Graduation Minor Project Colorful Toys of Karnataka

VENU GOPAL BACHELOR OF VISUAL ART [GRAPHIC DESIGN]



ACHARYA SCHOOL OF DESIGN

ADVERTISING DESIGN RESEARCH PROJECT - 2

Project Guide: Prof. Abhishek Ganeshgudi C



Content

Introduction

History of channapatna

Significance

Methodology

Literature review

SWOT Analysis

wood used in the construction of toys

Struggle over the year

Toy making process

What makes toy unique

Toy goes online

Toys in the market

Keeping the art alive

Channapatna on a global scale