

**SCHEME OF EXAMINATION
&
SYLLABUS**

**of
U.G. Programme (Interdisciplinary)
B.Sc. (Multimedia)
Scheme D**

**As per National Education Policy 2020
(Multiple Entry Exit, Internship and Choice Based Credit System)**

w.e.f academic session 2023-2024 in phased manner



**Institute of Mass Communication & Media Technology,
Kurukshetra University, Kurukshetra
(A+ Grade NAAC accredited)**

**under
Faculty of Commerce and Management,
Kurukshetra University, Kurukshetra**

**GENERAL INSTRUCTIONS FOR EXAMINERS / PAPER SETTERS /
SUBJECT TEACHERS**

EVALUATION AND EXAMINATION

- The students will be assessed through a system of Continuous Comprehensive Assessment (CCA).
- Evaluation will be done by Internal assessment (broadly 30% of total weightage) and by end term exam for rest 70%).

Theory Internal Assessment shall broadly based on the following defined Composition:

- a) Class Participation
- b) Seminar/Presentation/Assignment/Quiz/Class Test, etc.
- c) Mid-Term Exam

Total Internal Assessment Marks	Class Participation	Seminar/Demonstration/Presentation/Assignment/Quiz/Class Test, etc.	Mid-Term Exam
10	03	02	05
15	04	04	07
20	05	05	10
25	05	07	13
30	05	10	15

Practical Internal Assessment shall broadly based on the following defined Composition:

- a) Class Participation
- b) Seminar/Presentation/Viva-voce/Lab Records, etc.
- c) Mid-Term Exam

Total Internal Assessment Marks (Practical)	Class Participation	Seminar/Demonstration/Viva-Voce/Lab Record etc.	Mid-Term Exam
05	-	05	NA
10	-	10	NA
15	05	10	NA
30	05	10	15

MODE OF PAPER SETTING FOR END-TERM EXAMINATION:

Every Course irrespective of credit will have an End-Term Examination with every Course paper having 09 questions in all. Question No. 1 will be Compulsory. The students have to attempt at least 1 question selecting from each unit. Question No. 9 will be Compulsory. Duration of the exam will be 3 hours irrespective of credit. These questions shall judge both theoretical and applied knowledge of students. Case studies may also be given as questions.

Abbreviations used

Abbreviation	Description
AEC	Ability Enhancement Course
C	Credit
CC	Core Course
CC-H	Core Course in Honours Programme (Subject/Discipline)
CC-HM	Core Course in Minor Subject of Honours Programme
CC-M	Core Course in Minor Subject
DSE	Discipline Specific Elective Course
DSE-H	Discipline Specific Elective Course in Honours Programme (Subject/Discipline)
DSEC	Discipline Specific Skill Enhancement Course
MCC	Core Course in Major Subject
MDC	Multidisciplinary Course
PC	Practicum Course
PC-H	Practicum Course in Honours Programme
SEC	Skill Enhancement Course
UG	Under Graduate
V/VOC	Vocational Course
VAC	Value Added Course

**Scheme of Examination of U.G. Programme (Interdisciplinary) B.Sc. (Multimedia)
Scheme-D in accordance with NEP 2020 (Multiple Entry-Exit, Internships and
Choice Based Credit System) w.e.f. Academic Session 2023-24 in phased manner**

Semester-I

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
B23-MMT-101	Art & Creativity	CC-A1	3	-	2	5	4	50	20	20	10	100	3 Hours	
B23-MMT-102	Introduction to Computer Programming	CC-B1	3	-	2	5	4	50	20	20	10	100	3 Hours	
B23-MMT-103	Fundamentals of Multimedia	CC-C1	3	1	-	4	4	70	30	-	-	100	3 Hours	
B23-MMT-104	Computer Applications	CC-M1	2	-	-	2	2	35	15	-	-	50	3 Hours	
B23-MMT-105	Introduction to Presentation Graphics	MDC-1	2	-	2	4	3	35	15	20	5	75	3 Hours	
	As available in pool of subjects approved by KUK	AEC-1	2	-	-	2	2	35	15	-	-	50	3 Hours	
	As available in pool of subjects approved by KUK	SEC-1	2	-	2	4	3	35	15	20	5	75	3 Hours	
	As available in pool of subjects approved by KUK	VAC-1	2	-	-	2	2	35	15	-	-	50	3 Hours	
Total Credits							24	Total Marks					600	

Semester-II

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
B23-MMT-201	Internet Technology and Web Design	CC-A2	3	-	2	5	4	50	20	20	10	100	3 Hours	
B23-MMT-202	Desktop Publishing	CC-B2	3	-	2	5	4	50	20	20	10	100	3 Hours	
B23-MMT-203	Basics of Animation	CC-C2	3	1	-	4	4	70	30	-	-	100	3 Hours	
B23-MMT-204	Science of Communication	CC-M2	2	-	-	2	2	35	15	-	-	50	3 Hours	
B23-MMT-205	Components of Multimedia	MDC-2	2	-	2	4	3	35	15	20	5	75	3 Hours	
	As available in pool of subjects approved by KUK	AEC-2	2	-	-	2	2	35	15	-	-	50	3 Hours	
	As available in pool of subjects approved by KUK	SEC-2	2	-	2	4	3	35	15	20	5	75	3 Hours	
	As available in pool of subjects approved by KUK	VAC-2	2	-	-	2	2	35	15	-	-	50	3 Hours	
Total Credits							24	Total Marks					600	
Internship of 4 credits of 4-6 weeks duration after 2nd semester														

Exit Option: Under Graduate Certificate in B.Sc. (Multimedia) with 52 Credits

Semester-III

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
B23-MMT-301	Content Writing and Scripting	CC-A3	3	-	2	5	4	50	20	20	10	100	3 Hours	
B23-MMT-302	Advertisement Design	CC-B3	3	-	2	5	4	50	20	20	10	100	3 Hours	
B23-MMT-303	Web Designing using Dreamweaver	CC-C3	3	-	2	5	4	50	20	20	10	100	3 Hours	
B23-MMT-304	Vector Graphics	CC-M3	3	-	2	5	4	50	20	20	10	100	3 Hours	
B23-MMT-305	Web Designing	MDC-3	2	-	2	4	3	35	15	20	5	75	3 Hours	
	As available in pool of subjects approved by KUK	AEC-3	2	-	-	2	2	35	15	-	-	50	3 Hours	
	As available in pool of subjects approved by KUK	SEC-3	2	-	2	4	3	35	15	20	5	75	3 Hours	
Total Credits							24	Total Marks					600	

Semester-IV

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks					Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)	Total		
B23-MMT-401	Animation Techniques	CC-A4	3	-	2	5	4	50	20	20	10	100	3 Hours	
B23-MMT-402	Audio Production	CC-B4	3	-	2	5	4	50	20	20	10	100	3 Hours	
B23-MMT-403	Web Programming using PHP	CC-C4	3	-	2	5	4	50	20	20	10	100	3 Hours	
	As available in pool of subjects approved by KUK	CC-M4 (V)	-	-	-	-	4	-	-	-	-	100	3 Hours	
	As available in pool of subjects approved by KUK	AEC-4	2	-	-	2	2	35	15	-	-	50	3 Hours	
	As available in pool of subjects approved by KUK	VAC-3	2	-	-	2	2	35	15	-	-	50	3 Hours	
Total Credits							20	Total Marks					500	
Internship of 4 credits of 4-6 weeks duration after 4th semester														

Exit Option: Under Graduate Diploma in B.Sc. (Multimedia) with 96 Credits

Semester-V

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B23-MMT-501	Interactive Courseware Designing	CC-A5	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-MMT-502	Social Media Marketing	CC-B5	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-MMT-503	Application of Multimedia	CC-C5	3	1	-	4	4	70	30	-	-	100	3 Hours
	As available in pool of subjects approved by KUK	CC-M5 (V)	-	-	-	-	4	-	-	-	-	100	3 Hours
	Internship		-	-	-	-	4	-	-	-	-	100	-
Total Credits							20	Total Marks				500	

Semester-VI

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Total	Duration of Exam
			L	T	P	Total		T	IA (T)	P	IA (P)		
B23-MMT-601	Information Security	CC-A6	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-MMT-602	Video Production	CC-B6	3	-	2	5	4	50	20	20	10	100	3 Hours
B23-MMT-603	Artificial Intelligence	CC-C6	3	1	-	4	4	70	30	-	-	100	3 Hours
B23-MMT-604	Organization Portfolio	CC-M6	3	1	-	4	4	70	30	-	-	100	3 Hours
	As available in pool of subjects approved by KUK	CC-M7 (V)	-	-	-	-	4	-	-	-	-	100	3 Hours
Total Credits							20	Total Marks				500	

Exit Option: Bachelor in Multimedia (B.Sc. Multimedia) with 132 Credits

SEMESTER I

B23-MMT-101
Art & Creativity

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: Understand art aesthetics including Indian Concept of aesthetics.
- CLO 2: Knowledge about the principles of Art
- CLO 3 : Develop the capacities to design, assess, enact with creative projects.
- CLO 4: Develop the ability to link art theory with using creative practices.

UNIT	Topic		Contact Hours
UNIT- I	Art: Meaning and Definition of Art Indian Aesthetics : Ras, Bhav, shadaang, Auchitya, Alankaar, Rasa Nispatti Elements of Art: Point, Line, Form, Shape, Space, Colour, Texture, Value Understanding of Light and Shadow Perception of Color and Color Wheel	CLO 1	12
UNIT- II	Principles of Art: Balance, Rhythm, Harmony, Contrast, Proportion, Dominance, Unity Perspectives on the Creative Process Landscapes and Composition Technique of different Art styles: Water color, Acrylic painting, pencil Color, spray painting, pastel Color	CLO 2	12
UNIT-III	Design: Concept, 2D shape design, Character Designing: Creating appealing characters with a distinctive personality, Creating a range of characters that work together as a “Cast” Typography and its types Calligraphy	CLO 3	12
UNIT- IV	Digital Tools: Overview of Photoshop Interface Understanding of Pen tool, Brush Tool and Brush Panel Shading and Painting techniques in Photoshop Use of Opacity, Flow and Pattern, Digital Painting	CLO 4	12

Practical

- Drawing anatomy
- Pencil shading techniques
- Analogous Colors and color Wheel
- Composition in Art
- Landscape drawing
- Cartoon character sketch
- Patterns and 2D design
- Textures and 3D design
- Calligraphy
- living and non living objects.
- Poster making
- Stone art
- Mandala art
- Typography

References:

- Jansen, Charles R. *Studying Art History*, Prentice Hall Engle word cliffs, M.J.07632, 1986
- Dhawan, A. K., Dhawan's *Hand Book of History of Art*, Tip Top Trading co., B-N-1076, HenrySally, *Clay Modeling*,2008
- Huguette Kirby, *Crafts from Modeling Clay*,2006
- Ghertner, ed. *Layout and Composition for Animation*, Focal Press, New York Dennis, H.J., *Elementary Perspective*, BailliereTindall and Cox,
- Ghertner, ed. *Layout and Composition for Animation*, Focal Press, New York
- Srivastav, Harish Chandra, *Raag Paricha*; Sangeet Sadan Prakash;1971

B23-MMT-102
Introduction to Computer Programming

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: Understand the keywords and syntax of C programming.
- CLO 2: Write the C Code for a given algorithm.
- CLO 3: Understand and trace the execution of programs written in C language..
- CLO 4: Write program that perform operations using various data types.

UNIT	Topic		Contact Hours
UNIT- I	C fundamentals: Problem definition, algorithms, flow charts and their symbols Variables, C Expressions, C Tokens, Constant Data Types Standard library: Input / output	CLO 1	12
UNIT- II	Operator and Expressions: Precedence of Arithmetic Operations, Type Conversion in Expression, Operator Precedence & Associability Managing Input and Output Operations Decision Making Statements	CLO 2	12
UNIT-III	Array: One Dimensional Array, Declaration and Initialization of One Dimensional Array, Two Dimensional Array, Multi-dimensional Array String: Declaring and Initializing Variables, String Handling Functions,	CLO 3	12
UNIT- IV	Functions: Definition of Functions, Elements of user Defined functions, Return values and their types, Function calls, Function Declaration, Recursion Structures and Union: Defining structures, declaring structure variables, Accessing Structure variables, Structure initialization, union	CLO 4	12

Practical

- Sum of three Number
- Simple interest
- Find Even/odd number
- Largest among two numbers
- Largest among three number using Control statement
- Fibonacci Series.
- Prime number
- Factorial.
- Sum of Digits.
- Reverse Number.
- Swap two numbers
- Table of a number
- Create and initialize array
- Create student records using structure and union.

References:

- Kernighan, Brian; Ritchie, Dennis (1988). The C Programming Language (2 ed.). Prentice Hall.
- Plauger, P.J. (1992). The Standard C Library (1 ed.). Prentice Hall.
- Banahan, M.; Brady, D.; Doran, M. (1991). The C Book: Featuring the ANSI C Standard (2 ed.). Addison-Wesley.
- Harbison, Samuel; Steele Jr, Guy (2002). C: A Reference Manual (5 ed.). Pearson.
- King, K.N. (2008). C Programming: A Modern Approach (2 ed.). W. W. Norton.

B23-MMT-103

Fundamentals of Multimedia

Time-3 Hours

Total Credits – 04

Theory - 70

Internal assessment - 30

Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: Understand the basic Concepts of Multimedia.
- CLO 2: Differentiate the various features and capabilities of different application software.
- CLO 3 Communicate ideas and Concepts by using the multimedia.
- CLO 4: Identify and describe the function of the general skill sets in the multimedia industry.

UNIT	Topic		Contact Hours
UNIT- I	Introduction to multimedia Key elements of multimedia: text, audio, video, graphics, animation Hardware and software requirements for multimedia Multimedia equipments Applications of multimedia	CLO 1	12
UNIT- II	Desktop publishing Basic design Concepts User interface design Hypermedia authoring Concepts	CLO 2	12
UNIT-III	Process of multimedia production Various file formats of text, audio, video, graphics and animation File Compression techniques Creating web based multimedia	CLO 3	12
UNIT-IV	Introduction to animation Basic audio and video integration techniques Animation effects Production process of animation	CLO 4	12

References:

- Multimedia Basics, Volume 1 by Andreas Holzinger, Firewall Media.
- Fundamentals of Multimedia, Ze-Nian Li, Mark S. Drew, Pearson Prentice Hall, 2004

- Multimedia Basics, Suzanne Weixel, Jennifer Fulton, Karl Barksdale, Cheryl Morse, Bryan Morse, Thomson/Course Technology
- Malik and Agarwal, S. and A. (October 2012). "Use of Multimedia as a New Educational Technology Tool–A Study"(PDF). *International Journal of Information and Education Technology*.

B23-MMT-104
Computer Applications

Credits – 02
Time- 3 Hours
Theory - 35
Internal Assessment- 15
Total Marks – 50

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

- CLO 1: Understand the basic knowledge of Computer system.
- CLO 2: Know about the functioning of different parts of Computer.
- CLO 3: Knowledge about Operating System.
- CLO 4: Understand the basics of Application Software.

UNIT	Topic	Contact Hours
UNIT- I	Computer- Origin, Evolution and Generation of Computer Characteristics of Computer Types of Computer Block Diagram of Computer	CLO 1 12
UNIT- II	Basic Components of a Computer-: Input Devices Output Devices Storage organization: Primary & Secondary Memory	CLO 2 12
UNIT-III	Introduction to Software Types of Software - System software, Application software Operating system and its functions Introduction of MS Window and its various versions	CLO 3 12
UNIT- IV	Introduction to MS Word and its uses Various Menus, Toolbars & Buttons Paragraph and Page Formatting Creation & Working with Tables, Mail Merge Introduction to MS PowerPoint and its uses Creating a New Presentation	CLO 4 12

References:

- Ram, B. 4th ed New Age; *Computer Fundamentals: Architecture & Organization*
- Sinha, P. K. BPB; *Computer Fundamentals: Concepts, Systems & Applications*
- Sinha, P. K/ Sinha, P. 3rd ed BPB; *Computer Fundamentals: Concepts, Systems & Applications*
Data Communications and Networking by Behrouz A. Forouzan, Sophia Chung Fegan; Published by Huga Media.2011
- Goel, Anita Pearson; *Computer Fundamentals*

B23-MMT-105**Introduction to Presentation Graphics****Time-3 Hours****Total Credits – 03****Theory - 35****Internal assessment (T) – 15****Practical-20****Internal assessment (P) – 5****Total Marks – 75**

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: Learn about how to open and format the presentations

CLO 2: Create presentations using text, visual and sound elements.

CLO 3: Prepare presentations for distribution on Computers or other media

CLO 4: Modify sequence and slide master.

UNIT	Topic		Contact Hours
UNIT- I	Introduction to Microsoft PowerPoint Create a New Presentation Edit a Presentation in Normal View Add Pictures to a Presentation Print and view a Presentation Edit an Existing Presentation Format Powerpoint Presentations Apply Slide Transitions Format Numbered and Bulleted Lists Insert a 3D Object	CLO 1	12
UNIT- II	Enhance a Presentation with Animation, Video, Table, and Charts Customize Slide Backgrounds and Themes Animate a Slide Show Insert a video Create and Modify Tables Create and Modify Charts	CLO 2	12

UNIT-III	Apply Advanced Graphic Techniques and Insert Audio and Video Apply Picture Corrections Add a Border to a Picture Change the Shape of a Picture Add a Picture to a WordArt Object and Merge Shapes Enhance a Presentation with Audio and Video Create a Photo Album	CLO 3	12
UNIT- IV	Deliver Presentation Apply and Modify Slide Transitions Apply Custom Animation Effects Modify Animation Effects Insert Hyperlinks Create Custom Slide Shows Present and View a Slide Presentation	CLO 4	12

Practical

- Prepare a Presentation including 10 to 15 slides that Cover all the elements of multimedia.
- Create a description presentation on a job resume.
- Create a presentation on a news story.
- Create a presentation on wild life picture story.
- Create a Company profile on powerpoint presentation.
- Create a presentation on a cricket match series.
- Create a presentation on decade wise indian cinema history.
- Create a presentation on a popular favorite book.

References:

- Microsoft PowerPoint 2016 Made Easy; A Step-By-Step Guide for PC Users; by Harold L. Fisher (Jr.) · 2016
- Presentations with PowerPoint; by MOIRA Stephen · 2007
- Microsoft Office 2007 Bible; by John Walkenbach, Herb Tyson, Cary N.Pr, Faithe Wempen · 2007
- Simplified MS Office 2007; MS Word 2007, Excel 2007, PowerPoint 2007, Access 2007 and Outlook 2007; by Vishnu Priya Singh · 2009

SEMESTER II

B23-MMT-201**Internet Technology and Web Design**

Time-3 Hours

Total Credits – 04

Theory - 50

Internal assessment (T) – 20

Practical-20

Internal assessment (P) – 10

Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: Become familiar with web design and learn how to implement web theories into practice.
- CLO 2: Learn the language of the web using HTML tags and CSS.
- CLO 3: Use knowledge of HTML and CSS Code and HTML editor to create personal and business websites following current professional and/or industry standards.
- CLO 4: Use critical thinking skills to design and create websites.

UNIT	Topic		Contact Hours
UNIT- I	Introduction to Internet, History and Its applications Browser, Search Engine, FTP, URL Email and Blog Introduction to Network- LAN, WAN, MAN, Network Topologies-Ring, Bus, Star, Mesh and Tree topologies Hardware requirements for Network	CLO 1	12
UNIT- II	Process of static web designing Basic elements of web page HTML: introduction and basic elements; Tags and functions Head, title and body elements	CLO 2	12
UNIT-III	Block and text level elements Layout designing of a web page Links, images, fonts, Colour, style sheet and character entities Text formatting Interface between HTML and other Coding languages	CLO 3	12
UNIT-IV	HTML tables and frames Creating Page Structure with HTML Tables Diagramming an HTML Table Web browser support for HTML	CLO4	12

Practical

- Introduction to HTML. Create a basic HTML file
- Create a static web page which defines all text formatting tags of HTML
- Create a Time table using table tags of HTML
- Create webpage using list tags of HTML(ordered, unordered, definition list)
- Create webpage to include image using HTML tag
- Create link using HTML tag
- Create a layout of webpage using HTML tag
- Create employee registration form using HTML tag
- Apply style sheet in Web page (inline, embedded and link)
- Create a static website using HTML tags according to their own interest

References:

- “An Introduction to HTML and JavaScript: for Scientists and Engineers” **By David R. Brooks, Springer, 2007**
- “Head First HTML and CSS” **By Elisabeth Robson, Eric Freeman, O’Reilly Media Inc.**
- “Schism’s Easy Outline HTML” **By David Mercer, Mcgraw Hill Professional**
- Matthew MacDonald, "HTML 5 - The Missing Manual", 3rd ed, 2015, O’Reilly
- David Sawyer McFarland, "CSS 3 - The Missing Manual", 3rd ed, 2013, O’Reilly
- W3School HTML/CSS Tutorials, References and Examples, <http://www.w3schools.Com>

B23-MMT-202
Desktop Publishing

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: Understand the basic Concepts of graphic elements.
- CLO 2: Know the functioning of basic Colour aesthetics
- CLO 3: Develop the capacities to elaborate the process of graphic design
- CLO 4: Develop ability to merge and design text and images for publishing various desktop publishing modules.

UNIT	Topic	Contact Hours	Contact Hours
UNIT- I	Introduction to graphics, tools of graphics Uses & Types of graphics, Presentation graphics Elements and principles of graphic design Study of vector images- its advantage and application areas, Difference between vector and raster images	CLO 1	12
UNIT- II	Introduction to Photoshop workspace, tools and menus Layers and blending modes Color theory; saturation, tint, shades, tones, hue Color modes, Colour palette, editing a Swatch, using patterns, Colour wheel	CLO 2	12
UNIT-III	Introduction to Logo: types, elements and purpose of logo Process of logo designing Introduction to poster and types Page layout and page design Designing Pamphlets, ad banners, photo Collage	CLO 3	12
UNIT-IV	Introduction to desktop publishing (DTP) Hardware requirements Desktop Publishing Softwares Publication media, E-books and digital library management Publishing as a business, Economics of E-Publishing	CLO4	12

Practical

- Selection and cutting of objects
- Creating backgrounds and textures
- Image retouching, Smoothing skin & wrinkles
- Photo Manipulation
- Working with texts and paragraph styles
- Creating of logo
- Working with Colours
- Designing ad banners for websites
- Creating digital campaigning banners
- 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

References:

- Computer Graphics, C Version **By Hearn & Becker, Pearson Education, India**
- Computer Graphics by Sinha & Udai, Tata McGraw Hill, India
- Fundamentals of Computer Graphics **By Peter Shirley, Michael Ashikhmin, Steve Marschner, CRC Press**
- Fundamentals of Computer Graphics And Multimedia **by D. P. Mukherjee**, PHI Learning Pvt. Ltd.
- Graphic Designers : Occupational Outlook Handbook:U.S. Bureau of Labor Statistics
- *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, Jacci 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 2 edition.

B23-MMT-203
Basics of Animation

Time-3 Hours
Total Credits – 04
Theory - 70
Internal assessment - 30
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: Familiarize with various approaches, methods and techniques of Animation Technology
- CLO 2: Explore different approaches in Computer animation.
- CLO 3: Get knowledge about Flipbook, Storyboarding.
- CLO 4: Get knowledge about production stages of animation.

UNIT	Topic	Contact Hours
UNIT- I	Introduction to Animation Definition and types of animation Terms used in animation Overview of animation Film History: Earlier stage and Modern Era Indian Animation Industry	CLO 1 12
UNIT- II	Basic Principles of animation Role of computer in animation Animation production process: preproduction stage, Production and post-production stage	CLO 2 12
UNIT-III	Story writing/script writing Model sheets and its types Flipbook animation Storyboard and types of Storyboard	CLO 3 12
UNIT-IV	Key frames , In betweens –cleanups Layouts and backgrounds, Illustrations X-sheets, Animatics Sound mixing, special effects, rendering	CLO 4 12

References:

- The Animation Book A Complete Guide to Animated Filmmaking--from Flip-books to Sound Cartoons to 3-D Animation By Kit Laybourne · 1998
- Character Animation Crash Course by Eric Goldberg
- Animation: From Script to Screen by Shamus Culhane
- The Animator's Survival Kit by Richard Williams
- The Illusion of Life by Frank Thomas and Ollie Johnston

B23-MMT-204
Science of Communication

Credits – 02
Time- 3 Hours
Theory- 35
Internal Assessment- 15
Total Marks – 50

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: understand the basic Concepts, functions and barriers of Communication.
- CLO 2: know about the principles and forms of Communication.
- CLO3: learn about the various levels of Communication and Indian Concept of Communication
- CLO 4: understand the different models of Communication

UNIT	Topic	CLO	Contact Hours
UNIT- I	<ul style="list-style-type: none"> • Definition, Concept, process and elements of communication • Need and scope of Communication in society • Functions of communication • Barriers in communication 	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> • Principles of communication • Socialization and communication • Verbal communication • Non-verbal communication • Traditional forms of communication 	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> • Levels of communication and interaction: intra-personal, interpersonal, Group, public and mass communication. • Indian concept of communication 	CLO 3	12
UNIT-IV	Models of communication <ul style="list-style-type: none"> • Aristotle • SMR • SMCR • Berlo • Shannon ad Weaver • Osgood • Schramm 	CLO 4	12

References :

- Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
- Schramm, W. & Roberts, D.F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
- Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
- Joshi, P.C., Communication & Nation-Building – Perspective and Policy, Publication Division, New Delhi.
- Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
- Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi

B23-MMT-205
Components of Multimedia

Time-3 Hours
Total Credits – 03
Theory - 35
Internal assessment (T) – 15
Practical-20
Internal assessment (P) – 5
Total Marks – 75

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: familiar with the basic elements of multimedia and hardware-software requirements.
- CLO 2: understand the primary elements of multimedia i.e. text and image for the multimedia applications and projects
- CLO 3: study the relation of necessary elements i.e. audio and video and audio-visual media
- CLO 4: understand the animation Concepts and the importance of animation in multimedia industry.

UNIT	Topic	CLO	Contact Hours
UNIT- I	Multimedia basics: definition, meaning, need of multimedia Basic elements of multimedia Hardware and software requirements for multimedia Multimedia authoring basics, authoring tools	CLO 1	12
UNIT- II	Text: usage of text and fonts in Multimedia projects, families and faces of fonts, outline fonts, bitmap fonts and hypertext, script, typeface, text design and effects Image: definition, image data types, vector vs bitmap graphics, layers, Colour formation, image file formats,	CLO 2	12
UNIT-III	Audio: definition, digitization of sound, frequency and bandwidth, decibel system, data rate, audio file format, sound synthesis, MIDI, recording and mixing, audio Console, audio software and hardware Video: video basics, video standards, analog video, digital video, video recording and storage formats, shooting and editing video, file formats	CLO 3	12
UNIT-IV	Animation: definition, history and types of animation, cell animation, stop motion, morphing, difference between 2D and 3D animation, adding video effects	CLO 4	12

Practical

- To prepare a file with Text and Paragraph alignment.
- To edit an Image by Cropping, resizing the same.
- To edit a image by using five filters and effects
- To prepare a power point presentation by using multimedia components
- To record an audio sample by using microphone and edit it in audio editor
- To record a video clip from video camera in HD format and edit it in video editor
- To convert an audio and a video file in different format using audio-video converter

References:

- Multimedia Basics, Volume 1 by Andreas Holzinger, Firewall Media.
- Fundamentals of Multimedia, Ze-Nian Li, Mark S. Drew, Pearson Prentice Hall, 2004
- Multimedia Basics, Suzanne Weixel, Jennifer Fulton, Karl Barksdale, Cheryl Morse, Bryan Morse, Thomson/CLOurse Technology
- Malik and Agarwal, S. and A. (October 2012). "Use of Multimedia as a New Educational Technology Tool–A Study"(PDF). *International Journal of Information and Education Technology*.

SEMESTER III

B23-MMT-301**Content Writing and Scripting****Time-3 Hours****Total Credits – 04****Theory - 50****Internal assessment (T) – 20****Practical-20****Internal assessment (P) – 10****Total Marks – 100**

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: Understand about the meaning and definition of writing.
- CLO 2: Learn about the various types of writing.
- CLO 3: Learn the writing skills for various mass media.
- CLO 4: Learn to develop a story and screenplay.

UNIT	Topic		Contact Hours
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	CLO 1	12
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	CLO 2	12
UNIT-III	Writing for dynamic website Features of writing for web Using Colors, images, audio and hyperlinks Researching online resources Issues of Copyright	CLO 3	12
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	CLO 4	12

Practical

- 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.

References:

- Letting Go of the Words: Writing Web Content that works by Janice (Ginny) Redish,
- 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

B23-MMT-302
Advertisement Design

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: Understand the Concept, definitions, functions and types of advertisement.
- CLO 2: Learn about the various Components and elements of advertisement design.
- CLO 3: Learn about the role and applications of multimedia in advertisement design.
- CLO 4: To learn the various Codes and ethics of advertising different agencies and present scenario of advertising agencies

UNIT	Topic	CLO	Contact Hours
UNIT- I	Advertising: Concept, Nature, Definitions, Basic Theories and Application Objectives, functions and Significance Importance of research in advertising Types and classification of Advertising Indian language in Advertising, Challenges & Approaches	CLO 1	12
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	CLO 2	12
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	CLO 3	12
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	CLO4	12

Practical

- 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 over for ad jingles
- To shoot video clips for product ad
- To add special effects in the video ad

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
- Don't Get a Job... Make a Job: How to Make it as a Creative Graduate (in the fields of Design, Fashion, Architecture, Advertising and more); *Barton, Gemma*; Laurence King Publishing; 2016
- 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

B23-MMT-303

Web Designing using Dreamweaver

Time-3 Hours

Total Credits – 04

Theory - 50

Internal assessment (T) – 20

Practical-20

Internal assessment (P) – 10

Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: Become familiar with web design and learn how to implement web theories into practice.
- CLO 2: Learn the Software of the web designing using Dreamweaver and CSS.
- CLO 3: Use knowledge of HTML tags and CSS Code to create personal and business websites following current professional and/or industry standards.
- CLO 4: Use critical thinking skills to design and create websites.

UNIT	Topic		Contact Hours
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	CLO 1	12
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.	CLO 2	12
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.	CLO 3	12
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	CLO4	12

Practical

- 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)

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.
- Advertising by Design: Generating and Designing Creative Ideas Across Media, 3rd Edition;Landa, Robin; Wiley; 2016

B23-MMT-304
Vector Graphics

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: Understand Vector Graphic software tools
- CLO 2:Able to Create Communication Material
- CLO 3:To Know About Design Processing tools
- CLO 4: Develop Knowledge of page design software tools

UNIT	Topic	Contact Hours	Contact Hours
UNIT- I	<p>Introduction</p> <ul style="list-style-type: none"> • Design: Function and Process • User Interface: Title Bar, Menu Bar, Color Palette, and Toolbox • Page Counter Bar: Add Page, Remove page and Master pages • Create and Edit Geometric and organic Shapes: Bezier, linear, angular, smooth and close path. • View Modes: Normal, Wireframe, Draft, Enhanced and Pixels • Selection and Distributing: Skewing, Blending, Curve Lines, Straight Lines, Rotating an Object, Group and Ungroup, Break Apart and Coloring. • Shape tools - Weld, Trim, Intersect, Simplify, and Front minus Back, Back minus Front. 	CLO 1	12
UNIT- II	<p>Create</p> <ul style="list-style-type: none"> • Font and Different Types of Font Family's: Application and Characteristics • Text Tool: Entering Artistic Text, Entering Paragraph 	CLO 2	12

	<p>Text, Converting Text Formatting Text, Font Size Characteristics</p> <ul style="list-style-type: none"> • Image Tool: Import, Trace and Edit then Export • Color: Color Scheme, Color Theory, Gradient tool. • Effects - Lens, Power Clip, Perspective, Rollover, Convert to Bitmap 		
UNIT-III	<p>Edit</p> <ul style="list-style-type: none"> • Page Setup: Size Setup and Edit • Business Card: Size, Elements and Functions • Poster: Size, Element, Characteristics and Functions • Logo: Types, Process and Characteristics • Editing Tools: Attach, Detach Bevel, Chamfer, Extrude, Bridge, Insert Vertex, Weld, Target Weld, Connect. 	CLO 3	12
UNIT-IV	<p>Design</p> <ul style="list-style-type: none"> • Adobe InDesign: Interface, Menu and Toolbar • Master page: Function and Characteristics • Managing and Transforming Objects • Text Formatting: Heading and Body Text • Column and Layout: Functions • Graphics, Styles sheet and Pre-flight, printing and PDF's 	CLO 4	12

Practical

- Business Card: For Company and Individual
- Poster : Commercial ,Typography Poster
- Logo Design For Commercial and Government Organizations
- Label Design
- Package Design
- Hoarding/banner
- Two pagers
- Book Cover
- Newsletter Design
- Magazine Cover

References:

- Corel Draw Training Guide, Author: Satish Jain, M. Geetha Basics of Illustration
- Corel draw 2020 User Guide
- A Textbook of Vector Calculus by Shanti Narayan (Author), P.K. Mittal (Author)
- Guide to Graphics Design By Scott W. Santoro, Library of Congress Cataloging-in-Publication Data, ISBN 978-0-13-230070-4 (pbk.)
- Graphic Designer's Essential Reference, Visual Elements, Techniques, and Layout Strategies for Graphic Designers By Timothy Samara, ROCKPORT PUBLISHER
- The Complete Graphic Design By Ryan Hembree, ROCKPORT PUBLISHER
- Adobe InDesign CC Classroom in a Book by Kelly Kordes Anton, Tina DeJarld

B23-MMT-305
Web Designing

Time-3 Hours
Total Credits – 03
Theory - 35
Internal assessment (T) – 15
Practical-20
Internal assessment (P) – 5
Total Marks – 75

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: familiar with basic Concepts of website and process of web designing
- CLO 2: Learn the language of the web using HTML tags and CSS.
- CLO 3: Use knowledge of HTML and CSS Code and HTML editor to create personal and business websites following current professional and/or industry standards
- CLO 4: Learn about website promotion Techniques.

UNIT	Topic	Contact Hours	Contact Hours
UNIT- I	Website: Types of website, webpage Basic elements of web page Process of web designing Domain Name registration Web Hosting	CLO 1	12
UNIT- II	HTML: Introduction and basic elements; Tags and functions Head, title and body elements Block and text level elements	CLO 2	12
UNIT-III	Layout designing of a webpage Links, images, fonts, Colour, style sheet Text formatting Interface between HTML and other Coding languages	CLO 3	12
UNIT-IV	Unit IV HTML tables Creating Page Structure with HTML Tables Adding multimedia Components over webpages Website Promotion and Maintainance Web browser support for HTML	CLO 4	12

Practical

- Create a static web page which defines all text formatting tags of HTML
- Create a Time table using table tags of HTML
- Create webpage using list tags of HTML(ordered, unordered, definition list)
- Create webpage to include image using HTML tag
- Create link using HTML tag
- Create a layout of webpage using HTML tag
- Create employee registration form using HTML tag
- Apply style sheet in Web page (inline, embedded and link)
- Create a static website using HTML tags according to their own interest

References:

- “An Introduction to HTML and JavaScript: for Scientists and Engineers” By David R. Brooks, Springer, 2007
- “Head First HTML and CSS” By Elisabeth Robson, Eric Freeman, O’Reilly Media Inc.
- “Schism’s Easy Outline HTML” By David Mercer, Mcgraw Hill Professional
- Matthew MacDonald, "HTML 5 - The Missing Manual", 3rd ed, 2015, O’Reilly
- David Sawyer McFarland, "CSS 3 - The Missing Manual", 3rd ed, 2013, O’Reilly

SEMESTER

IV

B23-MMT-401
Animation Techniques

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical-20
Internal assessment (P) – 10
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: Defining, Types and Principles of Animation
- CLO 2: Understanding Timing and Framing
- CLO 3: Gain skills in the Character Design and Visual Development
- CLO 4: Explore the Classical Animation Terms and Techniques

UNIT	Topic	Contact Hours	Contact Hours
UNIT- I	Digital Animation Process Types of Animation-Classical and Traditional Frame by Frame Animation Understanding 12 Principals of animation in Context of 2d Digital Animation Pixel and resolution: Vector and Bitmap Graphics	CLO 1	12
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	CLO 2	12
UNIT-III	Visual Development Basic of Color theory Character Design and Visual Development Introduction of Animatic Flip Book Animation Model Sheet Onion skins	CLO 3	12

UNIT-IV	Classical Animation techniques Understanding Tweens <ul style="list-style-type: none"> • Motion Tween • Classical Tween • Shape Tween Nested Animation Easing, Editing Property Curves Creating and Using Masks Bones and Workflows, Inverse Kinematics, Disabling and CLOnstraining Joints Publishing for Flash, HTML5 etc.	CLO 4	12
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Practical

- 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

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.

B23-MMT-402

Audio Production

Time-3 Hours

Total Credits – 04

Theory - 50

Internal assessment (T) – 20

Practical-20

Internal assessment (P) – 10

Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: Understand the principles of editing and enhancing film sound.
- CLO 2: Identify the different stages of sound production.
- CLO 3: Discuss the strategies used for the editing of audio production.
- CLO 4: Demonstrate the initial steps to set up a Control room mixing board for a multitrack.

UNIT	Topic		Contact Hours
UNIT- I	Principles of Sound- Quality, Intensity, Frequency, Noise, Amplitude, Velocity Audio Equipments- Microphones, Monitors, MIDI, Audio Sound Card, Headphones, Signal Processing, Mixing Console	CLO 1	12
UNIT- II	Sound Interface: Panel, Track & Edit, Channel Setting, Tools, Snap Functioning, VST Fundamentals, Key Editor, Inspector Window, Zones, Strategies in Designing Sound	CLO 2	12
UNIT-III	Mix Console Fundamentals: Chords & Scale, Beat Designing, Uses of Automation, MIDI Programming, Layering and Arrangement, Equalization, Compressor, Understanding Frequency Bands	CLO 3	12
UNIT-IV	Audio Channel Output - Mono, Stereo, Dolby, Surround, Woofer, Tutor Creative Uses of Sound - Studio, Live Speech, Music, Live Show, Interview, Audio Editing, Dubbing Sound Isolation, Room Dimension, Acoustic Treatment, Control Room Design	CLO 4	12

Practical

- Dubbing – narration, Commentary
- Dubbing and multi-track recording
- Multi track dubbing
- Multi-track FX recording
- Re-recording and final mix
- FX- pre-mixing, BGM mixing
- Multi track FX mixing and multitrack BGM mixing
- Final mixing and Mastering Multi track voice leveling with mixing
- multi track FX mixing
- Multi track BGM mixing, Bouncing and Mastering

References:

- Senior, Mike; *Mixing Secrets for the Small Studio* (2nd Edition), Published by Focal Press, a division of Taylor & Francis, ISBN 978-1-13-855637-9
- CLOOK, Frank D.; *Cubase 101; Music Production with Cubase 10*, Hal Leonard, 2019
- Kaye, Deena; Lebrecht, James (1992). *Sound and Music For The Theatre*. Back Stage Books, an imprint of Watson-Guptill Publications.

Web Programming using PHP**Time-3 Hours****Total Credits – 04****Theory - 50****Internal assessment (T) – 20****Practical-20****Internal assessment (P) – 10****Total Marks – 100**

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

After Completing the Course, the student will be able to:

- CLO 1: Understand the basic syntax of PHP.
- CLO 2: Understand how server side programming works on the web.
- CLO 3 :Learn various object oriented programming Concepts.
- CLO 4: Learn how to Connect to database.

UNIT	Topic		Contact Hours
UNIT- I	Introduction to PHP Language basics: Identifier, Keywords, Data Types Operators, Flow Control Statements Function, Creating Function in PHP	CLO 1	12
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.	CLO 2	12
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	CLO 3	12
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	CLO 4	12

Practical

- 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.

References:

- PHP Reference: Beginner to Intermediate PHP5 by Mario Lurig, Creative Commons Attribution-Non Commercial-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 Copyrights