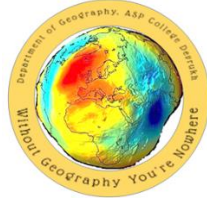




## SKILL COURSE ON 'FINE ARTS AND MARKETING

Open for Second Year Graduate Student w.e.f. 2022-23



Approved by the Board of Studies in Commerce  
And

Finalized by the Academic Council

DevrukhShikshanPrasarak Mandal's

Nya. TatyasahebAthalye Arts, Ved. S. R. Sapre Commerce, and  
Vid. DadasahebPitre Science College (Autonomous), Devrukh.

Academic Council Item No: \_\_\_\_\_

Name of the Implementing Institute	:	Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh. Tal. Sangmeshwar, Dist. Ratnagiri-415804,
Name of the Parent University	:	University of Mumbai
Name of the Programme	:	Bachelor of Commerce
Name of the Class to Which the course is Open	:	Second Year, Semester Third
No. of Credits	:	03
Title of the Course	:	<b>Fine Arts and Marketing</b>
Course Code	:	UGCSK31
Passing Marks	:	40%
Nature of Course	:	Skill Course
Level	:	UG
Pattern	:	70:30 (Practical : Theory)
Status	:	Multidisciplinary- Open to all in the Third Year
To be implemented from Academic Year	:	2022-2023

**Syllabus for Skill Course on Fine Arts and Marketing****(With effect from the academic year 2022-2023)****Title of the Course: Fine Arts and Marketing****COURSE CODE:****Credits - 03**

<b>COURSE CONTENT</b>			
<b>Module No.</b>	<b>Content</b>	<b>Theory Lectures</b>	<b>Practical</b>
1	Art and craft definition Fundamental of art line shapes form Design principle of design Types of design Basics of figurative drawing	4	15
2	Composition Color theory and practical Color scheme and composition	04	15
3	Advertising and commercial art Calligraphy and typography Designs for advertising Advertising in different media	04	15
4	Logo and emblem designing Script writing for logos Poster making Printmaking - block printing	04	15
<b>Total</b>		15	60

**Practical Record:** A journal of assignment need to be submitted by the student at the end of the semester.

After completing the course, the learner will be able to...		
<b>Course Learning Outcome No.</b>	<b>Blooms Taxonomy</b>	<b>Course Learning Outcome</b>
CLO-01	Remember	Remember terminologies in fine arts and Marketing
CLO-02	Understand	Understand techniques required for design making
CLO-03	Apply	Apply knowledge for conducting various innovative marketing ads.
CLO-04	Analyze	Analyze advertisement of various products and its designs
CLO-05	Evaluate	Evaluate various designs
CLO-06	Create	Create effective advertisement for marketing

### **Required Previous Knowledge**

No previous knowledge is necessary to start learning the course.

### **Access to the Course**

The course is available for all the students admitted for Bachelor of Arts, Commerce, and Science and admitted in the Third year at UG as well as PG.

### **Forms of Assessment**

The assessment will be in the form of a Continuous Assessment. Students completing the Course as per the direction of the concerned teacher and submitting the day to the practical file will be graded according to the quality of the work done by the student.

### **Grading Scale**

The grading scale used is O to F. Grade O is the highest passing grade on the grading scale, and grade F is a fail. The Board of Examinations of the college reserves the right to change the grading scale.

## **SKILL COURSES- SCHEME OF EXAMINATION**

### **A) Theory Component- 30 marks**

- a) Continuous Internal Assessment (CIA)- 10 marks

One 30 marks test shall be conducted for given semester and the marks obtained shall be converted to 10 marks. The duration for the test shall be of 1 hrs.

- b) Semester End Assessment (SEA)- 20 marks

The semester End Examination of 50 marks and 2 hrs duration shall be conducted for each semester and the marks obtained shall be converted to 20 marks.

### **B) Practical Component- 70 marks**

- a) Continuous Internal Assessment (CIA)- 40 marks

- 1) Attendance- 10 marks
- 2) Journal/ workbook/assignment book- 20 marks
- 3) Viva- 10 marks

- b) Semester End Assessment (SEA)- 30 marks

Semester End Examination comprises one practical/ project/presentation shall be conducted for each semester for 30 marks.

### **References:**

- R.S.N. Pillai(2010) - Modern Marketing, S. chand
- Dr. Anju Chaudhari(2021)- Fundamental of visual arts, Anu Book Publication
- Anju Baghel(2016)-PADgogy of Fine arts, Rakhi Publication
- R.C. Harding(2017)- Marketing –The arts and Entertainment, Trafford Publication
- N. Singhanian(2018)- Indian Art and Culture, Mcgraw hill Education