

# LOCF/CBCS/B.Sc. (Multimedia)/KUK

Scheme of Examination of B.Sc Multimedia under CBCS/LOCF for Institute of Mass Communication & Media Technology (IMC&MT, KUK) w.e.f. Academic Session 2020-21

## Semester-III

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Total Credits	Marks				Duration of Exam
			L	T	P	Total			T	P	IA	Total	
B-MMT 301	Desktop Publishing (Theory)	CC-9	4	-	-	4	4	6	80	-	20	100	3 Hours
B-MMT 302	Desktop Publishing (Practical)		-	-	2	4	2		-	40	10	50	3 Hours
B-MMT 303	Animation Techniques (Theory)	CC-10	4	-	-	4	4	6	80	-	20	100	3 Hours
B-MMT 304	Animation Techniques (Practical)		-	-	2	4	2		-	40	10	50	3 Hours
B-MMT 305	Advertisement Design (Theory)	CC-11	4	-	-	4	4	6	80	-	20	100	3 Hours
B-MMT 306	Advertisement Design (Practical)		-	-	2	4	2		-	40	10	50	3 Hours
B-MMT 307	Web Designing using Dreamweaver (Theory)	CC-12	4	-	-	4	4	6	80	-	20	100	3 Hours
B-MMT 308	Web Designing using Dreamweaver (Practical)		-	-	2	4	2		-	40	10	50	3 Hours
B-MMT 309	Photography (Theory)	SEC-01	1	-	-	1	1	2	20	-	5	25	2 Hours
B-MMT 310	Photography (Practical)		-	-	1	2	1		-	20	5	25	2 Hours
<b>Total Credits</b>								<b>26</b>	<b>Total Marks</b>			<b>650</b>	

## Semester-IV

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Total Credits	Marks				Duration of Exam
			L	T	P	Total			T	P	IA	Total	
B-MMT 401	Content Writing and Scripting (Theory)	CC-13	4	-	-	4	4	6	80	-	20	100	3 Hours
B-MMT 402	Content Writing and Scripting (Practical)		-	-	2	4	2		-	40	10	50	3 Hours
B-MMT 403	Video Production (Theory)	CC-14	4	-	-	4	4	6	80	-	20	100	3 Hours
B-MMT 404	Video Production (Practical)		-	-	2	4	2		-	40	10	50	3 Hours
B-MMT 405	Applications of Multimedia	CC-15	5	1	-	6	6	6	120	-	30	150	3 Hours
B-MMT 406	Web Programming using PHP (Theory)	CC-16	4	-	-	4	4	6	80	-	20	100	3 Hours
B-MMT 407	Web Programming using PHP (Practical)		-	-	2	4	2		-	40	10	50	3 Hours
B-MMT 408	Soft Skills and Personality Development (Theory)	SEC-02	1	-	-	1	1	2	20	-	5	25	2 Hours
B-MMT 409	Soft Skills and Personality Development (Practical)		-	-	1	2	1		-	20	5	25	2 Hours
<b>Total Credits</b>								<b>26</b>	<b>Total Marks</b>			<b>650</b>	

**B-MMT301: Desktop Publishing (Theory)**

Time:3 Hrs.  
Credits: 4

Total Marks: 100  
Theory: 80  
Internal Assessment: 20

**Course Objectives:** This course is designed to understand the techniques essential to build their career in desktop publishing using and suitable hardware and software tools.

<b>Course Learning Outcomes:</b>
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After completing the Course, the student will be able to:
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<b>B-MMT 301.1:</b> Understand the role of texts and images for creating documents.
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<b>B-MMT 301.2:</b> Acquire skills to create interesting components for desktop publishing.
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<b>B-MMT 301.3:</b> Develop the capacities to design and publish professional projects.
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<b>B-MMT 301.4:</b> Develop the ability to link text and images with creative practices.
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**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**Unit-I**

Introduction to desktop publishing  
Merits and demerits of desktop publishing  
Design principles  
Hardware requirements

**Unit II**

Desktop Publishing Softwares  
Difference between DTP softwares and word processing softwares  
Type and typography  
Page layout and design  
Presentation graphics

**Unit –III**

Paper and Printing  
Inking system  
Color mixing and Matching  
Selection of paper for printing

**Unit IV**

Publication media  
E-books and digital library management  
Publishing as a business  
Economics of E-Publishing  
Applications of e-publishing

**References:**

- *Sarkar, N.N.*; Art and Print Production; Oxford University Press;2013.
- Eckhardt, C. Robert, Weibel Bob and Nace, Ted *Desktop Publishing Secrets*, Peachpit Press Berkeley, California, 1992.
- *Bear, Jaci Howard*. "What's Involved in Desktop Publishing?". *Lifewire*. Retrieved 2019-05-02.
- *Amanda Presley* (2010-01-28). "What Distinguishes Desktop Publishing From Word Processing?". *Bright Hub*. Retrieved 2019-05-02
- *Ruiter, Maurice M. de* (1988-04-29). *Advances in Computer Graphics III*. Springer Science & Business Media. ISBN 9783540187882
- *Stiff, Paul* (13 September 2006). "The Stafford papers". *The optimism of modernity: recovering modern reasoning in typography*. Retrieved 27 December 2009
- *Casselman, Grace* (November 2, 1992). "Desktop Publishing". *Computer Dealer News*. **8**(22) – via Gale Cengage Computer Database.
- *Winograd, Terry* (1996). *Bringing Design to Software*. Addison-Wesley. ISBN 978-0201854916

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### B-MMT301: Desktop Publishing (Theory)

#### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-MMT301.1	3	3	3	3	3	3	3	3
B-MMT301.2	2	3	3	2	3	3	3	3
B-MMT301.3	3	2	3	3	3	3	3	3
B-MMT301.4	3	3	3	3	2	3	3	3
Average	2.75	2.75	3	3	2.75	3	3	3

#### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-MMT301.1	3	3	3	3	3
B-MMT301.2	3	3	3	3	3
B-MMT301.3	3	3	2	3	2
B-MMT301.4	3	3	3	3	3
Average	3	3	2.75	3	2.75

#### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-MMT301.1	3	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT301.2	2	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT301.3	3	2	3	3	3	3	3	3	3	3	2	3	2
B-MMT301.4	3	3	3	3	2	3	3	3	3	3	3	3	3
Average	2.75	2.75	3	3	2.75	3	3	3	3	3	2.75	3	2.75

**B-MMT302: Desktop Publishing (Practical)**

Time: 3 Hrs.  
Credits: 2

Total Marks: 50  
Practical: 40  
Internal Assessment: 10

**Course Objectives:** This course is designed to develop specific skills, competencies and point of view needed by professionals who use computer hardware and software in the hands on production of publications.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 302.1:</b> Understand the texts and images creation for a page layout.
<b>B-MMT 302.2:</b> Acquire skills to type and merge components for a document page.
<b>B-MMT 302.3:</b> Develop the capacities to create, design and print to publish projects.
<b>B-MMT 302.4:</b> Develop the ability to publish using business practices.

**Note:-** The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

<b>List of Practical Exercises</b>
To practice the writing with various fonts in any word processing software
To format the text using formatting tools
To practice with textures, clip art and word art graphics in ms word
To work with page setting, margins and layout setting to design a page
To create a newspaper page in page design software
To create a magazine cover using page designing software
To create a flex banner advertisement
To edit the image using layers
To retouch and refurbish the image files
To study the paper selection for print outputs
To create a graphic ad banner for a portal



**B-MMT 303: Animation Techniques (Theory)**

Time: 3 Hrs.  
Credits: 4

Total marks:100  
Theory: 80  
Internal Assessment: 20

**Course Objectives:** This course is designed to acquire the fundamental skills necessary to create 2D Classical and Traditional animations. This course takes the students through various aspects of animation using a variety of 2-dimensional tools and techniques.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 303.1:</b> Defining, Types and Principles of Animation
<b>B-MMT 303.2:</b> Understanding Timing and Framing
<b>B-MMT 303.3:</b> Acquire skills in the Character Design and Visual Development
<b>B-MMT 303.4:</b> Explore the Classical Animation Terms and Techniques

**Note:** - The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**Unit-I**

**Digital Animation Process**

Types of Animation-Classical and Traditional  
Frame by Frame Animation  
Understanding 12 Principles of animation in context of 2d Digital Animation  
Pixel and resolution: Vector and Bitmap Graphics

**Unit-II**

**Basics of Timing and Framing**

Interface of Flash  
Drawing Tools, Color  
Timeline, Key frames, Framerate, In betweens  
Importing vectors, bitmap, video  
Tracing and illustrations  
Understanding graphics and symbols

**Unit-III**

**Visual Development**

Basic of Color theory  
Character Design and Visual Development  
Introduction of Animatic  
Flip Book Animation  
Model Sheet  
Onion skins

**Unit-IV**

**Classical Animation techniques**

Understanding Tweens

- Motion Tween
- Classical Tween
- Shape Tween

Nested Animation

Easing, Editing Property Curves

Creating and Using Masks

Bones and Workflows, Inverse Kinematics, Disabling and Constraining Joints

Publishing for Flash, HTML5 etc.

**References:**

- Adobe Flash Professional CS6 Classroom in a Book by Kordes Adobe Creative Team, Adobe Press. Copyright.
- Adobe Flash Professional CS6 Essentials by William Heldman, Wiley Publishers  
Animating with Flash 8: Creative Animation Techniques by Alex Michael, Taylor & Francis. Copyright.
- Adobe Flash CS5 Revealed by James Shuman, Cengage Learning. Copyright.

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### B-MMT 303: Animation Techniques (Theory)

#### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-MMT303.1	3	3	3	3	3	3	3	3
B-MMT303.2	2	3	3	2	3	3	3	3
B-MMT303.3	3	3	3	3	3	3	3	3
B-MMT303.4	3	3	3	3	2	3	3	3
Average	2.75	3	3	3	2.75	3	3	3

#### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-MMT303.1	3	3	3	3	3
B-MMT303.2	3	2	3	3	3
B-MMT303.3	3	2	2	3	3
B-MMT303.4	3	3	3	3	3
Average	3	2.5	2.75	3	3

#### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-MMT303.1	3	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT303.2	2	3	3	3	3	3	3	3	3	2	3	3	3
B-MMT303.3	3	3	3	3	3	3	3	3	3	2	2	3	3
B-MMT303.4	3	3	3	3	2	3	3	3	3	3	3	3	3
Average	2.75	3	3	3	2.75	3	3	3	3	2.5	2.75	3	3

**B-MMT 304: Animation Techniques (Practical)**

Time:3 Hrs.

Credits: 2

Total Marks:50

Practical: 40

Internal Assessment: 10

**Course Objectives:** This course is designed for practicing various techniques of traditional animation, provide students with insight and experience to develop skill in 2D classical animation style.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 304.1:</b> Understand the principals of animation in the 2D Traditional Animation
<b>B-MMT 304.2:</b> Able to design, develop and animate simple 2D animation using various traditional animation techniques
<b>B-MMT 304.3:</b> Develop skill in using Industry Standard 2D animation tools and techniques
<b>B-MMT 304.4:</b> Problem solving technical and design issues during the animation process

**Note: - The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.**

<b>List of Practical Exercises:</b>
Character Design
Bouncing Ball
Shape Morph Animation
Clay Animation
Motion Tween and Classic Tween
Masking with object
Flip Book
Pendulum Animation
Walk cycle
Guide Layer



**B-MMT 305: Advertisement Design (Theory)**

Time: 3 Hrs.  
Credits: 4

Total Marks: 100  
Theory: 80  
Internal assessment: 20

**Course Objectives:** This course is designed for understanding the Concept of Advertising and role of Multimedia elements in advertisement.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 305.1:</b> Understand the concept ,definitions, functions and types of advertisement.
<b>B-MMT 305.2:</b> Learn about the various components and elements of advertisement design.
<b>B-MMT 305.3:</b> Learn about the role and applications of multimedia in advertisement design.
<b>B-MMT 305.4:</b> To learn the various codes and ethics of advertising different agencies and present scenario of advertising agencies .

**Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.**

**Unit I**

Advertising: Concept, Nature, Definitions, Basic Theories and Application  
Objectives, functions and Significance  
Importance of research in advertising  
Types and classification of Advertising

**Unit II**

Advertising Design: Idea generation, design principles, strategy  
Client study and product goal setting  
Planning layout design and typefaces  
Creating effective punch lines, headings, illustrations  
Organization of visual artworks  
Design Checklists and testing

**Unit III**

Role and responsibilities of graphic artists  
E-mailers and SEO, Mobile Marketing  
Advertising agencies: Structure and functioning  
Monetization and revenue generation  
Ethical Issues in advertising

**Unit IV**

Campaign planning: Defining Campaign planning, The Planning Cycle, Brand vs Social  
Budget setting  
Strategy planning & Brand Management  
Social criticism of Advertising  
Laws in Advertising

**References:**

- Advertising Concept Book 3E: Think Now, Design; *Barry, Pete*; Thames & Hudson; 2016
- What Images Really Tell Us: Visual Rhetoric in Art, Graphic Design, and Advertising; *Mariani, Massimo*; Hoaki Publisher, 2019
- Advertising Creative: Strategy, Copy, and Design, 5th Edition; *Altstiel, Tom, Grow, Jean M., Jennings, Marcel*; Sage Publications; 2021
- Copywriting: Successful Writing for Design, Advertising and Marketing; *Shaw, Mark*; Laurence King Publishing; 2012.
- Advertising by Design: Generating and Designing Creative Ideas Across Media, 3rd Edition; *Landa, Robin*; Wiley; 2016



**B-MMT 306: Advertisement Design (Practical)**

Time: 3 Hrs.  
Credits: 2

Total Marks: 50  
Practical: 40  
Internal assessment: 10

**Course Objectives:** This course is designed for understanding the practical concepts of Advertisement.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 306.1:</b> Understand the concept of advertisement.
<b>B-MMT 306.2:</b> Learn about the various multimedia components of advertisement.
<b>B-MMT 306.3:</b> Learn about advertising slogan and logo for an Organization.
<b>B-MMT 306.4:</b> Develop audio and video advertisements for particular product.

**Note:-** The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

<b>List of Practical Exercises:</b>
To understand the graphic design elements for making an advertisement
To select the appropriate colours to the design elements
To draw/sketch the product design
To write the appropriate slogans for product ad
To create logos for the product ad
To make a clip art text gallery
To create textures for the advertisement
To create word art gallery
To record voice overs for ad jingles
To shoot video clips for product ad
To add special effects in the video ad

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### B-MMT 306: Advertisement Design (Practical)

#### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-MMT306.1	3	3	3	3	3	3	3	3
B-MMT306.2	2	3	3	2	3	3	3	3
B-MMT306.3	3	2	3	3	3	3	3	3
B-MMT306.4	3	3	3	3	2	3	3	3
Average	2.75	2.75	3	3	2.75	3	3	3

#### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-MMT306.1	3	3	3	3	3
B-MMT306.2	3	3	3	3	3
B-MMT306.3	3	3	2	3	2
B-MMT306.4	3	3	3	3	3
Average	3	3	2.75	3	2.75

#### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-MMT306.1	3	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT306.2	2	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT306.3	3	2	3	3	3	3	3	3	3	3	2	3	2
B-MMT306.4	3	3	3	3	2	3	3	3	3	3	3	3	3
Average	2.75	2.75	3	3	2.75	3	3	3	3	3	2.75	3	2.75

**B-MMT 307: Web Programming using Dreamweaver (Theory)**

Time: 3 Hrs.  
Credits: 4

Total Marks: 100  
Theory: 80  
Internal assessment: 20

**Course Objectives:** This course is designed for understanding the process of making dynamic website and use software application tools.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 307.1:</b> Become familiar with web design and learn how to implement web theories into practice.
<b>B-MMT 307.2:</b> Learn the Software of the web designing using Dreamweaver and CSS.
<b>B-MMT 307.3:</b> Use knowledge of HTML tags and CSS code to create personal and business websites following current professional and/or industry standards.
<b>B-MMT 307.4:</b> Use critical thinking skills to design and create websites.

**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**Unit I**

The Basic Dreamweaver Environment  
Creating a site profile, the importance of a site profile  
Organizing the files & folders, folder and file naming rules  
Creating folders and webpage files

**Unit II**

Opening a file for editing, titling pages, creating divisions  
Adding headings, Paragraph vs. line breaks, tags: logical vs. physical, lists,  
linking to other websites, linking to the user files, inserting images on web pages, changing images into links , adding an Email link.

**Unit III**

CSS design, its types  
Working of style sheet: font, margins, link colors, stylish headlines, paragraphs,  
Types of images, organizing images,  
Inserting and formatting tables.

**Unit IV**

Form elements, Head elements, Page templates  
Form objects, accessible forms  
Flash elements, Multimedia contents, browser compatibility testing  
Uploading the website on web, Uploading changes, maintaining website

**References:**

- Macromedia Dreamweaver 8 for Windows and Macintosh: Visual QuickStart Guide by Dori Smith; Peachpit Press. Copyright.
- Macromedia Dreamweaver 8 Unleashed by Zak Ruvalcaba; Sams Publishing. Copyright
- Macromedia Dreamweaver MX: Training from the Source, Volume 1 by Khristine Annwn Page; Macromedia Press. Copyright.
- Macromedia Dreamweaver MX Killer Tips by Joseph Lowery, Angela C. Buragli; New Riders. Copyright.
- Macromedia Dreamweaver 8: Training from the Source by Khristine Annwn Page; Prentice Hall Professional. Copyright.



**B-MMT 308: Web Programming using Dreamweaver (Practical)**

Time: 3 Hrs.

Total Marks: 50

Credits: 2

Practical: 40

Internal Assessment: 10

**Course Objectives:** This course is designed for practical understanding of making a website using dreamweaver software application.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 308.1:</b> Practice for creating a webpage in Dreamweaver workspace.
<b>B-MMT 308.2:</b> Understand the various tools for creating and formatting a webpage. webpage.
<b>B-MMT 308.3:</b> Understand the use of CSS and HTML tags in Dreamweaver.
<b>B-MMT 308.4:</b> To learn about the linking of web pages.

**Note:- The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.**

<b>List of Practical Exercises:</b>
Introduction to Dreamweaver workspace.
Page setting in Dreamweaver.
Create a dynamic web page which defines all text formatting tags of HTML.
Create a Time table using Dreamweaver.
Use flash elements on webpage.
Create webpage to include image and various options related to image.
Create link on webpage using CSS.
Create a layout of webpage.
Create employee registration form using HTML tag.
Apply style sheet in Web page (inline, embedded and link)



**B-MMT 309: Photography (Theory)**

Time: 2 Hrs.

Total Marks: 25

Credits: 1

Theory: 20

Internal assessment: 5

**Course Objectives:** This course is designed to demonstrate artistry by creating images that evoke an emotional response.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 309.1:</b> Communicate the content and context of their work visually.
<b>B-MMT 309.2:</b> Identify camera equipments, materials and software .
<b>B-MMT 309.3:</b> Learn about camera angles and camera movements.
<b>B-MMT 309.4:</b> Learn about various photo editing techniques.

**Note:-** The question paper will be divided into three Units containing five questions. Students are required to attempt three questions in all. There will be two questions in Unit I & II. The students are required to attempt one question each from Unit I & II. Each question will carry 5 marks. Unit-III will have only one Compulsory question of 10 marks containing six short notes covering the entire syllabus and students are required to attempt any five.

**Unit I**

Introduction to Photography, components of digital camera: Focus, Lens, Shutter, Aperture, Sensors, Exposure Basics, Advanced camera features: Exercise based on experimentation with Metering, AEB, Shooting modes, Focus Modes, White Balancing etc. Camera Angles, Camera Movements and Lightning Focal Length and Filters

**Unit II**

Types of Photography: Framing and Camera Setting for various types of Photography, Exercise based on different types of photographs: Candid, Street, News Photography, portraits, product, fashion, wild life, sports etc., Post production: Camera Raw Editing with Photoshop, Do's and Don'ts of Photography editing, Photo Editing Techniques: Clipping, cropping, masking, merging, enhancing, noise reduction, repairing, sharpening, blurring, colorizing, saturation control, watermarks.

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### **References:**

- The Digital Photography Book, Part 4; by Scott Kelby, Peachpit Press. Copyright.
- Photography: The New Complete Guide to Taking Photographs by John Freeman, Franz Steiner Verlag. Photography by Keith Wilson Random House, 1994 - Juvenile Nonfiction
- Photography by John Ingledeu, Laurence King Publishing. Copyright. A Concise History of Photography by Helmut Gernsheim, Courier Dover Publications

**B-MMT 309: Photography (Theory)**

**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-MMT 309.1	3	3	3	3	2	3	2	3
B-MMT 309.2	3	3	3	3	2	3	2	2
B-MMT 309.3	3	2	3	3	3	3	2	2
B-MMT 309.4	3	3	3	3	2	3	2	2
Average	3	2.75	3	3	2.25	3	2	2.25

**CO-PSO Mapping Matrix**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-MMT 309.1	3	2	3	3	3
B-MMT 309.2	3	2	3	3	3
B-MMT 309.3	3	2	3	3	3
B-MMT 309.4	3	2	2	3	3
Average	3	2	2.75	3	3

**CO-PO-PSO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-MMT 309.1	3	3	3	3	2	3	2	3	3	2	3	3	3
B-MMT 309.2	3	3	3	3	2	3	2	2	3	2	3	3	3
B-MMT 309.3	3	2	3	3	3	3	2	2	3	2	3	3	3
B-MMT 309.4	3	3	3	3	2	3	2	2	3	2	2	3	3
Average	3	2.75	3	3	2.25	3	2	2.25	3	2	2.75	3	3

**B-MMT 310: Photography (Practical)**

Time: 2 Hrs.

Credits: 1

Total Marks: 25

Practical : 20

Internal assessment: 5

**Course Objectives:** This course is designed to give practical exposure to the students about the photography by creating images that evoke an emotional response.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 310.1:</b> Make composition, exposure and print quality of the photographs
<b>B-MMT 310.2:</b> Learn to see with their eyes and cameras and make astute compositional decisions in their photographs
<b>B-MMT 310.3:</b> Identify camera equipments, materials and software .
<b>B-MMT 310.4:</b> Learn about camera angles and camera movements.

**Note:-** The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

<b>List of Practical Exercises</b>
<b>Practice of Camera Handling</b>
<b>Practice of Camera Shots</b>
<b>Practice of Photo Editing</b>

**Students are required to submit photographs to the concerned teacher.**



**B-MMT 401: Content Writing and Scripting (Theory)**

Time: 3 Hrs.  
Credits: 4

Total Marks: 100  
Theory: 80  
Internal assessment: 20

**Course Objectives:** This course is designed for understanding the ways of creative content writing for various mass media.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 401.1:</b> Understand about the meaning and definition of writing.
<b>B-MMT 401.2:</b> Learn about the various types of writing.
<b>B-MMT 401.3:</b> Learn the writing skills for various mass media.
<b>B-MMT 401.4:</b> Learn to develop a story and screenplay.

**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**Unit I**

Writing: origin, role and scope  
Language, dialects and script  
Analytical writing & descriptive writing  
Writing self-expressions, poetry, sher-o-shayari  
Essentials of good writing

**Unit II**

Writing for formal communication  
Creating user interface  
Writing for radio and television voice-overs  
Writing news and commercials  
Writing for computer aided courseware

**Unit III**

Writing for dynamic website  
Features of writing for web  
Using colors, images, audio and hyperlinks  
Researching online resources  
Issues of copyright

**Unit IV**

Writing fiction and non-fiction  
Types of screenplay- Proposal script, shooting script, post-production script  
Layout of a story: theme, characters, situation, background  
Linking and developing a screenplay, Storyboarding

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### **References:**

- Letting Go of the Words: Writing Web Content that works by Janice (Ginny) Redish, Elsevier
- Content is currency: Developing Powerful Content for Web and Mobile by Jon Wuebben, Necholas Brealey Publishing
- Writing Short Films: Structure and content for screenwriters by Linda J. Cowgill, Random House LLC, Copyright
- Writing for Visual Media by Anthony Friedmann, CRC Press
- Writing Content: Mastering Magazine and Online Writing by Roger W. Nielsen

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### B-MMT 401: Content Writing and Scripting Writing (Theory)

#### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-MMT 401.1	3	3	3	3	3	3	3	3
B-MMT401.2	3	3	3	3	3	3	3	3
B-MMT401.3	3	3	3	3	3	3	3	3
B-MMT401.4	3	3	3	3	3	2	3	3
Average	3	3	3	3	3	2.75	3	3

#### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-MMT401.1	3	3	3	3	3
B-MMT401.2	3	3	3	3	3
B-MMT401.3	3	3	3	3	3
B-MMT401.4	3	3	3	3	3
Average	3	3	3	3	3

#### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-MMT401.1	3	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT401.2	3	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT401.3	3	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT401.4	3	3	3	3	3	2	3	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	3	3	3	3	3	3	3

**B-MMT 402: Content Writing and Scripting (Practical)**

Time: 3 Hrs.  
Credits: 2

Total Marks: 50  
Practical: 40  
Internal assessment: 10

**Course Objectives:** This course is designed for the practical ways of writing and improving writing skills for various mass media.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to :
<b>B-MMT 402.1:</b> Learn about the values of content in the multimedia production.
<b>B-MMT 402.2:</b> Understand the language and grammar for the content writing.
<b>B-MMT 402.3:</b> Practice the writing of interesting fictional and non-fictional content.
<b>B-MMT 402.4:</b> Link the script and dialogues for the report/story development.

**Note:-** The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

<b>List of Practical Exercises:</b>
To study about the various languages, with their dialects and scripts.
To write an application letter for an office work.
To write a paragraph/essay on a selected topic.
To practice the writing poetry/shero-shayari
To write a synopsis of a documentary project
To practice with the voices and narrative statements
To write the appropriate captions for photo/images
To write a news report for radio/tv
To write a blog on current affairs topic
To write a short story for a cartoon film
To write and develop a story.

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### B-MMT 402: Content Writing and Scripting Writing (Practical)

#### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-MMT 402.1	3	3	3	3	3	3	3	2
B-MMT402.2	3	3	3	3	3	3	3	3
B-MMT402.3	3	3	3	3	3	3	3	3
B-MMT402.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	2.75

#### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-MMT402.1	3	3	3	3	3
B-MMT402.2	3	3	3	3	3
B-MMT402.3	3	3	3	3	3
B-MMT402.4	3	3	3	3	3
Average	3	3	3	3	3

#### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-MMT402.1	3	3	3	3	3	3	3	2	3	3	3	3	3
B-MMT402.2	3	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT402.3	3	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT402.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	2.75	3	3	3	3	3

**B-MMT 403: Video Production (Theory)**

Time: 3 Hrs.  
Credits: 4

Total Marks: 100  
Theory: 80  
Internal assessment: 20

**Course Objectives:** This course is designed video production skills including writing, producing, directing, shooting and digital editing.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 403.1:</b> Understand video camera and its components.
<b>B-MMT 403.2:</b> Knowledge of video production phases.
<b>B-MMT 403.3:</b> Understand the techniques of digital editing of a video.
<b>B-MMT 403.4:</b> Knowledge of lighting Techniques.

**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**Unit I**

Origin of digital camera, Difference between roll and digital camera, HD, SD, formats of HD and SD, Scanning, Interlacing  
Working of video camera, Basic technique of video camera  
Various components of video camera, Formats of video tapes

**Unit II**

Types of video camera, Camera mountings  
Basic shots, Shot composition, Camera angles, Camera movements  
Camera control unit, White balance, Resolution, Aspect ratio

**Unit III**

Concept and idea generation, writing proposal or synopsis for production  
Production stages: pre production, production, post production  
Television program formats – fictional and non fictional programs  
Production team members and their responsibilities

**Unit IV**

Lighting equipment and control, lighting techniques and problems  
Editing grammar and aesthetics, editing equipment  
Structure of non-linear editing workstation

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### **References:**

- Videography: Video Media as Art and Culture, Sean Cubitt, Palgrave Macmillan, 15-Dec1993
- Visual Storytelling: Videography and Post Production in the Digital Age, Ronald J. Osgood, M. Joseph Hinshaw, WADSWORTH Incorporated FULFILLMENT, 29-Jan2013
- Video Production: Disciplines and Techniques, James C. Foust, Edward John
- Fink, Lynne S. Gross, Holcomb Hathaway, Incorporated



**B-MMT 404: Video Production (Practical)**

Time: 3 Hrs.

Credits: 2

Total Marks: 50

Practical: 40

Internal assessment: 10

**Course Objectives:** This course is designed to understand about the video elements in multimedia production.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to :-
<b>B-MMT 404.1:</b> Understand about the video camera and videography terms
<b>B-MMT 404.2:</b> Learn the preproduction, production and post production stages
<b>B-MMT 404.3:</b> Demonstrate the recording, editing and mixing of video samples.
<b>B-MMT 404.4:</b> Prepare and process of the audio-visual projects

**Note:-** The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

<b>List of Practical Exercises:</b>
To study the various parts of a video camera
To study the video file formats and their conversion techniques
To study the ray diagram inside through the video camera
To study the functioning of a video camera
To study the operating buttons of a video camera
To study the output devices for watching video film
To record a video shoot by a video camera
To edit a video sequence in a video editing software
To make a rough cut of a film shoot on a timeline
To synchronize an audio clip with a video sample
To add texts on a video sample
To add chroma key to the video sample

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### B-MMT 404: Video production (Practical)

#### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-MMT 404.1	3	3	3	3	2	3	3	3
B-MMT 404.2	3	3	3	3	2	3	3	2
B-MMT 404.3	3	2	3	3	3	3	3	2
B-MMT 404.4	3	3	3	3	2	3	3	2
Average	3	2.75	3	3	2.25	3	3	2.25

#### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-MMT 404.1	3	2	3	3	3
B-MMT 404.2	3	2	3	3	3
B-MMT 404.3	3	2	3	3	3
B-MMT 404.4	3	2	2	3	3
Average	3	2	2.75	3	3

#### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-MMT 404.1	3	3	3	3	2	3	3	3	3	2	3	3	3
B-MMT 404.2	3	3	3	3	2	3	3	2	3	2	3	3	3
B-MMT 404.3	3	2	3	3	3	3	3	2	3	2	3	3	3
B-MMT 404.4	3	3	3	3	2	3	3	2	3	2	2	3	3
Average	3	2.75	3	3	2.25	3	3	2.25	3	2	2.75	3	3

**B-MMT 405: Applications of Multimedia**

Time: 3 Hrs.  
Credits: 6

Total Marks: 150  
Theory: 120  
Internal assessment: 30

**Course Objectives:** This course is designed for understanding the various real life applications of multimedia and its tools.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 405.1:</b> Describe the types of media and define multimedia systems.
<b>B-MMT 405.2:</b> Acquired knowledge in the various fields/areas of multimedia.
<b>B-MMT 405.3:</b> Develop the skills to apply multimedia tools in various industries / organizations.
<b>B-MMT 405.4:</b> Learn about distribution of multimedia aids to the clients/audience.

**Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.**

**Unit I**

Multimedia based presentations  
Concept of interactive learning material  
Multimedia networks: retail and banking business  
Application in interactive television  
Multimedia kiosks

**Unit II**

Multimedia use in training and education  
Multimedia in distance learning  
Multimedia for marketing and advertising  
Multimedia use in museum and galleries

**Unit III**

Concept generation of multimedia project  
Process and stages of multimedia production  
Multimedia production team member  
Implementation and distribution of multimedia products

**Unit IV**

Multimedia messaging service  
Gaming consoles and LAN gaming  
Multimedia in medical science education  
Multimedia in cinema production

### **References:**

- Interactive Multimedia in Education and Training edited by Sanjaya Mishra, Ramesh C. Sharma; Idea Group Inc (IGI). Copyright.
- Multimedia technology and applications by Vincent W. S. Chow; Springer, 1997- 592
- Handbook of Research on Mobile Multimedia edited by Ismail Khalil Ibrahim; Idea Group Inc (IGI). Copyright.
- Computer Graphics and Multimedia: Applications, Problems and Solutions edited by John DiMarco; Idea Group Inc (IGI). Copyright.
- Interactive Multimedia Systems edited by Syed Mahbubur Rahman; Idea Group Inc (IGI). Copyright



**B-MMT 406: Web Programming Using PHP (Theory)**

Time: 3 Hrs.  
Credits: 4

Total Marks: 100  
Theory: 80  
Internal assessment: 20

**Course Objectives:** This course is designed to provide the necessary knowledge to design and develop dynamic and database-driven web applications.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 406.1:</b> Understand the basic syntax of PHP.
<b>B-MMT 406.2:</b> Learn various object oriented programming concepts.
<b>B-MMT 406.3:</b> Understand how server side programming works on the web.
<b>B-MMT 406.4:</b> Learn how to connect to database.

**Note:-** The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

**Unit I**

Introduction to PHP  
Language basics: Identifier, Keywords, Data Types  
Operators, Flow Control Statements  
Function, Creating Function in PHP

**Unit II**

Strings and Arrays  
Reading Data in Web Pages: Text Fields, Text Area, Checkbox, Radio Button, List Boxes, Password Controls, Hidden Controls, Image Map, File Uploads.

**Unit III**

Object Oriented Programming: Creating Class, Creating Objects, Setting access to properties and methods, Public Access, Private Access.  
Constructor, Destructor  
Inheritance  
Overriding Methods & Overloading Methods

**Unit IV**

Working with Database  
SQL Database, Creating a MYSQL Database  
Connecting to the Database Server  
Connecting to the Database  
Updating Database: Inserting New Items into a Database, Deleting Records

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### **References:**

- PHP Reference: Beginner to Intermediate PHP5 by Mario Lurig, Creative Commons Attribution-Noncommercial-Share Alike 3.0.
- Learning PHP, MySQL, and JavaScript: A Step-By-Step Guide to Creating by Robin Nixon, "O'Reilly Media, Inc.". Copyright.
- Beginning PHP and MySQL: From Novice to Professional by W. Jason Gilmore, Apress. Copyright
- Pro PHP Programming by Mladen Gogala, Peter MacIntyre, Brian Danchilla, Apress. Copyright



**B-MMT 407: Web Programming Using PHP (Practical)**

Time: 3 Hrs.

Credits: 2

Total Marks: 50

Practical: 40

Internal assessment: 10

**Course Objectives:** This course is designed to understand various techniques of web development and will be able to design and develop a complete website.

<b>Course Learning Outcomes:</b>
After completing the Course, the student will be able to:
<b>B-MMT 407.1:</b> Learn how to configure PHP and Apache Web Server.
<b>B-MMT 407.2:</b> Learn basic PHP syntax.
<b>B-MMT 407.3:</b> Develop basic PHP programs.
<b>B-MMT 407.4:</b> Use object oriented programming concepts in program.

**Note:-** The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

<b>List of Practical Exercises:</b>
Sum of two numbers.
Print prime numbers between 1 to 100.
Check number is even and odd.
Compare two strings.
Print numbers using Recursion function.
Loop through associative array.
Reverse a string.
Form Design.
OOP program.
Creating database.
Connecting to database.

**B-MMT 407: Web Programming Using PHP (Practical)**

**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-MMT 407.1	3	3	3	3	2	3	2	3
B-MMT 407.2	3	3	3	3	2	3	2	3
B-MMT 407.3	3	2	3	3	3	3	2	3
B-MMT 407.4	3	3	3	3	2	3	2	3
Average	3	2.75	3	3	2.25	3	2	3

**CO-PSO Mapping Matrix**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-MMT 407.1	3	2	3	3	3
B-MMT 407.2	3	2	3	3	3
B-MMT 407.3	3	2	3	3	3
B-MMT 407.4	3	2	2	3	3
Average	3	2	2.75	3	3

**CO-PO-PSO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-MMT 407.1	3	3	3	3	2	3	2	3	3	2	3	3	3
B-MMT 407.2	3	3	3	3	2	3	2	3	3	2	3	3	3
B-MMT 407.3	3	2	3	3	3	3	2	3	3	2	3	3	3
B-MMT 407.4	3	3	3	3	2	3	2	3	3	2	2	3	3
Average	3	2.75	3	3	2.25	3	2	3	3	2	2.75	3	3

**B-MMT 408: Soft Skills And Personality Development (Theory)**

Time:2 Hrs.  
Credits:1

Total Marks: 25  
Theory:20  
Internal Assessment:5

**Course Objectives:** This course is designed the help the students to groom their personality by learning effective communication and presentation skills.The course will help them to be good professionals as well as establish themselves as intelligent citizens of the society.

<b>Course Learning Outcomes:</b> After completing the course the student will be able to:
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<b>B-MMT 408.1:</b> learn soft presentation skills, etiquette and manners
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<b>B-MMT 408.2:</b> re-engineer the personality, attitude and understand the influence of habits and body language
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<b>B-MMT 408.3:</b> use yoga and meditation to control stress, anger and time management
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<b>B-MMT 408.4:</b> hone the skills of resume, interview and group discussion for today's job market.
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**Note:-** The question paper will be divided into three units containing five questions. Students are required to attempt three questions in all. There will be two questions in unit I & II. The students are required to attempt one question each from unit I & II. Each question will carry 5 marks. Unit-III will have only one Compulsory question of 10 marks containing six short notes covering the entire syllabus and students are required to attempt any five.

**Unit-I**

- Soft Skills: soft and hard skills, decision making and leadership skills .
- Public Speaking and Presentation Skills: Types skills, content, audience analysis.
- Personality: Personality Development, Self-Disclosure, Self-Awareness, SWOT analysis.
- Habits, attitude and behavior
- Body Language: Posture and Gestures, Eye-Contact, Facial Expression Timing, space.

**Unit-II**

- Importance of Yoga and meditation for personal well being
- Time management: importance, time management strategies, time planning,tools and techniques
- Resume / CV Writing: Difference between resume/CV and bio-data, Types, Layout & draft, resume in digital age, Cover letter
- Interview: Types of interviews, preparing for interviews, facing interviews, reviewing during and after the interview.
- Group Discussions: Importance, planning, elements, group discussion skills.

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- Sherfield, R. M.; Montgomery, R.J. and Moody, P, G. (2010). Developing Soft Skills. 4th ed. New Delhi: Pearson.
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### B-MMT 408: Soft Skills And Personality Development (Theory)

#### CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
B-MMT 408.1	3	3	3	3	3	3	3	3
B-MMT 408.2	3	3	3	3	3	3	3	3
B-MMT 408.3	3	3	3	3	3	3	3	3
B-MMT 408.4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

#### CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
B-MMT 408.1	3	2	3	3	3
B-MMT 408.2	3	2	3	3	3
B-MMT408.3	3	3	3	3	3
B-MMT408.4	3	3	3	3	3
Average	3	2.5	3	3	3

#### CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
B-MMT 408.1	3	3	3	3	3	3	3	3	3	2	3	3	3
B-MMT408.2	3	3	3	3	3	3	3	3	3	2	3	3	3
B-MMT408.3	3	3	3	3	3	3	3	3	3	3	3	3	3
B-MMT 408.4	3	3	3	3	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3	3	2.5	3	3	3

**B-MMT 409: Soft Skills And Personality Development (Practical)**

Time:2 Hrs.  
Credits:1

Total Marks: 25  
Practical :20  
Internal Assessment:5

**Course Objectives:** This course is designed to help the students to groom their personality by learning effective communication and presentation skills. The course will help them to be good professionals as well as establish themselves as intelligent citizens of the society.

<b>Course Learning Outcomes:</b> After completing the course the student will be able to:
<b>B-MMT 409.1:</b> learn soft presentation skills, etiquette and manners
<b>B-MMT 409.2:</b> re-engineer the personality, attitude and understand the influence of habits and body language
<b>B-MMT 409.3:</b> use yoga and meditation to control stress, anger and time management
<b>B-MMT 409.4:</b> hone the skills of resume, interview and group discussion for today's job market.

**Note:-** The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

List of Practical Exercises
1.Resume writing
2.Self Introduction and Mock Interviews.
3.Group Discussions and Presentations.
4. Submit any two case study assignment that illustrates effective communication.
5.Classroom presentations on contemporary issues.

