**Department of Fine Arts**

**Kurukshetra University, Kurukshetra**

**Lesson Plan for M.F.A [Applied Art] 3rd Semester**

**29 to 03 October, 2014 (Monday to Wednesday) Time: 9 to 10 AM**

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| PAPER- Advertising Foundation and Dimensions |
| Date | Topic | References |
| 29-09-2014 | Advertising and Marketing | Art & Science of Advertsing Noorjehan A.K.A Hanif, K. Chanderkandan,N. Balasubramani,Vigyapan technique and sidhant, by Narender Yadav |
| 30-09-2014 | Nature and Scope of Marketing | Contemporary AdvertisingBovee/ F. ArensFoundation of advertising by S.A Chunnawalla |
| 01-10-2014 | Marketing plan | -do- |

**Lesson Plan for B.F.A [Applied Art] 3rd Semester**

**29 Sept. to 4th October, 2014 (Monday to Saturday) Time: 10 to 1PM & 3 to 5 PM**

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| **PRACTICAL – PRESS LAYOUT** |
| Date | Topic | References |
| 29.09.2014 | Define press layout and types, size, formats , colours etc | News papers & Magazines |
| 30.09.2014 | Selection of topic for press layout  | Book covers |
| 01.10.2014 | Design press layout concept and thumbnails, Final layout | -do- |
| 02.10.2014 | Holiday  | -do- |
| 03.10.2014 | Holiday | -do- |
| 04.10.2014Half day | Submission of assignment on 6th Sept. 2014 | -do- |

Class Teacher

**Dalbir singh**