

# B.Sc. (Multimedia)

# Syllabus

**Duration:** three year **Eligibility:** 10+2 in any discipline

w.e.f. Academic Session: 2014-2015

Institute of Mass Communication and Media Technology

Kurukshetra University

# B.Sc. (Multimedia) Scheme of Examination w.e.f. Academic Session 2014-15

First Semester	T	P	IA	Total	Time
Paper-101 Art & Creativity	50	30	20	100	3 Hours
Paper-102 Communicative English	80	-	20	100	3 Hours
Paper-103 Computer Fundamentals	50	30	20	100	3 Hours
Paper-104 Introduction to Computer Programming	50	30	20	100	3 Hours
Paper-105 Fundamentals of Multimedia	80	-	20	100	3 Hours
<b>Environment Studies</b>					3 Hours
Second Semester					
Paper- 201 Communication Skills & Personality Development	50	30	20	100	3 Hours
Paper- 202 Communicative Hindi	80	-	20	100	3 Hours
Paper- 203 Computer Graphics	80	-	20	100	3 Hours
Paper- 204 HTML Basics	50	30	20	100	3 Hours
Paper-205 Desktop Publishing (Indesign & Photoshop)	-	80	20	100	3 Hours
Third Semester					
Paper-301 Content Writing & Scripting	50	30	20	100	3 Hours
Paper-302 Photography	50	30	20	100	3 Hours
Paper-303 Animation Techniques	80	-	20	100	3 Hours
Paper-304 Website Designing using Dreamweaver	50	30	20	100	3 Hours
Paper-305 Vector Graphics (Coral Draw & Illustrator )	-	80	20	100	3 Hours
Forth Semester					
Paper-401 Data Communication & Networking	80	-	20	100	3 Hours
Paper-402 Audio Production	50	30	20	100	3 Hours
Paper-403 Video Production	50	30	20	100	3 Hours
Paper-404 2D Animation (Flash)	50	30	20	100	3 Hours
Paper-405 Web Programming using PHP	50	30	20	100	3 Hours
Fifth Semester					
Paper- 501 Applications of Multimedia	80	-	20	100	3 Hours
Paper- 502 Communication Technologies	80	-	20	100	3 Hours
Paper- 503 Web Technologies	50	30	20	100	3 Hours
Paper- 504 Special Effects	50	30	20	100	3 Hours
Paper- 505 Non-Linear Editing (Final Cut Pro)	-	80	20	100	3 Hours
Sixth Semester					
Paper- 601 Information Security	80	-	20	100	3 Hours
Paper- 602 Interactive Courseware Designing	80	-	20	100	3 Hours
Paper- 603 Mobile Computing	80	-	20	100	3 Hours
Paper- 604 Organization Portfolio	80	-	20	100	3 Hours
Paper- 605 Specialization (Elective)	-	80	20	100	3 Hours
Elective I – Web Production (Multimedia Website)					
Elective II- Advertisement Production (Ad Campaign)					
Elective III-Animation Production (Animation Film)					
Elective IV-Video Production (Short Film)					
Elective V- Radio Production (Radio Talk/Drama)					

<sup>\*</sup> Environment studies paper is qualifying subject compulsory for all students of the UG course and the same will be conducted in the 1<sup>st</sup> semester of the course.

<sup>\*\*</sup> Viva-Voce of Paper-605 Specialization to be evaluated by a panel of three examiners to be appointed by the Director of the Institute and it is to be submitted to the Institute by the student 20 days prior to the theory examination of the semester in which the Report is supposed to be submitted.

# Paper-101: Art & Creativity

Total Marks: 100, Theory Marks: 50, Practical Marks: 30, Internal Assessment: 20

Time: 3 Hours. (for theory paper)

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 I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

#### Unit-I

**Aesthetics of Art:-** Origin of Aesthetic, Principles of art, Study of human body - Eyes, nose, ears, lips, hand, feet, etc.,

Fine Art:- Painting, Applied Art, Sculpture, Print Making, Architecture Indian Aesthetic:- Ras, Bhav, Shadaang, Auchitya, Alankaar, Rasa Nispatti

#### Unit-II

**Life Study :-** Calligraphy, Sketching, Head and Full life, Living and Non-Living Objects, Living- Human, Birds, Animals etc., Non Living-Building, Rocks, Motor, Motor-Cycle, Car etc.

#### **Unit -III**

**Drawing :-**Forms, Perspective, Color Chart, Color Wheel, Color Scheme, Light and Shade, Line, Shape, Space, Tone, Texture, Pattern, Harmony, Proportion, Dominance, Rhythm, Unity, Balance

**Character Designing:** Creating appealing characters with a distinctive personality, creating a range of characters that work together as a "Cast"

# **Unit IV**

**Clay Modeling:** Creating various shapes through clay, volume, space and dimensions of objects, Assembling the body parts of human figure,

Study of animals and birds- Goat, elephant, dog, lion, cow etc.

Simple 2D shape design, Character line-up, 3D Design: Animatability

#### **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, Bailliere Tindall and Cox,

Ghertner, ed. Layout and Composition for Animation, Focal Press, New York

Perard, Victor, Anathomy and Drawing, Grace Prakasham, Arts De Trio, 183, J.S. Road,

Bombay.400004 (EO) Printed 2006. ISBN 81-900890-0-5

# Paper-102: Communicative English

Total Marks: 100. Theory Marks: 80, Internal Assessment: 20

Time: 3 Hours. (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. "Student have to answer question in English except where explicity asked by the examiner in any question to answer in Hindi as in the case of translation etc."

Unit-I

Growth and development of English language Introduction to written and spoken English Different types of spoken English - British, American and Indian

Unit-II

Usage of dictionary and thesaurus Diction - words meaning and usage Spelling rules, verb patterns, Idioms and phrases Syntax - different types of sentence formation Basic sentence formation

Unit-III

Common errors in spellings and sentences Human organs of articulation Main problems in pronunciation

Unit-IV

Voice analysis Pitch and tempo for effective presentation Exercising right pronunciation of difficult words

# **Paper-103 Computer Fundamentals**

Total Marks: 100, Theory Marks: 50, Practical Marks: 30, Internal Assessment: 20 Time: 3 Hours. (for theory paper)

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 I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

#### Unit-I

Block diagram of a computer system
Types & functions of Hardware and Software
Types of memory: Primary and Secondary memory
RAM, ROM, PROM, EPROM, EEPROM
Input-output interface

#### Unit-II

Types of languages: machine, assembly, binary and high level language Compiler, Interpreter, Assembler Number systems and number conversions Binary arithmetic system

#### **Unit-III**

Logic gates & truth tables Boolean algebra and Karnaugh map Flip-Flops

#### **Unit IV**

Operating system and its types Microsoft Word Microsoft Power Point Internet Applications Search Engines

#### **References:**

Computer Fundamentals: PK Sinha Digital Electronics: VK Puri

Computer System & Architecture: Moris Mano

Computer Organization: Ashwani Kush

Computer Fundamentals by Anita Goel, Pearson Education India

# Paper-104 Introduction to Computer Programming

Total Marks: 100. Theory Marks: 50, Practical Marks: 30, Internal Assessment: 20 Time: 3 Hours. (for theory paper)

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 I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing short notes and covering the entire syllabus. All questions carry equal marks.

#### Unit-1

C fundamentals: Problem definition, algorithms, flow charts and their symbols Variables, C Expressions, C Tokens, Constant

**Data Types** 

**Standard library:** Input / output

#### Unit-2

**Operator and Expressions:** Precedence of Arithmetic Operations, Type Conversion in Expression, Operator Precedence & Associability Managing Input and Output Operations **Decision Making** 

#### Unit-3

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, Functions: Definition of Functions, Elements of user Defined functions, Return values and their types, Function calls, Function Declaration, Recursion

#### Unit-4

**Structures and union:** Defining structures, declaring structure variables, Accessing Structure variables, Structure initialization, union **Pointers** 

#### **References:**

Complete Reference: Herbert Schildt

Let Us C: Yashvant Kanetkar

C Programming: E Balaguruswamy

The C Programming Language: Denis Ritchi

# Paper-105: Fundamental of Multimedia

Total Marks: 100, Theory Marks: 80, Internal Assessment: 20 Time: 3 Hours. (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### Unit-I

Introduction to multimedia Key elements of multimedia: text, audio, video, graphics, animation Hardware and software requirements for multimedia Applications of multimedia

#### Unit-II

Desktop publishing
Basic design concepts
User interface design
Hypermedia authoring concepts

#### **Unit-III**

Process of multimedia production Various file formats of text, audio, video, graphics and animation File compression techniques Creating web based multimedia

#### **Unit-IV**

Introduction to animation
Basic audio and video integration techniques
Animation effects
Production process of animation

#### **References:**

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

# Paper-201: Communication Skills & Personality Development

Total Marks: 100, Theory Marks: 50, Practical Marks: 30, Internal Assessment: 20

Time: 3 Hours. (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### Unit - I

Communication: Nature, Scope and Significance, communication as a process and a product,

Communication and Persuasion

**Interpersonal communication:** Theories and Models-transactional analysis

# Unit - II

Group communication: Theories and Models-Decision making process, leadership, team work

communication patterns in-group context

Public communication: Rhetoric Model, Persuasion Model

Non-verbal Communication: Theories and Models, Types of non-verbal behavior Kinesics

#### Unit - III

**Introduction to Personality:** Basic of Personality, Human growth and Behavior, Theories Motivation, Body Language, Relationships, Leadership Skills, Team Building and Public Speaking

#### Unit IV

**Techniques in Personality development:** Self confidence, Mnemonics, Goal setting, Time Management and Effective Planning

**Techniques in Personality Development:** Stress Management, Meditation and Concentration Techniques, Self hypnotism, Self acceptance and Self Growth

#### **References:**

Wood, Julia T: Communication Mosaics: An Introduction to the field of Communication, 2001. Wadsworth

Larson, Charles U; Persuation - Reception and Responsibility. Wadsworth, 2001 Personality Development by Rajiv K Mishra, Rupa & Co.

# Paper-202: Communicative Hindi

Total Marks: 100, Theory Marks: 80, Internal Assessment: 20 Time: 3 Hours (for theory paper)

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# **Paper-203: Computer Graphics**

Theory Marks: 80, Internal Assessment: 20 Time: 3 Hours. (for theory paper)

Total Marks: 100

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

#### Unit I

Meaning of graphics
Elements of computer graphics
Types of computer graphics
Applications of computer graphics
Line and circle drawing algorithms

#### Unit II

Basic geometric transformations
Matrix representations and composite transformations
2D viewing functions
Clipping operations: point, line, polygon, curve, text

#### Unit III

3D display methods 3D object representations

3D geometric modeling and transformations:

Transformation, rotation, scaling and composite transformation

## **Unit IV**

Properties of light Intuitive color concepts RGB, CMYK, YIQ and HSV color model Color selection and applications

#### **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.

Paper- 204: HTML Basics

Total Marks: 100
Theory Marks: 50,
Practical marks: 30
Internal Assessment: 20
Time: 3 Hours. (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### Unit I

Process of static web designing
Basic elements of web page
Role of typography
Aesthetics in colour and image selection

#### Unit II

HTML: introduction and basic elements;
Tags and functions
Syntax and document types
Head, title and body elements
Block and text level elements

#### Unit III

Layout designing of a web page Links, images, fonts, colour, style sheet and character entities Text formatting Interface between HTML and other coding languages

#### **Unit IV**

HTML tables and frames Creating Page Structure with HTML Tables Diagramming an HTML Table HTML Frames and Framesets Web browser support for HTML

- "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.
- "Schaum's Easy Outline HTML" By David Mercer, Mcgraw Hill Professional

# Paper-205: Desktop Publishing (Indesign & Photoshop)

Total Marks: 100 Practical Marks: 80, Internal Assessment: 20

There will be only practical examination in this paper. External examiner will evaluate the proficiency of the students in the software. Examiner will give on-the-spot assignments/tasks to the students.

Unit I

InDesign: Workspace Toolbox, Menus and Palettes Handling Texts Control Palette

Unit-II

Frames and tables
Making hyperlinks, printing, make Pdf
Common errors of design
Preparing Images for use in InDesign

#### **Unit-III**

Photoshop: Photoshop's Environment, Navigating in Photoshop Image Size and Resolution, Cropping, Selecting Image Areas, Modifying Selections layers, Creating Layers, Transforming Layers, Copying Layers between Images, Arranging Layers, Saving Images in Photoshop Format

#### **Unit III**

Blending and Compositing, Defringing, Opacity and Blending Modes, Feathering Edges, Image Modes, Color and Painting, Selecting Colors, Painting Tools, Layer Effects and Filters, Adjusting Image Levels

- 1. Software Essentials for Graphic Designers: Photoshop, Illustrator, InDesign by Mark Gatter; Laurence King Publishing. Copyright.
- 2. Adobe Photoshop CS3 by Andrew Faulkner; Peachpit Press. Copyright.
- 3. Adobe InDesign CS5 Classroom in a Book by Adobe; Pearson Education India. Copyright.
- 4. Adobe InDesign CS6 Classroom in a Book by Adobe Creative Team
- 5. The InDesign Effects Book by Ted LoCascio; John Wiley & Sons. Copyright.

# Paper-301: Content Writing & Scripting

Total Marks: 100, Theory Marks: 50, Practical Marks: 30, Internal Assessment: 20

Time: 3 Hours. (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### 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 colours, 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

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

# Paper-302: Photography

Total Marks: 100, Theory Marks: 50, Practical marks: 30 Internal Assessment: 20 Time: 3 Hours. (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### Unit I

Introduction to Photography: History of Photography, Evolution of Photography,

Role of Photography in Visual Communication

Camera Basic: Analog and Digital Camera, Types of Digital Camera

Essentials components of digital camera: Focus, Lens, Shutter, Aperture, Sensors, Exposure

**Basics** 

#### 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.

#### Unit III

**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 IV**

**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

#### **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 Ingledew, Laurence King Publishing. Copyright.

i notography by John Ingledew, Laurence King I ubilshing. Copyright.

A Concise History of Photography by Helmut Gernsheim, Courier Dover Publications

# **Paper-303: Animation Techniques**

Total Marks: 100 Theory marks: 80 Internal Assessment: 20

Time: 3 hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

Unit I

Animation: origin and growth Basic principle of animation

Animation: meaning, definition and types

Unit II

Main elements of animation Role of computers in animation Computer language for animation

**Unit III** 

Basic computer graphics algorithm 2D and 3D coordinated system Reflection and rotation matrix

**Unit IV** 

Motion control

Transparency, texture, shadow and anti hashing Automatic motion control: mechanics, robotics, kinematics

- 1. Computer Graphics: Principles & Practice In C, 2/E by Foley; Pearson Education India. Copyright.
- 2. Animation: The Mechanics of Motion, Volume 1by Chris Webster; Taylor & Francis. Copyright.
- 3. The complete animation course: the principles, practice and techniques of successful animation by Chris Patmore; Barron's educational Series, Inc., 2003
- 4. 3D Art Essentials by Ami Chopine; Taylor & Francis.
- 5. Motion Graphic Design: Applied History and Aesthetics by Jon Krasner; Taylor & Francis. Copyright.

# Paper-304: Website designing using Dreamweaver

Total Marks: 100
Theory marks: 50
Practical marks: 30

Internal Assessment: 20

Time: 3 hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit 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, the implementation / coding process.

#### 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, Applying DIVs, working of style sheet, starting a style sheet, font, margins, link colors, stylish headlines, paragraphs, indentation, types of images, organizing images, inserting and formatting tables.

#### **Unit IV**

Form elements, head elements, page templates, form objects, accessible forms, page layers, working with layers, flash elements, multimedia contents, browser compatibility testing, uploading the website on web, testing website online, uploading changes, maintaining website.

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

# Paper-305: Vector Graphics (Coral Draw & Illustrator)

Total Marks: 100 Practical marks: 80 Internal Assessment: 20

There will be only practical examination in this paper. External examiner will evaluate the proficiency of the students in the software. Examiner will give on-the-spot assignments/tasks to the students

#### Unit -I

Introduction to Corel Draw
Coral Draw tools
Shape panel, drawing panel, drawing panel, basic shapes
Working with Objects
Using color & text
Working with color effects

#### **Unit -II**

Outlining and Filling Objects
Using Symbols and Clipart
Transforming Objects
Creating Output
Exporting Drawings

#### Unit -III

Illustrator's interface, setting up the work area, creating standard shapes, path anatomy, basic modification of objects, fills and strokes, working with color, bounding box, setting guides, Appearance Palette, Pathfinder Palette, Align Palette

Setting up a template, using the Pen Tool, path modification, transformation tools (move, scale, rotate, skew)

#### **Unit-IV**

Compound paths, Pathfinder, expanding paths, keylines and outlines, defining colors, sampling colors, text creation, body text, paragraph and character attributes, text on path, layout of a mechanical, clipping masks

Pattern creation and usage strategies, using path patterns, Color Guide

- 1. CorelDRAW X3 Unleashed by Foster D. Coburn; Published by Unleashed Productions, Inc.. Copyright.
- 2. CorelDraw 12: The Official Guide by Steve Bain; Dreamtech Press.
- 3. Real World Adobe Illustrator 10 by Deke McClelland; Peachpit Press. Copyright
- 4. Adobe Illustrator CS4 Classroom in a Book by Adobe Creative Team; Peachpit Press. Copyright.
- 5. Adobe Illustrator CS5 Illustrated by Chris Botello; Cengage Learning. Copyright.

# Paper-401: Data Communication & Networking

Total Marks: 100 Theory Marks: 80 Internal Assessment: 20

Time: 3 hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

#### Unit – I

Data Communication terminologies: Signal and Data, Concept of Channel, Baud, Bandwidth (Hz, KHz, and MHz); Data transfer rate (bps, kbps, mbps, gbps, tbps), Bit rate, Baud Rate Simplex, Half Duplex and Full Duplex Communication

Modes of Transmission Modulation: Amplitude Modulation, Frequency Modulation and Phase Modulation.

Transmission Media: guided and unguided, twisted Pair cable, coaxial cable, FOC (Fiber Optics Cable), Microwave Transmission: Terrestrial, Satellite

#### Unit – II

Overview of Computer Network, Network Topologies, Connection oriented vs. Connectionless service The OSI reference model, TCP reference model, General Comparison between OSI and TCP/IP Interconnecting Devices: Repeaters, hubs, bridges, switch, routers, gateways and Modems Telecom technologies: GSM, CDMA, WLL, 3G, SMS

#### Unit-III

Client Server Model: Concept of Concurrency and Iterative Server, FTP- Control Connection, Data Connection, Communication, File Transfer Concept of DNS, Telnet, WWW, HTTP, Architecture of WWW Electronic mail, mail transfer Agent & Mail user agent, URL Network Security Concepts: Firewall, Cookies, Hackers and Crackers

#### Unit – IV

Channel allocation Static and Dynamic, Pure and slotted ALOHA, Persistent and Non-Persistent CSMA, CSMA/CD, Cable type and length and other characteristics, IEEE 802.3 Ethernet frame format Error correction codes, error detecting codes, Hamming code and CRC

- 1. Computer Networks, Andrew S. Tanenbaum
- 2. Data Communications and Networking by Behrouz A. Forouzan, Sophia Chung Fegan; Published by Huga Media. Copyright.

# **Paper-402: Audio Production**

Total Marks: 100 Theory Marks: 50 Practical Marks: 30 Internal Assessment: 20

Time: 3 hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

#### Unit - I

Principles of Sound - quality, intensity, frequency, noise, amplitude, timbre, velocity Audio Equipments - Microphones, Mixers/Consoles, Analogue Recording, digital Recording, Synchronization, Signal Processing, Loud speakers and Monitors, Audio Meters

#### Unit - II

Acoustics and Reverberant Sounds, Matching Acoustics, Sound Isolation Room dimensions, Room Acoustics, Control room Design Analogue and Digital Audio - Process, formats Audio Channels and Output: Mono, Stereo, Dolby, Woofer, Tutor, Surround (2.1, 5.1, 7.1)

# **Unit - III**

Audio effects and its functions, synchronizing sound with picture, Strategies in designing sound. Sound aesthetics, Sound design - elements of sound structure Audio Process - Recording, mixing, backing track Using appropriate software: Sound Forge, Nuendo, Wavepad

#### Unit - IV

Audio Production - Studio and Live, Speech, Music, Live Shows, Interviews Audio Editing, Scripting Sound, dubbing, creative usage of sound Analyzing sound samples Broadcasting Sound

#### **References:**

Borwick, John (eds): Sound Recording Practice: A Handbook. Oxford University Press, 1995 Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focul Press, 1996.

# **Paper-403: Video Production**

Total Marks: 100 Theory marks: 50 Practical marks: 30 Internal Assessment: 20

Time: 3 Hours. (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit 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, Make up techniques, editing grammar and aesthetics, editing equipment, Structure of non-linear editing workstation

- 1. Videography: Video Media as Art and Culture, Sean Cubitt, Palgrave Macmillan, 15-Dec-1993
- 2. Visual Storytelling: Videography and Post Production in the Digital Age, Ronald J. Osgood, M. Joseph Hinshaw, WADSWORTH Incorporated FULFILLMENT, 29-Jan-2013
- 3. Video Production: Disciplines and Techniques, James C. Foust, Edward John Fink, Lynne S. Gross, Holcomb Hathaway, Incorporated,

# Paper-404: 2D Animation (Flash)

Total Marks: 100 Theory Marks: 50 Practical marks: 30

Internal Assessment: 20

Time: 3 hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

# Unit I

Flash Editor, Panels, Timeline, Tools, Saving & Uploading Files More Tools, Utilities, Grouping, Arranging Graphic Symbols, Alignment, Libraries, Layers

#### **Unit II**

Keyframes, Frame by Frame Animation, Onion Skins, Frame Rate Motion Tweening, Stop Action, Rotate & Spin, Info Panel, Movie Explorer, Shape Tweening, Button Symbols,

#### **Unit III**

Action Scripts, Adding Sound to Buttons, Publishing and Exporting Making Compositions Masking and Transparency

#### **Unit IV**

**Animating Layers** Video and Audio Effects Managing Layer Rendering and getting output

#### **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.

# Paper-405: Web Programming using PHP

Total Marks: 100
Theory Marks: 50
Practical Marks: 30
Internal Assessment: 20

Time: 3 Hours. (for theory paper)

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 I to IV and students are required to attempt one question from each unit. Unit-V will have only one compulsory question containing short notes and covering the entire syllabus. All questions 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-V**

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

#### **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.

# Paper-501: Applications of Multimedia

Total Marks: 100
Theory Marks: 80,
Internal Assessment: 20
Time: 3 Hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

# **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

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

# **Paper-502: Communication Technologies**

Total Marks: 100 Theory marks: 80 Internal Assessment: 20

Time: 3 Hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### Unit-I

Brief introduction to mass communication technologies: Printing, Photography, Audiography, Videography, Cinematography Communication satellites: types, structure and functioning The process of radio, television and web broadcasting

#### Unit-II

Wireless Networks: Wireless Network Architecture, wireless switching techniques, Wireless Communication problem, wireless network reference model Wireless networking issues & standards Bluetooth: User Scenarios, Architecture

#### **Unit III**

Radio bands and frequencies Satellite radio and web radio Infra red Vs radio transmission Infrastructure and Ad-hoc Network,

# **Unit IV**

Television standards: NTSC, PAL and SECAM

Interactive television, HDTV, IPTV

Display technology: CRT, plasma, LCD & LED

Direct to Home (DTH), Fiber optics

Conditional Access System, Pay per view system

- 1. Communication Technology by Everett M. Rogers; Simon and Schuster, 1986
- 2. Interactive Digital Television: Technologies and Applications edited by George Lekakos, Konstantinos Chorianopoulos, Georgios I. Doukidis; Idea Group Inc (IGI). Copyright.
- 3. Newnes Guide to Television and Video Technology by K. F. Ibrahim
- 4. Network Communications Technology by Ata Elahi; Cengage Learning. Copyright.
- 5. Information and Communication Technology in Organizations by Bart van den Hooff, Lidwien van de Wijngaert; SAGE Publications

# Paper-503: Web Technologies

Total Marks: 100 Theory marks: 50 Practical Marks: 30 Internal Assessment: 20

Time: 3 Hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### Unit I

Planning and designing a website, maintaining view state, connecting and hosting database, choosing a web server for hosting, domain name registration, configuration and optimization settings, promotion and maintenance of website

Uniform Resource Locators (URLs) & Web Browsers

#### **Unit II**

Semantic Web applications and services, Semantic Search, e-learning, Semantic Bioinformatics, Knowledge Base, XML Based Web Services, Creating an OWL-S Ontology for Web Services, Semantic Search Technology, Web Search Agents and Semantic Methods

#### **Unit III**

Web technologies: Terminology & Applications; Active X Components, XML, Chat applets,

Ajax, Servlet, Java Beans, J2ME, SQL, Ftp Android: Ice cream Sandwich, Jellybean

Peer to Peer and Cloud Network

#### **Unit IV**

Social Network Analysis, development of the social networks analysis,

Electronic Sources for Network Analysis – Electronic Discussion networks, Blogs and Online Communities, Web Based Networks. Building Semantic Web Applications with social network features.

- 1. Semantic Web Technologies, Trends and Research in Ontology Based Systems, J.Davies, R.Studer, P.Warren, John Wiley & Sons.
- 2. Semantic Web and Semantic Web Services -Liyang Lu, Chapman and Hall/CRC Publishers,(Taylor & Francis Group)
- 3. Information Sharing on the semantic Web Heiner Stuckenschmidt; Frank Van Harmelen, Springer Publications.
- 4. Programming the Semantic Web, T.Segaran, C.Evans, J.Taylor, O'Reilly, SPD

# Paper-504: Special Effects

Total Marks: 100 Theory marks: 50 Practical Marks: 30 Internal Assessment: 20

Time: 3 Hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks

#### Unit I

Introduction to After Effects: Overview, application and scope Creating a composition: Adding layers to a composition Managing multiple compositions
Mixing audio with fades
Trimming audio layers

#### Unit II

Introduction to Keyframes and Motion paths
Copying, nudging and scaling motion paths
Scale values and opacity values
Layer management: Selecting, moving, duplicating, soloing, renaming and replacing layers
Trimming and motion blur

#### Unit III

Introduction to Modes, masks and mattes Applying blending modes Creating and transforming masks Rotoscopy: Planning layers inside masks Applying effects and common effect controls

#### **Unit IV**

Lighting in 3D: Creating and managing shadows Formatting and randomizing text Color management and luminance range issues Nesting and Precomposition

#### **References:**

1. "Creating Motion Graphics with After Effects" Trish & Chris Meyer; 4<sup>th</sup> edition, Focal Press Publishers.

# **Paper-505: Non-Linear Editing (Final Cut Pro)**

Total Marks: 100 Practical Marks: 80 Internal Assessment: 20

There will be only practical examination in this paper. External examiner will evaluate the proficiency of the students in the software. Examiner will give on-the-spot assignments/tasks to the students

## Unit I

Non-linear Editing: meaning and process Hardware requirements for NLE Connecting editing equipment Capturing raw video Creating timeline

#### Unit II

Introduction to Final Cut Pro
Editing tools
Cut, fade, mix and wipe
Main tools of editing - Selection, Range Select, Rolling, Edit, Razor, Hand Tool, Cross fade, In point, Zoom tools

#### Unit III

Audio Mixing
Process of equalization
Applying effects to sound
Synchronizing audio with video sequence

#### **Unit IV**

Video transitions
Titling and graphics
Adding visual effects
Rendering and authoring
Output video formats

- 1. Editing Techniques with Final Cut Pro by Michael Wohl; Peachpit Press. Copyright.
- 2. Final Cut Pro X: Visual QuickStart Guide by Lisa Brenneis, Michael Wohl; Peachpit Press. Copyright.
- 3. Digital nonlinear editing: editing film and video on the desktop by Thomas A. Ohanian; Focal Press, 1998
- 4. Nonlinear Editing Basics: Electronic Film and Video Editing by Steven E. Browne; Focal Press, 1998

# **Paper-601: Information Security**

Total Marks: 100, Theory Marks: 80, Internal Assessment: 20

Time: 3 Hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### Unit I

**Introduction:** Basic concepts: threats, vulnerabilities, controls; risk; confidentiality, integrity, availability; security policies, security mechanisms; assurance; prevention, detection, deterrence

**Basic cryptography:** Basic cryptographic terms, Historical background, Symmetric crypto primitives, Modes of operation, Cryptographic hash functions, Asymmetric crypto primitives

#### Unit II

**Program security:** Flaws: Malicious code: viruses, Trojan horses, worms; Program flaws: buffer overflows, time-of-check to time-of-use flaws, incomplete mediation; Defenses: Software development controls, testing techniques

**Security in conventional operating systems:** Memory, time, file, object protection requirements and techniques, Protection in contemporary operating systems;

#### **Unit III**

**Identification and authentication:** Identification goals, Authentication requirements, Human authentication, Machine authentication

**Trusted operating systems**: Assurance, trust, design principles, evaluation, criteria, Evaluation process

**Database management systems security:** Database integrity, Database secrecy, Inference control, multilevel databases

#### **Unit IV**

**Network security:** Network threats: eavesdropping, spoofing, modification, denial of service attacks; Introduction to network security techniques: firewalls, virtual private networks, intrusion detection,

Management of security: Security policies, Risk analysis, Physical threats and controls Legal aspects of security, Privacy and ethics

#### **References:**

Information Security: The Complete Reference, Second Edition; Mark Rhodes-Ousley McGraw Hill Professional, 03-Apr-2013

# **Paper-602: Interactive Courseware Designing**

Total Marks: 100 Theory marks: 80 Internal Assessment: 20

Time: 3 hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

#### Unit I

Coursework – introduction need and structure Components of multimedia instructional material Dale's Cone of Learning Principles, methods and types of learning ADDIE Model & Process

#### Unit II

Courseware design knowledge and skills Selecting subjects for the interactive courseware Preparing synopsis for a courseware Sequencing of learning points Role and responsibilities of team members

#### Unit III

Courseware development life cycle Hypermedia authoring and publishing Adding audio-visual contents Creating self check exercises Evaluating the quality of Courseware

# **Unit IV**

Features of smart classrooms

Computer aided learning – proce

Computer aided learning – process, types, pros and cons

Future of computer aided learning: ICT, m-learning, flipped learning, virtual university Learning Management System (LMS): Moodles, Clickers, Massive Open Online Course (MOOCs)

- 1. Interactive Multimedia in Education and Training edited by Sanjaya Mishra, Ramesh C. Sharma; Idea Group Inc (IGI). Copyright.
- 2. e-Learning by Design by William Horton; John Wiley & Sons. Copyright.
- 3. How to Plan and Manage an E-learning Programme by Roger Lewis, Quentin A. Whitlock; Gower Publishing, Ltd.. Copyright.
- 4. Integrated E-Learning: Implications for Pedagogy, Technology and Organization edited by Wim Jochems, Rob Koper, Jeroen Van Merrienboer; Routledge. Copyright.
- 5. The Design and Production of Self-instructional Materials by Fred Lockwood; Psychology Press. Copyright.

# **Paper-603: Mobile Computing**

Total Marks: 100
Theory marks: 80
Internal Assessment: 20

Time: 3 hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks.

#### Unit I

**Mobile Computing:** Mobile communication, Mobile computing, Mobile computing architecture, Mobile Devices, Mobile System Networks, Mobility Management

#### **Unit II**

Global Systems for Mobile Communications (GSM): Mobile Services, System architecture, Protocols, Localization & Calling, Handover, Security.

GPRS: GPRS System Architecture, UMTS: UMTS System Architecture. LTE: Long Term Evolution

#### **Unit III**

**Mobile Network Layer:** Mobile IP: Goals, Assumptions, Entities and Terminology, IP Packet Delivery, Agent Discovery, Registration, Tunneling and Encapsulation, Optimizations, Dynamic Host Configuration Protocol (DHCP)

#### **Unit IV**

**Mobile Transport Layer:** Traditional TCP, Indirect TCP, Snooping TCP, Mobile TCP, Fast retransmit/fast recovery, Transmission /time-out freezing, Selective retransmission, Transaction oriented TCP, TCP over 2.5G/3G Wireless Networks.

#### **Textbooks:**

- 1. Jochen Schiller, "Mobile Communications", Pearson Education, Second Edition, 2008.
- 2. Dr. Sunilkumar, et al "Wireless and Mobile Networks: Concepts and Protocols", Wiley India.
- 3. Raj Kamal, "Mobile Computing", Oxford University Press.

#### **Reference Books:**

- 1. Asoke K Talukder, et al, "Mobile Computing", Tata McGraw Hill, 2008.
- 2. Matthew S.Gast, "802.11 Wireless Networks", SPD O'Reilly.
- 3. Ivan Stojmenovic, "Handbook of Wireless Networks and Mobile Computing", Wiley, 2007.
- 4. Kumkum Garg, "Mobile Computing", Pearson.
- 5. Handbook of Security of Networks, Yang Xiao, Frank H Li, Hui Chen, World Scientific, 2011.

# Paper-604: Organization Portfolio

Total Marks: 100 Theory marks: 80 Internal Assessment: 20

Time: 3 Hours (for theory paper)

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

#### Unit I

Introduction to Portfolio: Identification of definition and purposes

Making a conceptual framework Portfolio process and utilization

Portfolio assessment process

Steps of development: plan, gather artifacts, update references, creating support material,

assembling portfolio, use in interviews

Unit II

Electronic portfolio development Benefits of an electronic portfolio Designing an electronic portfolio Portfolio designing softwares Portfolio websites

**Unit III** 

Creating a portfolio shell Identifying types of learning Gathering of supporting documentation Portfolio building and submission Portfolio evaluation

**Unit IV** 

Use of a portfolio in the graphic arts industry Preparation and presentation techniques Industry standards for portfolios Time management and multitasking Diversity of media

# **References:**

Herbert, E. (2001). The power of portfolios: what children have taught us about learning and assessment. San Francisco: Jossey-Bass.

Williams, A. G. & Hall, K. J. (2001). Creating your career portfolio: at a glance guide for students. New Jersey: Prentice-Hall, Inc.

Williams, A. G., Hall, K. J., Shadix, K., & Stokes, D.M. (2005). Creating your career portfolio: at a glance guide for dietitians. New Jersey: Pearson Education, Inc.

# **Paper-605: Specialization (Elective)**

Total Marks: 100 Practical Marks: 30

Internal Assessment: 20 marks

#### Rationale

The main idea behind Specialization (Elective) is to document the experiences of students being a team member of a desktop publishing/graphic designing /animation/audio-video production/web designing projects in a real life environment so that s/he could learn to recognize all minor intricacies of production work. Moreover s/he can produce and refer back to the report as and when it is needed. Nonetheless it would be helpful to authenticate the projects, he has completed.

#### Introduction

Each student shall be supposed to prepare a project report with <u>CD/DVD</u> (<u>soft copy</u>) content during the last semester of the course. The project work will be purely practical work. This report will be prepared in accordance with the format provided by the institute. Report should be printed both side with hard bound. Report should contain minimum 40-50 pages of text, graphics, visuals etc. One of the following <u>specialization topics</u> will be selected for the project work:

Elective I – Web Production (Multimedia Website) Elective II- Advertisement Production (Ad Campaign) Elective III-Animation Production (Animation Film) Elective IV-Video Production (Short Film) Elective V- Radio Production (Radio Talk/Drama)

#### **Process**

Each student will write his/her report according to the following format:

- Idea/concept of the project
- Treatment of the project
- Technical equipment used
- Workflow of the project
- Contribution of the student
- Main observations during the training
- Key points of learning

#### **Evaluation and Viva-Voce**

During the specialization project, students will work under a supervisor to be decided by the production house. In the end of the project, supervisor will sign the report. As soon the project ends student will submit two copies of the report in the institute. The evaluation of the report will be done by the external expert to be decided by the Director of the institute. Apart from evaluation of report, external examiner will conduct a viva-voce for judging the knowledge of student.

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