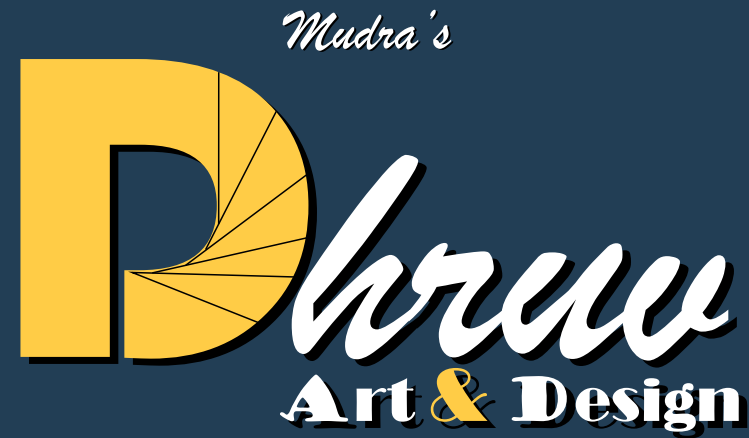


Recognized By Govt. Of Maharashtra
(Maharashtra State Board of Skill Development Examination)



DIPLOMA IN APPLIED ART

Duration : 2 years

Eligibility : SSC or HSC

No Entrance Exam

Call:

8928945001

8097353917

Yashwant Sadan, Ground Floor, S.M. Jadhav Road,
Naigaon, Dadar(E), Mumbai-400 014.

From Principal Desk

In today's modern world the key success for any business lies in advertisement. The advertising industry require hundreds of skilled craftsmen carefully developing new ideas and tools of the trade to bring about a rise in business, trade, finance and employment.

We would like to take on talented youngsters and train them to be a better, brighter vision of themselves with their passion, creativity and our training and ambition. We guarantee you a well laid out professional Career.

Applied Art | Commercial Art

First Year

Subject :-

Drawing and painting

- Colour
- Nature and object
- Perspective
- Anatomy study
- Human Figure
- Hand, Leg
- Time Sketch
- Male, Female Drawing
- Aged Person
- Boy, Girl
- Still life, ·Portrait
- Landscape

Graphic Designing

Adobe Photoshop

- Workspace & Workflow
- Interface Layout
- Image and Colour Basics
- Layers, ·Selecting



Digital Photography

- Introduction & History of Camera
- General Parts of Camera
- Classification of Camera
- Lens & its Characteristics
- Exposure Triangle Shutter
- Exposure Triangle Aperture
- Exposure Triangle ISO
- Exposure
- Contrast & Angle of Light
- Basic Lighting Setup Practical
- Outing

Image Adjustments

- Repair & Restoration
- Reshaping and Transforming
- Drawing & Painting
- Text, ·Filters & Effects
- Saving & Exporting, ·Printing

Adobe Illustrator

- Workspace & Introduction
- Drawing
- Colour
- Painting
- Selecting & Arranging Objects
- Reshaping Objects
- Importing, Exporting & Saving

Second Year

Calligraphy

- Learning Strokes with Calligraphy Pen
- Learning Calligraphy Devanagari
- Learning Calligraphy with Pen (Strokes – Devanagari / English)
- Learning Paragraph Devanagari
- Learning Paragraph English
- Calligraphy with Brush Strokes
- Styles, ·Slogan Writing with Brush

Digital Photography

- Exposure Zones, Close up Reading
- DOF & Light
- Automation in Cameras & AF Modes
- Composition & Flash
- Exposure Compensation
- Metering Modes & Dynamic Range
- Light Meter, White Balance & Studio Practical.

Graphic Designing

- Portfolio Making & Designing Work
- Practical Using Software: Adobe Photoshop & Adobe Illustrator
- Page Composition & Layout
- Book Composing
- Layout of Magazines & Newspaper
- Template Design

English (Communication Skills), Computer Application, Business Economics.

- Type / Text
- Creating Special Effects
- Printing
- Keyboard Shortcuts

English (Communication Skills)

Business Economics

Computer Application

Project Work

- Brand Name Designing
- Logo, Symbol Designing -
- Example – Watch Company Logo, Jewellery Company Logo.
- Packing Designing -
- Example – Designing Toothpaste
- Packing, Soap Packing.
- Press – Magazines Ads Designing
- Poster Designing
- Hoarding Designing
- Creating Visiting Card, Letterhead, Envelop.
- Book Cover Designing -
- Example – History Book Design, Designing of Travel Book Cover Page

Portfolio

- Campaign Design
- Brand Names Designing
- Logo, Symbol Designing
- Packing Designing
- Press – Magazines Advertisements Designing
- Poster Designing, ·Hoarding Designing
- Brochures Designing, ·Event Design Designing
- Website Banner Designing
- FB Posts Designing
- E - Presentation



Student Activity



We look after the placement needs of the student through the campus interview. Number of leading Advertising Agencies, Media groups & FMCG Companies will be visiting our Institute of Applied Art for their requirement in future.



Job Opportunity in :-

- Post in advertising agency.
- Post in digital art department.
- Own advertising agency.
- Freelance artist.
- Graphic designer/ illustrator.