

DETAILED SYLLABUS FOR PSC EXAMINATION FOR SELECTION TO  
THE POST OF JUNIOR LECTURER IN APPLIED ART IN COLLEGIATE  
EDUCATION (MUSIC COLLEGES) - DIRECT RECRUITMENT

(Cat.No: 687/2022)

**Distribution of Marks & Detailed Syllabus**

<b>Unit</b>	<b>Topic/ Area of Study</b>	<b>Marks Distributed</b>
I	Advertising Art & Design Theory	30
II	Graphic Design	25
III	Creative Visualisation	15
IV	Photography & Videography	15
V	Art & Technology	05
VI	Teaching Aptitude	05
VII	Fundamentals of Research	05
<b>Total</b>		<b>100</b>

**Unit 1: Advertising, Art & Design Theory (30 Marks)**

- a. Fundamentals of Art & Advertising
- b. History and Evolution of Advertising
- c. History of Advertising in India
- d. Advertising & Society
- e. Globalization & It's effect on Indian Economy
- f. Post Globalization period of Advertising in India
- g. Advertising & Media

- h. Media Planning
- i. Visual Communication & Its Significance
- j. Television as a means of Visual Communication & Advertising Media
- k. Advertising, Promotion & Marketing
- l. Advertising & Sales Promotion
- m. Advertising & Market Research
- n. Marketing Research & Motivational Research
- o. Advertising & Consumer Psychology
- p. Integrated Marketing Communication (IMC)
- q. Advertising & Business Organization
- r. Organizational Structure of Ad Agencies
- s. Key Positions & Roles in an Advertising Agency
- t. Advertising & Branding
- u. Functions of Advertising Agencies
- v. Advertising Campaigns
- w. Creative, Economical & Legal Aspects of Advertising
- x. Advertising Giants & Ad Personalities
- y. Advertising & New Media
- z. Principles of design
  - aa. Design Theories
  - ab. Design Trends
  - ac. Major Art & Design Schools & Institutions
  - ad. Art & Design Movements & Its Influences
  - ae. Future of Art & Advertising in India

## **Unit 2: Graphic Design (25 Marks)**

- a. Fundamentals of Graphic Design
- b. Principles of Graphic Design
- c. Designs that revolutionized the world
- d. Graphic Designers of the World
- e. Posters as a medium of Visual Communication
- f. Elements of a Graphic Design
- g. Trademarks, Signs & Symbols
- h. Logos & Identity Designs
- i. Colour Theory & Colour Psychology
- j. Historical Development of Type
- k. Fundamentals of Typography, Key Terminologies
- l. Typefaces, Fonts & Classifications
- m. Anatomy of a Fonts
- n. Expressive Typography
- o. Package Designing
- p. Label Designing
- q. Designing & Print Making
- r. Printing Process
- s. Publication Design
- t. Design & Media
- u. Interactive Design
- v. Calligraphy & Lettering
- w. Graphic Design Tools
- x. Working with Design & Editing Softwares
- y. Vector & Raster Graphics
- z. History of Printing

- aa. Reproduction Techniques
- ab. Offset & Digital Printing Process

### **Unit 3: Creative Visualisation (15 Marks)**

- a. Visualisation
- b. Visualisation Techniques
- c. Visualisation in Advertising & Design
- d. Illustrations
- e. History of Illustration
- f. Conceptual Illustration
- g. Editorial Illustrations
- h. Advertising Illustrations
- i. Character Illustrations & Mascots
- j. Technical Illustrations
- k. Fashion Illustrations
- l. Storybook Illustrations
- m. Storyboards :Principles & Practice
- n. Storyboarding Techniques
- o. Scripts, Scenes & Shots
- p. Infographics
- q. Motion Graphics
- r. Caricatures & Cartoons
- s. Animation

### **Unit 4: Photography & Videography (15 Marks)**

- a. History of Photography
- b. Principles of Photography
- c. Understanding the Camera, Lenses and its mechanism

- d. ISO, Shutter Speed, Aperture, Exposure, White Balance, Colour Temperature
- e. Digital Photography
- f. Framing & Composition
- g. Photography & Lighting Techniques
- h. Speed lights & Other Photography equipments
- i. Indoor & Outdoor Photography
- j. Portrait Photography
- k. Product Photography
- l. Fine Arts Photography
- m. Press Photography
- n. Advertising Photography
- o. Model & Fashion Photography
- p. Videography
- q. Video Camera Settings & Functions
- r. Scene Composition & Shot Divisions
- s. Angles & Camera Movements
- t. Video Formats & Resolutions
- u. Post Processing
- v. Editing Softwares
- w. Editing Techniques
- x. Colour Grading
- y. Timeline ,Transitions & VFX
- z. Videography and Stop Animation

**Unit 5: Art & Technology (5 Marks)**

- a. New Media Art

- b. Innovation in Art & Design
- c. Challenges & Possibilities
- d. Digital Art
- e. The ERA of Artificial Intelligence, Virtual Reality & Augmented Reality
- f. Design & Social Media
- g. Social Media Campaigns & Marketing
- h. Basics of Computer - Operating Systems, CPU, GPU, Screen Technology & Resolution, Displays, Primary Memory, Virtual Memory, Input devices,
- i. Computer Commands and its functions.
- j. Design, Editing and Animation Softwares
- k. Computer & Internet

### **Unit 6: Teaching Aptitude (5 Marks)**

- a. Teaching
- b. Nature, Objective, Characteristics & Basic Requirements
- c. Factors Affecting Teaching
- d. Methods of Teaching & Teaching Aids
- e. Evaluation Systems

### **Unit 7: Fundamentals of Research (5 Marks)**

- a. Research & It's Definition
- b. Characteristics & Objectives of Research
- c. Educational Research & It's Characteristics
- d. Types of Research

- e. Hypothesis & Functions
- f. Characteristics of a Good Research Design
- g. Methods of Research
- h. Research Ethics

**NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.**