



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
		0	0	0	4
Objective:	In this course, students will explore art history and advertising which will be helpful for research.				
Course Outcomes:	On completion of the course, the students will be able to:				
CO 1:	Define the function of advertising.				
CO 2:	Explore modern advertising agencies and their structure.				
CO 3:	Compare the salient features of Mughal and Rajput paintings.				
CO 4:	Analyze the fresco paintings of cave paintings.				
CO 5:	Brief Objectives and Basic Principles of Campaign.				
Course Content:					
Unit1:	Advertising: 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.				
Unit2:	Modern Advertising Agencies: Modern Advertising agencies and their structure: Advertising Agency and its functions, Structure of an Advertising Agency, Services rendered by an Advertising Agency.				
Unit3:	Medieval period: Miniature paintings, Mughal paintings, Rajput paintings, Pahari paintings, Company paintings.				
Unit4:	Modern Indian Art and Artist: Mural paintings of Indian caves, Fresco paintings of India.				
Unit5:	Campaign planning: Objectives and basic principles- Campaign objectives, Steps in Advertising Campaign Planning, Factors influencing the planning of advertising campaign, Advertising Appeal, Role of Appeal.				

Textbooks:	<ol style="list-style-type: none"> 1. Basics Advertising 03: Ideation by Nik Mohan, AVAPublishing, 2. Ogilvy on Advertising by David Ogilvy, KnopfDoubleday PublishingGroup, 3. Confessions of an Advertising Man by David Ogilvy,illustrated, revised, SouthbankPublishing, 4. Adland: A Global History of Advertising by Mark Tung ate, 2, revised, Kogan PagePublishers, 5. Advertising by Jen Green, The Rosen PublishingGroup
Reference Books:	<ol style="list-style-type: none"> 1. Mughal Painting during Jahangir’s time by Ashok KumarDas, AsiaticSociety, 2. Paintings of Akbar’s court by GeetiSen, Luster Press Pvt, 3. Imperial Mughal painting by AminaOkhada, Paris.
Additional Electronic Reference Material:	<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=sePnGLy6LWk • https://in.pinterest.com/search/pins/?rs=ac&len=2&q=dangler%20design%20creative&eq=dangler%20design&etslf=8249 • https://mapacademy.io/article/contemporary-indian-art/ • https://en.wikipedia.org/wiki/Contemporary_Indian_Art