

FURTHER DETAILS REGARDING MAIN TOPICS OF

PROGRAMME No. 04/2021 (Item No: 7)

LECTURER IN APPLIED ART
TECHNICAL EDUCATION (FINE ARTS COLLEGES)

Category Number: 235/2018

I Graphic Design

Design and colour:-

Principles of design and layout, colour and scale, distances, emotions of colours, Primary, Secondary, Tertiary, Quaternary colours

Trademarks and symbols:-

Functions of Trademark, Logo, Alusive logo, Abstract logo, Psychology in logo design

Printing: digital Printing Process:-

Pre Printing Process, Line and Halftone Application, Brochure, Booklet, Pamlet, Press layout, use of white space, Branding and brand Identity, Interactive Design, Online advertising, Poster, Hoarding and Trasitmedia, Display design, Advertising Campaign, Packaging, Product Design, Functions of Packaging, Visual Design.

II Illustration

Creative Illustration, Information graphics, Narrative Illustration, Concept art Illustration, Magazine and picture book illustration, caricature, Collage, Montage, Animation Drawing, Vector graphics, Custom illustration, Editorial illustration, Digital storyboards.

III Typography

Fonts, Serif and Sanserif Fonts, classification of Type faces, optical spaces of type faces, Principles of typography, Emotions of Typography, Body languages in typography, Contemporary typographic Application, Selection of typography for outdoor and indoor Advertising.

IV Photography & Videography

Understanding of Camera and Lenses and their Functions, Depth of field, Rule of thirds, Colour filters, advertising Photography, Product and model photography, Differences of Outdoor and Indoor photography, Videography and Editing, Press photography, Creating cutout Animation, Flipbook using drawing, Stop animation, Script and Story board preparation.

V Advertising Theory

Importance and Functions of advertising, Advertising in India past and present, Analysis of traditional advertising media, The Social and Economic aspects of Advertising, Role of advertising in Society, Ethics of advertising, Advertising laws ASCI code, Marketing and Market research, Types of ad-agencies, Campaign planning, Selection of advertising media, Major media analysis, Point of Purchase, Importance of copy writing, Direct mail, Unique selling points of a product, soft sell advertisement, Different Kinds of TV ad Analysis, Advertising in new media.

NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper