



# TEERTHANKERMAHAVEERUNIVERSITY

(Established under Govt. of U.P. Act No.30,2008)

Delhi Road, Moradabad (U.P.)

## Ph.D. PROGRAMME

### SYLLABUS FOR DISCIPLINE-SPECIFIC COURSE

#### FINE ARTS

Course Code: PDS240106	Art History & Advertising	L	T	P	C
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<b>Objective:</b>	In this course, students will explore art history and advertising which will be helpful for research.				
<b>Course Outcomes:</b>	On completion of the course, the students will be able to:				
<b>CO 1:</b>	Define the function of advertising.				
<b>CO 2:</b>	Explore modern advertising agencies and their structure.				
<b>CO 3:</b>	Compare the salient features of Mughal and Rajput paintings.				
<b>CO 4:</b>	Analyze the fresco paintings of cave paintings.				
<b>CO 5:</b>	Brief Objectives and Basic Principles of Campaign.				
<b>Course Content:</b>					
<b>Unit1:</b>	<b>Advertising:</b> Defining Advertising, Functions of Advertising, The target audience, Logo, Logotype, Monogram, Symbol, Trademark etc. History of Advertising: Before the printing era, the printing era and Digital era (modern Era) and Advertising Media: Print, Radio and T.V. Advertising, merits and demerits of these Media.				
<b>Unit2:</b>	<b>Modern Advertising Agencies:</b> Modern Advertising agencies and their structure: Advertising Agency and its functions, Structure of an Advertising Agency, Services rendered by an Advertising Agency.				
<b>Unit3:</b>	<b>Medieval period:</b> Miniature paintings, Mughal paintings, Rajput paintings, Pahari paintings, Company paintings.				
<b>Unit4:</b>	<b>Modern Indian Art and Artist:</b> Mural paintings of Indian caves, Fresco paintings of India.				
<b>Unit5:</b>	<b>Campaign planning:</b> Objectives and basic principles- Campaign objectives, Steps in Advertising Campaign Planning, Factors influencing the planning of advertising campaign, Advertising Appeal, Role of Appeal.				

<b>Textbooks:</b>	<ol style="list-style-type: none"> <li>1. Basics Advertising 03: Ideation by Nik Mohan, AVA Publishing,</li> <li>2. Ogilvy on Advertising by David Ogilvy, Knopf Doubleday Publishing Group,</li> <li>3. Confessions of an Advertising Man by David Ogilvy, illustrated, revised, Southbank Publishing,</li> <li>4. Adland: A Global History of Advertising by Mark Tung ate, 2, revised, Kogan Page Publishers,</li> <li>5. Advertising by Jen Green, The Rosen Publishing Group</li> </ol>
<b>Reference Books:</b>	<ol style="list-style-type: none"> <li>1. Mughal Painting during Jahangir's time by Ashok Kumar Das, Asiatic Society,</li> <li>2. Paintings of Akbar's court by Geeti Sen, Luster Press Pvt,</li> <li>3. Imperial Mughal painting by Amina Okhada, Paris.</li> </ol>
<b>Additional Electronic Reference Material:</b>	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=sePnGLy6LWk">https://www.youtube.com/watch?v=sePnGLy6LWk</a></li> <li>• <a href="https://in.pinterest.com/search/pins/?rs=ac&amp;len=2&amp;q=dangler%20design%20creative&amp;eq=dangler%20design&amp;etslf=8249">https://in.pinterest.com/search/pins/?rs=ac&amp;len=2&amp;q=dangler%20design%20creative&amp;eq=dangler%20design&amp;etslf=8249</a></li> <li>• <a href="https://mapacademy.io/article/contemporary-indian-art/">https://mapacademy.io/article/contemporary-indian-art/</a></li> <li>• <a href="https://en.wikipedia.org/wiki/Contemporary_Indian_Art">https://en.wikipedia.org/wiki/Contemporary_Indian_Art</a></li> </ul>