



Dr. YSR ARCHITECTURE AND FINE ARTS UNIVERSITY

[Established under sub section (2) of the section (1) of the Jawaharlal Nehru Architecture and Fine Arts University (Amendment) Act, 2019 of A.P. Legislature Act No.15 of 2020]

Kadapa, YSR Dist. Andhra Pradesh

Department of Applied Art MFA Entrance Test Syllabus

Unit 1:

Understanding of Symbol, Logo, Logotype and other Corporate Identity Design. Elements of design – Line, Texture, Colour, Size, Shape, Perspective. Principal of design – Unity, Contrast, Size, Proportion, Balance, Movement, Layout – Understanding about Layout.

Unit 2:

Legibility & The Typographic Grid- Basic Principles of legibility, Legibility and digital typography, Typographic details, Background of the typographic Grid, Structure and space, Proportion, The square, Single column grids, Multicolumn grid's Improvisational structure.

Unit 3:

History of communication media (including new media) Print Media – Newspaper advantages and disadvantages. Types of Newspaper Advertising Medium. Print Media – Magazine advantages and disadvantages. Types of Magazine Advertising. Technical aspect of Newspaper. Characteristics of Newspaper as an Advertising Medium. Mix media and its implementation.

Unit 4:

To understand meanings of shapes & elements in designs, Expression of thoughts in simplified manner, converting ideas into visual language, building visual language for relevant brands for utilization to build communication design.

Unit 5:

Outdoor Media- Poster, Hoarding, Sign Boards, Neon Signs Transit advertising. Other Medium of advertising Specialty advertising. Direct Mail, Point of purchase advertising. Media of sales promotion. Packaging Trade shows and exhibits. Sampling premiums and coupons. Techniques of Story board for Television commercial. Advertising & Consumer Behavior. Planning of Advertising Campaign. Noncommercial advertising. Concept behind advertising Copy writing.