

GUJARAT TECHNOLOGICAL UNIVERSITY
DIPLOMA IN COMMERCIAL ART
Semester: 4

Subject Name Design Management & Professional Practice

Sr.No	Course content
1.	INTRODUCTION TO D.M. & P.P. 1.1 Design management in art Department 1.2 Professional practice in the field
2.	DIFF. AREAS IN THE FIELD OF ADVERTISING & STUDY: 2.1 Urban areas 2.2 Rural area
3.	HANDLING OF CLIENTS: 3.1 Client Psychology 3.2 Consultation 3.3 Convincing
4.	COSTING, ESTIMATING, CONTRACTING 4.1 Market Rates 4.2 Materials Rates 4.3 Designing charge 4.4 Production charge 4.5 Conveyance etc
5.	TIME FACTOR IN THE JOB WORK COMPLETION: 5.1 Time duration for work 5.2 Time duration for outside services. 5.3 Time of Delivery.
6.	PLANNING & HANDLING OF JOB 6.1 Point for job planning. 6.2 Collection of Materials. 6.3 Designing & Processing. 6.4 Reproduction & Supervision 6.5 Client contacts During Handling
7.	STUDY OF DIFFERENT MATERIALS/SERVICES ETC.. 7.1 Paper, Boards, Cards. 7.2 Binding, Printing etc.. 7.3 Designers, Photographers, Videographer. 7.4 Illustration, Typographer, DTP. 7.5 Different service men & Agency.

8.	MANAGEMENT OF JOB & HUMAN PSYCHOLOGY 8.1 Client Psychology 8.2 Human Psychology 8.3 Layman Psychology 8.4 Customer Psychology 8.5 Services man Psychology
9.	MARKET SURVEY & RESEARCH: 9.1 Point for market survey 9.2 Questioner for market survey 9.3 Direct contact 9.4 Analytical Information 9.5 Negative & Positive points 9.6 Conclusion
10.	CORRESPONDENCE (BUSINESS AS WELL AS BASIC): 10.1 Business Letters Performs 10.2 Application writing 10.3 Information
11.	CAMPAIGN PLANNING & CONTINUING CAMPAIGN: 11.1 Planning for total advertising program 11.2 Selection of proper Method for campaign 11.3 Study of effect through campaigning 11.4 Selection time & achieve target.
12.	BILLING, TERMS & CONDITIONS IN BUSINESS: 12.1 Knowledge of terms in Dealing 12.2 Knowledge of conditions & Legal points. 12.3 Sales Tax-Income Tax No. & Information 12.4 Jurisdiction
13.	LEGAL ASPECTS : 13.1 Different act. Connected with advertising field 13.2 Terms & Conditions on contracting & Tendering
14.	PRESENTATION & COMPLETION: 14.1 Way of Presentation 14.2 Client satisfaction 14.3 Correct timings & fullfeelness of conditions 14.4 Bill & Other matter submission 14.5 Remuneration collection.

LABORATORY EXPERIENCE:

1. Doubting on topic.
2. Model Letters writings
3. Example on cons
4. Sample survey (Performa preparation)

SUGGESTIVE INSTRUCTIONAL STRATEGIES:

TOPIC NO.	INSTRUCTIONAL STRETEGIES	KEY RESORCE NEED
1	Demonstration, Transference	OHP + Trensp.
2	“	-----
3	Case study	-----
4	Market survey	-----
5	-----	Computer application Design, Photography.
6	Demonstration. Chart	Chart
7	Market research	-----
8	-----	-----
9	Case study	-----
10	Demonstration. Hand out	Hand out
11	Case study	-----
12	Ind. Visit	-----
13	“	-----
14	-----	-----

-17-

REFERENCE BOOKS:

Sr No	Name of Reference	Author
1	Advertising Art & Ideas	Dr. Rege G.M Ashutosh Prakashan Bombay.
2	The Creative Connection Advertising, Copy writing& Idea visualization	Sharley F. Mailtan
3	Business Correspondence	Dr. Rai
4	Business Correspondence	Desai & Shah
5	Business Correspondence	KulKarni
6	The book of English idioms	Collins V.N. English Language Book society London
7	Business Communication	Rai Urmila Bombay Himalaya Publication
8	Business Correspondence & report writing	Sharma R.C. Tata Mc Grow Hill, New Delhi

9	Business Drafting & Essay	Saksena Gwalior
10	Business English & Communication	Steawart Mariem & New york Mc Grow Hill. others
11	The Business Letter writing King L.R.	Allied Publi. Bombay.
12	A course in Technical English Book-I & II	Bhopla curriculum Development Center
13	Hand Book on professional practice	The India Institute of Architect
14	How to avoid errors English Fowler Allan	D.B. Tarapurewala
15	Management Guide to human Relation in Industry	Lewis Burnard T. Publi. Jhon ricer New york
16	Modern commercial Correspondence with Gujarati edition	Desai S.D. C. Jamnadas A'bad
17	Modern Business correspondence	Nayamia S.M & Bahal J.C Bombay hind kitab House
18	English wards & Phrases Newed	Rogest's Thesayrus London , Longman
19	Project Preparation Apprasial Budgeting & Implementation 3rd edition	Chandra Prasanna Tata Mc Grow Hill Bombay
20	Write better speak Better	The Reader Digest

Note: As per the need of term work you should be prepared work with the use of the computer