GUJARAT TECHNOLOGICAL UNIVERSITY
DIPLOMA IN COMMERCIAL ART
SEMESTER: V

Subject Name: **Publication Design**

Sr. No.	Course Content
1.	**Introduction to Publication:** 1.1 Fundamentals & definitions of publication 1.2 Information of publishers and agencies
2.	**Different Medias & Functions of Publication:** 2.1 Books, Text books, Story book, Booklet, Novels, Magazines, News papers, Periodicals, Souvenir, Syllabus, Prospectus, Annual reports, Pamphlets and folders etc. 2.2 Media wise function & necessity.
3.	**Design Side of Publication & Planning of Design:** 3.1 Elements of publication design. 3.2 Page wise planning and designing cover page. 3.3 Making of dummy. 3.4 Selection of fonts & setting. 3.5 Preparation of artwork of dummy. 3.6 Use of computer for publication design.
4.	**Reproduction Side of Publication & Planning:** 4.1 Reproduction method as per job quality & quantity. 4.2 Appropriate selection of papers. 4.3 Various processes during the publication job. 4.4 Different kind of binding, Lamination, Varnishing, Embossing & Foil printing, and die cutting, etc.
5.	**Handling of Job & Practice:** 5.1 Estimation of the papers & materials, reproduction cost. 5.2 Client consultation & convincing.
6.	**Legal Aspects of Publications:** 6.1 Term & conditions for contact. 6.2 Tendering the job. 6.3 Royalty act & copywriting act. 6.4 Terms and conditions of payment. 6.5 Relevant jurisdiction.

Laboratory Experiences:

1. Collection of printed references of various publication on Productive & non Productive design.
2. Prepare a cover design of full-scape note book.
3. Prepare a folder design.
4. Prepare a pamphlet design.
5. Prepare a booklet design.
6. Prepare a annual report or Souvenir design.

Suggestive Instructional Strategies:

Topic No.	Instructional Strategies	Key Resource Needed
1.	Discussion	-
2.	Collection of various references	Out door
3.	Collect Information, deff. Papers, Printing & Binding, Lamination etc.	Out door
4.	Market survey	Out door
5.	Visit of Printing press & advt. agencies.	Out door
6.	Use of Library	Library
7.	Use of computer & internet	-

Reference Books:

1. Mudran Shatra (Gujarati) Thakkar Pravin University, Grautu Board.
2. Applied Art handbook S. K. Luthra, Kaffieaf Poly. Bombay.
3. Advertising Art & Idea Dr. G. M. Rege, Ashutosh Prakashan, Bombay.
4. Graphic Art Kogy Phedrick D., The Goodheart Chikago.
5. The Graphic Art Encyclopedia Stivenson George A. Mc. Grow Hill book, New York.
6. Graphic Design & Reproduction Techniques Croy Pitter, Focal Press London.
7. Guide to Printing Techniques, Oyabu Nap-Babu Mahajan Brothers A'bad.