

**ORDINANCE**  
**FOR**  
**DESKTOP**  
**PUBLISHING**

Offered by



KUMAUN UNIVERSITY, NAINITAL

**2015-2016**

By



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# **B. Voc (Desktop Publishing)**

## **DESCRIPTION & OBJECTIVES COURSE DESKTOP PUBLISHING:**

### **1. DESCRIPTION**

This course introduces students to the principles of design applicable to publications created using desktop publishing software and computer technology. Special attention is given to design principles, typography, and layout and production techniques. This class focuses on gaining professional-level skills and knowledge. In this course, the students will discover how to use the essential building blocks of design type, art and line in new and creative ways, learn clever ways to locate and use resources such as graphics and scanned art, learn to think about audience and medium and how those affect the way you craft your message and also be learning to use new technical tools to create those effective messages. In the end, the students will have a more critical eye for design and production techniques, be able to "talk the talk of desktop publishing" and will know how to design and create attractive publications. In short, the students have valuable skills that you can use in social or professional settings, from creating a newsletter for an organization. This class will follow a step-by-step process that gives you usable amounts of information in "byte-size" pieces; each assignment builds on what you have already learned. Teaching methods combine presentation, examples and discussion with considerable hands-on production and personal feedback.

### **2. OBJECTIVES:**

The principal goal for this class is to develop specific skills, competencies and points of view needed by professionals who use computer hardware and software in the hands-on production of publications. These skills include: expertise in the use of the DTP page layout program, InDesign, from basic page setup through use of specialized techniques such as type manipulation and graphic effects ways to find, adapt and create art even if you are NOT an artist understanding graphic formats and conventions that give publications a quality look writing and editing copy to enhance your message.

To develop the skills listed above, it is important that you: Gain factual knowledge that provides a context for desktop publishing (DTP), including the history of publishing and how computers fit into that history DTP terms and jargon trends and projections for jobs that require DTP skills Develop creative capacities based on skillfully integrating typefaces and illustrations designing functional and inviting layouts creatively using white space and design principles writing to persuade and inform.

### 3. Eligibility:

The course is meant for the Intermediate in any stream Passed Exam, for the purpose of eligibility and can apply.

### 4. Duration of the Course

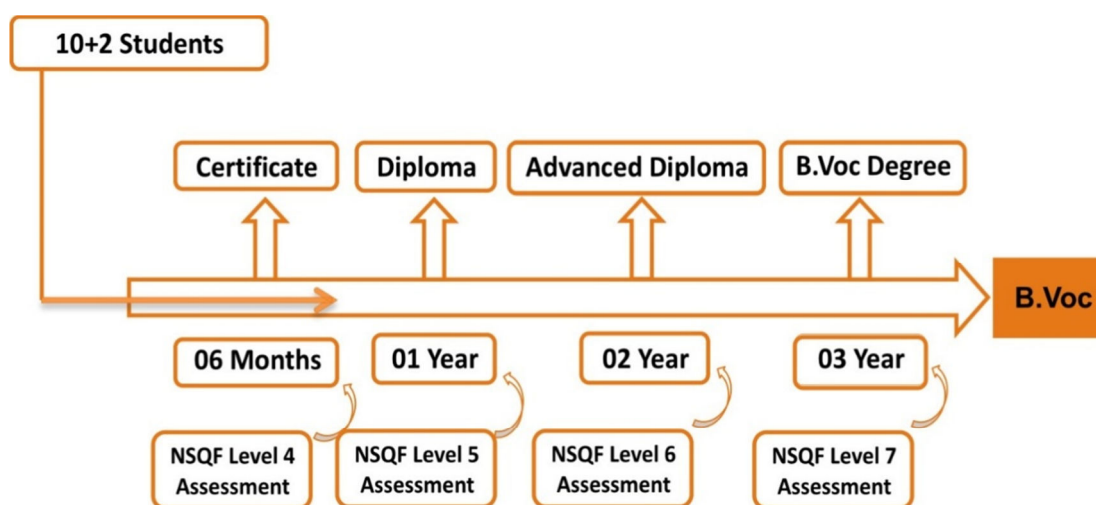
The award of ‘Certificate’ / ‘Diploma’ / Advance Diploma and U.G Degree to the successful learners in both skills and general education components of the curriculum may be done as illustrated at Table 1.

**Table 1**

S.No.	Course	Semester	Duration
1.	Certificate in Desk Top Publishing	1 (One)	Six Month (6 Month)
2.	Diploma in Desk Top Publishing	2 ( Two)	One-Year (12 Month)
3.	Advance Diploma Desk Top Publishing	4 ( Three)	Two-Year (24 Month)
4.	B.Voc in Desk Top Publishing	6 ( Six)	Three- Year (36 Month)

### Assessment of Skill Component under NSQF in Vocational Courses

The Students have the option to exit at different stages as per their needs. An academic progression for the students in vocational stream is illustrated below:



**5. No. of students to be admitted :50 (fifty)**  
 (College may conduct entrance test / Intermediate merit/ Interview necessary)

**6. Course & Scheme of Examination**

**First-Year  
SEMESTER-I**

Course Code	Course Title	University Examination
		General Education Credits
<b>BVDTP101</b>	Fundamentals of Computer & Desktop Publishing	<b>3</b>
<b>BVDTP102</b>	Basics of Ms. Word, Ms. PowerPoint & Ms. Excel	<b>3</b>
<b>BVDTP103</b>	Working with Photoshop	<b>3</b>

**SEMESTER-II**

Course No.	Course Title	University Examination
		General Education Credits
<b>BVDTP201</b>	Designing using Corel Draw	<b>3</b>
<b>BVDTP202</b>	Computer Networking & Internet	<b>3</b>
<b>BVDTP203</b>	Industrial Report	<b>3</b>

**SEMESTER-III**

Course No.	Course Title	University Examination
		General Education Credits
<b>BVDTP301</b>	Adobe PageMaker	<b>3</b>
<b>BVDTP302</b>	Offset Printing Technology	<b>3</b>
<b>BVDTP303</b>	Communication skills	<b>3</b>

### SEMESTER-IV

Course No.	Course Title	University Examination
		General Education Credits
BVDTP401	E-Publishing	3
BVDTP402	Estimating & costing	3
BVDTP403	Personality Development	3

### SEMESTER-V

Course No.	Course Title	University Examination
		General Education Credits
BVDTP501	Digital Printing & Technology	3
BVDTP502	Book Publishing	3
BVDTP503	Entrepreneurship planning & Development	3

### SEMESTER-VI

Course No.	Course Title	University Examination
		General Education Credits
BVDTP601	Industrial Dissertation	3
BVDTP602	Flexography & Screen Printing	3
BVDTP603	Technical English	3

#### 7. Practical Training

Being a practical oriented program, the focus will be more on practical training. The Candidate shall undergo practical training of the computer laboratory.

#### 8. Requirement to appear for examination

Candidate should put in a minimum of 75% attendance to appear for the examinations.

## 9. Passing Criteria

The Passing Criteria for the candidates should score at least 36% marks in each subject and 40% marks in aggregate. A candidates failing in any one of the subject has to reappear for that particular component in the back examinations.

***From 2018-19, new ordinances for vocational courses will be followed.***

Skill component will be evaluated by ITeS and students have to qualify separately according to their norms.

## 10. Classification of successful candidate

- A candidate who obtains 75% and above, aggregate in theory and practical examinations, in the first attempt shall be deemed to have passed the examination with distinction.
- A candidate who obtains from 60% to74% of the aggregate in theory and practical examinations, in the first attempt shall be deemed to have passed the examination in the first class.
- Other Successful candidates shall be declared to have passed the examination in the second class.

## 11. Conferment of degree

A candidate who has passed all the examinations as prescribed shall be eligible to receive B.Voc in “DESKTOP PUBLISHING” from Kumaun University.

## 12. Revision of Regulation and syllabus

The syllabus and regulations of the courses are subject to modification by the university whenever necessary.

## 13. Question paper pattern

Theory examination will be for 100 marks. (70 external and 30 internal as per new ordinances)

Section A Objective Type Questions 10, One Marks each (Multiple Choice)	-10 Marks
Section B Short Questions (5 out of 8) Five Marks each	-25 Marks
Section C Long Questions (4 questions out of 6) Ten Marks each	-40 Marks

***(Question paper pattern will be as per new guidelines issued by University).***

## SEMESTER-1

**Course Code: BVDTP 101**

**Course Title:** Fundamentals of Computer

**Course credits:** 3

### Course Objectives:

The primary objective of this course is

- To understand the fundamentals & concepts of computers
- To give the students a hands on experience on GUI
- To impart the basics of Desktop Publishing

### Course contents/Syllabus:

	<b>Weightage (%)</b>
<b>Module 1: Fundamental &amp; Basics of Computer</b>	
Introduction to computer, History of computer, Computer Generation, Characteristics of computers, Application of computer, Components of computer, hardware, Software , Types of Software, Use of System & Application Software, Assembler ,compiler,interpreter,computer languages ,Data processing: concepts of data processing, Definition of Information and data, Basic data types, Storage of data/Information as files, Representation of data/Information	<b>25%</b>
<b>Module 2: Operating System &amp; its GUI</b>	
Operating system and basics of Windows ,The User Interface: Using Mouse and Moving Icons on the screen ,The My Computer Icon ,The Recycle Bin , Status Bar, Start and Menu & Menu selection,Running an Application , Windows Explorer Viewing of File, Folders and Directories , Creating and Renaming of files and folders ,Opening and closing of different Windows ,Windows Setting: Control Panels ,Wall paper and Screen Savers Setting the date and Sound ,Concept of menu Using Help ,Advanced Windows: Using right Button of the Mouse , Creating Short cuts , Basics of Window Setup ,Notepad	<b>25%</b>
<b>Module 3:Input &amp; Output Devices</b>	
Input/Output Devices: Keyboards, mouse, joysticks, trackballs, digitizer, voice-recognition, optical-recognition, scanners, terminals, point-of-sale terminals, machine-vision systems. Hard-copy devices: Impact printers - DMPs, Daisy-wheel printers, Line-printers. Non-impact printers - Inkjet, Laser, Thermal; Plotters,Memory & Mass Storage Devices: Characteristics of memory systems, types of memory, RAM, ROM, magnetic disks - floppy disk, hard-disk; optical disks - CD, CD-I, CD-ROM; Magnetic tapes; Concepts of Virtual and Cache memory	<b>25%</b>
<b>Module 4: introduction to Desktop Publishing</b>	
Introduction to Desktop Publishing, Merits & Demerits of Desktop Publishing, Design Principles of Desktop Publishing, Comparative	

Analysis between DTP and traditional composing processes, Typography, Hardware Requirements of DTP, General Text Organization, Designing Common Media Publications

**25%**

**Course Code: BVDTP 102**

**Course Title:** Basics of Ms. Word, Ms. PowerPoint & Ms. Excel

**Course credits:** 3

**Course Objectives:**

The primary objective of this course is

To give the students a hands on experience on Ms. Word, Ms. PowerPoint & Ms. Excel

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Fundamental of Ms. Word</b>	
Basics of word processing, Interface of Ms. Word layout, <b>Apply character formatting:</b> Change fonts and font sizes, Apply font styles, character styles, and special character effects, Change the case of text, Highlight text in a document, Insert symbols and special characters <b>Format paragraphs:</b> Add bullets, numbering, borders, and shading, Set line and paragraph spacing, Align and indent paragraphs, Insert page breaks, Create and modify headers and footers, Apply paragraph styles, Create outlines. <b>Customize tables:</b> Use special table features, Perform calculations in a table, Use table styles, Use tab stops in a table, Convert text to a table, Merge and split table cells.	<b>25%</b>
<b>Module 2: Working with Ms. Word</b>	
<b>Use the mail merge wizard:</b> Explain the steps of the mail merge process, Define the main document, Select the data source, Merge the main document and data source <b>Work with columns, pictures, diagrams, and charts:</b> Create and use newspaper columns, Insert pictures, Create diagrams, Create and modify a data chart. <b>Compare and merge documents:</b> Track changes to a document, View and edit comments, Compare and merge documents, Convert documents into web pages. . <b>Sort text and tables:</b> Sort dates, Sort lists, Sort paragraphs, Sort tables. <b>Work with drawing objects and graphics:</b> Create drawing objects, Add decorative page borders, Use WordArt special text effects, Insert, position, and delete pictures, Insert and edit text boxes, Create and edit an organization chart, Create an equation.	<b>25%</b>
<b>Module 3: Introduction to Ms. PowerPoint</b>	
Introduction, Interface layout of PowerPoint, Creating and enhancing a presentation, Adding and Modifying Text, Applying and Modifying Templates, Using a Color Scheme, Drawing and Modifying Objects, Inserting Information into PowerPoint, Producing a Slide Show, Creating a Multimedia Presentation	<b>25%</b>

<b>Module 4: Introduction to Ms. Excel</b>	
Introduction to Ms. Excel, Interface layout, Application/usage of Electronic Spread Sheet, Opening of Spread Sheet, and menu bar, Creation of cells and addressing of cells, Cell inputting. Manipulation of cells: Enter texts numbers and dates, Creation of tables, Cell Height and Widths, Copying of cells. Functions: Using functions: mathematical, statistical and financial function.	<b>25%</b>

**Course Code: BVDTP 103**

**Course Title:** Adobe Photoshop

**Course credits:** 3

**Course Objectives:**

The primary objective of this course is

- To understand the fundamentals & concepts of Adobe Photoshop
- To give the students a hands on experience on Adobe Photoshop
- To impart the knowledge in order to create animations
- To give students the skills to work with multiple layers

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Introduction to Photoshop</b>	
Introduction to Adobe Photoshop, History of Photoshop, Hardware requirements of Adobe Photoshop, installation of Adobe Photoshop, Features of Photoshop, Interface Layout of Photoshop, Fundamentals: Digital Image, pixels, resolution, DPI, raster images/bitmaps, vector images/graphics, various file formats: PSD, JPEG, GIF, TIF, PNG etc., color modes	<b>25%</b>
<b>Module 2: Understanding Various tools</b>	
Exploring the workspace: Application bar, Menu Bar, Options Bar, Workspace, Document Window, Document, Title Bar, Status Bar, Toolbox, Getting Familiar with Palettes: layers, channels, colors, history, Opening an existing file, Creating a new document, Saving files, Reverting Files, Closing Files, Getting Familiar with different Workspaces, Selecting a Workspace, Saving & Deleting Workspace & quitting the Application, Tools: brushes, Move Tool, Eyedropper Tool, Zoom Tool, Hand Tool, Type Tool, Quick Selection Tool	<b>25%</b>
<b>Module 3: Working with images &amp; Selections</b>	
Editing Images, Making Color adjustments, working with Selection tools: Marquee Tool, Lasso Tool, Magic Wand Tool, Making a selection based on color Range, Modifying a Selection	<b>25%</b>
<b>Module 4: Drawing, Painting &amp; Retouching tools &amp; Mastering the Layers in Photoshop</b>	

Setting the current foreground & Background Colors, Using retouching tools: Healing brush tool, Patch up tool, Clone Stamp tool, Eraser Tool, Background Eraser Tool, Magic Eraser Tool, Exploring the Layers Palette, Applying the Blend Modes, using the masking: Layer masking & Clipping Masking	<b>25%</b>
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## SEMESTER-2

**Course Code: BVDTP 201**

**Course Title:** Designing using Corel Draw

**Course credits:** 3

**Course Objectives:**

The primary objective of this course is

- To understand the fundamentals & concepts of Corel Draw
- To give the students a hands on experience on Corel Draw
- To give students the skills to create business cards, pamphlets, banners, calendars etc.

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Corel Draw: An overview</b>	
Introduction, Features of Corel Draw, System requirements to install Corel Draw, Exploring the Workspace of Corel Draw: title bar, menu bar, standard toolbar, property bar, toolbox, drawing page, docker, color palette, document navigator, scroll bar, ruler, , Saving the Drawing, Opening an Existing Document, Previewing the Drawing, Working with Page Layout, Closing the Drawing & Quitting the Corel Draw	<b>25%</b>
<b>Module 2: Tools</b>	
Drawing Basic Geometric Figures About Lines in Corel Draw, About Outline Tool, Selecting & Deselecting Objects, Deleting Objects, Sizing Objects, Rotating Objects, Combining Objects, Grouping In Corel Draw: Grouping & Ungrouping Objects, Applying Convert to Curve Command on Objects, Selecting Color for an Object, Filling Objects	<b>25%</b>
<b>Module 3: Working Text &amp; With Bitmaps</b>	
Types of Text, Converting Text from one type to another, Changing the appearances of Text, Applying Effects to the Text, Wrapping Paragraph Text around Objects, Fitting Text to an Object's Path, Converting Text to an Object using Curve Command. About Vector & Bitmap Images, Changing Vector Images into Bitmap Images, Importing a Bitmap into a Drawing, Cropping, Resampling & Resizing a Bitmap, Using Special Effects to Bitmaps,	<b>25%</b>
<b>Module 4: Designing using Corel Draw</b>	
Creating- business cards, pamphlets, banners, Calendars, Greeting cards, Brochures, Restaurant menu cards, Shortcut keys in Corel draw	<b>25%</b>

**Course Code: BVDTP 202**

**Course Title:** Computer networking& Internet

**Course credits:** 3

**Course Objectives:**

The primary objective of this course is

- To understand the fundamentals & concepts of Computer networks
- To give the students a hands on experience on Internet

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Introduction to Networking</b>	
Introduction, basics of computer networks, Advantages of computer networks, types of computer networks, LAN,WAN & MAN, Concept of Internet, Application of internet: www, email, telnet, mailing List, FTP, Basic Internet terminology: Modem, Internet Protocol, TCP, ISP, Internet ACCESS Techniques, Getting connected to Internet	<b>25%</b>
<b>Module 2: WWW &amp; Web Browser</b>	
Introduction to WWW, Web browsing software's, Popular Web browsers, Popular Search Engines, Accessing Web Browser: File menu, Edit menu, tools menu, Help menu, Address bar, Status bar, Explorer bar, Using Favorites folder, Downloading web pages, Saving & printing Web pages, Surfing the Web, Elements of web: web Browser, web page, web site, Web Address, Links, Understanding URL, Domain Name System: IP Address, Using E-Governance Website	<b>25%</b>
<b>Module 3: Introduction to Communication through E-Mail</b>	
Basics of E-mail, Working of Email, Advantages & Limitations of Email, Email Addressing: Header, Body, Attachments, signature, carbon copy, Blind Carbon Copy, Bounced Mail, Opening E-mail Accounts, Mailbox: Inbox & Outbox, Creating & sending new E-mail Messages, Replying E-mail Messages, Forwarding an Email message, Sorting & searching E-Mail, Handling SPAM	<b>25%</b>
<b>Module 4: E-Publishing</b>	
Introduction, E-book Reader, Economics of E-Publishing, Applications of E-Publishing, Advantages & Disadvantages of E-Publishing	<b>25%</b>

**Course Code: BVDTP 203**

**Course Title:** Industrial Report

**Course credits:** 3

**Course Objectives:**

The primary objective of this course is

- To understand the fundamentals & concepts of working in the Industry

### **SEMESTER-3**

**Course Code: DTP 301**

**Course Title: Page Maker**

**Course credits: 3**

**Course Objectives:**

The primary objective of this course is

- To understand the fundamentals & concepts of Page Maker
- To give the students a hands on experience on Page Maker
- To give students the skills to create book works, building booklets.

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Page Maker: An overview</b>	
Creating & opening publications ,using the tool box, working with Palettes, text & Graphics, Starting a publication from a template, saving & closing a publication	<b>25%</b>
<b>Module 2: Drawing &amp; Shaping Objects</b>	
Positioning ruler guides, typing text, formatting graphics, creating columns, creating styles, changing type style & alignment ,rotating & moving of text block & graphics , placing text file ,setting tab, indents, leaders, copying graphic between publications ,positioning & resizing the logo	<b>25%</b>
<b>Module 3:Constructing a publication</b>	
Setting up pages, Changing document setup, using master pages, choosing a measurement system & setting up rulers, adjusting layout, numbering pages, rearranging pages, creating running header & footers ,importing text, threading text blocks, balancing columns, edit story, customizing the dictionary, hyphenation, layers, frames, locking object, wrapping text around graphics, cropping a graphic	<b>25%</b>
<b>Module 4: Designing using Page maker</b>	
Creating book works-introduction-building booklets, completing the book	<b>25%</b>

**Course Code: BVDTP 302**

**Course Title:** Offset Printing Technology

**Course credits:** 3

**Course Objectives:**

The primary objective of this course is

- Acquiring a new perspective on Printing
- Improving and extending the range of Publishing.

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Fundamentals of Offset Printing Technology</b>	
Sheet- fed offset printing machines; Basic principle, configuration, three cylinder, five cylinder, classification, Sizes, speed, suitability of single color, multicolor, and perfecting machine, their mechanical and operational features. Sheet feeding systems; types, single sheet feeder, stream feeder, sheet controls, sheet insertion devices, registration devices. Printing cylinders; plate, blanket and impression cylinders, setting, cylinder bearers, gauge rings, preparation of image carrier and mounting of it and rubber blanket on cylinders. Rubber blanket; kinds, grades, structure, properties, care and storage.	<b>25%</b>
<b>Module 2: Different systems</b>	
Inking system; types, Design, care/ maintenance and storage. Dampening system; types, fountain solution and its purpose, different elements of conventional system. Delivery system; types, chute delivery to extended delivery, elements of delivery system, setting and operational features. Pre Make-ready, Make -ready and printing of single color and multi-color jobs, make-ready book, color sequence, colour mixing and matching. Running Defects; picking, fluffing, show through, ghosting, Hickies, trapping, Mis- register, Doubling, Set off, Glazing, Static electricity, catch up, damper marks, Scuffing.	<b>25%</b>
<b>Module 3: Web Offset Machines</b>	
Web offset machines; their technical specification, various configuration, blanket to blanket, four- high unit, arch type, satellite type, twin satellite, three quarter satellite, combi satellite. Infeed unit, different elements, reel stand, AGV transport, splicing, web tension control, dancer roller, auto web up.	<b>25%</b>
<b>Module 4: Printing Units</b>	
Printing units, inking, RCI inking and dampening systems, contacting and non- contacting, print register and control, web control, web viewing system. Dryer and chill roll, silicon applicator and folding unit, folding of web folder and folder super structure,	<b>25%</b>

open sheet delivery, turner bars, ancillary operations, numbering, punching, etc. Safety precautions, noise protection encapsulation, automatic wash-up procedure, plate changing, ink and dampening solution supply.	
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**Course Code: BVDTP 303**

**Course Title:** Communicative English

**Course credits:** 3

**Course Objectives:**

The primary objective of this course is

- Acquiring a new perspective on communicative English
- Improving and extending the range of communication in English.
- Acquiring written and speech communication.

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Fundamentals of Communication</b>	
Recognizing and Understanding Communication Styles: What is Communication? Passive Communication, Aggressive Communication, Passive-Aggressive Communication, Assertive Communication, Verbal and Non-Verbal Communication, Barriers and Gateways to Communication.	<b>25%</b>
<b>Module 2: Listening Skills</b>	
Types of Listening (theory /definition), Tips for Effective Listening Academic Listening- (lecturing), Listening to Talks and Presentations, Basics of Telephone communication <b>Writing Skills:</b> Standard Business letter, Report writing, Email drafting and Etiquettes, Preparing Agenda and writing minutes for meetings, Making notes on Business conversations, Effective use of SMS, Case writing and Documentation	<b>25%</b>
<b>Module 3: Soft Skills</b>	
<b>Soft Skills:</b> Empathy (Understanding of someone else point of view), Intrapersonal skills, Interpersonal skills, Negotiation skills, Cultural Aspects of Communication	<b>25%</b>
<b>Module 4: Group Communication</b>	
<b>Group Communication:</b> The Basics of Group Dynamics, Group Interaction and Communication, How to Be Effective in Groups, Handling Miscommunication, Handling Disagreements and Conflicts, Constructive Criticism.	<b>25%</b>

**SEMESTER-4**

**Course Code: BVDTP 401**

**Course Title:** E-Publishing

**Course credits:** 3

**Course Objectives:**

The primary objective of this course is

- Acquiring a new perspective on E-Publishing

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Fundamentals of Publishing &amp; Publication Media</b>	
<b>Fundamental of Publishing &amp; Publication Media:</b> Publishing Process, Standards, Publishers' and Metadata. Offline, Online and hybrid publication <b>Media Content and content formats:</b> Types, Text, Formats. E-publishing Models. <b>E-Book:</b> E-book content, delivery formats, components, producing E-books, E-books and metadata, E-books and encryption, managing E-book content. <b>Digital Library:</b> Scope, Uses, Challenges, Features, Formats. <b>Digital Asset Management:</b> Systems, Functionality, Infrastructure, Types, and Benefits. <b>Document Management System:</b> Capture, Indexing & Retrieval, Annotations, Storage and Archival, Distribution and workflow. <b>Digital Rights Management:</b> Aim, Need, Legal requirements, Approach, Challenges, Limitations, Applications, Process. <b>Intellectual Property Rights and Copyrights:</b> Issues, Contracts, Challenges and applications. E-publishing formats: HTML, SGML, XML, PDF and Latex. Media Law and Ethics.	<b>25%</b>
<b>Module 2: Graphics &amp; Web Designing</b>	
Multimedia and components, Overview of Multimedia Software Tools, Music Sequencing and Notation, Digital Audio Graphics and Image Editing, Video Editing, Animation, Multimedia Authoring Multimedia drawing algorithms, Filling algorithms, clipping algorithms, 3D graphics, 3D modelling, Transformations. Image and its representation, Colour Images, Colour System, Popular File Formats Basics of Digital Audio, Fundamental Concepts in video, Types of Video Signals, Chroma Sub-sampling Video standards Multimedia Data Compression, Basics of Information theory, basic lossless and lossy compression techniques, JPEG, Basic Video Compression Techniques, MPEG I, MPEG II, Multimedia Communication, Computer and Multimedia Networks, Basics of Computer and Multimedia Networks, Multimedia over IP. Multimedia Application Development, Software life cycle, Conceptualization, Content Collection and Processing, Story, Flow	<b>25%</b>

line, script, story board, Implementation, authoring metaphors, testing and feedback case study	
<b>Module 3: Newspaper Technology</b>	
<b>Editorial Workflow:</b> Introduction to newspaper organization. The policy of newspaper. Flow of stories into a newspaper office; the various sources for each page. Human Resource for Newspaper Organization. Facsimiles copy & photographs. Editorial content and news. The OP-ED page. Newspaper layout & design: The language of Layout & Design. Laying out pages. Working in modules. Elements of newspaper. Specialized applications ingc design. Quality control of Newsprint: Structural, optical and mechanical characteristics and testing. Establishing quality control system. ISO 9000 and SNAP. Newsprint Management: Reel and Core Characteristics. Reel Handling, transport and Storage. Web handling: Reel stands, components, operation and web control devices. Press: Configurations and settings. Standardization and optimization. Digital presses. Press folders & Mailroom: Folders- Configuration and setting. Mailroom operations.	<b>25%</b>
<b>Module 4: Publishing Science</b>	
<b>Publishing Science:</b> Publishing and its process, Types of Publishing, <b>Media:</b> Writing for mass media, styles of reporting, editorials, features. Components of a story, <b>Design &amp; Editing:</b> Significance, techniques and functions. Editing tools and symbols for mass media. Advertising Key Principles for promotional writing, Specialized reporting for Science and technology. <b>Publishing Laws:</b> Types of Publishers, <b>Legal Issues:</b> Intellectual Property Rights, Copy Rights, Trademark, Privacy Policies, Licensing, Memorandum of Understanding. Plagiarism and other malpractices. Electronic media versus print media. Case study. Recent advances and future trends in publishing.	<b>25%</b>

**Course Code: DTP 402**

**Course Title: Estimation & Costing**

**Course credits: 3**

**Course Objectives:**

The primary objective of this course is

- Acquiring a new perspective on Estimation & Costing

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Introduction</b>	
<p><b>Introduction:</b> Introduction to Indian and Federation Costing System, importance of costing and estimating in printing trade, definition of cost, price and profit.</p> <p><b>Estimating:</b> Estimating and its inter-relationship with purchasing, sales and management. Importance of accurate estimating, requirement, qualification and tools of an estimator. Estimating errors – their causes and remedies, estimating on the basis of price lists, past works charge, standard catalogues, etc. Estimating on the basis of operational times and hourly rates.</p>	<b>25%</b>
<b>Module 2: Calculation</b>	
<p>Calculation of paper board, securing materials and adhesives Estimating for the warehouse operations Estimating for typesetting, processing and planning, various methods of surface preparation, machining for different processes of printing. Operational times and current market rates. Estimating ink.</p> <p><b>Job Estimates:</b> Making of estimates of complete jobs, computer aided estimating and relevant software's.</p>	<b>25%</b>
<b>Module 3: Costing</b>	
<p><b>Costing:</b> Definition, purpose and function, aims and objects of costing. Elements of cost, principles of a scientific costing system, Types of costing system-Time rate, work rate Foundations of costing system, classes of departments, allocation and apportionment of expenses, basis of apportionment. Direct and Indirect cost, Calculation of hourly rates, recovery of elements of cost, distribution of expenses.</p>	<b>25%</b>
<b>Module 4: Principles of costing stages</b>	
<p>Fixed cost, variable cost, total cost and unit cost and their inter-relationship. Principles of costing stages, developing forms and specimens used by small, medium and large printers, costing And standard press routine. Type Setting(DTP) Process-Casting off, Copy fitting. Preparing offset plate, machine operation (Offset), Binding and finishing process.</p>	<b>25%</b>

**Course Code: BVDTP 403**

**Course Title:** Personality, Training & Development

**Course credits:** 3

**Course Objectives:**

The primary objective of this course is

- Acquiring a new perspective on Personality, Training & Development

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Personality Development</b>	
Definition and Basics of Personality, Understanding Traits and Types of Personality, Analyzing strength and weakness (SW), Body Language	<b>25%</b>
<b>Module 2: Business Etiquettes</b>	
Business Etiquettes and Public Speaking: Business Manners. Body Language Gestures, Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings; Introducing Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real Life Experiences.	<b>25%</b>
<b>Module 3: Self Grooming</b>	
How to Make a Presentation, the Various Presentation Tools, along with Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them, Interactive Presentation & Presentation as Part of a Job Interview, Art of Effective Listening. Resume Writing Skills, Guidelines for a Good Resume, How to Face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews. Practice Mock Interview in Classrooms with Presentations on Self; Self Introduction – Highlighting Positive and Negative Traits and Dealing with People with Face to Face	<b>25%</b>
<b>Module 4:Coping with Management</b>	
Coping Management, Working on Attitudes: Aggressive, Assertive and Submissive Coping with Emotions, Coping with Stress	<b>25%</b>

**SEMESTER-5**

**Course Code: DTP 501**

**Course Title: Digital Printing Technology**

**Course credits: 3**

**Course Objectives:**

The primary objective of this course is

- Acquiring a new perspective on introduction to various Digital Printing & Technology

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Digital Colour Management</b>	
<b>Digital Colour Management:</b> Colour reproduction, source and destination profile, obtaining profile, adjusting profile, device calibration, process of calibration of devices, device dependent profile, device independent colour space, colour lookup tables, PS colour processing, CIE based colour space <b>Digital Proofing:</b> technologies used for digital proofing, hard proofing, soft proofing, halftones simulation (dot proofing), remote proofing, preflight.	<b>25%</b>
<b>Module 2: Digital Printing Technologies</b>	
Digital printing technologies overview of digital printing Defining digital printing processes- electrostatic printing, ink-jet (thermal, piezoelectric, continuous), phase change, computer-to-press (direct imaging DI) etc.	<b>25%</b>
<b>Module 3: Digital Printing Machines</b>	
Ink jet ink Dry toner/ liquid toner Printing substrate <b>Digital Printing Machines:</b> The Xeikon digital press and Indigo E-print 1000 Problems of digital machines Limits of toner based technology.	<b>25%</b>
<b>Module 4: Variety of Applications</b>	
<b>Variety of Applications:</b> customization and direct marketing, Print-on-Demand (POD), variable data printing (VDP), wide-format printing, specialty applications (particularly of inkjet) like 3D printing <b>Trends in Digital Printing:</b> evolution of technologies, promising developments (e.g. Xerox iGen3, HP Z-series inkjet printers with in-built spectrophotometer etc), future trends, eco-friendliness	<b>25%</b>

**Course Code: DTP 502**

**Course Title: Book Publishing**

**Course credits: 3**

**Course Objectives:**

The primary objective of this course is

- To acquire the basics of **Book Publishing**.

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Publishing &amp; Printing House</b>	
<p><b>Publishing House:</b> Definition and concept, parts of a book, basic steps in book publishing, areas of publishing - general publishing, educational publishing, professional publishing and reference publishing.</p> <p><b>Publishing House:</b> The role of commissioning editor, the desk editor, the designer, the production manager, the sale/marketing manager, the publicity manager, the warehouse or distribution department, the accounts department, the management.</p>	<b>25%</b>
<b>Module 2: Editorial Process</b>	
<p><b>Kinds of Publishing:</b> Standard and non-standard format of a book, copy preparation, Typography, Publishing of different kinds of books, magazines, journals, newspapers etc., Press Organization</p> <p><b>Hierarchy:</b> Editorial organization, mechanical aspects of organization - composition, printing, basic operations business aspects of organization, flowcharts of staff in organization.</p> <p><b>Editorial Process:</b> Role of editor in publishing, types of editors, editorial process, editorial functions, editorial techniques, basic requirements of editors, editor-author relationship. Magazines: Definition, Types. Developing the magazine, Editorial concepts, Article editing, Selection of write-ups, photographs and arts, Production planning, Wraps, Inserts and tip-ins, Different types of cover and their procedures, requirements and problems, author – publisher relationship.</p>	<b>25%</b>
<b>Module 3: Process</b>	
<p><b>Production of Books:</b> Definition and formats of books Designing the text, Preparing illustrations, Preparing covers and jackets, Typesetting the text, , designing , lay-outing and preparation of graphics, illustrations, house style, originating and making up the illustrations, Arranging for final films and CRC, Proofing the cover or jacket, Choosing and using paper, selection of production process, selection of paper , styles of binding. Selection of printer, Printing the book (printing processes and print quality control), Inks, Binding styles, Finishing operations, coordination with editorial and sales.</p> <p><b>Pricing and Cost Estimation</b> Pricing formula, preparation of preliminary cost estimates and final costing, gestation period and break-even-point calculation.</p>	<b>25%</b>
<b>Module 4: Promotion, Marketing and Distribution</b>	
<p><b>Promotion, Marketing and Distribution:</b> Dispatch and distribution. Circulation and Advertisement departments, distribution channels.</p> <p>Types of markets, promotion and marketing techniques, publicity campaigns, import and export of books, book review, role of wholesales bookshops, GOC (good offices committees) book sellers associations and book fairs, methods of distribution, their</p>	<b>25%</b>

characteristics and economics.

**Subsidy Schemes:**

Importance and need of subsidy in publication of books, subsidy schemes, salient features of subsidy schemes and the process of getting subsidy.

**Publishing Laws:**

Imprint, ISBN, copyright, public domain and other laws relating to publishers, royalty and commission agreements between author/distributors and publishers.

**Course Code: DTP 503**

**Course Title: Entrepreneurship Development and Planning**

**Course credits: 3**

**Course Objectives:**

The primary objective of this course is

- To acquire the basics of Entrepreneurship Skills

	<b>Weightage (%)</b>
<b>Module 1: Foundations of Entrepreneurship</b>	
<b>Foundations of Entrepreneurship:</b> What is an Entrepreneur? The benefits of Entrepreneurship. The power of small business. Class exercise- case discussion on entrepreneurs like - Dhirubhai Ambani, Karsenbhai Patel, etc.	<b>25%</b>
<b>Module 2: Launching Entrepreneurial Ventures</b>	
<b>Launching Entrepreneurial Ventures:</b> Creativity and innovation. Methods to initiate ventures. Legal challenges in Entrepreneurship ventures. The search for Entrepreneurial capital. Class exercise- Survey your locality and come up with at least one entrepreneurial venture. Discuss in class about ways to enhance the business in most innovative manner.	<b>25%</b>
<b>Module 3: Formulation of the Entrepreneurial Plan</b>	
<b>Formulation of the Entrepreneurial Plan:</b> The assessment functions with opportunities. The marketing Aspects of new ventures. Business plan preparation for new ventures. Class Exercise- Building your own Business Plan.	<b>25%</b>
<b>Module 4: Institutions Supporting Small Business Enterprises</b>	
<b>Institutions Supporting Small Business Enterprises:</b> Central level institutions. State level institutions. Other agencies. Industry Associations. Class exercise- discussions on current government schemes supporting entrepreneurship and finding out which scheme will most suit the business plan devised by the student.	<b>25%</b>

## SEMESTER-6

**Course Code: DTP 601**

**Course Title: Dissertation**

**Course credits: 3**

**Course Objectives:**

The primary objective of this course is

- To gain the complete hands on experience on Software's taught during the whole course
- The main idea behind this project is to give an opportunity to the students to work on a project from concept to final output themselves and to ensure the practical aspect during the training.
- This project is supposed to ensure skill based training in the campus.

**Course Code: DTP 602**

**Course Title: Flexography and Screen Printing Technology**

**Course credits: 3**

**Course Objectives:**

The primary objective of this course is

- To acquire the basics of Screen Printing & Flexography.

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Introduction to Flexography</b>	
<b>Introduction to Flexography:</b> Definition, history, market <b>Flexography Plate Making:</b> Both rubber flexographic plates and polymer plate making. Kinds and methods of preparation, care and handling, Defects in flexography plate making and remedy. Mounting of flexography plates. Latest trends in flexo surface preparation.	<b>25%</b>
<b>Module 2: Screen Printing Surface Preparation</b>	
<b>Screen Printing Surface Preparation:</b> Basic concept, classification of stencils, screen fabrics, frame preparation, fabric treatment, type of stencils, brief outlines of preparing hand cut stencils, touché and glue method and photographic stencils.	<b>25%</b>
<b>Module 3: Flexography Printing</b>	
<b>Flexography Printing;</b> Principle, kinds, configuration-stack, common impression, in-line, tension control, sizes of flexo machines. Basic parts of flexo machine, fountain, anilox inking, reverse angle	<b>25%</b>

doctor blade, plate cylinder, impression cylinder, registration control and drying system. Safety devices and quality control ,Trouble shooting printing defects with their causes and remedies like pin holing, halo, etc.	
<b>Module 4: Introduction to Animation</b>	
<b>Screen Printing;</b> Introduction to manual printing, make ready and printing on semi -automatic machines, Automatic machine, Cylindrical screen, 3D surface printing. Troubleshooting clogged screens, care and storage of screens, screen inks, its kinds, and ink drying methods	<b>25%</b>

**Course Code: DTP 603**

**Course Title: Technical English**

**Course credits: 3**

**Course Objectives:**

The primary objective of this course is

- To acquire the basics of English

**Course contents/Syllabus:**

	<b>Weightage (%)</b>
<b>Module 1: Technical writing</b>	
Technical Writing: Definition, Purpose and Characteristics of Technical Writing. Technical Writing Skills: Methods and means of the Pre-writing stage, the Writing Stage and the Post-writing Stage.	<b>25%</b>
<b>Module 2: Formal Formatting</b>	
Formal Formatting: Arrangement of Formal Elements, Front Material, Format Devices in the Body of Formal Report-Heading, Pagination, End Material – Citations, References and Bibliography, Appendix.	<b>25%</b>
<b>Module 3: Writing &amp; Designing for Electronic Media</b>	
Writing and Designing for Electronic Media: Use of Internet as a Writing tool; designing and writing for multimedia applications and the World Wide Web.	<b>25%</b>
<b>Module 4: Research &amp; Writing Ethics</b>	
Research and Writing Ethics: Explaining Forms and Consequences of Plagiarism, Introduction to Intellectual Property Right and Copy Right Laws.	<b>25%</b>