

GUJARAT TECHNOLOGICAL UNIVERSITY

DIPLOMA IN COMMERCIAL ART

Semester: 4

Subject Name ILLUSTRATION-II

Sr.No	Course content
1.	INTRODUCTION TO LINE DRAWING IN VARIOUS & B\W COMPOSITION FROM SKETCHING. <ul style="list-style-type: none"> 1.1 Study of thick and thin pencil & brush. 1.2 Study of dark & light shades in pencil & ink with effects i.e. crooked, dotted, & smooth. 1.3 Brush & Pencil strokes in composition. 1.4 Contrast & rhythm pattern in composition.
2.	LANDSCAPE OF BUILDING DRAWING & NATURE IN PEN DRAWING. <ul style="list-style-type: none"> 2.1. Study of pencil drawing from location. 2.2. Correction in perspective view of location drawing. 2.3. Optical & Mechanical perspective. 2.4. Study of line, texture & various pattern in perspective.
3.	COLOR LANDSCAPE IN CITY LOCATION & NATURE. <ul style="list-style-type: none"> 3.1. Study of color spreading techniques. 3.2. Study of creating distance through shade & light.
4.	EXPRESSION, BODY STYLE WITH LIGHT EFFECTS & DRPPERY DRAWING. <ul style="list-style-type: none"> 4.1. Study of child, male, female & simplified face in expression. 4.2. Body style with character & anatomy study. 4.3. Study of creasing & folding of various cloths.
5.	INDUSTRIAL ILLUSTRATION & STYLIZED DRAWING. <ul style="list-style-type: none"> 5.1. Study of references of industrial illustration with location. 5.2. Study of industrial illustration.
6.	CARTOON, CALENDER & BOOK COVER ILLUSTRATION. <ul style="list-style-type: none"> 6.1. Study of cartoon illustration. 6.2. Study of calendar illustration. 6.3. Study of illustration for book cover.
7.	PORTRAIT & LANDSCAPE IN VARIOUS MEDIAS. <ul style="list-style-type: none"> 7.1. Study of portrait preparation in oil painting. 7.2. Study of landscape preparation in oil painting.
8.	STYLIZATION AND MODIFICATION FOR ADVERTISING USE. <ul style="list-style-type: none"> 8.1. Stylized drawing. 8.2. Modified drawing.

LABORATORY EXPERIENCE:

TOPIC NO.	NAME OF TOPIC	SPECIMEN	DRAWING SIZE
1	Line Drawing in Various Techniques Black & White Composition	3	½ Imperial Pencil drawing
2	Landscape of building drawing & Nature drawing in pencil drawing	3	½ Imperial Pen drawing
3	Color landscape of city location & nature	2	½ Imperial color drawing
4	Expression, body style with light effects & drapery drawing	3	½ Imperial Pen drawing
5	Industrial illustration	1	½ Imperial color
6	Cartoon, Calendar & book cover design Illustration	Any one	½ Imperial color
7	Portrait & landscape in various media	3+3	In various medias
8	Stylization & modification for Advertising use	1	In pencil drawing

SUGGESTIVE INSTRUCTIONAL STRATEGIES:

TOPIC NO.	INSTRUCTIONAL STRATEGIES	KEY RESOURCE NEEDED
1	-----	-----
2	Visit outdoor places for detail study	-----
3	-----	-----
4	-----	-----
5	Industrial illustration	Computer application Design, Photography.
6	-----	-----
7	Demonstration outdoor study tour.	Live model - female or male
8	Demo & Visits	References

REFERENCE BOOKS:

Sr No	Name of Reference	Author
1	Cartoon illustration	
2	Children book illustration	
3	Step-by-step techniques Advertising illustration Graphic Digital Photo-I	
4	Graphic Digital Photo-I	
5	Illustration at work	Robin Jacques, StudioBooks 161, fleet, Street london
6	Faces & Features	Waltee J. Foster FosterArtServices Inc. Tushol California USA.
7	Figures From life	
8	Drawing & Figures	
9	Anatomy	Victory Priard
10	Anatomy	Walter J. Foster
11	Painting People & Places	
12	Commercial Art Techniques	S. Ralph Maurello Judor Publising Co. New york.
13	Jhon Fernandes & His Arts	John Fernandes Navneet Publication (India) Limited Mumbai.

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