

CBSE-2019 Syllabus for Fine Arts-Applied Arts Classes XI and XII

Applied Art-Commercial Art

Introduction

The Course in Applied Art (Commercial Art) at Senior Secondary Stage as an elective subject is aimed to develop aesthetic sense of the students through the understanding to various important, well known aspects and modes of Visual Art expression in India's rich cultural heritage from the period of Indus Valley to the present time. It encompasses also a wide range of practical exercises in Commercial Art for developing their mental faculties of observation, imagination, creation and physical and technical skills.

Objectives

Theory (History of Indian Art)

Notes: As the syllabus of Applied Art-Commercial Art (Theory) is the same as that of Painting (Theory), its objectives are same.

Practicals

The purpose of introducing practical exercises in Applied Art (Commercial Art) is to help and able the students to develop professional competence in making Model Drawing Lettering, layout Preparation and poster so that they can link their lives with productivity.

Class XI (Theory) 2 Hours and 40 Marks

Unitwise Weightage

| Units | Mark |
|---|----------|
| History Of Indian Art Pre-Historic Rock-Paintings and Art of Indus Valley | 10 Marks |
| Buddhist & Jain and Hindu Art | 15 Marks |
| Temple Sculpture Bronze and Artistic aspects of Indo-IslamicArchitecutre | 15 Marks |

Note: The Syllabus of Applied Art-Commercial Art (Theory) for Class XI is the same as that of Painting (Theory) for Class XI given earlier.

Class XI (Practicals) 6 Hours and 60 Marks

Unitwise Weightage

Drawing-20 Marks

Lettering and layout-20 Marks

PortfolioAssessment

20 Marks

Unit 1: Drawing-60 Pds

Drawing from Still-Life and Nature, medium-pencil monochrome/colour.

Unit 2: Lettering 60 Pds

1. Study of lettering of Roman and Devnagri Scripts
2. Identification of some Type = faces and their sizes

Layout

Making a simple layout with lettering as the main component.

Unit 3 Portfolio Assessment-48 Pds

1. Record of entire years'performance from sketch to finished product- (10) Marks
2. Five selected drawings in any media done during the year including minimum three lives (05). Marks
3. Two selected works in chosen subject done during the year (05). Marks

Note:

1. The candidate should be given one hour break after first three hours.
2. The time table to be so framed as to allow the students to work continuously for minimum of two periods at a stretch.

Class XII (Theory) 2 Hour and 40 Marks

Unitwise Weightage

History of Indian Art

- The Rajasthani and Pahari Schools of Miniature Painting-10 Marks
- The Mughal and Deccan Schools of Miniature Painting-10 Marks
- The Bengal School of Painting-10 Marks
- The Modern Trends in Indian Art-10 Marks

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Note: The Syllabus of Applied Art-Commercial Art (Theory) for Class XII is the same as that of Painting (Theory) for Class XII given earlier.

Class XII (Practical)

One Practical Paper Time: 6 Hours and 60 Marks

- Illustration-20 Marks
- Poster-20 Marks
- Portfolio Assessment-20 Marks

Unit 1: Illustration-60 Pds

Study of techniques of Illustration on given subjects and simple situations supported by Drawing from life and outdoor sketching in different media suitable for printing.

Unit 2: Poster-60 Pds

Making a poster with specified data and slogan on a given subject in two or four colours.

Unit 3: Portfolio Assessment-48 Pds

1. Record of the entire years performance from sketch to finished product- (10) Marks
2. Five selected drawings in any media done during the year including minimum of two illustrations- (05) -Marks
3. Two selected posters in chosen subject- (05) Marks

Note: The time table to be so framed as to allow the students to work continuously for minimum of two periods at a stretch.

Guidelines for Evaluation of Practical

Marking Scheme:

Part I: Illustrations

1. Composition including quality of drawing-10 Marks
2. Emphasis on the subject with a specific situation 05 Marks-Reproducing quality and overall impression 05 Marks

Part II: Poster

1. Layout and Lettering--10 marks
2. Emphasis on the subject 5 – 05 marks
3. Proper colour scheme and overall impression-05 marks

Part III: Portfolio Assessment

1. Record of the entire years' performance from sketch to finished product-10 Marks
2. Five selected drawings in any media including minimum of two illustrations-05 Marks
3. Two selected posters in chosen subjects
4. 05 Marks

Format of the Questions

Part I: Illustration

Make an illustration in black and white in any colour media on anyone of the following five subjects with a specific situation.

Size of the illustration: 30 cm x 22 cm.

Note: Any five suitable subjects or illustration, decided by the external and internal examiners jointly in accordance with the instructions are to be mentioned here.

Part II: Poster

Prepare a poster-design with specified data and slogan in English/Hindi language, in three flat colours, on anyone of the following five subjects. The designing of the poster should have balanced use of typography and illustration. Size of the Poster-design: 1/2 imp size.

Note: Any five suitable subjects for poster design decided by the external and internal examiners jointly in accordance with the instructions and are mentioned here, strictly just before the start of the examination for Part II.

Instructions to Decide the Subjects for Illustration:

1. The examiners are to select/decide five suitable subjects.
2. Each subject should be given a specific situation, which is a main characteristic of an illustration.
3. Each subject should be so designed that the candidate may get a clear-cut idea of the subject and they can illustrate a specific situation based on given subject areas.
4. The examiners are free to decide the subjects but these should be according to the standard of the Class XII and environment of the school/candidates.

Some identified areas of the subjects for illustration are given below, in which some more areas may be added if needed.

Subject with a Specific Situation:

1. Family and friends in daily life.

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2. Professionals/professions.
3. Games and sports.
4. Nature.
5. National events and celebrations.
6. Religious events and festivals.
7. Culture-Dance, Drama, Music and Art.

Instructions to Decide the Subjects for Poster-Design:

1. The examiners are to select/decide five subjects suitable for Poster-design.
2. Each subject should be given a specified data and slogan.
3. The data and slogan should be so framed/designed that the candidates may get a clear-cut idea of the subject.
4. The examiners must give the subjects data and slogan according to the standard of Class XII and environment of the School/candidates.

Some identified areas for poster-design are given below, in which some more areas/subjects may be added.

For Advertisement On:

1. Excursion/Tourism
2. Cultural activities.
3. Community & Nature Development
4. Ideas-Social, national and international.
5. Commercial products.

Instructions to the Examiners:

1. Candidates should be given one hour break after first three hours.
2. Work of the candidates for Parts I, II & III is to be evaluated on the spot by the external and internal examiners jointly.
3. Each work of Parts I, II & III, after assessment, is to be marked as examined and signed by the external and internal examiners.

Some Reference Books Suggested for Teachers

1. Typolog-G. M. Rege, Bombay.

2. Kalatmak Lykhai, Published by D. A. V. P.
3. Figure Painting in Water Colour, Charles Reid Watson, Guptill Publication.
4. Walter T. Foster-Objective Drawing.
5. Walter T. Foster-Human Figure.
6. Walter T. Foster-Head Study.
7. Walter T. Foster-Animal Study.
8. Walter T. Foster-Landscape.
9. Applied Art Handbook-G. M. Rege, Bombay.

Some Reference Books for Theory Portion of Painting, Graphics, Sculpture and Applied Art:

1. Hindustan Masavri-By Dr. Anis Farooqi
2. The Heritage of Indian Art-Dr. Vasudev Sharan Agrawal
3. Studies in Indian Art-Dr. Vasudev Sharan Agrawal, Banaras Hindu University Publication, Varanasi (U. P.)
4. Indian Painting Percy Brown, YMCA Publishing House, Massey Hall, Jai Singh Road (Near Parliament Street) New Delhi-110001.
5. History of Indian and Indonesian Art A. K. Coomaraswamy, Dover Publication, Inc. New York.
6. South Indian Bronzes, C. Sivaramamurti, Lalit Kala Akademi, New Delhi-I 10001.
7. Discovering Indian Sculpture, Dr. Charles L. Fabri, Affiliated A Brief History East-West Press Pvt. Ltd. C – 57, Defense Colony, New Delhi-110024.
8. Story of Indian Art-S. K. Bhattacharya, Atma Ram & Sons, Kashmiri Gate, Delhi-I 10006.
9. Panorama of Indian Painting-Publication Division, Ministry of Information and Broadcasting Government of India, Patiala House, Tilak Marg, New Delhi-11 0001 (Also available at P. D. Sales Emporia throughout the country).
10. Glory of Indian Miniature Dr. Daljeet, Mahindra Publications, R – 5/II, New Raj Nagar, Ghaziabad, Utttar Pradesh-201002.
11. Indian Painting C. Sivaramamurti, National Book Trust, India A – 5, Green Park, New Delhi-110016
12. Indian Artists through the ages-R. K. Chopra, R. K. C. Publications H – 49, Raghu Nagar, Pankha Road, New Delhi-II 0045.

13. Contemporary Indian Artists-Geeta Kapoor, Vikas Publishing House, Darya Ganj, Delhi-110002
14. Monographs on Amar Nath Sehgal. Lalit Kala Akademi, Amrita Shergil, Abanindra Nath Tagore, Rabindra Bhawan, Copernicus Marg, D. P. Roy Chowdhury, Dhanaj Bhagat (New Mandi House), Gaganendra Nath Tagore, K. K. Hebbar, New Delhi-II 000 1. Krishna Reddy, M. F. Husain, Rabindra Nath Tagore, Jamini Roy, P. V. Janakiram, Lalit Kala Contemporary
15. Monographs, Portfolios and prints of National Gallery of Modern Art contemporary/Modern paintings and- (Deptt. Of Culture, Ministry of H. R. D. Sculptures which are included in the-Govt. Of India): Jaipur House, course of study. Near India Gate, New Delhi-110003.
16. Portfolios, books and prints of Paintings-National Museum and sculptures which are included in the- (Deptt. Of Culture, Ministry of H. R. D.) course of study-Govt. Of India, Janpath, New Delhi-110011
17. Contemporary Art in India-A Perspective-Prof. P. N. Mago National Book Trust of India, New Delhi-110016
18. History of Indian Painting Krishna Chaitanya, Abhinav Publications (Volume-I to V), - Hauz khas, New Delhi