

INDIRA GANDHI (P.G.) MAHILA MAHAVIDYALAYA, KAITHAL

Affiliated to Kurukshetra University, Kurukshetra

Department Of Commercial Art

Lesson Plan (Session 2025-2026)

Class: B.A

Name of the Course: Fundamental of arts

Dates: 22 July, 2026 – 24 Nov., 2026

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

Course Code B23-COA-201

SYLLABUS

Maximum Marks: 50

End Term Exam Marks: 35(T)+35(P)=70 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.

Time: 3 hours

Assessment: 15(T)+15(P)=30 Marks

Unit	Topics	Contact Hours
Unit: I	Design: Introduction of Design, Meaning of Design, Definition of Design, Purpose of Design, Functions of Design.	08
Unit: II	Types of Design: Natural Design, Decorative Design, Geometrical Design, Conventional Design, Abstract Design, Graphics Design etc.	08
Unit: III	General Introduction of Graphics Design, Characteristics of Design, History of Design.	07
Unit: IV	Material and Methods: Pencils, Brushes, Papers, Poster Colours, Pencil Colours, Acrylic Colours, Crayons etc. Compressor & Spray Gun, Drawing Board, Sketch Book, Reference File etc.	07
V Practical	PRACTICAL 2D & 3D Design 2D & 3D Design: Assignments – 01 Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches) Medium: Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc. (Note: Candidate will have to choose any of the above medium) Assignments: Prepare a 2D/3D Design (Black & White or Colored) Details of course works: Assignments 2D Design : 06 Sketching 20	60

Text Books :

Commercial Art & Design, by Ray J Matasek

Design Fundamentals: Notes on Color Theory, by Rose Gonnella, Max Friedman

Understanding Color, 5th Edition, by Linda Holtzschue

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.

Course Outcomes

1. Student will be able to understand the meaning of Design.
2. Student will be able to understand the different Types of Design.
3. Student will be able to describe Graphic Design & Historical part of Design.
4. Student will be able to understand the different methods by using Different Material.
5. Students will be capable to draw and identifying the different Designs & Shapes.

Lesson Plan

Sr. No	Date	Content
1	22 July – 25 July	Introduction to Art, Meaning of Art, Definition of Art, Classification of Art, Folk Art etc.
2	28 July – 2 Aug	Element of Art: Colour; Theory of Colour, Primary Colour, Secondary Colour, Tertiary Colour, Hue, Value, Saturation.
3	4Aug – 8 Aug	Texture, Size, Space
4	11 Aug – 14 Aug	Tone: Classification of Tone
5	18 Aug – 23 Aug	Tone: Dark, Middle , Light.
6	25 Aug – 30 Aug	Element of Art: Colour; Theory of Colour, Primary Colour, Secondary Colour, Tertiary Colour, Hue, Value, Saturation.
7	1 Sept – 6 Sept	Texture, Size, Space
8	8 Sept – 13 Sept	Tone: Classification of Tone
9	15 Sept – 20 Sept	Introduction to Art, Meaning of Art, Definition of Art, Classification of Art, Folk Art etc.
10	22 Sept – 27 Sept	Element of Art: Colour; Theory of Colour, Primary Colour, Secondary Colour, Tertiary Colour, Hue, Value, Saturation.
11	29 Sept – 4 Oct	Texture, Size, Space
12	6 Oct – 11 Oct	Tone: Classification of Tone
13	13 Oct – 18 Oct	Tone: Dark, Middle , Light.
14	27 Octo – 1 Nov	Element of Art: Colour; Theory of Colour, Primary Colour, Secondary Colour, Tertiary Colour, Hue, Value, Saturation.
15	3 Nov – 8 Nov	Revision
16	10Nov– 15 Nov	Revision

Signature of Teacher

Head of Department

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Department Of Commercial Art

Lesson Plan (Session 2025-2026)

Class: B.A

Name of the Course: Advertising and Society

Dates: 22 July, 2026 – 24 Nov., 2026

Semester: III (A, B &C)

Course Code B23-COA-401

SYLLABUS

Maximum Marks: 50

End Term Exam Marks: 35(T)+35(P)=70 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.

Time: 3 hours

Assessment: 15(T)+15(P)=30 Marks

Unit	Topics	Contact Hours
Unit: I	Meaning and definition of Advertising, Advertising as an Art, Advertising as Science, Advertising as an Industry, The role of Art in Advertising.	08
Unit: II	Communication: Types of Communication: Verbal & Audio Communication, Publicity, Propaganda	08
Unit: III	Advertising and Society – Advertising Business offers Employment, Advertising Promotes Freedom of Press, Information and Freedom of Choice, Advertising Creates Demand and Consequently Sales.	07
Unit: IV	Advertising reduces Selling Cost, Advertising Creates Employment; Advertising establishes Reputation and Prestige, Truth in Advertising, Advertising tries to raise the Standard of Living.	07
V Practical	PRACTICAL Mini Poster 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: Design a Mini Social Poster (Black & White or Colored) Details of course works: Assignments Productive Poster 02, Typography sheet 02 Sketching 10 60	60

Text Books :

- 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.
- Advertising theory and practice: C.H Sandage, Vernon Fryburger

Course Outcomes

1. Demonstrate fluency in visual vocabulary and craft.
2. Research, imagine, and articulate cohesive visual ideas as viable solutions.
3. Demonstrate a current knowledge-based and flexible practice-based approach to the craft of Illustration.
4. use of basic tools, techniques, and processes sufficient to work from concept to finished product, including knowledge of paints and surfaces.

Lesson Plan

Sr. No	Date	Course Content	
		Theory (2)	Practical (2)
1	22 July – 25 July	Introduction of Advertising, Functions of Advertising	Poster
2	28 July – 2 Aug	Creative Advertising Messages	Poster
3	4Aug – 8 Aug	Headlines, Sub headlines, Body Copy, Slogan, Logo, Illustration,	Typography Sheet
4	11 Aug – 14 Aug	Copywriting, Types of Headline, Types of Copy	Typography Sheet
5	18 Aug – 23 Aug	Introduction of Advertising, Functions of Advertising – Creative Advertising Messages	Sketching
6	25 Aug – 30 Aug	Types of Advertising - On the Basis of Geographical Area; Local, Regional	Sketching
7	1 Sept – 6 Sept	National, International, On The Basis of Media.	Poster
8	8 Sept – 13 Sept	National, International, On The Basis of Media.	Poster
9	15 Sept – 20 Sept	Introduction of Advertising Agency, Types of Advertising Agency - Full Service Agency, Creative Studios	Poster
10	22 Sept – 27 Sept	MediaBuying Agency, House Agency, Hot Shop Agency, Interactive Agency, Structure of Advertising Agency.	Poster
11	29 Sept – 4 Oct	Introduction of Advertising, Functions of Advertising – Creative Advertising Messages	Typography Sheet
12	6 Oct – 11 Oct	Headlines, Sub headlines, Body Copy, Slogan, Logo, Illustration, Copywriting, Types of Headline, Types of Copy	Typography Sheet
13	13 Oct – 18 Oct	Types of Advertising - On the Basis of Geographical Area; Local, Regional, National, International, On The Basis of Media.	Sketching
14	27 Oct– 1 Nov	Revision	Sketching
15	3 Nov – 8 Nov	Revision	Sketching
16	10Nov– 15 Nov	Revision	Sketching

Signature of Teacher

Head of Department

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Department Of Commercial Art

Lesson Plan (Session 2025-2026)

Class: B.A

Semester: V (A, B &C)

Name of the Course: Advertising Media

Course Code B23-COA-501

Dates: 22 July, 2026 – 24 Nov., 2026

SYLLABUS

Maximum Marks: 50

Time: 3 hours

End Term Exam Marks: 35(T)+35(P)=70 Marks

Assessment: 15(T)+15(P)=30 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	Advertising and Media: Introduction, Meaning and Definition of Media, Different Types of Media; Print Media (Newspaper, Magazine, Poster, Hoarding etc. Their Advantages & Disadvantages	08
Unit: II	Transit Media – Bus, Train, Taxi, Bus Shelter, Railway Station etc.) Role of Media in Advertising, Selection of Media, media mix	08
Unit: III	Broadcast Media: Television advertising: Advantages & Disadvantages, Radio Advertising: Strengths, Limitations and Jingles.	07
Unit: IV	Digital Media: Introduction and Evolution of Digital Media, Digital Advertising, Importance of Digital Media in Contemporary Advertising, Banner Ads, Pop-Up Ads, Direct Mail, Social Media Ads.	07
V Practical	PRACTICAL Mini Poster Assignments - 01 Time: 6 hrs. (2 Session) Paper Size: A3 (11.7x16.5 inches) Medium: Pencil, Crayons, Pastel, Water Colours, Pen and Inks etc.(Note: Candidate will have to choose any of the above medium) Assignments: Design a Mini Social Poster (Black & White or Colored) Details of course works: Assignments 05 Logo 01, Poster 02, Layout 01, Social Media Ad 01 , Sketching 25	60

Text Books :

- Advertising Media by Aman Upadhyay
- Advertising by James S. Norris
- Advertising Media Planning by Larry D. Kelley, Donald W. Jugenheimer
- Advertising Media Planning, Seventh Edition by Roger Baron, Jack Z. Sissors
- Commercial Art & Design, by Ray J Matasek

Course Outcomes

Course Learning Outcomes (CLO)

1. Student will be able to describe Advertising and Media
2. Student will be able to describe the Role of advertising in Media
3. Student will be able to describe the Traditional Media of advertising
4. Student will be able to describe the digital Media of advertising
5. Students will be capable to understand the social and productive ad Process. .

Lesson Plan

Sr. No	Date	Course Content	
		Theory (2)	Practical (2)
1	22 July – 25 July	Advertising and Media: Introduction, Meaning and Definition of Media, Different Types of Media.	Poster
2	28 July – 2 Aug	Print Media (Newspaper, Magazine, Poster, Hoarding etc. Their Advantages & Disadvantages	Layout
3	4Aug – 8 Aug	Broadcast Media: Television advertising: Advantages & Disadvantages, Radio Advertising: Strengths, Limitations and Jingles.	Logo
4	11 Aug – 14 Aug	Broadcast Media: Television advertising: Advantages & Disadvantages, Radio Advertising: Strengths, Limitations and Jingles.	Poster
5	18 Aug – 23 Aug	Digital Media: Introduction and Evolution of Digital Media, Digital Advertising	Layout
6	25 Aug – 30 Aug	Importance of Digital Media in Contemporary Advertising, Banner Ads, Pop-Up Ads, Direct Mail, Social Media Ads.	Logo
7	1 Sept – 6 Sept	Advertising and Media: Introduction, Meaning and Definition of Media, Different Types of Media.	Poster
8	8 Sept – 13 Sept	Print Media (Newspaper, Magazine, Poster, Hoarding etc. Their Advantages & Disadvantages	Layout
9	15 Sept – 20 Sept	Broadcast Media: Television advertising: Advantages & Disadvantages, Radio Advertising: Strengths, Limitations and Jingles.	Logo
10	22 Sept – 27 Sept	Importance of Digital Media in Contemporary Advertising, Banner Ads, Pop-Up Ads, Direct Mail, Social Media Ads.	Sketching
11	29 Sept – 4 Oct	Advertising and Media: Introduction, Meaning and Definition of Media, Different Types of Media.	Sketching
12	6 Oct – 11 Oct	Print Media (Newspaper, Magazine, Poster, Hoarding etc. Their Advantages & Disadvantages	Sketching
13	13 Oct – 18 Oct	Broadcast Media: Television advertising: Advantages & Disadvantages, Radio Advertising: Strengths, Limitations and Jingles.	Poster
14	27 Octo – 1 Nov	Importance of Digital Media in Contemporary Advertising, Banner Ads, Pop-Up Ads, Direct Mail, Social Media Ads.	Layout
15	3 Nov – 8 Nov	Revision	Logo
16	10Nov– 15 Nov	Revision	

Signature of Teacher

Head of Department