

GUJARAT TECHNOLOGICAL UNIVERSITY

DIPLOMA IN COMMERCIAL ART

SEMESTER: V

Subject Name: **Display**

Laboratory Experiences:

Topic No.	Name of Topics	Specimen	Drawing Size
1.	Take photographs from market survey	10	4x 6 inch
2.	Collection of deferent materials with samples and note on characteristics and uses.	10	Pasted on sheets
3.	Prepare 3D sketches of dif. Display like window, stall, showcase, folding, counter, movable display, etc.	10	Graph paper
4.	Preparation of Plan and Elevation for stall display on selected subject	3	Graph paper
5.	Preparation of plan and elevation for window display on selected subject.	3	Drawing paper
6.	Preparation of 3D model on window display or Stall display.	1	1'x1' Aprox

Suggestive Instructional Strategies:

Topic No.	Instructional Strategies	Key Resource Needed
1.	Market survey	Outdoor
2.	Sample collection	All materials
3.	Demonstration	-
4.	Discussion of study & charts	Charts
5.	Spot visit and Photographs album	Photographs from actual site

Reference Books:

1. Best in stand design & Exhibition II.
2. Expo. Trade fair stand design.
3. Displays, Commercial spaces, & Sign design.
4. Time seven standard.
5. Stall display-catalogue.

Note: As per the need of term work, student should be able to prepare the work with the use of computer.