

Applied Art (Commercial Art) **(Code No. 052)**

Introduction

The course in Applied Art (Commercial Art) at Senior Secondary stage as an elective subject is aimed to develop aesthetic sense of the students through the understanding to various important, well known aspects and modes of visual art expression in India's rich cultural heritage from the period of Indus Valley to the present time. It encompasses also a wide range of practical exercises in commercial art for developing their mental faculties of observation, imagination, creation and physical and technical skills.

Objectives

A) THEORY

Notes: As the syllabus of Applied Art-Commercial Art (Theory) is the same as that of Painting (Theory), its objectives are same.

B) PRACTICAL: The purpose of introducing practical exercises in Applied Art (Commercial Art) is to help and enable the students to develop professional competence in making Model Drawing Lettering, layout preparation and poster so that they can link their lives with productivity.

Applied Art (Commercial Art)
(Code No. 052)
Class–XI (2021-22)

Theory

Maximum Marks:30

Time allowed: 2 Hours

Unit		Period	Marks
1 (a)	Six Limbs of Indian Art Painting & Fundamental of Visual Arts (Elements & Principles)		
(b)	Pre-Historic Rock-Paintings and Art of Indus Valley	12	10
2	Buddhist, Jain and Hindu Art	24	10
3	Temple Sculpture Bronze and Artistic aspects of Indo-Islamic Architecture	36	10
	Total	72	30

Note: The Syllabus of Applied Art-Commercial Art (Theory) for Class XI is the same as that of Painting (Theory) for Class XI given earlier.

Applied Art -Commercial Art (Practicals)
(Code No. 052)
Class–XI (2021-22)

Practical

Maximum Marks :70

Time allowed: 6 hours. (3+3)

Unit		Period	Marks
1	Drawing	50	25
2	Lettering and layout	50	25
3	Portfolio Assessment	48	20
	Total	148	70

Unit 1	Drawing Drawing from Still-Life and Nature, medium-pencil monochrome/colour.		50 Pds.
Unit 2	(a) Lettering (i) Study of lettering of Roman and Devnagri Scripts (ii) identification of some type-faces and their sizes		50 Pds.
	(b) Layout Making a simple layout with lettering as the main component.		
Unit 3	Portfolio Assessment (a) Record of entire year's performance from sketch to finished product	10 Marks	48 Pds.
	(b) Five selected drawings in any media done during	05 Marks	
	(c) Two selected works in chosen subject done during the year.	02 Marks	
	(d) Three selected works based on Indian Folk Art	03 Marks	

These selected works prepared during the course by the candidates and certified by the school authorities the work done in the school will be placed before the examiners for assessment.

Notes:

1. The candidate should be given one hour break after first three hours.
2. The time table to be so framed as to allow the students to work continuously for minimum of periods at a stretch.

APPLIED ART -COMMERCIAL ART (Code No. 052)
CLASS–XII (2021-22)

Theory
Time: 2 Hour

Maximum Marks: 30

Unitwise Weightage

Unit		Period	Marks
1 a	Six Limbs of Indian Art Painting & Fundamental of Visual Arts (Elements & Principles)		
b	The Rajasthani and Pahari Schools of Miniature Painting	24	10
2	The Mughal and Deccan Schools of Miniature Painting	24	10
3	The Bengal School of Painting and the Modern Trends in Indian Art	24	10
	Total	72	30

Note: The Syllabus of Applied Art-Commercial Art (Theory) for Class XII is the same as that of Painting (Theory) for Class XII given earlier.

Applied Art -Commercial Art (Code No. 052)
Class–Xii (2021-22)

Practical
Time allowed: 6 hours. (3+3)

Maximum Marks :70

Unit		Period	Marks
1	Illustration	50	25
2	Poster	50	25
3	Portfolio Assessment	48	20
Total		148	70

Unit 1	Illustration Study of techniques of illustration on given subjects and simple situations supported by drawing from life and outdoor sketching in different media suitable for printing.	25 marks 50 Periods
Unit 2	Poster Making a poster with specified data and slogan on a given subject in two or three colours.	25 marks 50 Periods
Unit 3	Portfolio Assessment (a) Record of the entire years performance from sketch to finished product. (b) Five selected drawings in any media done during the year including minimum of two illustrations (c) Three selected posters in chosen subject. (d) Two selected works based on Indian Folk Art	20 marks 48 Periods 10 05 03 02

These selected works proposed during the course by the candidates and certified by the school authorities the works done in the school will be placed before the examiners for assessment.

Note: The time table to be so framed as to allow the students to work continuously for minimum of two periods at a stretch.

Guidelines for Evaluation of Practical

Marking Scheme:

Part I: Illustrations 25 Marks

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| (i) Composition including quality of drawing | 10 |
| (ii) Emphasis on the subject with a specific situation | 05 |
| (iii) Reproducing quality and overall impression | 10 |

Part II: Poster 25 Marks

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|--|----|
| (i) Layout and Lettering | 10 |
| (ii) Emphasis on the subject | 05 |
| (iii) Proper colour scheme, overall impression and reproducing quality | 10 |

Part III: Portfolio Assessment 25 Marks

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|---|----|
| (a) Record of the entire year's performance from sketch to finished product. | 10 |
| (b) Five selected drawings in any media including minimum of two illustrations. | 05 |
| (c) Two selected posters in chosen subjects. | 10 |
| (d) Two selected works based on Indian Folk Art | |

1. Format of the questions:

Part I: Illustration

Make an illustration in black and white in any colour media on any one of the following five subjects with a specific situation.

Size of the illustration: 30 cm x 22 cm.

Note: Any five suitable subjects or illustration, decided by the external and internal examiners jointly in accordance with the instructions are to be mentioned here.

Part II: Poster

Prepare a poster-design with specified data and slogan in English/Hindi/Regional language, in three flat colours, on any one of the following five subjects. The designing of the poster should have balanced use of typography and illustration.

Size of the Poster-design: 1/2 imp size.

3. A) Instructions to decide the subjects for illustration:

1. The examiners (Internal and External) are to select/decide five suitable subjects.
2. Each subject should be given a specific situation, which is a main characteristic of an illustration.
3. Each subject should be so designed that the candidate may get a clear-cut idea of the subject and they can illustrate a specific situation based on given subject areas.
4. The examiners (Internal and External) are free to decide the subjects but these should be according to the standard of the class XII and environment of the school/candidates.

Some identified areas of the subjects for illustration are given below, in which some more areas may be added if needed.

Subject with a specific situation:

- (i) Family and friends in daily life.
- (ii) Professionals/professions.
- (iii) Games and sports.
- (iv) Nature.
- (v) National events and celebrations.
- (vi) Religious events and festivals.
- (vii) Culture-Dance, Drama, Music and Art.

B) Instructions to decide the subjects for Poster-design:

1. The examiners (Internal and External) are to select/decide five subjects suitable for poster design.
2. Each subject should be given a specified data and slogan.
3. The data and slogan should be so framed/designed that the candidates may get a clear-cut idea of the subject.
4. The examiners (Internal and External) must give the subjects data and slogan according to the standard of Class XII and environment of the school/candidates.

Some identified areas for poster-design are given below, in which some more areas/subjects may be added.

1. For Advertisement on:

- (i) Excursion/Tourism

- (ii) Cultural activities
- (iii) Community and nature development
- (iv) Ideas-Social, national and international
- (v) Commercial products

2. Instructions to the examiners:

1. Candidates should be given one hour break after first three hours.
2. Work of the candidates for Parts I, II and III is to be evaluated on the spot by the external and internal examiners jointly.
3. Each work of parts I, II and III, after assessment, is to be marked as examined and signed by the external and internal examiners.