Five-Year Integrated Course in Multimedia (B.Sc.& M.Sc.)

Scheme of Examination

and

Syllabus

Duration: Three + Two Year
Eligibility: 10+2 in any stream

Institute of Mass Communication and Media Technology

Kurukshetra University, Kurukshetra

Five-year Integrated course in Multimedia
Scheme of Examination (Existing)
B.Sc.(I-VI Sem)

First Semester	T	P	IA	Total
Paper-1 Science of communication	80	-	20	100
Paper-2 Communicative Hindi	80	-	20	100
Paper-3 Social Science-I	80	-	20	100
Paper-4 Fundamentals of Computer	50	30	20	100
Paper-5 Fundamentals of multimedia	80	-	20	100
Second Semester				
Paper-6 Communication technologies	80	-	20	100
Paper- 7 Communicative English	80	-	20	100
Paper- 8 Social Science-II	80	-	20	100
Paper- 9 Computer organization and Structure	80	-	20	100
Paper-10 Page maker & Quark Express	-	80	20	100
Environment Studies*	75	25	-	100
Third Semester				
Paper-11 Applications of multimedia	80	-	20	100
Paper- 12 Videography	50	30	20	100
Paper- 13 Computer graphics	80	-	20	100
Paper- 14 Static Web designing (HTML)	50	30	20	100
Paper- 15 Coral Draw	-	80	20	100
Forth Semester				
Paper- 16 Animation techniques-I	80	-	20	100
Paper- 17 Video production	80	-	20	100
Paper- 18 Interactive Courseware Designing	80	-	20	100
Paper- 19 Dynamic web designing (Dreamweaver)	50	30	20	100
Paper- 20 Photoshop	-	80	20	100
Fifth semester				
Paper- 21 Animation techniques-II	80	-	20	100
Paper- 22 Non-linier editing	80	-	20	100
Paper- 23 Data communication and Computer network	80	-	20	100
Paper- 24 ASP.net	50	30	20	100
Paper- 25 Sound Forge & Adobe Premiere	-	80	20	100
Sixth Semester				
Paper- 26 Web management	80	-	20	100
Paper- 27 Content writing	80	-	20	100
Paper- 28 Flash	-	80	20	100

Five-year Integrated course in Multimedia
Scheme of Examination
w.e.f. Academic Session 2011-12
M.Sc.(VII-X Sem)

Seventh Semester	T	P	IA	Total
Paper-30 Communication Process, Practice & Theory	80	-	20	100
Paper-31 Advance web Designing	80	-	20	100
Paper-32 Digital Publishing	50	30	20	100
Paper-33 Multimedia Designing	50	30	20	100
Paper-34 Project-I: Website Development**	-	80	20	100
Eighth Semester				
Paper-35 Advance Graphics Designing	50	30	20	100
Paper-36 Introduction to 3D Animation	50	30	20	100
Paper-37 Animation & Advertisement	50	30	20	100
Paper-38 Advance Editing Techniques	50	30	20	100
Paper-39 Project-II : Animated Advertisement**	-	80	20	100
Ninth Semester				
Paper-40 Advance Courseware Designing	50	30	20	100
Paper-41 Sound & Visual Effects	50	30	20	100
Paper-42 Lighting Techniques	50	30	20	100
Paper-43 Advance 3D Animation	-	80	20	100
Paper-44 Project-III: Audio / Video production**	-	80	20	100
Tenth Semester				
Paper-45 Multimedia Marketing and Research	80	-	20	100

Paper-46 Elective Paper
 Any one of the following
    1. Typography
    2. Texturing & Rendering
    3. Character rigging
    4. Graphics designing with illustrator
	50	30	20	100

Paper-47. Seminar***	-	-	50	50
Paper-48. Major Project-IV: Multimedia Production**	-	200	50	250

Note-

*   **Environment studies paper is a qualifying compulsory for all the students of the UG course and the same will be conducted in the 2nd semester of the course.**

**   **Project 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 Project is supposed to be submitted.**

***   **The seminar on a topic approved by the Director of the Institute will be presented by the student before the start of theory paper on a date fixed by the Institute and the same will be evaluated by a committee of three teachers nominated by the Director.**

Total Marks: 100,
Theory Marks: 80,
Internal Assessment: 20
Time: 3 Hrs. (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

Communication: concept and definition

Communication: Principles and elements

Types of communication- Intrapersonal, Interpersonal, Group and Mass

Functions of communication: Personal and social context

Unit-II

Media: traditional, new and folk

Characteristics of different media

Functions of media

Unit-III

Visual as communication

Visual codes: Signs & symbols

Characteristics of visual communication

Non-verbal communication

Unit-IV

Theories of communication-Bullet theory, Normative, cognitive dissonance, uses and gratification, agenda setting, McLuhan's Media theory

Models of communication: Aristotle, Lasswell, Osgood & Schramm, Shannon & Weaver, Gerbner's Model, Berlo's model

Reference Books

- Rayudu, C.S., *Media and Communication Management*, Himalya Publishing House, Delhi, Reprint 2005

- Phillips, Annie, *Communication and the Manager's Job*, Radcliff Medical Press, Jaypee Brothers Medical Publisher's(P) Ltd., New Delhi-110002-India,2005, ISBN- 1-85775-534-0

- Narula, Uma, *Dynamics of Mass Communication (Theory and Practice)*, Atlantic Publishers and Distributers,2006

- Mathur, Pratish K, *Visual communication Beyond words*, GNOSIS Publishers of Education Books, Delhi- 110092,2006, ISBN 81-89012-08-8

- Watt, James H Sajef A. Van Dan Berg, *Communication Science*, Allym and Bacon, 1995, ISBN 0-205-14026-2

Total Marks: 100,
Theory Marks: 80,
Internal Assessment: 20
Time: 3 Hrs. (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 of static web designing & dynamic web designing, Layout designing of a web page, Head, title and body elements , Block and text level elements

Links, images, fonts, colour, style sheet and character entities

Interface between HTML and other coding languages

Unit II

Introduction to javaScript, javaScript Core features-overview, Datatypes & variables, operators, Expressions, Statements

Unit III

Functions, objects, Arrays, date, Math, & type related objects, regular Expressions,

Unit IV

Controlling Window & frames, Handling documents, form handling, dynamic effects:Rollovers, positioning & animation, Navigation &site visit improvements

Reference Books

Powell, Thomas A. , *HTML The complete reference,* Osborne/McGraw-Hill, 1999
Second edition, ISBN: 0072119772, 9780072119770

Thomas A. Powell, Fritz Schneider*, JavaScript: the complete reference Osborne
Complete Reference Series Complete Reference*, Publisher McGraw-Hill/Osborne, 2004,
ISBN 0072253576, 9780072253573

John Pollock, *JavaScript: a beginner's guide*
McGraw-Hill Professional, 2004, ISBN 0072227907, 9780072227901

Andrew Harris, *JavaScript Programming for the Absolute Beginner,* Publisher Cengage
Learning, 2002, ISBN 0761534105, 9780761534105
David Flanagan, *JavaScript: The Definitive Guide: Activate Your Web Pages Definitive
Guide Series*, O'Reilly Media, Inc., 2011, ISBN 0596805527, 9780596805524

Danny Goodman, Michael Morrison, Brendan Eich, *JavaScript Bible,* sixth edition, John
Wiley and Sons, 2007 ISBN 0470146230, 9780470146231
Chuck Musciano, Bill Kennedy, *HTML & XHTML: the definitive guide,*sixth Edition,
ISBN-10:0-596-52732-2

M.Sc. Multimedia
Semester-7th
Paper-32:Digital Publishing

Total Marks: 100,
Theory Marks: 50,
Practical Marks: 30,
Internal Assessment: 20
Time: 3 Hrs. (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

Meaning, Definition and history of digital publishing, Types of digital publishing, Careers in digital media

Unit-II

Digital printing process
Understanding hidden character, How indesign defines Paragraph, Manage Hyphenation settings, Apply Alignment settings, Balanced Ragged lines, Hang punctuation, Hyphen and Dashes

Unit III

Concept of digital publishing, the Indesign workspace., Menu bar, toolbox, using panels, using tools, placing text in a frame, Navigation, Application bar, control panel, using the control panel to change typefaces, changing leading, Type Basics, Points, Picas & Markup, working with text in a frame, using the glyphs panel.
Combining type and images: Understanding paths and selection tools, working with text, placing text, Manage text flow, threaded text frame, check spelling, kerning, working with images.

Unit-IV

Tabs and Tables: Working with tabs, setting tabs, Creating tables, Create a table from existing text, Adding Headers and Footers, guides &columns, Using grids to align objects.
Text Wrap, Layers, Effects: Integrating Text & graphics, an introduction to text wrap, an Introduction to document layers.

Placing type on a closed shape, placing type on an open paths, create text outlines, creating shaped text frames, specifying color, applying color to your documents, graphics tool, the mighty pen tool, making closed and paths.

Reference Books
Steve Johnson, *Adobe InDesign CS5 on Demand*
Publisher Pearson Education, Limited, 2010 ISBN 0789744465, 9780789744463

Christopher Smith, ***InDesign CS5 Digital Classroom***
 Publisher John Wiley & Sons, 2010, ISBN 0470607815, 9780470607817
Terry Rydberg ,***Exploring Adobe InDesign CS5***

Anne Fisher, ***Adobe Indesign Cs5 Illustrated***
 ISBN-13978-0-538-47787-1
David Bergsland, ***Publishing with Indesign CS5*** third edition

Burke,S. Paraiah, *Mastering InDesigh CS5 for print design and productiom*
Gruman Galen, *InDesign CS5 For Dumies*

M.Sc. Multimedia
Semester-7th
Paper-33: Multimedia Designing

Total Marks: 100,
Theory Marks: 50,
Practical Marks: 30,
Internal Assessment: 20
Time: 3 Hrs. (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
Multimedia Fundamentals: Define the concept of multimedia, fundamental criteria for the design of a multimedia presentation, multimedia application goals &objectives, opportunities in multimedia production, Role of multimedia development team members, avoiding problems in planning a multimedia application.
Unit-II

Multimedia Building Blocks: Text, Graphics, video capturing, Sound capturing, editing. Basic design principle: proximity, visual hierarchy, Symmetry / Asymmetry, Repetition, unity, Contrast, dynamics, Emphasis, Multimedia Authoring tools.

Unit-III
Design, Development and evaluation of multimedia a system:The development of user interface design, Design Process,

Unit-IV
MultiMedia & the Internet, Multimedia conferencing, Multimedia file sharing, Multimedia broadcasting, Multimedia file handling:Compression & Decompression, Data & file formats standard.

Reference Books:

John Villamil-Casanova, Louis Molina, *An introduction to multimedia*

Mohammad Dastbaz*, Desgning Interactive Multimedia Systems*

Bohdan O. Szuprowicz, *Multimedia Networking*

Stephen McGloughlin, *Multimedia on the web*

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M.Sc. Multimedia
Semester-7th
Paper-34:Project

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Total Marks: 100
Project: 50,
Practical and viva-voce: 30,
Internal Assessment: 20

It will be a practical based paper, where each student will be given an assignment to develop a website as a project. Students are supposed to complete their project work under the regular supervision and guidance of the concerned teacher.

The students will submit to the Institute a duly certified synopsis and a soft copy as well as hard copy of the project work at least 20 days prior to the theory examination of the semester. The viva-voce and the project work will be evaluated by a panel of three examiners to be appointed by the Director of the Institute.