informative Advertising creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products.
- Factors influencing the planning of advertising campaign: A campaign plan is **a short-term integrated communications plan to generate lead or sales**. Its purpose is to engage audiences, it typically has a content marketing focus and an integrated media schedule. A solid marketing campaign plan has: Clear, realistic goals which you can be confident of hitting.
- The selling methods :Advertising **involves the use of a sponsored, non-personal message or content for promoting or selling any product or service or for engaging the customer**. It is a form of marketing communication that is quite effective in optimizing the reach, presence, lead generation and sales of any product or service.
- Campaigning a new product:An advertising campaign is **a specifically designed strategy that is carried out across different mediums in order to achieve desired results such as increased brand awareness, increased sales, and improved communication within a specific market**. All of this is accomplished through advertising.
- Layout design principles :Layout is **a plan, arrangement, overall structure, blue print of advertising copy**. It arranges headlines, sub-headlines, slogans, illustrations, identification marks, text body etc., in a systematic manner

Unit 3 : Understand and study Creative side of the advertising

Topics:

- what is creative advertising : Creative advertising is **when a team of creatives come together to make a campaign or commercial that creatively and effectively tells the story of a brand or nonprofit**. Creative agencies can perform any number of functions for clients; from strategy and design, to technology or media – all creatively or expert lead.
- Creative leap, Creative concept : Creative leap is **the way to resolve any paradox via going up a level of abstraction**. Innovation is about having new knowledge and new processes. Innovation is about too much knowledge in terms of too many good creative ideas and too little available resources.
- Strategy and creativity: Creative strategy is **a strategy that is created by a team, usually consisting of copywriters, an art director and a creative director**. These professionals come together to create a strategy that is going to help the marketing campaign meet the specific goals that the company has set out.
- Creative thinking : Ads with a high level of artistic creativity contain **aesthetically appealing verbal, visual, or sound elements**. Their production quality is high, their dialogue is clever, their color palette is original, or their music is memorable.

Unit 4 : Study Level aspects of advertising

Topics:

- copyright, Trade mark, Consequences of advertising: trademark, **any visible sign or device used by a business enterprise to identify its goods and distinguish them from those made or carried by others**
- Status of advertising agents – outdoor advertising : Outdoor advertising, or out of home advertising, refers to **advertising that consumers are exposed to outside of their homes and offline**. Far from just large billboards, you see adorning the freeway, outdoor advertising is everywhere and has the ability to reach consumers in a more impactful way.
- advertisements in newspapers and magazine, cinematography – radio and television advertising

REFERENCE BOOKS :

- Advertising Art and Ideal, Dr. G. M. Rege Ashutosh Prakashan 1987
- Indian Advertising Laughter and tears, Arun Chaudhuri Niyogi Books 2014
- "Advertising and IMC Principles and Practice", Sandra Moriarty Nancy D. Wells Pearson Education India 10th
- "Advertising Promotion and Marketing Communication" Kermeth Clow Pearson Education India 6th
- Advertising Management, Jaishri Jethwaney Shruti Jain Oxford University Press India 2nd

Bachelor of Vocation (B.Voc.) Part II – SemIV
Paper XXXI

Printing Technology - II

Total Workload: 06 lectures per week of 60 mins.

Theory : 4 lectures / week

Total Marks : 50 (Theory)

Unit 1:Digital Printing Process

Topics:

To understand & study digital printing process and fine art inkjet printing process. : Print advertising is **a form of marketing that uses physically printed media to reach customers on a broad scale**. Ads are printed in hard copy across different types of publications such as newspapers, magazines, brochures, or direct mail.

Unit 2 :Types of Binding

Topics:

To understand spiral binding, center pinning, loop center pinning, perfect binding and perfect sewing binding.

- Saddle stitch binding. When there's brevity to be bound, there's saddle-stitching to be found. ...
- PUR binding. ...
- Hardcover or case binding. ...
- Singer sewn binding. ...
- Section sewn binding. ...
- Coptic stitch binding. ...
- Wiro, comb or spiral binding. ...
- Interscrew binding.

Unit 3 : Plates

Topics:

Positive to Plates :**the electrode of a voltaic cell or storage cell that is at the higher potential when the circuit is open.**

Computer to Plates (C.T.P) :In a CTP workflow, **removing one generation of image reproduction** (imaging plates directly from the digital information rather than producing film and then burning plates from the film) increases the sharpness of the type and image detail.

Unit 4 : Coating

Topics:

To understand & study process of UV coating and types of UV coating.

A UV coating (or more generally a radiation cured coating) is **a surface treatment which either is cured by ultraviolet radiation, or which protects the underlying material from such radiation's harmful effects**

REFERENCE BOOKS :

- The Complete Book on Printing Technologyl, NIIR BoardAsia Pacific Business Press Inc. 2003
- Modern Printing Technologyl, NIIR BoradNational Institute of Industrial Research1998
- "The Gutenberg Galaxyl, Marshall McLuhan University of Toronto Press 1965
- The All New Print Production David Bann Rotovision 2006
- Print Medial, Helmut Kipphan Springer2001

Bachelor of Vocation (B.Voc.) Part II – Sem IV
Paper XXXII
Packaging

Theory : 4 lectures / week

Total Marks : 50 (Theory)

Unit 1: Packaging and Labeling

Topics:

- History :**The story began 3,500 years ago in Egypt with glass and continued with mulberry bark containers in China and Napoleon's push for canned food.** Design and branding entered the story in the 1890s when NABISCO created the first branded consumer package.
- Ancient era : **Labelling is the display of all the information on the packaging material or product itself**
- Modern era :**One of the biggest shifts in modern packaging designs is a move towards minimal and simplified versions. Packaging now uses bold colors and clean labeling that puts the product in the front, and not the brand**
- Tinning :**Tinning is the process of thinly coating sheets of wrought iron or steel with tin, and the resulting product is known as tinplate. The term is also widely used for the different process of coating a metal with solder before soldering.**
- Canning:**Canning is the general term applied to the process of packaging a food in a container and subjecting it to a thermal process for the purpose of extending its useful life.**

Unit 2 :Packaging

Topics:

- Paper based packaging :**Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use.**
- Packaging for shipping : **Packaging Definition: The wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean.**

Unit 3 : Paper Packaging Methods

Topics:

- Corrugated boxes :**Corrugated cardboard, sometimes just called corrugated, is a sturdy packaging material made of three layers of kraft paper.** It's named for the interior layer of wavy paper, also called the corrugated medium, which gives the cardboard its strength.
- Boxboard cartons :**Cardboard is ribbed & has a honeycombed pattern of air pockets when viewed from the side, boxboard is usually thinner, and has no honeycombed air pockets or ribs.**
- Paper bags and sacks :**Paper bags are 100% biodegradable, reusable, and recyclable.** Many paper bags can withstand more pressure or weight than plastic bags. Paper bags present less of a suffocation risk to young children or animals.

Unit 4 : Major Types of Packaging

Topics:

- Primary packaging :Primary packaging is **the packaging in direct contact with the product itself** and is sometimes referred to as a consumer unit. The main purpose of primary packaging is to contain, protect and/or preserve the finished product, particularly against contamination.
- Secondary packaging : Secondary packaging is **predominantly corrugated cardboard packaging print finished to a high standard**, such as being litho printed with well thought out branding and design, due to the integral part it has to play in the marketing funnel.
- Tertiary packaging :Tertiary packaging is generally **the shipping box used to protect the secondary packaging**. Warehouses use tertiary packaging to protect and transport goods. A type of tertiary packaging includes shrink wrapped boxes on pallets or the shipping box containing your printed carton. A box within a box, some may say
- Service packaging : Service Packaging means **packaging which may or may not bear a Brand that is Supplied at the point of sale by the retail, food-service or other service providers to facilitate the delivery of goods**, and includes all bags, boxes, and other items for the containment of goods at point of sale.

REFERENCE BOOKS :

—Packaging Design Marianne R. Klimchuk
—The Package Design Bookl.Julius Wiedemann

Wiley Bookseller2nd Edition
Pentawards2012

"Food Packaging Designl.Douglas Riccardi

Publishers, Chennai2015

Bachelor of Vocation (B.Voc.) Part II – Sem IV
Paper XXXIII
Laboratory Work Paper XXX

Total Marks : 50

Practical : 4 lectures / week/ Batch

Practical's:

- **Illustrator Advance** :Advertising Illustrators **research and create drawings and pictures to visually portray their own or other people's ideas**. They create illustrations for items such as commercial packaging, brochures, and various other forms of advertisement.
- **High Pass** :A high-pass filter (HPF) —**passes the high-frequencies above their cutoff frequency while progressively attenuating frequencies below the cut-off frequency**. In other words, high-pass filters remove low-frequency content from an audio signal below a defined cut-off point
- **Creative Calender** :A marketing calendar is exactly what it sounds like: **a plan that covers your marketing activities for the entire year**. Like most aspects of a business plan, it requires some initial investment in time and resources, but it pays off later.
- **Social Campaign** : A social media campaign is **a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms**. Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability.
- **Box Design** :Product packaging design refers to **the creation of the exterior of a product**. That includes choices in material and form as well as graphics, colors and fonts that are used on wrapping, a box, a can, a bottle or any kind of container.
- **Product Editing**: The **Product Description Editor** Tool helps Amazon sellers - experienced and new to create professional **product** listings for Amazon that are readable, attractive
- **Productcutting** :In the context of machining, a cutting tool or cutter is typically a hardened metal tool that is used **to cut, shape, and remove material from a workpiece** by means of machining tools as well as abrasive tools by way of shear deformation. The majority of these tools are designed exclusively for metals.

Reference Books :

- **Thinking with Type** **Ellen Lupton**October 2010
- **ADVERTISING** **ruchigupta**1 January 2017
- **Modern Marketing.** **R S N Pillainov** 2007

Bachelor of Vocation (B.Voc.) Part II – Sem IV
Paper XXXIV
Laboratory Work Paper XXXI

Total Marks : 50

Practical : 4 lectures / week/ Batch

Practical's:

- Advertising Designing :The advertising design is **the artwork that is visual and created for advertisements specifically**. Graphic design has become synonymous with the world of advertising, and visual representations of products and services are essential for any brand to get its message across to the public.
- Artwork Making :As you know, the visual characteristics of artwork are **lines, colors, values, shapes, textures, space, and movement**. To describe them, you must think beyond straight or curved, red or orange, light or dark, round or square, striped or polka dot, shallow or deep, and small or large.
- Clipping mask :
 1. Hold down Alt (Option in Mac OS), position the pointer over the line dividing two layers in the Layers panel (the pointer changes to two overlapping circles), and then click.
 2. in the Layers panel, select the top layer of a pair of layers you want to group, and choose Layer > Create Clipping Mask.
- Masking :When talking about editing and processing images the term 'masking' refers to **the practice of using a mask to protect a specific area of an image**, just as you would use masking tape when painting your house. Masking an area of an image protects that area from being altered by changes made to the rest of the image.
- Blending Text :19 original Blending Modes are: Normal, Dissolve, Darken, Multiply, Color, Burn, Darker Color, Lighten Screen, Color Dodge, Lighter Color, Overlay, Soft Light, Hard Light, Difference, Exclusion, Hue, Saturation, Color, and Luminosity.
- Photo With Blending Text :**Mixing two images**. The output image is a combination of the corresponding pixel values of the input images.
- Background Change :
 1. Step 1: Select the photo you want to edit. Open PhotoScissors online, click the Upload button then select an image file. ...
 2. Step 2: Change the background. You can keep background transparent or change it to any color or even set another image as new background.
- Background Editing :What Is Photo Editing? Photo editing (also called post-processing or postproduction) is **the process in digital photography of making adjustments to photographs in a photo editing program**. It's digital photography's version of a darkroom, where photos can be tweaked after a photography shoot

Reference Books :

- **Thinking with Type** Ellen Lupton **October 2010**
- **ADVERTISING** ruchigupta **1 January 2017**
- **Designing Brand Identity** Alina Wheeler 2003

Bachelor of Vocation (B.Voc.) Part II – Sem IV
Paper XXXV
Laboratory Work Paper XXXII

Total Marks : 50

Practical : 4 lectures / week/ Batch

Practical :

- **Portrait Finishing** : a race or finish in which contestants are so close that a photograph of them as they cross the finish line has to be examined to determine the winner.
- **Background change** :
Step 1: Select the photo you want to edit. Open PhotoScissors online, click the Upload button then select an image file. ...
Step 2: Change the background. You can keep background transparent or change it to any color or even set another image as new background
- **Creative Album Design** : You will have the chance to select your favorites from a designated online gallery. Once the images are selected, we will **design** the first
- **Logo Design**: Logo designers are **professional graphic designers who create unique and custom brand imagery for the individual or company who hired them**. Logo designers can either be freelancers, full-time employees at a design firm or advertising agency, or work under a temporary contract.
- **Photo With Gradient map effect**: Gradient maps are a **Photoshop CC tool that creates a new adjustment layer which choose a new color for each pixel of a certain value**. In layman's terms, the darkest areas of your gradient replace the shadows and below of your image, the middle replaces your general exposure, and the end replaces your highlights
- **Colour Matching** : Color matching is **the process in which pigments, dyes, and special effect colors are combined to achieve a specified color in a specific polymer**. A color match often contains additives in addition the colors, such as dispersants and stabilizers.
- **Bokeh Effect** : Good Bokeh means **a background without any hard edges or sharpness**. Nothing in the background should distract the audience or viewer. The blurry area should have circles of light that are round and smooth. Lines that are out-of-focus should be blurred and the points that intersect should blur into each other.
- **Landscape Product Finishing**: **Product Description**. Capitalizing on our in-depth industry expertise, we are offering Natural **Landscape Finishing** Services. For offering these services

Reference Books :

Adobe Photoshop CC Andrew Faulkner

15 jun 2018

Mastering Adobe Photoshop Elements Robin Nichols

2019

Bachelor of Vocation (B.Voc.) Part II – Sem IV
Paper XXXVI
Industrial visit / Study Tour

Internal Practical evolution 50 Marks

- iv) Submission of practical record book = 20 Marks
- v) Submission of visit report = 15 Marks
- vi) Viva-voce = 15 Marks

Annexure I

Standard of passing:

- A. For B.Voc. programme total credits shall be 180 with 30 credits for each semester. There shall be 12 credits for theory and 18 credits for practical per semester.
- B. Subject wise credits are mentioned in the concerned syllabus of every B.Voc. Program.
- C. The standard of passing shall be 35 % where the student will have to score 18 marks out of 50, 14 marks out of 40 and 4 marks out of 10.
- D. Rules for ATKT are mentioned below:
 - I. Internal examination will be compulsory for all students. If the student is absent/fail in the internal examination then he/she will have to clear the internal examination. However ATKT rules will be followed in respect of theory and practical papers only. Then the student is allowed to keep term in the third fifth semester even if he/she has failed in the three or less than three heads (i.e. theory and practical) of passing each semester. However he/she shall have to clear all the papers of semester I & II before taking admission to the fifth semester.
 - II. In the B.Voc. Part II, every student has to complete internship of concerned industry.

Award of degree:

- B.Voc. is a six semester integrated course spread over the period of 3 years. The course of B.Voc. will be 3 years integrated course commencing from the years as mentioned below:
 - a. B.Voc. Part – I : Semester I & II – Diploma
 - b. B.Voc. Part – II : Semester III & IV – Advanced diploma
 - c. B.Voc. Part- III: Semester V & VI – B.Voc. Degree
- The candidate may take exit after one year of successful completion of the course. After successful completion of one year (Semester I & II) the candidate will get Diploma. After successful completion of two years (Semester III & IV), the candidate will get Advanced Diploma. The students those who have completed the entire three years (Semester V & VI) integrated course shall be awarded B.Voc. Degree programme, inclusive of Diploma and Advanced Diploma.
- The candidate admitted for direct second year or third year will get Class (First/Second/Pass class) as per their performance for B.Voc.

Scheme of mark:

Grading chart:

A. Grading Chart of 100 points:

Sr.No.	Marks obtained	Numerical grade (Grade Point)	CGPA	Letter Grade
1	Absent	0 (Zero)	-	-
2	0-34	0 (Zero)	0.0 – 4.99	F (Fail)
3	35- 44	5	4.50 – 5.49	C (Satisfactory)
4	45-54	6	5.50 – 6.49	B (Average)
5	55-64	7	6.50 – 7.49	B+ (Good)
6	65-74	8	7.50 – 8.49	A (Very Good)
7	75-84	9	8.50 – 9.49	A+ (Excellent)
8	85 - 100	10	9.50 – 10.00	O (Outstanding)

B. Grading chart of 50 points:

Sr. No.	Marks Obtained	Numerical grade (Grade point)	CGPA	Letter grade
1	Absent	0 (Zero)	-	-
2	0 -17	0 (Zero)	0.0 – 4.99	F (Fail)
3	18-22	5	4.50 – 5.49	C (Satisfactory)
4	23-27	6	5.50 – 6.49	B (Average)
5	28-32	7	6.50 – 7.49	B+ (Good)
6	33-37	8	7.50 – 8.49	A (Very Good)
7	38-42	9	8.50 – 9.49	A+ (Excellent)
8	43-50	10	9.50 – 10.00	O (Outstanding)

Note:

- i. Marks obtained ≥ 0.5 shall be rounded off to next higher digit.

- ii. The SGPA & CGPA shall be rounded off to 2 decimal points.
- iii. Marks obtained in 50 marks or 200 marks paper shall be converted to 100 marks.

Calculation of SGPA & CGPA

1. Semester Grade Point Average (SGPA)

$$\text{SGPA} = \frac{\sum(\text{Course Credits X Grade Points Obtained}) \text{ of a semester}}{\sum(\text{course credits}) \text{ of respective semester}}$$

2. Cumulative Grade Point Average (CGPA)

$$\text{CGPA} = \frac{\sum(\text{Total Credits Of A Semester X SGPA Of Respective Semester}) \text{ of all semesters}}{\sum(\text{Total Course Credits}) \text{ of all semester}}$$