

## 2.1 COMMUNICATION SKILLS - II

L T P  
3 - 2

### 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, 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) Uncle Podger Hangs a Picture
- b) Subash Chandra Bose
- c) A Pair of Mustachios
- d) Guru Gobind Singh
- e) With The Photographer
- f) Sir Jagdish Chandra Bose

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

2. Precise writing (selected from the prescribed 6 chapters of Prose Text Book) (4 hrs)
3. Grammar (2 hrs)  
Antonyms change of words into different parts of speech
4. Correspondence (10 hrs)
- a) Business letters such as:
    - Registration as supplier
    - Floating quotations and tenders
    - Quarry for product specification, price and other details etc from a firm/Company
    - Covering letter for quoting prices against a quotation/tender
    - Placing supply order

- b) Personal letters such as:
- Application for leave and extension of leave
  - Application for seeking a job/employment
  - Conveying congratulation messages to a relative/friend/colleague on different occasions
  - Conveying condolence message to a relative/friend/colleague
  - Request letter to guardian for sending money for excursion/study tour
  - Letter to your brother/sister/friend describing your first day experience in the polytechnic
- c) Official letters such as:
- Letter to editor for placing an advertisement in the newspaper for purchase/selling of goods
  - Letter to Municipal Commissioner for improving water supply/sanitation system in your locality
  - Letter to General Manager, Telephone Department for restoring a dead telephone/shifting a telephone
  - Letter to State Electricity Board for repair of street lighting/ correction of bills etc.
  - Letter to the supplier for rectifying or replacing a defective machinery/item of purchase
  - Letter to Registrar, State Board of Technical Education for allowing to improve grades/marks in diploma examination
5. Report Writing (2 hrs)
- Drafting a technical report of a visit to a factory, construction site, modern office, etc.
  - Report writing on current general themes/topics related to economy, industry, social issues
  - Elements of periodical progress report
6. Inspection Note (2 hrs)
- Write an inspection note after inspecting technical/industrial goods
  - Write an inspection note after visiting a construction site or production shop
7. Writing “Preface” and “acknowledgement” of a project report (2 hrs)
8. A paragraph on current topics/themes (2 hrs)
- Technology
  - Science
  - Economy

- Politics
  - Social
  - General
9. Vocabulary (2 hrs)
- words, idioms, phrases, antonyms and synonyms
  - Translation of 100 most popular administrative terms from English to Hindi and from Hindi to English
10. Drafting (4 hrs)
- Press notes
  - Memos/circulars
  - Notices (lost and found: obituary/auction, etc)
  - Telegrams
  - Press releases
  - Agenda and minutes of the meeting
  - Personal resume/curriculum vitae
11. Communication Techniques (6 hrs)
- Importance of communication
  - Types of communication – verbal and non-verbal
  - One way and two way communication
  - Process of communication – horizontal, vertical, upward, downward
  - Essentials of good communication
  - Level of communication – inter and intra personal, group to person, group to group
  - Methods of effective oral, written and non-verbal communication, Horizons – tone, frequency, rate, volume, depth
  - Barrier to communication and over coming barriers
  - Listening skill
  - Use of audio visual aids for effective communication

### **LIST OF PRACTICALS**

1. Presentation of Technical Report, using Audio-visual aids
2. Preparation and Presentation on a Seminar of a given topic/theme using power-point
3. Telephonic conversation – Conveying and Receiving
4. Mock Exercises for an interview for a job/employment
5. Listening comprehension from a radio/cassette talk in English
6. Extempore speech

7. Oral presentation with stress on proper body language, voice modulation

**Note:** For reading comprehension, listening comprehension and effective speaking skills, English Language Laboratory Manual and Workbook published by State Board of Technical Education, Hyderabad (AP) 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

## 2.2 BASIC DESIGN AND COMPOSITION - II

L T P  
- - 6

### RATIONALE

This subject deals with the fundamentals of designing processes which involves thinking, perceiving for the intended purpose. All aspects like balance, unity, proportion, harmony, rhythm, variety, relation, mass, volume, weight, space, line, shape, form, colour and texture are dealt in this subject.

The skills learnt through this course will be utilized for preparing design oriented layouts. This is primarily a class room based course. Teachers are expected to provide relevant theoretical inputs on various aspects as well as demonstrate certain skills for enabling the students to carry out given exercises with creative ideas and skills

### DETAILED CONTENTS

#### PRACTICAL EXERCISES

1. Preparation of a design all over pattern suitable for textiles: design can be floral /geometrical/ naturalistic etc (two exercises; size ¼ sheet)
2. Preparing a design, symbolic and abstract form, to be finished in colour (two exercises; size ¼ sheet)
3. Introduction to optical illusion. Make allover pattern design for wrapping gifts in colour (two exercises; size ¼ sheet)
4. Preparation of a craft oriented design suitable for pots, glass; wall hangings etc (two exercises; size ¼ sheet)
5. Exterior and interior murals with use of different materials (two exercises) size: ½ imperial)
6. Preparing a design based on geometrical shapes, paper cut and paste (two exercises; size ½ sheet)

#### RECOMMENDED BOOKS

1. Form, Space, Vision by Graham Collier
2. Creativity by Don Barron
3. Meaning of Art by H Read

## 2.3 SCALE AND GEOMETRICAL DRAWING - II

L T P  
- - 6

### RATIONALE

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

### DETAILED CONTENTS

#### Practical Exercises

Practice in preparing the following drawings:

1. Inscribe and describe circle circumscribed figures
2. Solid geometry – simple position of cube, cones, cylinder, prism and quadrilateral in first angle
3. Scale Drawing: Front elevation, side elevation, plan and sectional plan
4. Simple parallel and angular perspective based on geometrical solid shapes like cube, prism, pyramid, cylinder etc.

#### RECOMMENDED BOOKS

1. The New Geometrical Drawing Plane and Solid by RL Gupta
2. Scale by Bharti
3. Engineering Drawing by RK Dhawan
4. Engineering Drawing by PB Sikka

## 2.4 LETTERING AND TYPOGRAPHY-II

L T P  
- - 6

### 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

Note: Visits to printing presses may be arranged for practical knowledge in off-set printing, letter press and screen printing and hand on experience on working of printing machines

### DETAILED CONTENTS

#### PRACTICAL EXERCISES

1. Exercise I  
Introduction to stylish type brush and pen script  
(2 exercises, size ½ sheet)
2. Exercise II  
Preparing finished chart in stylish lettering and typography  
(2 exercises, size ½ sheet)
3. Exercise III  
Designing of trade mark, symbol, logo and trade names in black and white and also in colours  
(2 exercises, size ¼ sheet)
4. Exercise IV  
Preparing a typographical layout with self explanatory words like speed, fire, music and furniture etc  
(2 exercises, size ¼ sheet)
5. Exercise V  
Designing of a simple letter head, visiting cards and envelopes  
(3 exercises)

6. Exercise VI

Typographical design for a wrapper/packaging in English/Devnagari  
(2 exercises, size ½ sheet)

**RECOMMENDED BOOKS**

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

## 2.5 STILL LIFE AND SKETCHING - II

L T P  
- - 6

### RATIONALE

Drawing (still life) is an essential requirement for any graphic designer. To represent an object on paper, the designer has to require the correct proportion, shape and form etc of that particular object.

The purpose of sketching is to develop skills of freehand sketching to enable the students to draw correct postures and proportion of different objects, human figures/ animals coming across in daily life

### DETAILED CONTENTS

#### PRACTICAL EXERCISES

##### A. Still Life

1. Study of fruits and vegetables ( $\frac{1}{2}$  imperial sheet) in pencil and colours
2. Study of objects like helmet, pressure cooker, electronic goods, crockery etc in pencil/coloured crayons/oil pastels with light and shade on ( $\frac{1}{2}$  sheet, exercises required 8 numbers)

**Note:** i) The objects required for the still life drawing should be provided, in different settings  
 ii) The teacher is supposed to be resourceful regarding the objects used for the still life drawing  
 iii) They should encourage students to (prepare) draw whenever and where ever they go and have time to do so. They should carry a small drawing sketch book always whenever they go out.

##### B. Sketching

- 3 Sketching of buildings/monuments with emphasis on visual perspective
- 4 Time sketching of human figures in groups in pencil and pen & ink
- 5 Sketching of animals and birds in pencil and pen & ink
- 6 Make a composition in pen & ink with reference to above studies i.e. a scene of a fair and a scene of a festival in front of a temple etc

**Note:** Students are expected to submit at least 30 selected exercises at the end of the 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

## 2.6 SCULPTURE AND STUDY OF OBJECTS – I

L T P  
- - 6

### RATIONALE

The aim of the subject is to familiarise the student to the fundamental of making sculptures. All assignments should be designed to understand problems of volume, weight, clay form in space etc as against rendering on flat, two dimensional surfaces. Adequate technical skills may be provided depending on the formation available

### DETAILED CONTENTS

#### Practical Exercises

1. Handling of clay and techniques to make a sculpture
2. Clay modelling in relief on given subject from life and nature such as bird, animal, flower, leaf etc
3. Clay modelling in round on given subject of life and nature, field animals
4. Clay modelling of simplified human figures, birds, animals etc
5. Colouring of sculpture

#### RECOMMENDED BOOKS

1. Symbol Source Book by Henry D. Reyfess
2. Artists and Illustration Encyclopaedia by John Quick