



# SHANKAR'S

## ACADEMY OF ART AND BOOK ILLUSTRATIONS

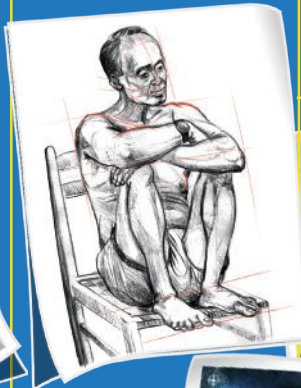
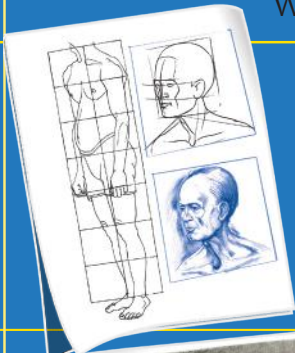
### A CBT PROJECT




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# 2016-2018

# PROSPECTUS

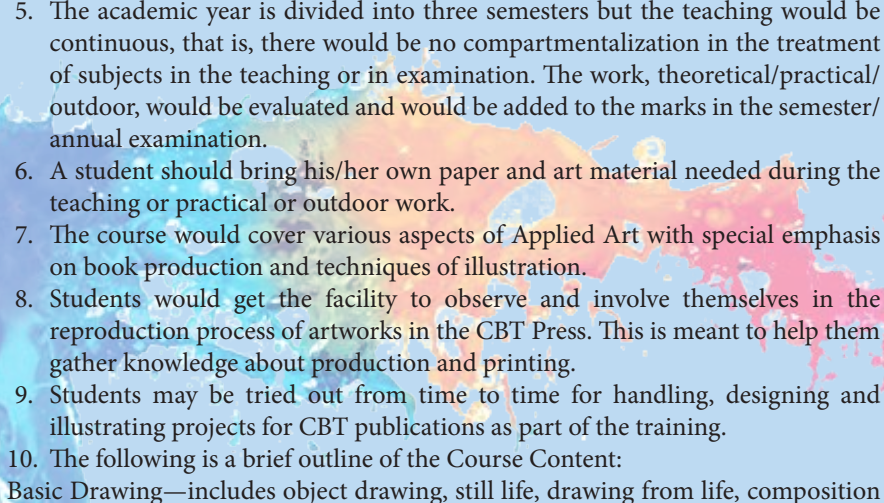


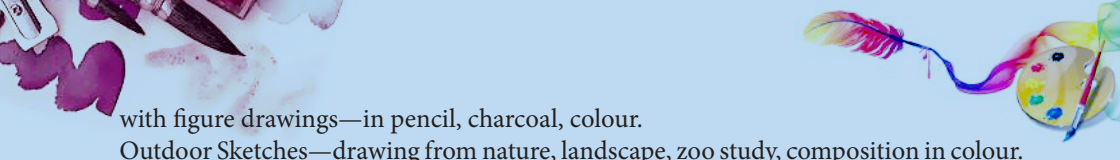


The Academy has been established in homage to Shankar. He devoted his life to art, which found its climax in the journal SHANKAR'S WEEKLY started in 1948. Side by side, SHANKAR fostered organizations and activities for children such as the Shankar's International Children's Competition in Painting and Writing and Shankar's On-the-Spot Painting Competition. His love for children steadily moved him from brush to pen, and he founded in 1957 the Children's Book Trust (CBT) which brings under it all these activities, including the Indraprastha Press, and Shankar's International Dolls Museum which attracts a large number of children daily. CBT is a pioneering house for publishing children's books. The publications include the monthly journal CHILDREN'S WORLD.

The Academy conducts a course In Art, Book Illustration and Computer Graphics for which it awards diplomas.

### COURSE IN ART, BOOK ILLUSTRATION AND COMPUTER GRAPHICS

1. This is a two-year course. Admission would be open to all who have passed Class XII or an equivalent examination from a recognized institution, and to those who await the results of the examination, subject to production of the certificates duly.
  2. The medium of instruction will be English.
  3. The yearly fees for the course is ₹35,000.00 (Rupees Thirty-five thousand only). This is payable in cash or a bank draft remitted to Children's Book Trust, New Delhi by **Saturday, July 16, 2016**.
  4. The academic year would commence on **Monday, August 1, 2016**. The classes would continue till April 2017 with possible extension for a few more days for completing the studies. Students would be advised on extra/extended classes/ outdoor work, when arranged.
  5. The academic year is divided into three semesters but the teaching would be continuous, that is, there would be no compartmentalization in the treatment of subjects in the teaching or in examination. The work, theoretical/practical/ outdoor, would be evaluated and would be added to the marks in the semester/ annual examination.
  6. A student should bring his/her own paper and art material needed during the teaching or practical or outdoor work.
  7. The course would cover various aspects of Applied Art with special emphasis on book production and techniques of illustration.
  8. Students would get the facility to observe and involve themselves in the reproduction process of artworks in the CBT Press. This is meant to help them gather knowledge about production and printing.
  9. Students may be tried out from time to time for handling, designing and illustrating projects for CBT publications as part of the training.
  10. The following is a brief outline of the Course Content:  
Basic Drawing—includes object drawing, still life, drawing from life, composition
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with figure drawings—in pencil, charcoal, colour.

Outdoor Sketches—drawing from nature, landscape, zoo study, composition in colour.  
Colour—theory, rationale behind using particular shades, warm, cool and earth colours; creating textures, etc.

Perspective—theory and practical exercises.

Digital art—deals with some basic softwares like Photoshop, Flash, Indesign, etc.; manipulating and editing images; developing layout and design for publications and other means of communication.

Handling of narrative text; picture books, graphic novels; illustrations with photographic likeness and finishing; conceptual illustrations.

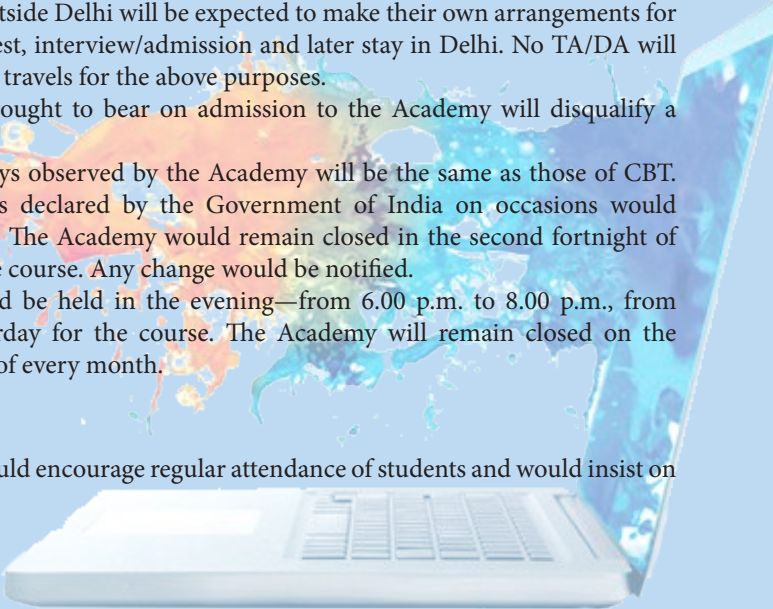
Guest lectures—there is a possibility of initiating professionals from time to time to deliver lectures on handling of assignments for the market, and other areas of applied art.

## GENERAL

### Admission

1. The application form for the course is contained in the Prospectus.
2. Registration for the course closes on Saturday, July 16, 2016.
3. The registration would be made on receipt of the application filled in all respects as prescribed. The application form should be accompanied with self-attested xerox copies of certificates/testimonials. No originals should be sent along with the application. They should, however, be available at the time of the interview, if needed.
4. The admission would be regulated by (a) bio-data, in other words, the academic qualifications; (b) an aptitude/entrance test; and (c) an interview. The test (b) would be held on **Saturday, June 18, 2016**.
5. Students from outside Delhi will be expected to make their own arrangements for stay during the test, interview/admission and later stay in Delhi. No TA/DA will be given for their travels for the above purposes.
6. Any influence brought to bear on admission to the Academy will disqualify a candidate.
7. The list of holidays observed by the Academy will be the same as those of CBT. National holidays declared by the Government of India on occasions would also be observed. The Academy would remain closed in the second fortnight of December for the course. Any change would be notified.
8. The classes would be held in the evening—from 6.00 p.m. to 8.00 p.m., from Monday to Saturday for the course. The Academy will remain closed on the second Saturday of every month.

### Attendance

9. The Academy would encourage regular attendance of students and would insist on
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- 70 per cent attendance in aggregate in a year, with not less than 60 per cent attendance in each term. A student is expected to give an application with reasons (medical or otherwise) for absence from a class. If a student falls short of the required attendance, he/she will not be allowed to sit for the annual examination and would be expected to achieve the attendance level by repeating the class. The Academy's discretion is final.
10. A student will be deemed to have discontinued if he/she remains continuously absent from the class without application/information/medical certificate, for a period of one month. Once a student has been admitted, and the classes commence, no refund of fees will be made under any circumstances.
  11. Every student would have to pay ₹500.00 as security for the use of the Academy Library at the time of admission. This is refundable at the conclusion of the course or if a student discontinues, and applies for the refund, with due clearance from the Library, within 15 days after the final session is over.
  12. On completion of the course, each student will be awarded the Academy's Diploma, which will incorporate a progressive performance record. The Certificate will be issued only after completion of the two-year course.

## CONDUCT, DISCIPLINE

1. Students would be expected to adhere strictly to the discipline of the Academy and the rules laid down from time to time in this regard, in order to maintain the academic standard and reputation of the Institution. Any misbehaviour in class or in the Institution premises would be viewed seriously and disciplinary action would be taken. In extreme cases, a student would be removed from the rolls of the Institution. No influence or appeal would be entertained.
2. Any proved malpractice in the examination would cause expulsion from the hall followed by appropriate disciplinary action.
3. The Academy would value the building up of high professional levels in the course, encourage team work, good rapport between the professors and the students, and the fostering of the integrity and the reputation of the Institution in remembrance of the honoured name it bears.

₹100.00

