**LESSON PLAN**

**OF**

**COMMERCIAL ART DEPT.**

**UG/PG Courses**

**Odd Semester**



**2023-24**

**INDIRA GANDHI (PG) MAHILA MAHAVIDYALAYA**

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**INDIRA GANDHI MAHILA MAHAVIDYALAYA**

**SUBJECT NAME:-**Commercial Arts (Theory)

**CLASS:-B.A(1st Semester)**  **SESSION:- 2023-2024**

|  |  |  |
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| **Sr.No** | **Date** | **Content** |
| 1 | 24 July-29 July | Introduction to Art: meaning, definition and purpose |
| 2 | 31 July-5 August | Exploring the interdisciplinary scope of art. |
| 3 | 7 August-12August | Introduction to various classification of art |
| 4 | 14 August-19 August | Visual arts, performing arts, applied art, sculpture, printmaking etc. |
| 5 | 21 August-26 August | Introduction to the elements of art |
| 6 | 28August-2 September | Understanding the characterstics and significance of each element: line, shape, form, color, value, texture and space. |
| 7 | 4 September- 9 September | Introduction to the principles of art: balance, contrast, emphasis, movement, pattern, rhythm and unity. |
| 8 | 11 September – 16September | Introduction to the principles of art: balance, contrast, emphasis, movement, pattern, rhythm and unity. |
| 9 | 18 September -23 September | Understanding the characterstics and significance of each element: line, shape, form, color, value, texture and space. |
| 10 | 25 September –30 September | Visual arts, performing arts, applied art, sculpture, printmaking etc. |
| 11 | 3 October-7 October | Exploring the interdisciplinary scope of art. |
| 12 | 9 October -14 October | Introduction to Art: meaning, definition and purpose |
| 13 | 16 October-21 October | Understanding the characterstics and significance of each element: line, shape, form, color, value, texture and space. |
| 14 | 23 October-28 October | Visual arts, performing arts, applied art, sculpture, printmaking etc. |
| 15 | 30 October- 4 November | Exploring the interdisciplinary scope of art. |
| 16 | 6 November- 9 November | Introduction to various classification of art |
| 17 | 17 November-18 November | Visual arts, performing arts, applied art, sculpture, printmaking etc. |
| 18 | 20 November-25 November | Introduction to the elements of art |
| 19 | 27 November- 2 December | Introduction to various classification of art |
| 20 | 4 December- 9 December | Revision |
| 21 | 11 December- 16 December | Revision |
| 22 | 18 December- 23 December | Revision |
| 23 | 25 December- 30 December | Revision |

**SUBJECT NAME:-**Commercial Arts (Practical)

**CLASS:-B.A(1st Semester)**  **SESSION:- 2023-2024**

|  |  |  |
| --- | --- | --- |
| **Sr.No** | **Date** | **Content** |
| 1 | 24 July-29 July | Still Life |
| 2 | 31 July-5 August | Still Life |
| 3 | 7 August-12August | Still Life |
| 4 | 14 August-19 August | Still Life |
| 5 | 21 August-26 August | Still Life |
| 6 | 28August-2 September | Still Life |
| 7 | 4 September- 9 September | Still Life |
| 8 | 11 September – 16September | Still Life |
| 9 | 18 September -23 September | Still Life |
| 10 | 25 September –30 September | Still Life |
| 11 | 3 October-7 October | Still Life |
| 12 | 9 October -14 October | Still Life |
| 13 | 16 October-21 October | Still Life |
| 14 | 23 October-28 October | Still Life |
| 15 | 30 October- 4 November | Still Life |
| 16 | 6 November- 9 November | Still Life |
| 17 | 17 November-18 November | Still Life |
| 18 | 20 November-25 November | Sketch |
| 19 | 27 November- 2 December | Sketch |
| 20 | 4 December- 9 December | Sketch |
| 21 | 11 December- 16 December | Sketch |
| 22 | 18 December- 23 December | Sketch |
| 23 | 25 December- 30 December | Sketch |

**SUBJECT NAME:-**Commercial Arts (Theory)

**CLASS:-B.A(3rdSemester)**  **SESSION:- 2023-2024**

|  |  |  |
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| **Sr.No** | **Date** | **Content** |
| 1 | 24 July-29 July | Introduction of main printing process such as letterpress printing |
| 2 | 31 July-5 August | Introduction of main printing process such as lithography printing |
| 3 | 7 August-12August | Introduction of main printing process such as gravureprinting |
| 4 | 14 August-19 August | Introduction of main printing process such as offset printing |
| 5 | 21 August-26 August | Introduction of main printing process such as silk screen printing |
| 6 | 28August-2 September | History and development of printing |
| 7 | 4 September- 9 September | Latest technologies of printing |
| 8 | 11 September – 16September | What is type. |
| 9 | 18 September -23 September | What is lettering |
| 10 | 25 September –30 September | What is block making |
| 11 | 3 October-7 October | Introduction, role of typography in advertising |
| 12 | 9 October -14 October | copy formats: Headlines, sub headlines, body copy etc. |
| 13 | 16 October-21 October | What is type. |
| 14 | 23 October-28 October | What is lettering |
| 15 | 30 October- 4 November | What is block making |
| 16 | 6 November- 9 November | Introduction, role of typography in advertising |
| 17 | 17 November-18 November | copy formats: Headlines, sub headlines, body copy etc. |
| 18 | 20 November-25 November | What is block making |
| 19 | 27 November- 2 December | Introduction, role of typography in advertising |
| 20 | 4 December- 9 December | Revision |
| 21 | 11 December- 16 December | Revision |
| 22 | 18 December- 23 December | Revision |
| 23 | 25 December- 30 December | Revision |

**SUBJECT NAME:-**Commercial Arts (Practical)

**CLASS:-B.A(3rdSemester)**  **SESSION:- 2023-2024**

|  |  |  |
| --- | --- | --- |
| **Sr.No** | **Date** | **Content** |
| 1 | 24 July-29 July | Alphabet |
| 2 | 31 July-5 August | Layout |
| 3 | 7 August-12August | Layout |
| 4 | 14 August-19 August | Layout |
| 5 | 21 August-26 August | Layout |
| 6 | 28August-2 September | Layout |
| 7 | 4 September- 9 September | Poster |
| 8 | 11 September – 16September | Poster |
| 9 | 18 September -23 September | Poster |
| 10 | 25 September –30 September | Poster |
| 11 | 3 October-7 October | Poster |
| 12 | 9 October -14 October | Illustration |
| 13 | 16 October-21 October | Illustration |
| 14 | 23 October-28 October | Illustration and 10 sketch |
| 15 | 30 October- 4 November | Illustration and 10 sketch |
| 16 | 6 November- 9 November | Illustration and 20 sketch |
| 17 | 17 November-18 November | Illustration and 20 sketch |
| 18 | 20 November-25 November | Poster |
| 19 | 27 November- 2 December | Poster |
| 20 | 4 December- 9 December | Poster |
| 21 | 11 December- 16 December | Poster |
| 22 | 18 December- 23 December | Illustration |
| 23 | 25 December- 30 December | Illustration |

**SUBJECT NAME:-**Commercial Arts (Theory)

**CLASS:-B.A(5thSemester)**  **SESSION:- 2023-2024**

|  |  |  |
| --- | --- | --- |
| **Sr.No** | **Date** | **Content** |
| 1 | 24 July-29 July | What is media |
| 2 | 31 July-5 August | What is outdoor media and describe the all types of outdoor media |
| 3 | 7 August-12August | What is transit media. |
| 4 | 14 August-19 August | What is indoor media, describe the main indoor media |
| 5 | 21 August-26 August | Introduction of radio, T.V., internet etc |
| 6 | 28August-2 September | What is print media |
| 7 | 4 September- 9 September | Describe the main types of print media |
| 8 | 11 September – 16September | What is direct mail. |
| 9 | 18 September -23 September | Role of Computer in Advertising |
| 10 | 25 September –30 September | Designing and printing of advertisement. |
| 11 | 3 October-7 October | Indoor media:- T.V, Internet etc |
| 12 | 9 October -14 October | Outdoor media :- poster , holding etc |
| 13 | 16 October-21 October | What is direct mail. |
| 14 | 23 October-28 October | Role of Computer in Advertising |
| 15 | 30 October- 4 November | Designing and printing of advertisement. |
| 16 | 6 November- 9 November | Indoor media:- T.V, Internet etc |
| 17 | 17 November-18 November | Designing and printing of advertisement. |
| 18 | 20 November-25 November | Indoor media:- T.V, Internet etc |
| 19 | 27 November- 2 December | Revision |
| 20 | 4 December- 9 December | Revision |
| 21 | 11 December- 16 December | Revision |
| 22 | 18 December- 23 December | Revision |
| 23 | 25 December- 30 December | Revision |

**SUBJECT NAME:-**Commercial Arts (Practical)

**CLASS:-B.A(5thSemester)**  **SESSION:- 2023-2024**

|  |  |  |
| --- | --- | --- |
| **Sr.No** | **Date** | **Content** |
| 1 | 24 July-29 July | Alphabet |
| 2 | 31 July-5 August | Layout |
| 3 | 7 August-12August | Layout |
| 4 | 14 August-19 August | Layout |
| 5 | 21 August-26 August | Layout |
| 6 | 28August-2 September | Layout |
| 7 | 4 September- 9 September | Poster |
| 8 | 11 September – 16September | Poster |
| 9 | 18 September -23 September | Poster |
| 10 | 25 September –30 September | Poster |
| 11 | 3 October-7 October | Poster |
| 12 | 9 October -14 October | Illustration |
| 13 | 16 October-21 October | Illustration |
| 14 | 23 October-28 October | Illustration and 10 sketch |
| 15 | 30 October- 4 November | Illustration and 10 sketch |
| 16 | 6 November- 9 November | Illustration and 20 sketch |
| 17 | 17 November-18 November | Illustration and 20 sketch |
| 18 | 20 November-25 November | Poster |
| 19 | 27 November- 2 December | Poster |
| 20 | 4 December- 9 December | Poster |
| 21 | 11 December- 16 December | Poster |
| 22 | 18 December- 23 December | Illustration |
| 23 | 25 December- 30 December | Illustration |