

## 1.1 COMMUNICATION SKILLS - I

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### RATIONALE

Language is the most commonly used and effective medium of self-expression in all spheres of human life – personal, social and professional. A student must have a fair knowledge of English language and be able to pursue the present course of study and handle the future jobs in industry. The objective of this course is to assist the diploma holders to acquire proficiency, both in spoken (oral) and written language. At the end of the course, the student will be able to develop comprehension, improve vocabulary, develop grammatical ability, enhance writing skills, correspond with others and enhance skills in spoken English.

### DETAILED CONTENTS

#### 1. Prose Text Book (12 hrs)

The following six chapters of “A Book of English for Polytechnics – Prose Selection” published by MacMillan India Ltd., on behalf of Technical Teachers’ Training Institute, Chandigarh

- a) Adventure in Space
- b) An Engineering Wizard
- c) The Diamond Necklace
- d) God lives in the Panch
- e) The Man who found penicillin
- f) Guru Nanak Dev

There will be one general question from one of these six chapters.

#### 2. Comprehension (from the prescribed 6 chapters of Prose Text Book and simple unseen passages) (4 hrs)

#### 3. Grammar (from the prescribed 6 chapters of Prose Text Book only) (10 hrs)

- Prepositions
- Correction
- Voice
- Narration
- Punctuation
- Tenses
- Correction of incorrect sentences

4. Vocabulary (6 hrs)
- Words, idioms, phrases, antonyms and synonyms
  - Translation of 300 most commonly used scientific and technological terms in Hindi to English and English to Hindi
5. Translation and Re-Translation (individual simple sentences) (10 hrs)
- English to Hindi and Hindi to English
6. Paragraph writing on current topics/themes (6 hrs)
- Technology
  - Science
  - Economy
  - Political
  - Social
  - General

#### LIST OF PRACTICALS

1. How to locate reading material in the library?
2. How to look up words in a dictionary?
3. How to look up information from an encyclopedia?
4. Acquaintance with 44 sounds of pronunciation
5. Introducing self and others
6. Paper reading
7. Group Discussions
8. Seminar presentation on a given topic/theme
9. Declamation contest

**Note:** For reading comprehension, listening comprehension and effective speaking skills, English Language Laboratory Manual and Workbook published by State Board of Technical Education, Hyderabad may be used along with text-book

**RECOMMENDED BOOKS**

1. Essentials of Business Communication by Pal and Rorualling; Sultan Chand and Sons
2. The Essence of Effective Communication, Ludlow and Panthon; Prentice Hall of India
3. New Design English Grammar, Reading and Writing Skills by AL Kohli (Course A and course B), Kohli Publishers, 34 Industrial Area Phase-II, Chandigarh,
4. New Design English Reading and Advanced Writing Skills for Class XI and XII by MK Kohli and AL Kohli; Kohli Publishers, 34 Industrial Area Phase-II, Chandigarh,
5. A Practical English Grammar by Thomson and Marlinet
6. Spoken English by V Sasikumar and PV Dhamija; Tata McGraw Hill
7. English Conversation Practice by Grount Taylor; Tata McGraw Hill
8. Developing Communication Skills by Krishna Mohan and Meera Banerji; MacMillan India Ltd., Delhi
9. Business Correspondence and Report Writing by RC Sharma and Krishna Mohan; Tata McGraw Hill Publishing Company Ltd. New Delhi
10. Communication Skills by Ms R Datta Roy and KK Dhir; Vishal Publication, Jalandhar

## 1.2 BASIC DESIGN AND COMPOSITION -I

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### RATIONALE

The subject deals with the fundamentals of the designing processes and composition which involves thinking, perceiving, analyzing, symbolizing, synthesizing and thus organizing for the intended purpose; all aspects like balance, unity, proportion, harmony, rhythm, variety, relation, volume, weight, space line, shape, form, color and texture are dealt in this subject. The skills learnt through this course will be utilized for preparing design oriented layout and composition. This is primarily a practical based course.

Teachers are expected to provide relevant theoretical inputs on various aspects as well as demonstrate certain skills for enabling the students to do the given exercises with creative ideas and skills.

### DETAILED CONTENTS

#### PRACTICAL EXERCISES

1. Exercise – I
  - 1.1 Introduction to basic design and composition
    - a) What is design?
    - b) Types of design
    - c) What is composition?
    - d) How to compose?
    - e) Elements of design and composition
    - f) Principles of design and composition
  - 1.2 An exercise in black and white design based on dots and lines (horizontal, vertical, diagonal) in various proportions (2 exercises, size ¼ sheet)
2. Exercise – II
  - 2.1 Preparation of a black and white design all over pattern with regular geometrical shapes in various proportions (2 exercises, size ¼ sheet)
  - 2.2 Preparation of a black and white design all over pattern with irregular forms to be repeated in various proportions (2 exercises, size ¼ sheet)
3. Exercise – III
  - 3.1 Introduction to colors
    - a) What is colour?

- b) Qualities or attributes of colour (hue, value and intensity)
- c) Different types of colors (water colors, oil pastel and, poster colours etc.)
- d) Warm colors/cool colors
- e) Advancing and receding colors

### 3.2 Preparation of colored charts

- a) Primary colors
- b) Secondary colors
- c) Tertiary colors
- d) Quaternary colors
- e) Warm colors and cool colors
- f) Study of tonal values (size -full sheet)

### 4. Exercise – IV

Preparation of a composition with regular and irregular geometrical shapes in color (2 exercises, size ¼ sheet)

Note: Teacher will be teaching 1.1 and 3.1 as the theoretical instructions for exercise – I and exercise - III

### **INSTRUCTIONAL STRATEGY**

It is expected that teachers must be teaching relevant theory to support the practical exercises while conducting practical classes.

### **RECOMMENDED BOOKS**

1. Form, Space and Vision by Graham Collier
2. Meaning of Art by Herbert Reed
3. Creativity by Don Barron

### 1.3 SCALE AND GEOMETRICAL DRAWING - I

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#### RATIONALE

Scale and geometry is an essential requirement for any drawing. To represent an object on paper, the scale and geometry is required for the correct proportion, shape, form, values etc of that particular object

#### DETAILED CONTENTS

#### PRACTICAL EXERCISES

Practice in preparing the following drawings:

1. Plane geometry lines, triangles, quadrilateral, polygons etc.
2. Ratio and proportion
3. Scales: plan and diagonal
4. Circles
5. Scale drawing, study of scale drawing from a given sketch of furniture like table, chair, stool, desk etc.

#### RECOMMENDED BOOKS

1. The New Geometrical Drawing Plane and Solid by RL Gupta
2. Bharti Scale Drawing

## 1.4 LETTERING AND TYPOGRAPHY - I

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### RATIONALE

Lettering and typography is an important part of applied art. A student is supposed to know the art of writing of alphabets in different shapes and he must also have the knowledge of typography. It communicates the consumer with its various character. This skill is necessary to be taught to students to become good artist and designer

This subject will develop skills in free hand lettering and typography; construction of letters, upper and lower letters, thick and thin strokes, normal bold and extra bold letter, straight and italic letters and spacing

### DETAILED CONTENTS

#### PRACTICAL EXERCISES

##### 1. Exercise – I

What is lettering and typography?

Introduction to various types of style, their names and character, visual and mechanical spacing

##### 2. Exercise – II

- i) Drawing of Helvetica compact type face on graph paper in pencil
- ii) Drawing of sarif (Roman) type face on graph paper in pencil

##### 3. Exercise – III

Preparing free hand lettering in Helvetica compact type on half imperial art card sheet with black ink

- i) ABC .... Z (Upper case) and numerals 1 to 10
- ii) abc..... z (lower case) and numerals 1 to 10
- iii) Introduction to Devnagri script d [A x -----

##### 4. Exercise – IV

Preparing finished slogans/ quotations in English and Hindi in black ink (½ imperial sheet) (two sheets)

#### RECOMMENDED BOOKS

1. Basic Typography by Biggs, John R., London Faber and Faber, 1968
2. Typographic Design by Roberts, Raymod, London, Earnest Benn, 1966.

## 1.5 STILL LIFE AND SKETCHING - I

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### RATIONALE

Drawing (still life) is an essential requirement for any graphic designer. To represent an object on paper, the designer is required to have knowledge and skills related to the correct proportion, shape, form, values etc of that particular object.

The purpose of sketching is to develop skills of free hand sketching to enable the students to draw correct postures and proportions of different objects coming across in life.

### DETAILED CONTENTS

#### PRACTICAL EXERCISES

##### A. Still Life

- 1 Objects drawing in pencil shading for the following objects ( $\frac{1}{2}$  imperial sheet)
  - geometrical shapes
  - bottles
  - plates
  - bowl,
  - books,
  - box
  - vase

A variety of objects which we see and use in our everyday life should be displayed for the still life study and drawing (Maximum 3 objects; Exercises required 8 Nos)

##### B. Sketching

- 2 Sketching of trees huts in pencil/charcoal outline
- 3 Sketching of flowers/foilage in pencil/charcoal with light and shade
- 4 Sketching of antique in museums in pencil with light and shade

- Note: I. Introduction of materials, tools and methods of still life and sketching
- II. Students should be taken for outdoor sketching to do the kind sketching mentioned above
- III. Students are expected to submit 30 selected exercises at the end of first semester for internal assessment

**RECOMMENDED BOOKS**

1. Graphic Design and Reproduction Techniques by Peter Croy.
2. The Language of Graphics by Thames and Hudson.
3. Symbol Source Book by Henry D. Reyfess.

## 1.6 HISTORY OF INDIAN ART AND APPRECIATION

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### RATIONALE

This subject of history of Indian art and appreciation is very important for the students concerning with applied art and craft. They should know about the brief out lines of Indian art and its appreciation.

### DETAILED CONTENTS

1. Kala (2)  
The origin of the word Kala. Definitions – Plato, Rabindra Nath Tagore, Tolstoy – Ruskin
2. Pre Historic Age (12)  
Palaeolithic, Mesolithic, Neolithic. The quest of pre historic painting and important places of pre-historic art in India. Subject matter and style of pre-historic art. The importance and peculiarities of pre- historic art. The technique of pre-historic painting
3. Pre Buddha Period (16)  
Jogimara Cave – paintings of Jogimara caves, importance of jogimara cave paintings  
  
Buddha Period  
  
Gandhara school – sculpture of gandhara school, specialities of gandhara sculpture, Ajanta, situation of Ajanta, discovery and renovation of Ajanta caves. The technique of Ajanta murals – subject matter of Ajanta caves – paintings of Ajanta cave No. 9, 10, 16, 17and 19th caves. The characteristics of Ajanta painting, linear beauty, expression of sentiments, colour scheme, variety of life, expression of emotions through, hand postures, women in ideal form, decoration, ornamentation, composition of hair style, battle scenes, symbolic paintings, depiction of nature, birds and animals
4. Pahari school (10)  
Basohli painting – subject matter of bosohli painting, characteristic of bosohli painting, defintion of eyes, borders, colour scheme, gold and silver colour – land scapes, symbolic depiction of trees, garments, architectural decoration, human

figures, expression through postures of hands, romantic scenes, paintings based on folk art

5. Art appreciation (8)
  - 5.1 Six limbs of Indian painting
  - 5.2 Elements of art: line, form, colour, texture, shape, composition ,balance, rhythm
  - 5.3 Subjective and objective art
  - 5.4 Principles of art appreciation

### **RECOMMENDED BOOKS**

1. Meaning of Art by H Read
2. A Brief History of Indian Painting by LC Sharma
3. Indian Painting by Percy Brown
4. Komal Kala by Kanwar Jit Singh Kang
5. Panorama of Indian Painting – Publication Division, Ministry of Information and Broadcasting, Government of India
6. Primitive Art by Leon Hard Adam; Penguin Books
7. Famous Artist and their Models by Thomas Craven
8. A History of Fine Arts in India and West by Edith Tomory; Orient Longman
9. Art Through the Ages by Gardner’s Sixth Edition
10. Art in Every day Life by Harriet Goldstein and Vetta Goldstein; Oxford and IBH Publishing Co., New Delhi
11. A history of Art by Thomes and Hudson