

**S.N.R.L JAI RAM GIRLS COLLEGE
LOHAR MAJRA, KURUKSHETRA**

COMMERCIAL ART

SUB NAME: COMMERCIAL ART 2nd SEM 2023

FEBRUARY

Sr.N o	Date	Content
1	Week 1	What is design, Theory of design
2	Week 2	Kinds of design, Element of design
3	Week 3	Monogram 1
4	Week 4	Monogram 2

MARCH

1	Week 5	Still life 1
2	Week 6	Still life 2
3	Week 7	What is creativity, What is creative thinking
4	Week 8	What is creative concept, Art direction
5	Week 9	Theory of colours primary, secondary and tertiary colours, tints shades designs

APRIL

1	Week 10	Layout 1
2	Week 11	Layout 2
3	Week 12	What is logo, logotype and symbol, what is layout
4	Week 13	Elements of layout

MAY

14	Week 14	What is poster, Types of posters
15	Week 15	What is hoarding and kiosk
16	Week 16	Revision

**Class:- B.A 4th
sem**

Subject Name:- COMMERCIAL ART

FEBRUARY		
Sr.No	Date	Content
1	Week 1	What is advertising and its meaning
2	Week 2	History of advertising
3	Week 3	History of advertising in India
4	Week 4	Functions of advertising
MARCH		
1	Week 5	Lay out 1
2	Week 6	Layout 2
3	Week 7	Advertising reduce selling cost, advertising
4	Week 8	advertising creates employment
5	Week 9	Advertising establishes reputation and prestige
APRIL		
1	Week 10	Poster 1
2	Week 11	Poster 2
3	Week 12	What is advertising campaign, main objectives of advertising
4	Week 13	Photography and its role in advertising
MAY		
1	Week 16	Illustration role in advertising
2	Week 17	Illustration 1
3	Week 18	Illustration 2

Class:- B.A 6th sem

Subject Name:- COMMERCIAL ART (Practical)

FEBRUARY		
Sr.N o	Date	Content
1	Week 1	What is market,introduction to marketing
2	Week 2	4ps of marketing
3	Week 3	Advertising and marketing
4	Week 4	Advertising role in marketing
MARCH		
1	Week 5	Lay out 1
2	Week 6	Lay out 2
3	Week 7	Future of advertising
4	Week 8	Career options in advertising
5	Week 9	Poster 1
APRIL		
1	Week 10	Poster 2
2	Week 11	What is advertising agency,
3	Week 12	Art director,visualize,copy writer
4	Week 13	Story illustration1
MAY		
1	Week 14	Story illustration2
2	Week 15	Revision and sketches
3	Week 16	Revision and sketches