



# BACHELOR IN APPLIED ART (ADVERTISING COMMUNICATION DESIGN)



**DURATION:** THREE YEAR FULL TIME (6 SEMESTERS)

**ELIGIBILITY:** H.S.C. pass with minimum 40% marks

**ADMISSION PROCEDURE:** WRITTEN TEST FOLLOWED BY INTERVIEWS

**OBJECTIVE:**

- To try to match skill-to-jobs, especially for drop-outs.
- To produce Entrepreneurs.
- To help students gain practical training with industry partners.
- To produce increased opportunities for self employment.
- To create new opportunities in the unorganized sector.
- To be a part of National Rural Livelihood Mission

**JOB OPPORTUNITIES:** An individual can work as Visualizer, Copy Writer, Illustrator, Art Director, Member of Creative Team, Creative Director, Brand Manager, Client service Officer, Graphic Designer, Freelance designer, can own business of advertising, etc.

.....  
Course Coordinator  
.....

## COURSE CONTENTS:

### SEMESTER 1

- Language Skill
- Introduction To Advertising
- Fundamental Of Art
- Study From Life – 1
- Art Software

### SEMESTER 3

- Importance Of Communication & Skills
- The Legal Aspects Of Advertising
- Marketing And Market Research
- Indoor Media (Press And Magazine)
- Study From Life- 3

### SEMESTER 5

- Creative Advertising
- Testing Effectiveness Of Advertising
- Product Planning
- Service Planning
- Public Welfare

### SEMESTER 2

- History Of Advertising
- Social And Economical Aspects Of Advertising
- Lettering (Typography and Calligraphy)
- Basic Project (Corporate Identity Programme To Poster)
- Study From Life -2

### SEMESTER 4

- Media Selection - Product, Service & Public Welfare
- Campaign Planning
- Entrepreneurship
- Outdoor Media
- Study From Life- 4

### SEMESTER 6

- Product Project
- Service Project
- Public Welfare Project
- Thesis Dissertation