ANDHRA PRADESH

RECRUITMENT OF ASSISTANT PROFESSORS IN THE UNIVERSITY
SYLLABUS FOR THE SCREENING TEST

APPLIED ARTS
SUBJECT CODE - 70

Module 1

Advertising: About Advertising agencies in India - Typical Workflow in an Ad Agency - Advertising Process - The definition of advertisement - Why are advertisements important- What do in-app ads look like - Type of Advertisements - Product Advertising - Why Is Advertising Important in Marketing - Digital Advertising -Segments of Advertisement - Marketing Research Distinctive Features—Scope of marketing research—Role and limitations of Marketing research—Marketing Research procedure— Methods and Techniques of Marketing research— —External Research Sources and Services—Merits and limitations—Criteria for selection of outside agency.

Module 2

Color Theory: Color Preferences - Visual perception - Color meanings in branding - Split-Complementary - Analogous Color - Harmony Color - Additive vs subtractive Color models - Why is it important to learn color theory - Why is color contrast important on the web - What is a web safe color - What is branding and design - How do you create a brand identity - The Psychology of Color - Cultural Differences in Color -Matching UX Colors to the Brand.

Module 3

Graphic Design: To better understand the meaning of graphic design, it is important to be aware of the elements and principles that make up design. Elements are used in conjunction or opposition with each other to create visually striking and impactful designs. Types of Graphic Design-Graphic Design Principles - History of Graphic Design & its Influences - The Creative Design Process - Color & Images - Design for Print - Digital Design & Image Creation- These graphic design elements include – About Poster Design - Logo Design Types -Logo Design Process - Principles of Logo Design.

Module 4

Typography: The History of Typography - A brief timeline of the history of typography and printing. Where did letter forms come from? How have they evolved through time? How does - History and technology affect the way letter forms are used and how they look? What is Micro Typography? What is the role of typography?- What Use Cases Include - What Use Cases Do NOT Include -Elements of a Use Case - The Importance of Typography - Common Rules for Modern Day Type - Measurements of Anatomy – Connections - General typographic problems - Frequently used in the type world.

Module 5

Visual Design: Visual design aims to improve a designs/product's aesthetic appeal and usability with suitable images, typography, space, layout and color. Visual design is about more than aesthetics. Designers place elements carefully to create interfaces that optimize user experience and drive conversion. Principles for Creating a Visual Design - Basic Elements of Visual Design - Designing Visual Paths - What is visual art - Classification of Visual Arts - Visual Design and Usability.

Module 6

Copyrighting: Introduction - What Is Web Copywriting - Content Writing VS Copywriting - How To Understand Your Audience - How To Speak Their Language - 5 Tips For Writing For The Web - Ultimate Clarity: The 5 Second Test - How To Write Headlines That Get Attention - How To Write Meaningful Sub Headlines - Your Call To Action Micro Button Copy - Turn Boring Features Into Irresistible Benefits -11 Ways To Answer 'Why Choose You - 3 Ways To Get Visitors To Trust You - How To Write A Great Testimonial - Build Trust With Visual Elements - The Power Of Demonstration - 3 Tips For Overcoming Writers Block.

Module 7

Innovation design Thinking: What is Design Thinking -A Framework for Design Thinking - Why is Design Thinking So Important - 5 Phases of Design Thinking - Distinctions Between Design and Design Thinking - What is the Driving Force behind Design Thinking - Which Problems Can Design Thinking and Innovation elp Us Solve - Creativity at Work Design Innovation Protocol - Implementing Design Thinking - Stanford's Design Thinking Model - Scaling Design Thinking and Innovation - Critical Success Factors When Implementing Design Thinking.

Module 8

Interaction Design for Usability: An understanding of the basics of usability, including visual design, navigation and menu design - search engine optimization, and accessibility - How to design for efficiency and persuasion -What is agile processes - How to integrate user-centered design into lean and agile development - How to make a case for user-centered design - How to engage the whole team in user- centered design.

Module 9

The Creative Perspective: How Creativity Enhances Advertising; Creative Strategies; Creative Briefing; Message Execution and Design; Copy Structure & Style; Practical Tips for Effective Creativity. The Media Perspective - Maximizing the Advertising Exposure; Media Planning Process; Reach & Frequency; Measuring - Advertising Effectiveness: Framework; Key Media Selection; Media Scheduling Options; Internet the Next - Big Medium; Line Media and other Applications.

Module 10

UX UI Design: User Research – Wire framing – Prototyping - Information Architecture - UX Writing - Interaction Design - Mobile Design – Web application Design - UX Design Principles - UX Design Process - Ui Design Principles - UI Design Process - What is difference between UX and UI Design - Factors in UX design – User Testing UX UI.

Module 11
Research Methodology: An Introduction Meaning of Research ,Objectives of Research , Motivation in Research ,Types of Research , Research Approaches , Significance of Research , Research Methods versus Methodology , Research and Scientific Method , Importance of Knowing How Research is Done, Research Process - Criteria of Good Research - Problems Encountered by Researchers in India