# DELHI SKILL AND ENTREPRENEURSHIP UNIVERSITY

**DSEU**

# Diploma in Applied Art

Syllabus Document

# EFFECTIVE FROM ACADEMIC YEAR 2021-22

## Program Vision

Applied Art is an independent skill development module with learning outcomes that are discrete and independent. Based on developing competencies which prepare students to acquire additional creative skill and further upgradation.

The subject introduces the student to art intended to communicate information and advertising. The focus is on studying and using layout and design concepts used in the graphic design field. The student will employ both analog media (drawing with pencil and paper, etc.) and digital media-using up-to-date Computer tools (graphic hardware and software) for drawing, painting, layout, typography, printing, scanning, editing and photography.

## Program Outcome

Applied Art course has great potential in providing creative solutions to communication of print and digital media such as books, magazines and newspaper, known as pictographic depictions. It can be applied in typography, logo, brochure, packaging, poster , press layout ,designing for web etc. Since the advent of personal computers and design software, graphic design is being utilized in electronic media which has unlimited applications in advertising. The students can become graphic designers working in print and digital production, work as freelance artists or also as skilled artisans who conceptualize their craft and want to be an entrepreneur. The curriculum helps in building a strong foundation as career through case studies, hands-on exercises that will  make students self-sufficient and it will enable them to get job according to the opportunities available as per need of artistic ambivalence

| SKILL SETS | | |
|---|---|---|
| **FIRST YEAR** | **SECOND YEAR** | **THIRD  YEAR** |
| Familiarity with skill or craft techniques.<br> Basic knowledge of the elements of design and working knowledge of typography, drawing and perspective. | Familiarity with multiple crafts and brand identity. Application of design knowledge in digital and print media. | Ability to conceptualize and execute a creative brief. Manipulation of images with technical expertise in digital  and print media . |

## Credit Scheme

| S. No. | Subject Code | Course Titles | Lecture | Tutorial | Practical | Total Credits |
|---|---|---|---|---|---|---|
| Semester I | | | Hours/week | | | |
| 1 | AA-HS101 | Face The World Skills (FTW)- I | - | - | - | 3 |
| 2 | AA-HS102 | English Communication-I | 2 | 0 | 0 | 2 |
| 3 | AA-HS103 | Sports & Yoga | 0 | 0 | 2 | 1 |
| 4 | AA-PC101 | Basic Design | 1 | 0 | 6 | 4 |
| 5 | AA-PC102 | Sketching | 0 | 0 | 4 | 2 |
| 6 | AA-PC103 | Lettering And Typography | 1 | 0 | 6 | 4 |
| 7 | AA-PC104 | Drawing And Study Of Objects | 0 | 0 | 4 | 2 |
| 8 | AA-PC105 | Life Drawing | 0 | 0 | 6 | 3 |
| 9 | AA-PC106 | Professional Development -I | 0 | 0 | 2 | 1 |
| | | **TOTAL** | 4 | 0 | 30 | 22 |
| Semester II | | | Hours/week | | | |
| 1 | AA-HS201 | Face The World Skills- II | - | - | - | 1 |
| 2 | AA-HS202 | English Communication-II | 0 | 0 | 2 | 1 |
| 3 | AA-HS203 | Environmental Studies (EVS) | - | - | - | 1 |
| 4 | AA-PC201 | Basic Design - II | 1 | 0 | 6 | 4 |
| 5 | AA-PC202 | Sketching - II | 0 | 0 | 4 | 2 |
| 6 | AA-PC203 | Lettering And Typography - II | 1 | 0 | 6 | 4 |
| 7 | AA-PC204 | Drawing And Study Of Objects - II | 1 | 0 | 4 | 3 |
| 8 | AA-PC205 | Life Drawing - II | 1 | 0 | 6 | 4 |
| | | **TOTAL** | 4 | 0 | 28 | 20 |

| | | Semester III | | | | |
|---|---|---|---|---|---|---|
| | | | Hours/week | | | Total Credits |
| S. No. | Subject Code | Course Titles | Lecture | Tutorial | Practical | |
| 1 | AA-HS301 | Face The World Skills - III | - | - | - | 1 |
| 2 | AA-HS302 | English Communication-III | 0 | 0 | 2 | 1 |
| 3 | AA-HS303 | Indian Constitution | - | - | - | 1 |
| 4 | AA-PC301 | Theory Of Advertising -I | 2 | 0 | 0 | 2 |
| 5 | AA-PC302 | Lettering And Typography -III | 0 | 0 | 6 | 3 |
| 6 | AA-PC303 | Graphic Design (Press Advertisement ) | 0 | 0 | 6 | 3 |
| 7 | AA-PC304 | Drawing And Illustration–I | 0 | 0 | 6 | 3 |
| 8 | AA-PC305 | Computer Graphics - I | 0 | 0 | 6 | 3 |
| 9 | AA-PC306 | Professional Development –III | 0 | 0 | 6 | 3 |
| | | TOTAL | 2 | 0 | 32 | 20 |

| | | Semester IV | | | | |
|---|---|---|---|---|---|---|
| | | | Hours/week | | | Total Credits |
| S. No. | Subject Code | Course Titles | Lecture | Tutorial | Practical | |
| 1 | AA-HS401 | Face The World Skills - IV | - | - | - | 1 |
| 2 | AA-HS402 | English Communication-IV | 0 | 0 | 2 | 1 |
| 3 | AA-HS403 | Human Values | - | - | - | 1 |
| 4 | AA-PC401 | Theory Of Advertising -II | 2 | 0 | 0 | 2 |
| 5 | AA-PC402 | Painting | 0 | 0 | 6 | 3 |
| 6 | AA-PC403 | Graphic Design (Poster Design ) | 1 | 0 | 6 | 4 |
| 7 | AA-PC404 | Drawing And Illustration–II | 0 | 0 | 6 | 3 |
| 8 | AA-PC405 | Computer Graphics - II | 0 | 0 | 6 | 3 |
| 9 | AA-PC406 | Professional Development –IV | 0 | 0 | 4 | 2 |
| | | TOTAL | 3 | 0 | 30 | 20 |

| Semester V | | | | | | |
|---|---|---|---|---|---|---|
| **S. No.** | **Subject Code** | **Course Titles** | **Hours/week** | | | **Total Credits** |
| | | | **Lecture** | **Tutorial** | **Practical** | |
| 1 | AA-HS501 | Face The World (FTW – V (Entrepreneurship And Start-Ups -I) | - | - | - | 1 |
| 2 | AA-HS502 | English Communication-V | 0 | 0 | 2 | 1 |
| 3 | AA-PE501 | Photography And Graphic Design (Campaign Planning And Presentation)– I | 2 | 0 | 24 | 14 |
| 4 | AA-PE502 | Web Designing & Ux Design – I | | | | |
| 5 | AA-PE503 | Product Design -I | | | | |
| 6 | AA-PE504 | Animation And Motion Graphics– I | | | | |
| 7 | AA-SI501 | Minor Project/ Summer Internship | 0 | 0 | 8 | 4 |
| | | **TOTAL** | 2 | 0 | 34 | 20 |

| Semester VI | | | | | | |
|---|---|---|---|---|---|---|
| **S. No.** | **Subject Code** | **Course Titles** | **Hours/week** | | | **Total Credits** |
| | | | **Lecture** | **Tutorial** | **Practical** | |
| 1 | AA-HS601 | Face The World (FTW) – VI (Entrepreneurship And Start-Ups -II) | - | - | - | 1 |
| 2 | AA-HS602 | English Communication-VI | 0 | 0 | 2 | 1 |
| 3 | AA-PE601 | Photography And Graphic Design (Campaign Planning And Presentation)– II | 2 | 0 | 24 | 14 |
| 4 | AA-PE602 | Web Designing & Ux Design – II | | | | |
| 5 | AA-PE603 | Product Design -II | | | | |
| 6 | AA-PE604 | Animation And Motion Graphics– II | | | | |
| 7 | AA-PR601 | Major Project (With Jury Presentation) | - | - | 8 | 4 |
| | | **TOTAL** | 2 | 0 | 34 | 20 |