

COMMERCIAL ART [CMAT]

General Information :

1. Name of the Trade : Commercial Art
2. Entry Qualification : Passed class VIII
3. Duration of Training : 06 Months [Under Vocational Short Term Course]

Objective of the Course :

The objective of the course is to impart necessary competencies focusing on technical skill and knowledge so that they become employable in small scale industry as well as able to be self employed after being trained and obtaining certificate from the Vocational Council.

Course Break - up :

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| (a) Practical instruction | : | 288 HOurs. |
| (b) Theoretical instruction | : | 67 Hours. |
| (c) Entrepreneurial insruction | : | 05 Hours. |

Marks allotted :

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| (a) Practical | : | 400 |
| (b) Theory | : | 100 |
| Total | : | 500 |

The course content is to be covered in less than 26 weeks since some weeks will be used for enrolment procedures, Leave of the instructors, holidays, examination and tests, industrial visits etc.

Industrial Visit :

Industrial visit to at least one / two Large & Medium established Commercial art farm / shop is essential.

COURSE CURRICULUM

THEORY :

10 hrs.

1. Introduction :

Meaning of Art, Fine Art & Commercial Art.
Basic Sense of Art (Design & Printing).

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| 2. | Fundamentals of perspective and proportion Sense.
How to compose Picture / Design.
Principles of Art Design & Colour Basic. | 15 hrs. |
| 3. | Plan, Elevation & Projections
Interior Design related Civil Construction. Materials used in Interior Design.
One point & Two point erspective drawing (Bed room / Drawing room /
Kitchen room). | 20 hrs. |
| 4. | [Lamp hed / Spot light / Air conditioners etc.]
Electrical Lighting & Illumination.
Floor — wall & False ceiling, Doors, Windows, Staircase Whitewash,
Paints, Polish, Varnish etc. | 22 hrs. |

PRACTICAL :

TIME - 288 HRS.

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| 1. | INTRODUCTION :
Still-life (Line drawing / Shading / Colouring).
model Live (Sketch & Study). | 10 hrs. |
| 2. | Fundamentals of Typography
Logo : Logo - type : Symbol ; Trademark ; Emblem Design.
Letter - Head ; Envelope ; Visiting - Card Design. | |
| 3. | Tag : Label & Sticker Design
Cassette & CD Cover Design.
Textile Fabric Design. | |
| 4. | Book & Magazine Cover Design.
Folder Booklet Design. | |
| 5. | Dangler Design.
Calendar (Wall ; Desk & Poket).
Poster & Hoarding, Flex & Banner Design. | |
| 6. | Project Work — (1) : Public / Private Residential Place. | |
| 7. | Project Work (2) : Educational / Working Place. | |
| 8. | Project Work (3) : Garden / Dining Place. | |
| 9. | Project Work (4) : Selling / Recreation Place. | |

Note : The Teacher / Instructor / Trainer may arrange the sequence of items of syllabus properly so as to convey the required knowledge to the trainees according to technically represontable and aceptability — both in Theory and Prac-tical.

Entrepreneurial Instruction

<u>Sl. No.</u>	<u>Course Curriculum</u>	<u>Hours.</u>
1.	Brief idea on nature of small business management and Industrial Technical Skill.	
2.	Preparation of schemes and vetting by Financial Institution / Lead Bank for obtaining loans.	
3.	Rules for setting up of business / production unit.	
4.	Maintenance of Accounts, labour, capital etc.	
5.	Man management, Communication, Motivation	
6.	Operational management	
7.	Market survey	
8.	Quality control	
9.	Visit to Industrial units for gathering idea to start the unit	
10.	Choice of technology as per demand of local people of the area/district / state.	
11.	Know edge of Sales tax etc.	
12.	Brief idea for registration of SSI, Trade License, Project Report, Proposal for loans, etc.	
		Total 05 hrs.