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Affiliated to Kurukshetra University, Kurukshetra

Department Of Commercial Art

Lesson Plan (Session 2024-2025)

Class: MDC-I

Name of the Course: Basics of Fine Art-I

Dates: 24 July, 2024 –9 Nov, 2024

Semester: **I (A&C)**

Course Code B23-COA-104

SYLLABUS

Maximum Marks: 50

Time: 3 hours

End Term Exam Marks: 35(T)+20(P)= 55 Marks

Assessment: 15(T)+5 (P)=20 Marks

Note: Examiner will be required to set nine questions in all. First question will be compulsory, consisting of short type question covering the entire syllabus in addition to that eight more questions will be set, two question from each unit. Students will be required to attempt in all. In addition to the compulsory question, student will have to attempt four more questions selecting one question from each unit.

Unit	Topics	Contact Hours
Unit: I	Brief History of Art, Fine Arts, Applied /Commercial Art, Scope of Art.	08
Unit: II	Perspective: Types of Perspective: One point Perspective, Twopoint Perspective, Three point Perspective; Rhythm/ Eye Movement.	08
Unit: III	Principle of Design: Unity/Harmony, Contrast/Dominance, Balance (Types of Balance, Symmetrical Balance, Asymmetrical Balance)	07
Unit: IV	Creativity: Introduction, Meaning and Definition, Classification of Creativity ; Planning & Execution	07
V Practical	PRACTICAL Figure Drawing Figure Drawing: Assignments - 01 Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches) Medium: Pencil, Crayons, Pastel, Water Colors, Pen and Inks etc.(Note: Candidate will have to choose any of the above medium) Assignments: Draw any figure i.e. male/female/animal/birds etc.(Black & White or Colored) Details of course works: Assignments Figure Drawing:05 Sketching 20	30

Text Books :

- Commercial Art & Design, by Ray J Matasek
- Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman
- Design Principles and Design Elements, William Lidwell, Kristina Holden, Jim Butler
- The Elements of Graphic Design, by Alex Whit
- Foundation of Advertising: S.A Chunnawalla, K.C Sethia.
- Advertising and Sales Promotion: S.H.H Kazmi, Satish Batra.

Course Outcomes

1. Student will be able to describe the Fine Arts & Applied Art.
2. Student will be able to describe the different Perspective in Fine Arts.
3. Student will be able to describe the different Principal of Design.
4. Student will be able to describe initial Process of Creativity.
5. Students will be capable to draw Different Figures

Lesson Plan

SR · No	Date	Course Content	
		Theory (2)	Practical (2)
1	24July-27July	Brief History of Art, Fine Arts	Figure Drawing
2	29July-3 August	Applied /Commercial Art, Scope of Art.	Figure Drawing
3	5August-10August	Perspective: Types of Perspective:One point Perspective, Twopoint Perspective, Three point	Figure Drawing
4	12August-17August	Perspective; Rhythm/ Eye Movement.	Figure Drawing
5	19August-24August	Principle of Design:Unity/Harmony, Contrast/Dominance	Figure Drawing
6	26August-31August	Balance (Types of Balance, Symmetrical Balance, Asymmetrical Balance)	Figure Drawing
7	2September- 7September	Creativity: Introduction, Meaning and Definition	Figure Drawing
8	9September –14September	Classification of Creativity ; Planning & Execution	Figure Drawing
9	16September -21September	Brief History of Art, Fine Arts	Figure Drawing
10	23September –28September	Applied /Commercial Art, Scope of Art.	Sketching
11	30September-5October	Perspective: Types of Perspective:One point Perspective, Twopoint Perspective, Three point	Sketching
12	7October-12October	Balance (Types of Balance, Symmetrical Balance, Asymmetrical Balance)	Sketching
13	14October-19 October	Revision	Sketching
14	21October-26 October	Revision	Sketching
15	4November-9November	Revision	Sketching

Signature of Teacher

Head of Department