



SHANKAR'S

ACADEMY OF ART AND BOOK ILLUSTRATIONS

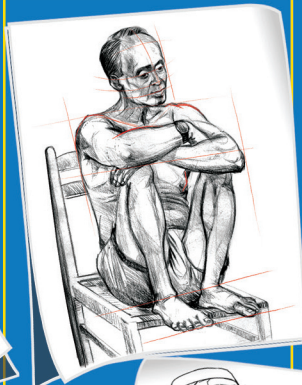
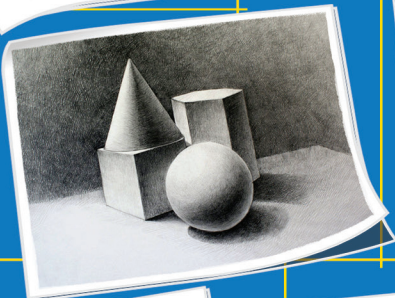
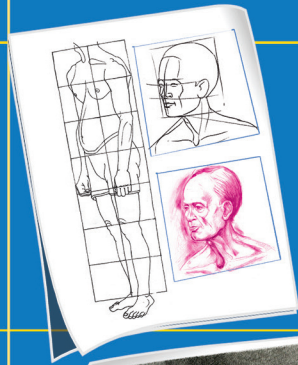
A CBT PROJECT



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2023-2025

PROSPECTUS





Shankar's Academy of Art conducts a course in Art, Book Illustration and Computer Graphics for which it awards Diplomas.

The Academy was established in 1991 as a homage to Shankar (K. Shankar Pillai) the renowned political cartoonist of India and Founder of Children's Book Trust (CBT), pioneer publishers of children's books in India. As the foremost publisher of children's books, CBT set for itself an ambitious target to promote the production of well written, well designed and well illustrated books for children. However, over the years, the organisation found a paucity of trained book illustrators. To fill this gap, the Academy was set up and is being run by trained professionals who teach the interested students, desirous of honing their skills, the art of book illustration through various mediums along with various aspects of Fine Arts and Applied Arts. The Academy also has a Computer unit that teaches students about different softwares and takes them through various aspects of processing like graphics, design, layout and so on.

COURSE IN ART, BOOK ILLUSTRATION AND COMPUTER GRAPHICS

1. This is a two-year course. Admission is 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 duly production of the certificates.
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 demand draft remitted to Children's Book Trust, New Delhi by **Saturday, July 29, 2023**.
4. The academic session would commence on **Tuesday, August 1, 2023**. The classes would continue till May 2024 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 four 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 production process of artworks in CBT's Indraprastha 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 with figure drawings—in pencil, charcoal and different mediums of 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.

Computer Graphics—deals with essential softwares like Photoshop, Illustrator, InDesign, etc.; manipulating and editing images; developing layout and design for publications and other means of communication

Sequential Art—art techniques of Graphic novel and making of Storyboard

Book Illustration—cover art, making of a picture book, making of a cartoon & caricature, story illustration, information book, conceptual illustration, etc.

Guest lectures—professionals will be invited from time to time to deliver lectures on handling of assignments for the market, and other areas of applied arts.

GENERAL

Admission

1. The application form for the course is contained in the Prospectus.
2. The registration for the course closes on **Wednesday, July 19, 2023.**
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, July 22, 2023.**
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. The Academy will be closed on National holidays and certain public holidays. 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. 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 70 per cent attendance in the 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 decision in this case will be 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 CBT 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



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