



UNIVERSITY OF CALICUT

Abstract

B.A.Multimedia - - Restructured Regulation and Syllabi (LRP Pattern) Implemented with effect from 2017 Admissions onwards - Corrections effected in the Syllabi of complementary courses offered by the Board of Studies in Multimedia . - Approved- Orders issued.

G & A - IV - B

U.O.No. 5074/2018/Admn

Dated, Calicut University.P.O, 24.04.2018

- Read:-*1. U.O.No. 9858/2017/Admn Dated 07.08.2017
2. Minutes of the meeting of BoS in Multimedia held on 12.04.2018
3. Orders of the Vice Chancellor in the file of even dated 21.04.2018

ORDER

Vide paper read first above , orders were issued implementing the restructured Regulation and Syllabi of B.A.Multimedia (LRP Pattern) CUCBCSS UG, 2017 Admission Onwards.

Vide paper read second above, the meeting of the Board of Studies in Multimedia held on 12.04.2018, discussed the issue of credit distribution of complementary courses offered by the Multimedia Board implemented with effect from 2017 Admissions onwards and resolved to correct the same.

Vide paper read third above, sanction has been accorded by the Vice Chancellor to implement the restructured Regulation and Syllabi of B.A.Multimedia (LRP Pattern) CUCBCSS UG, 2017 Admission Onwards, after making corrections in the Syllabus of complementary courses offered by the BoS in Multimedia.

Sanction has therefore been accorded to implement the Syllabus of B.A.Multimedia (LRP Pattern) CUCBCSS UG, 2017 Admission onwards after effecting corrections in the Syllabus for the complementary courses offered by the Board of Studies in Multimedia .

Orders are issued accordingly.

Ajitha P.P

Joint Registrar

To

The Principals of all affiliated Colleges

Copy to:
CE/ Ex Section/ EG Section/ DR BA Branch/ EX IV/Director, SDE/SDE Exam Wing/
Tabulation Section / Digital wing / GA I F Section

Forwarded / By Order

Section Officer

SYLLABUS 2017 ADMISSION ONWARDS

BY UNIVERSITY OF CALICUT

FOR

BA MULTIMEDIA

UNDER THE FACULTY OF JOURNALISM



BOARD OF STUDIES IN MULTIMEDIA

(UNIVERSITY OF CALICUT)

Thenhipalam, Calicut University P.O.

KERALA, 673 635

INDIA.

MAY 2017

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BA MULTIMEDIA REGULATION AND SYLLABI

**(RESTRUCTURED FOR CUCBCSS UG, 2017 ONWARD)
(LRP pattern)**

1. The Need

Information technology has brought about phenomenal changes in human communication systems. Today, messages are produced differently to be delivered through a host of newer media that are far richer than their traditional cousins in their formats, domains, access mode and information-carrying capacity. Generally referred to as "Multimedia products", these have become the most valued communication vehicles for sectors such as social services, commerce, industry, health care, education, governance and entertainment. Thereby, the demand for trained personnel to produce Multimedia products has increased several folds. To cater to this demand, there is a need to restructure the undergraduate programme in Multimedia under the Choice Based Credit and Semester System (CBCSS UG) being introduced by the University of Calicut from 2013-'14 academic year.

2. Objective

The restructured undergraduate programme called as BA Multimedia is designed to equip students in the art and craft of Multimedia production so as to enable them to emerge as thoroughbred professionals matching the manpower needs of the fast growing multimedia industry. Towards this end, the Programme besides providing for a good grounding in the theory of the core as well as complementary areas, enhances the scope for practical training in the core areas of multimedia productions.

3. Course Duration

The Programmes shall be of six semesters spread across three years.

4. Eligibility for Admission

Candidates who have passed Pre-degree/ Plus two course with not less than 45% marks in aggregate shall be eligible to apply for admission to the BA Multimedia programme. Relaxation of 5% marks will be allowed to candidates belonging to socially and educationally backward communities as referred to by Govt. of Kerala. SC/ST candidates need have only a pass in their qualifying degree examinations. Those awaiting results of their qualifying examinations also can apply. But such candidates will be admitted provided they produce the marks sheets of the qualifying examination on or before the date prescribed for admission.

4.1 Admission Criteria

Admission to the Programme shall be based on the marks secured by candidates in the qualifying examinations. Candidates who have diploma/certificate courses in multimedia/computer/IT/fine arts will be given weightage as indicated below provided they produce relevant certificates.

1. Diploma in computer/IT/Fine arts subjects of 10 months duration or more 5 marks
2. Certificate/short term courses in IT/computer/Fine arts subjects 3 marks

Candidates will be given weightage in only one of the categories, whichever is highest. To earn weightage candidates should produce relevant certificates.

4.2 Course Requirements

Students should attend the prescribed lecture and practical sessions without fail and should submit their assignments, practical work and projects in the prescribed mode within the deadlines. Those who fail to put in 75% attendance in both the lecture and practical sessions will not be permitted to appear for the semester-end examinations. The University can however condone the shortage of attendance as per the rules and procedures framed by it from time to time.

4.3 Assessment and Examination

Students shall be assessed continuously through theory/practical assignments by their faculty. There shall also be semester-end examinations as notified by the University. The duration of semester-end examination shall be of 3 hours for both theory and practical components. While theory component evaluation will be carried out by external examiners, the practical and projects will be evaluated by two examiners - one external and one internal as nominated by the University. Practical examinations shall be conducted by the University at the end of fourth and sixth semester (except for music). Conduct of Practical examinations in the second semester as per the syllabi is permitted for B.Sc. Programmes in HMCS and B.Sc. Costume and Fashion Designing. In other matters of external evaluation, the clauses 8, 9 and 10 of the Regulations of the CBCSS (UG) approved by the University will be applicable.

General Courses I, II & III are Numerical Skill, General Informatics and Entrepreneurship respectively. General Course IV shall be designed by the concerned group of Boards.

The subjects under Language Reduced Pattern (LRP) / [Alternative pattern] are grouped into Four:

- 1. Computer Science, Electronics, Multimedia, Instrumentation, Audio Visual Communication and Printing Technology**

4.4 Grading of Successful Candidates

The Regulations of the CBCSS (UG) shall be followed in grading students in continuous internal evaluation and in the semester-end examinations. Based on their performance in the internal and external examinations put together, the students will be graded from Grade A to F as stipulated in Clause 10 of the University approved Regulations of the CBCSS (UG). The candidates failing to secure the minimum grade for a course in the semester-end examinations will be permitted to reappear along with the next batch. There shall not be any chance for improvement for internal assessment grade. 20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

4.5 Other Regulations

In all other matters regarding the regulations of the BA MULTIMEDIA programme which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University CBCSS (UG) will be applicable.

5. Courses of Study and Scheme of Examinations

The BA MULTIMEDIA Programme is structured to provide a sound grounding in theoretical and practical areas of multimedia. The courses and the scheme of assessment are as follows.

PART- I

BA MULTIMEDIA SYLLABUS

PART- II

**COMPLEMENTARY COURSES OFFERD BY
MULTIMEDIA BOARD FOR VARIOUS OTHER UG
PROGRAMMES**

PART- I

SYLLABUS (CORE AND OPEN COURSE)

CREDIT AND MARK DISTRIBUTION IN EACH SEMESTERS-
Total-120 Credits, Total Marks 3600

<i>Semester</i>	<i>Course</i>	<i>Credit</i>	<i>Marks</i>
Semester I	Common course: English	4	100
	Common course: English	3	100
	Common course: Additional Language	4	100
	Core Course 1: Introduction to Digital Media	3	100
	Complementary course 1: Journalism	3	100
	Complementary course 2: Audio Visual Communication	3	100
	Total	20	600
Semester II	Common course: English	4	100
	Common course: English	3	100
	Common course: Additional Language	4	100
	Core Course 2: Creativity and Design Skills	3	100
	Complementary course 3: Journalism	3	100
	Complementary course 4: Audio Visual Communication	3	100
	Total	20	600
Semester III	General Course 1	4	100
	General Course 2	4	100
	Core Course 3: Media Publishing	3	100
	Core Course 4: Computer Graphics	3	100
	Core Course 5: Digital Photography	4	100
	Complementary course 5: Journalism	3	100
	Complementary course 6: Audio Visual Communication	3	100
Total	24	700	
Semester IV	General Course 3	4	100
	General Course 4	4	100
	Core Course 6: Introduction to Cinematography	3	100
	Core Course 7: Fundamentals of Web Designing	3	100
	Complementary course 7: Journalism	3	100
	Complementary course 8: Audio Visual Communication	3	100
	Total	20	600
Semester V	Core Course 8: Techniques of Post Production - Visual Editing	3	100
	Core Course 9: Techniques of Post Production - Sound Recording, Editing and	4	100

A sample subject list of complementary courses for BA Multimedia are given below.

1. Audio Visual Communication
2. Film and Television
3. Media Practices (Journalism)

Course of Study and Scheme of Examinations

Semester I Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination (External)		
		Theory	Lab /P	Total			Theory	Practical	Total
A01 Common Course		5	-	5	4	20	80	-	80
A02 Common Course		4	-	4	3	20	80	-	80
A07 Common Course		4	-	4	4	20	80	-	80
BMM1B01 Core Course 1	Introduction to Digital Media	6	-	6	3	20	80	-	80

BMM1C01 Complementary Course 1	Complementary I*	3	-	3	3	20	80	-	80
BMM1C02 Complementary Course 2	Complementary II*	3	-	3	3	20	80	-	80
	Total	25			20	600 Marks			

** Detailed syllabi and objectives are to be provided by the concerned boards*

Semester II Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination(External)		
		Theory	Lab/P	Total			Theory	Practical	Total
A03 Common Course		5	-	5	4	20	80	-	80
A04 Common Course		4	-	4	3	20	80	-	80
A08 Common Course		4	-	4	4	20	80	-	80
BMM2B02 Core Course 2	Creativity and Design Skills	6	-	6	3	20	80	-	80
BMM2C03 Complementary Course 3	Complementary III*	3	-	3	3	20	80	-	80
BMM2C04 Complementary Course 4	Complementary IV*	3	-	3	3	20	80	-	80

	Total	25	20	600 Marks
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**Detailed syllabi and objectives are to be provided by the concerned boards*

Semester III Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination (External)		
		Theory	Lab/P	Total			Theory	Practical	Total
A11 General Course 1		4	-	4	4	20	80	-	80
A12 General Course 2		4	-	4	4	20	80	-	80
BMM3B03 Core Course 3	Media Publishing	2	1	3	3	20	60	20	80
BMM3B04 Core Course 4	Computer Graphics	2	1	3	3	20	60	20	80
BMM3B05 Core Course 5	Digital Photography	2	1	3	3	20	60	20	80
BMM3C05 Complementary Course 5	Complementary V*	4	-	4	3	20	80	-	80
BMM3C06 Complementary Course 6	Complementary VI*	4	-	4	3	20	80	-	80
	Total	25			24	700 MARKS			

**Detailed syllabi and objectives are to be provided by the concerned boards*

Semester IV Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit		Semester End Examination (External)		
		Theory	Lab/P	Total			Internal	Theory	Practical
A13 General Course 3		4	-	4	4	20	80	-	80
A14 General Course 4		4	-	4	4	20	80	-	80
BMM4B06 Core Course 6	Introduction to Cinematography	3	2	5	3	20	60	20	80
BMM4B07 Core Course 7	Fundamentals of Web Designing	2	2	4	3	20	60	20	80
BMM4C07 Complementary Course 7	Complementary VII*	4	-	4	3	20	80	-	80
BMM4C08 Complementary Course 8	Complementary VIII*	4	-	4	3	20	80	-	80
	Total		25		20		600 MARKS		

**Detailed syllabi and objectives are to be provided by the concerned boards*

Semester V Course of Study and Scheme of Examinations

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Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination (External)		
		Theory	Lab/P	Total			Theory	Practical	Total
BMM5B08 Core Course 8	Techniques of Post Production - Visual Editing	3	2	5	3	20	60	20	80
BMM5B09 Core Course 9	Techniques of Post Production -Sound Recording, Editing and Mastering	3	2	5	4	20	60	20	80
BMM5B10 Core Course 10	Introduction to 3D Modeling and Texturing	3	3	6	4	20	60	20	80
BMM5B11 Core Course 11	Advanced Web Designing	3	2	5	3	20	60	20	80
BMM5B12 Core Course 12	Audio & Video Editing Project	-	2	2	2	10	40 (Project Evaluation 25 + Record 5 + Viva Voce 10)		
BMM5D01 Open Course 01	Fundamentals of Multimedia (For other Students)	2	-	2	2	10	40		
Total		25			18	500 Marks			

Semester VI Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination(External)		
		Theory	Lab/P	Total			Theory	Practical	Total
BMM6B13 Core Course 13	Multimedia Designing & Authoring	4	2	6	3	20	60	20	80
BMM6B14 Core Course 14	Introduction to Motion Graphics	3	2	5	3	20	60	20	80
BMM6B15 Core Course 15	Television & Multi Camera Production	3	2	5	3	20	60	20	80
BMM6B16 Core Course 16	Advanced 3D Animation, Vfx and Compositing	3	2	5	3	20	60	20	80
BMM6B17 Core Course 17	Multimedia Project	-	2	2	3	20	80 (Project Evaluation 40 +Record 10 + Viva Voce 30)		
BMM6B18 Core Course 18	Web Site Project	-	2	2	3	20	80 (Project Evaluation 40 +Record 10 + Viva Voce 30)		
	Total		25		18		Total Marks- 600		

Credit and Mark distribution for LRP Programmes with practicals & two complementary courses:

Sem	Common Course			General	Core Course						Complementary Course		Open Course	Total	
	English		Additional Language								I	II			
I	4	3	4			3						3	3		20
II	4	3	4			3						3	3		20
III				4	4	3	3				3	3		20	
IV				4	4	3	4				3	3		21	
V						3	3	3	4	4	2			2	21
VI						3	3	3	3	4	2				18
Total	14 Credits (400 Marks)		8 Credits (200 Marks)	16 credits (400 Marks)		56 Credits (1750 Marks)						12 Credits (400 Marks)	12 credits (400 Marks)	2 Credits (50 Marks)	120
38 Credits (1000 Marks)					82 Credits (2600 Marks)									120	
											Total Marks	3600			

Mark distribution

Common: English	4 x 100	400	600
Additional: Mal/Hindi.....	2 x 100	200	
General	4 x 100	400	400
Core	17 x 100	1700	1750
Project		50	
Open		50	50
Complementary	8 x 100	800	800
		Total Marks	3600

EVALUATION PATTERN OF CORE AND COMPLEMENTARY COURSES

THEORY COURSES**20 marks (internal) + 80 marks (external)****LAB/PRACTICAL LINKED COURSES****20 marks (internal) + 60 marks (external) + 20 marks (external practical/lab exam)****PROJECT EVALUATION****10 marks (internal) + 40 marks (external) (for BMM5B12 Audio & Video Editing Project)****20 marks (internal) + 80 marks (external) (for BMM6B17 Multimedia Project and BMM6B18 Web Site Project)****List of Practical Papers (Lab)- Core**

CODE	COURSE	SEMESTER
BMM3B03	Media Publishing	III
BMM3B04	Computer Graphics	III
BMM3B05	Digital Photography	III
BMM4B06	Introduction to Cinematography	IV
BMM4B07	Fundamentals of Web Designing	IV
BMM5B08	Techniques of Post Production - Visual Editing	V
BMM5B09	Techniques of Post Production -Sound Recording, Editing and Mastering	V
BMM5B10	Introduction to 3D Modeling and Texturing	V
BMM5B11	Advanced Web Designing	V
BMM5B12	Audio & Video Editing Project	V
BMM6B13	Multimedia Designing & Authoring	VI
BMM6B14	Introduction to Motion Graphics	VI
BMM6B15	Television & Multi Camera Production	VI
BMM6B16	Advanced 3D Animation, Vfx and Compositing	VI
BMM6B17	Multimedia Project	VI
BMM6B18	Web Site Project	VI

Practical examinations shall be conducted in the even semester (IV, and VI) (Ref: University Regulation for CUCBCSS 8.2)

EVALUATION AND GRADING

Mark system is followed instead of direct grading for each question. For each course in the semester letter grade, grade point and % of marks are introduced in 7- point indirect grading system as per guidelines given in Annexure-1.

Course Evaluation:

The evaluation scheme for each course shall contain two parts

(1) Internal assessment (2) external evaluation

20% weight shall be given to the internal assessment. The remaining 80% weight shall be for the external evaluation.

Internal Assessment:

20% of the total marks in each course are for internal examinations. The marks secured for internal examination only need be sent to university by the colleges concerned.

The internal assessment shall be based on a predetermined transparent system involving written test, assignments, seminars and attendance in respect of theory courses and lab test/records/viva and attendance in respect of practical courses.

Internal assessment of the project will be based on its content, method of presentation, conclusion and orientation to research aptitude.

Components with percentage of marks of Internal Evaluation of Theory Courses are- Attendance 25 %, Assignment/ Seminar/Viva 25 % and Test paper 50%

For practical courses- Attendance 25 %, Record 50% and lab involvement 25 % as far as internal is concerned.

(If a fraction appears in internal marks, nearest whole number is to be taken)

Attendance of each course will be evaluated as below-

Above 90% attendance -	100% marks allotted for attendance
85 to 89%	80%

80 to 84 %	60%
76 to 79 %	40%
75 %	20%

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and HOD)

Moderation: a) Moderation shall be awarded subject to a maximum of 5 % of external total marks to be awarded in Semester.

b) For a course concerned, the maximum of moderation awarded shall be limited to 10 % of the total marks to be awarded for the external course concerned.

c) If a student fails for a single course, this limit can be enhanced to 15 % of external in the course

d) However Board of examiners concerned, shall have the liberty to fix low percentage of marks for moderation subjected to the conditions mentioned in a), b) and c)

External Evaluation:

External evaluation carries 80 % of marks. External evaluation of Even (2, 4, 6) semesters will be conducted in centralized valuation camps immediately after the examination. Answer scripts of Odd Semester (1, 3, and 5) examinations will be evaluated by home valuation. All question papers shall be set by the university.

The external examination in theory courses is to be conducted with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined Scheme of valuation and answer keys shall be provided by the University. The external examination in practical courses shall be conducted by two examiners - one internal and an external, appointed by the University. The project evaluation with viva can be conducted either internal or external whichever may be decided by the BOS concerned. No practical examination will be conducted in odd semester. Practical examinations shall be conducted in the even semester (II, IV and VI) as per the decision of the appropriate academic bodies.

After the external evaluation only marks are to be entered in the answer scripts. All other calculations including grading are done by the university.

Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CUCBCSSUG 2014.

Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/Scrutiny/ revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the university.

INDIRECT GRADING SYSTEM

INDIRECT GRADING SYSTEM based on a 7 -point scale is used to evaluate the performance of students.

Each course is evaluated by assigning marks with a letter grade (A+, A, B, C, D, E or F) to that course by the method of indirect grading.

An aggregate of E grade with 40 % marks (after external and internal put together) is required in each course for a pass and also for awarding a degree.

Appearance for Internal Assessment (IA) and End Semester Evaluation (ESE-external)) are compulsory and no grade shall be awarded to a candidate if she/he is absent for IA/ESE or both.

For a pass in each course 40% marks or E grade is necessary

A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.

After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.

SGPA of the student in that semester is calculated using the formula

$$SGPA = \frac{\textit{Sum of the credit points of all courses in a semester}}{\textit{Total credits in that semester}}$$

The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the

student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula:

$$\text{CGPA} = \frac{\text{Total credit points obtained in six semesters}}{\text{Total credits aquired (120)}}$$

SGPA and CGPA shall be rounded off to two decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points). An overall letter grade (Cumulative Grade) for the entire programme shall be awarded to a student depending on her/his CGPA (See Table 1 in Annexure-1)

GRADE CARD

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- a) Name of University
- b) Name of college
- c) Title of Under-Graduate Programme
- d) Semester concerned
- e) Name and Register Number of student
- f) Code number, Title and Credits of each course opted in the semester
- g) Internal marks, External marks, total marks, Grade point (G) and Letter grade in each course in the semester
- h) The total credits, total credit points and SGPA in the semester (corrected to two decimal places)
- i) Percentage of total marks

The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. However, as already mentioned, for the computation of CGPA only the best performed courses with maximum grade points alone shall be taken subject to the minimum credits requirements (120) for passing a specific degree. The final grade card shall show the percentage of marks, CGPA (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade/mark card shall also include the grade points and letter grade of common course, core courses, complementary courses and open courses separately. This is to be done in a seven point indirect scale.

AWARD OF DEGREE

The successful completion of all the courses (common, core, complementary and open courses) prescribed for the degree programme with E grade (40 %) shall be the minimum Courses have requirement for the award of degree.

Degree for Oriental Title Courses: Those students who have passed Oriental Title courses earlier have to appear for the common courses A 01 to A 06 in order to get POT degree. This can be done through SDE (SDE registration along with the I Semester students)

For obtaining additional degree: Those students who have passed UG programme under CCSS have to appear only core, Complementary and Open courses for acquiring additional degree. The registration for additional degree shall be done through SDE in the III Semester.

GRIEVANCE REDRESSAL COMMITTEE

College level: The College shall form a Grievance Redressal Committee in each department comprising of course teacher and one senior teacher as members and the Head of the department as chairman. This committee shall address all grievances relating to the internal assessment grades of the students. There shall be a college level Grievance Redressal Committee comprising of student advisor, two senior teachers and two staff council members (one shall be elected member) as members and principal as chairman.

University level: The University shall form a Grievance Redressal Committee as per the existing norms

Steering committee consisting of two syndicate members of whom one shall be a teacher, the registrar of the university, controller of examinations, seven teachers from different disciplines (preferably one from each faculty), two chair persons of Board of studies (one UG and 1 PG), and two deans of faculty shall be formed to resolve the issues, arising out of the implementation of CUCBCSSUG 2014. The syndicate member who is also a teacher shall be the convener of the committee. The quorum of the committee shall be six and meeting of the committee shall be held at least thrice in an academic year. The resolutions of the committee will be implemented by the Vice Chancellor in exigency and this may be ratified by the Academic council.

TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Vice-Chancellor shall, for a period of three year from the date of coming into force of these regulations, have the power to provide by order that these regulations shall be applied to any programme with such modifications as may be necessary.

REPEAL

The Regulations now in force in so far as they are applicable to programmes offered by the University and to the extent they are inconsistent with these regulations are hereby repealed. In the case of any inconsistency between the existing regulations and these regulations relating to the Choice-based Credit Semester System in their application to any course offered in a College, the latter shall prevail.

Method of Indirect Grading

Evaluation(both internal and external)is carried out using Mark system .The grading on the basis of a total internal and external marks will be indicated for each course and for each semester and for the entire programme.

Indirect Grading System in 7 point scale is as below:

To find Semester Grade Point Average (SGPA) :

$$SGPA = \frac{\text{Sum of the creditpoints of all courses in a semester}}{\text{Total credits in that semester}}$$

$$SGPA = \frac{C1G1 + C2G2 + C3G3 + \dots \dots \dots}{c1 + c2 + \dots \dots \dots}$$

Where G1, G2.....are grade points and C1, C2...are credits of different courses of the same semester

$$\text{Credit point of a semester} = SGPA \times \text{Credit load of the semester}$$

Seven Point Indirect Grading System

% of Marks (IA+ESE)	Grade	Interpretation	Grade point Average (G)	Range of grade points	Class
90 and above	A+	Outstanding	6	5.5 -6	First class with Distinction
80 to below90	A	Excellent	5	4.5 -5.49	
70 to below80	B	Very good	4	3.5 -4.49	First class
60 to below 70	C	Good	3	2.5 -3.49	

50 To below 60	D	Satisfactory	2	1.5 -2.49	Second class
40 to below 50	E	Pass/Adequate	1	0.5 -1.49	Pass
Below 40	F	Failure	0	0 - 0.49	Fail

$$SGPA = \frac{\text{Sum of the credit points of all courses in a semester}}{\text{Total credits in that semester}}$$

$$SGPA = \frac{20+6+20+12+12+4}{21} = \frac{74}{21} = 3.52$$

B grade

Credit point of Semester I =74

Percentage of marks of semester I = (412/600) x 100 = 68.667 %= 68.67 %

Note: The percentage of marks shall be approximated up to two decimal points (ex. 66.286 % = 66.29 %)

after obtaining E grade (40 % marks) in the failed course in the subsequent appearance.

Guidelines for the Evaluation of Projects

1. PROJECT EVALUATION

1. Evaluation of the Project Report shall be done under Mark System.

2. The evaluation of the project will be done at two stages:

Internal Assessment (supervising teachers will assess the project and award internal Marks)

External evaluation (external examiner appointed by the University)

Marks secured for the project will be awarded to candidates, combining the internal and external Marks

2. The internal to external components is to be taken in the ratio 1:4. Assessment of different components may be taken as below.

Table-4

<i>Internal (20% of total)</i>		<i>External (80% of Total)</i>	
<i>Components</i>	<i>% of Marks</i>	<i>Components</i>	<i>% of Marks</i>
Punctuality	20	Relevance of the Topic, Statement of Objectives, Methodology (Reference/ Bibliography)	20

Use of Data	20	Presentation, Quality of Analysis/Use of Statistical tools, Findings and recommendations	30
Scheme/Organization of Report	30	Viva-Voce	50
Viva-Voce	30		

4. External Examiners will be appointed by the University from the list of VI semester Board of Examiners in consultation with the Chairperson of the Board.
5. The chairman of the VI semester examination should form and coordinate the evaluation teams and their work.
6. Internal Assessment should be completed 2 weeks before the last working day of VIth semester.
7. Internal Assessment marks should be published in the department.
8. In the case of courses with practical examination, project evaluation shall be done along with practical examinations.
9. Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.

2. PASS CONDITIONS-

1. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation.
2. The student should get a minimum of 40 % marks of the aggregate and 40% separately for ESE for pass in the project.
3. There shall be no improvement chance for the Marks obtained in the Project Report.
4. In an instance of inability of obtaining a minimum of 40% marks, the project work may be re- done and the report may be re-submitted along with subsequent exams through parent department, as per the existing rule of the University examinations.

DETAILED SYLLABUS OF BA MULTIMEDIA

1. The Colleges should arrange for continuous assessment of students through

the prescribed number of class tests/take-home assignments and seminar/practical in each course as prescribed in the succeeding sections. The Class tests take-home assignments should be of theoretical nature to assess students' understanding of the concepts dealt under various topics of the course. And the practical should gauge student's ability to carry out tasks involved in the creation of multimedia products. Every student should submit the take-home assignments of each course in a record book within the prescribed deadline. The practical assignments should be submitted in CDs/DVDs. The faculty should evaluate the assignments and practical work of students in each course continuously.

2. Semester V and VI projects should be approved by the faculty concerned by the mid of the semesters. And, students should submit the projects in CD/DVD within the deadline set by the college/faculty.

6. SYLLABI

The syllabus of the core, complementary and open courses is detailed hereunder. The syllabi of the common courses shall be as prescribed by the University for the restructured UG Programmes.

SEMESTER 1 SYLLABI

1. Common Course -A01

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. Common Course -A02

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Common Course -A07

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

4. Core Course 1 - BMM1B01 - Introduction to Digital Media

Unit 1: History of Computers, Input and Output Devices, Computer and digital network - Hardware and Operating systems (including Mobile OS), Application Software - Mobile Apps: Basics of App development, Propriety and open source solutions, Digital Files: All types of formats and extensions, Office Package: MS Office (Word, Excel, PowerPoint), Photo Editing (Adobe Photoshop),

Unit 2

Basics of Internet - Browser, Server, Cloud Computing, email, e Governance - search engines- Internet as mass medium - its potential and limitations -Characteristics: hyper textually - interactivity - internet and culture - convergence. As Media forms: blogs - news portals - social networking sites. Digital Divide

Unit 3

Journalism and digital media - internet editions of newspapers and TV channels - open source journalism -participatory journalism - scope of online journalism in India. Citizen journalism - Convergence of traditional and digital (internet) media

Unit 4

Web portals- Content Management System, page design basics. Data Journalism, Digital Next, content aggregator, Page make up and software solutions - InkSkape, In Design and Quark Express - Broadcasting solutions - ENPS &iNews - Video Editing (Adobe Premier Pro, FCP etc.), Communication revolution and new media - networked society - new media and public sphere, 'Mobile first'

Continuous assessment (internal): Two class tests and assignments

5. Complimentary Course

Detailed syllabi and objectives are to be provided by the concerned boards

6. Complimentary Course

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER 2 SYLLABI

1. Common Course -A03

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. Common Course -A04

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Common Course -A08

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

4. Core Course2- BMM2B02 - Creativity and Design Skills

Unit1. Fundamentals of Art, Brief history of Arts, classical Art, Modern Art, contemporary Art, Folk Art and Renaissance.

Unit 2. Creativity: Creative skills; Creativity factors-imagination and visualization; Tools of creativity; art and science of creativity. Design skills: concept of design; design principles; traditional and modern designs.

Unit 3. Drawing skills; basic drawing skills; drawing living and non-living objects; drawing backgrounds; adding depth and perspective; use of Colors and tones; Colour sense.

Unit 4. Colour theory -RGB-RYB-CMYK-primary colours-secondary colours-tertiary colours -Ink colours-tint-shades- Practical Colour mixing-Colour making-applying Colours- Colour wheel - cool Colours-Warm Colour-making tints-making shades about black and white.

5. Complimentary Course

Detailed syllabi and objectives are to be provided by the concerned boards

6. Complimentary Course

Detailed syllabi and objectives are to be provided by the concerned boards

Continuous assessment (Internal): Two class tests and assignments.

SEMESTER 3 SYLLABI

1. General Course 1-A11

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. General Course2 -A12

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Core Course 3 - BMM3B03 - Media Publishing

Unit 1. Introduction to Printing Technology: Printing Industry- Organization. Introduction to major printing process: Letter Press - Relief Printing, Intaglio prints, Screen Printing. Printing technologies and trends.

Unit 2. Typography -Type style, Usage, Bit Mapped Fonts, Post Script fonts. Text; symbols and icons; mapping text across platforms. Print page features and applications; creating text, editing and formatting text; Text as objects text wraps .Illustrations and Images, using and transforming graphics; creating PDF documents; data merger;

Unit 3. Adobe In Design features and applications, Pages, web documents, Colour Processing, Master page Settings, spreads , paste boards. Layout designing- Principles of page makeup, mechanics of dummies, positioning, vertical and horizontal makeup and flexibility, Pre-press Production, text and graphics management, Exporting PDF and Other Production Formats.

Unit 4. Printing Production: Colour separation procedures. Types of Printers, Creating books; printing chapters; library; indices; table of contents; form and form controls; meta tags.

Continuous assessment (Internal): Two class tests/assignments and two Practical

4. Core Course 4 - BMM3B04 - Computer Graphics

Unit 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design ,way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour;

Unit 2 Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

Unit 3: Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing.

Unit 4: Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resembing, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrance and saturation, using curves and levels, color correction. Image manipulation- Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

Continuous assessment (Internal): Two class tests/assignments and two Practical

5. Core Course 5 - BMM3B05 - Digital Photography

Unit 1. History of Photography; role of Photography in communication and journalism; nature, scope and functions of Digital Photography; Types of photography - portrait, candid shot, news photo, photo feature, landscape, nature and wildlife, and sports. Difference between analogue and digital photography. Qualifications and responsibilities of photojournalists- sources, covering issues, writing captions and cut lines for photo; legal and ethical aspects of Digital Photography.

Unit 2. Understanding the camera - types of camera, lens, films and filters. Mobile camera- point and shoot, SLR, built in- digital and digital backs. Holding the camera- using tripods and monopods. Common camera controls- white balance, shift, bracketing, Colour temperature, light, shutter speed, aperture, ISO, ASA, DIN, Relationship between light, shutter speed, aperture and ISO. Camera file formats, storing and archiving data.

Unit 3. Rules of Composition- Rule of Thirds, Balancing elements, Leading lines, Symmetry and Patterns, Viewpoint, Background, Depth, Framing, Cropping, Focusing.

Unit 4. Lighting sources - ambient/natural light; hard and soft lights; light fixtures and reflectors; indoor lights; functions of lighting. Artificial light. Choosing the right Colour, moving camera and subject; high shutter speed and low shutter speed; high key and low key lighting. Frozen picture; movement in picture; control of lighting conditions. Colour difference in relation to shutter speed; shallow depth of field and deep depth of field; varying ISO for getting more depth.

Continuous assessment (Internal): Two class tests/assignments and two Practical

5. Complimentary Course

Detailed syllabi and objectives are to be provided by the concerned boards

6. Complimentary Course

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER 4 SYLLABI

1. General Course 3 -A13

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS

2. General Course 4 -A14

The detailed syllabi of this General course shall be as prescribed by the University for the restructured UG Programmes under CBCSS

3. Core Course 6-BMM4B06- Introduction to Cinematography

UNIT 1: 5 C's of cinematography (camera angles, continuity, cutting, close-ups & composition). Fundamentals of handling video camera systems - lenses, recorders, tripods/pedestals, dollies, cranes, cables, camera mounting and balance, Balancing camera in hands and on shoulders; Shallow focus and deep focus; camera movements - pan; tilt; zoom; track; crab.

UNIT 2: Shot types, Shot composition; Proportion; Rule of thirds; Framing; Pictorial balance; Continuity; Light positions; Taking different shots to convey idea(s), meaning and relationships; Master shots/establishing shot; Point of view shots; Cut-away shots; Retakes.

UNIT 3: Camera Lenses- aperture, focal length, lens angle and image size; Video gain; Exposure, Colour balance; DV Cam, HD, 2K, 4K, Video signals -

composite, component - DVI, VGA, HDMI, SDI; Video recorders; Choosing the correct focal length - Zoom lenses; Camera Control Units (CCU); Camcorders.

UNIT 4: Lighting: natural light and created light; Basic light sources: key light, fill light and back light. Shading devices; Filters: Reflectors; Diffusers; Umbrellas; Light meters; matching outdoor- and indoor-light. Lighting techniques to create mood, time period and special effects.

Continuous assessment (Internal): Two class tests/assignments and two Practical

4. Core Course 7 - BMM4B07 - Fundamentals of Web Designing

Unit 1 : The internet : Introduction - internet defined - internet history - the way the internet works -Internet services, World Wide Web- Universal addressing scheme(URL),IP Address, Web Protocols-web browsers-,Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website.

Unit 2 : Introduction to HTML,HTML Tags and their applications, HTML Elements HTML Attributes, Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image tags , HTML Table tags , Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send email messages , Text fonts and styles , background colors/images , Forms related tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 3: User interface design with Adobe Photoshop- Webpage layout- Header banner Design - Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for webpage -

creating WebPages to suit client needs. Web writing styles - web presentation outline, design and management.

Unit 4: An Introduction to Cascading Style Sheets -Structure of CSS- Creating Internal and - Using an External Style Sheet -Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

5. Complimentary Course

Detailed syllabi and objectives are to be provided by the concerned boards

6. Complimentary Course

Detailed syllabi and objectives are to be provided by the concerned boards

Continuous assessment (Internal): Two class tests/assignments and two Practical

SEMESTER 5 SYLLABI

1. Core Course 8 - BMM5B08- Techniques of Post Production - Visual Editing

Unit 1. Introduction to the history of film editing. Lumiere Brothers, Thomas Edison, Edwin Porter, DW Griffith); the manipulation of editing; Lev Kuleshov's experiment; the language of cinema; introduction to the editor as storyteller and understanding

the narrative structure. Editing is an Instrument of Impression (Rational Editing). Various principles of Editing like Contrast, Parallelism, Symbolism, Simultaneity & Leit-motif (Reiteration of theme). Several more principles like Continuity, Making an edit invisible, Motivation for every edit, Delivering a message, Bearing audio in mind, editing is creating, Control of Overuse technique or Visual effects.

Unit 2. Basics of video signals; signal-noise ratio; video standards; analog and digital video; video for TV and Web Video in multimedia;. Editing in Digital era: Standardization in formats and aspect ratio in Television; Action cutting; Sequence cutting; Parallel cutting; Editing styles in advertising; Editing dramatic scenes; Dramatic continuity

Unit 3. Basics of Video editing - linear and non-linear, non-linear editing equipment and software. Shot logging; meta data, re-shoot; EDL; importing and organizing, video clips; time line tools; trimming clips.

Unit 4. Introduction Final Cut Pro and Adobe Premiere- features and characteristics; importing and organizing video clips; timeline tools; clips trimming; batch capturing; capturing with and without device controls. timing; ordering of shots; manipulating time through editing continuity; structuring a scene; structuring a film/programme; mixing under tracks; editing and organizing audio effects; monitoring and adjusting audio levels; applying transitions to fade volume; setting key frames to change volume; using the audio mixer; recording a narration track; applying filters; viewing and modifying filter parameters; applying audio filters; using a Colour correction filter; animating filters.

Continuous assessment (Internal): Two class tests/assignments and two Practical

2. Core Course 9 - BMM5B09 - Techniques of Post Production -Sound Recording, Editing and Mastering

Unit 1. Introduction to Sound, Sound characteristics, midi and digital sounds, psychoacoustics; audio recording techniques; sound mixers/synthesizers; audio recording devices; signal ratio. Perception of sound, hearing sensitivity, frequency, range-sound wave length-measuring sound-basic setup of recording system-analog/digital cables, connectors, analogue to digital conversion. Microphone types unidirectional, bidirectional, Omni directional, cardioids-direction and pickup pattern, noise, choosing the right mike, technique-sound reproduction devices, input devices, various sound file extensions.

Unit 2. Audio studio fundamentals: introduction to Pro Tools, installing Pro Tools and the textbooks, DVD contents, the Pro Tools interface, signal flow, gain stages, I/O setup, types of tracks, creating a new session in Pro Tools, keyboard shortcuts. Pro Tools recording techniques: setting recording levels, sample rate and bit depth, sound wave fundamentals, deeper into sampling, sampling and anti aliasing, quantizing and coding, hard drive space requirements, disk allocation, session parameters, buffer settings and latency times, the basics of microphones and microphone techniques, Pro Tools preferences, importing audio and session data, keyboard shortcuts, assignment : the ultimate recording.

Unit 3: Introduction to Nuendo; file formats; data selection; recording audio; recording modes and media; audio mixing; audio formats; MP3s Location sound

recording, Separate Audio vs In Camera Audio, Leads and Adapters, Microphone Accessories, Lavalier/Tie Clip Placement, Boom Mic Placement, Recording Gigs & Amplified Performances, Wild track & Room tone, Syncing Audio. Basic of audio editing and Mastering; conversion of files from one format to another; mono-stereo conversions; spectrum analysis. Techniques of Mastering, Surround Sound Creation , Audio special effects; audio plug-ins; pre-recorded audio editing; copy right issues.

Unit 4. Recording: busses, playlists, use of sound effects, dialogue, music. Equalization. balancing of levels- panning, mixing, creative use of sound track, the art of producing and recording Your Own Music, memory locations and markers, window configurations and arrangements, using inserts, the basics of effects loops, headphones and headphone mixers.

Continuous assessment (Internal): Two class tests/assignments and two Practical

3. Core Course 10 - BMM5B10 - Introduction to 3D Modeling and Texturing

Unit 1: Introduction to 3D Modeling- History of Animation- Introduction to Autodesk Maya- Concept of dimensionally of objects/images: Learning 3D Graphic software's; basics of modeling. Polygons: use of primitives. Curves and surfaces; Basics of surface modeling, 3D object creation; Boolean operation.

Unit 2: Creating/editing Spline shapes; 3D transformation. Props Modeling - Interior Modeling-Basics of Character Modeling.

Unit 3: Polygon Modeling -Different objects created using polygon tools , tips and tricks - Maps available in Maya -What is Unwrapping - concepts - purpose of unwrapping -, application of maps, how to create and layout UVs for objects using different projection methods. Its attributes Utilizing the UV texture editor. Interactive editing its positions in view port & its main attributes to control mapping areas over objects. Rendering.

Unit 4: Basics of Texturing. How to generate UV map in UV Texture. Using UV layout tools like unfold for flattening UV's over mesh to create flat 2D map using commands. Tools available in uv editor like sew for merging 2 or more edge's into single, relax for maintaining uniformity between uv's, cut for detaching uv map, Stretching UVs to fit in grid, aligning uv's in grid.

Continuous assessment (Internal): Two class tests/assignments and two Practical

4. Core Course 11 - BMM5B11 - Advanced Web Designing

Unit 1: Types of web sites, Client and Server scripting languages, Web standards and W3C recommendations, Basics of SEO, Importance of SEO, Web editors-code editors and visual editors, Web standards and W3C recommendations, Importance of SEO,E-commerce and M-Commerce, Disclaimer, copy rights and registration of web pages.

Unit 2. Introduction to Dreamweaver, The Dreamweaver Workspace, Creating Websites in Dreamweaver, Adding Images and Graphics , Working in HTML, Adding Online Forms to Web Pages, Template Design in Dreamweaver-Editable and non-Editable Regions, Add AJAX Features Using Spry, Importing from Photoshop (Slicing), Adding external content to the page- Flash- Sound Contents-Visuals. Multimedia for www; Advanced CSS:(Grouping, Dimension,

Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute sector), Creating page Layout and Site Designs.

Unit:3. Basics of JQuery- JQuery selectors, JQuery Events, working with CSS. Working with JQuery Events, JQuery animation and effects, hiding and showing elements, Fading elements, In and Out, Slicing element, JQuery custom animations, Dreamweaver inbuilt JQuery elements.

Unit 4. Testing a website, site launch, validating forms and web pages trouble shooting, Web server, moving website in internet.

Continuous assessment (Internal): Two class tests/assignments and two Practical

5. Core Course 12 - BMM5B12- Audio & Video Editing Project

Each of students should carry out a 5-minute project to demonstrate their proficiency in assembling and editing video and audio footage. See the evaluation scheme for the details.

6. Open Course - BMM5D01 - Fundamentals of Multimedia (for other students)

Unit 1.Definition of Multimedia. Multimedia systems; multimedia elements, Multimedia applications. Evolving systems of multimedia. Digital media and hyper media.

Unit 2. Multimedia file formats, standards, communication protocols, conversions Data compression and decompression. Types and methods of compression and decompression. Multimedia I/O Technologies.

Unit 3. Image authoring and editing tools, image file formats, JPEG, TIFF,,GIF, PNG, Layers, RGB, CMYK; contrast, brightness, HUE, Slicing, Contrast Ratio. Aspect ratio. Gray Scale filters, blending tools, Image enhancing designing technique.

Unit 4. Video in Multimedia- Sound in Multimedia- characteristic of sound, acoustics, recording techniques and mixing.

Continuous assessment (Internal): One class tests/assignments.

SEMESTER 6 SYLLABI

1. Core Course 13 - BMM6B13 - Multimedia Designing & Authoring

Unit 1. Multimedia applications in business, education and entertainment; multimedia team project manager, designers, writers, video/audio specialists, multimedia programmers.

Unit 2. Multimedia production - idea/concept, outline, script, storyboard, templates; user interface; production and delivery strategies; design and navigation structures linear, hierarchical, nonlinear and composites; hotspots and buttons; multimedia building blocks preparation and assembling, pre and postproduction problems and solutions.

Unit 3. Multimedia authoring tools - page based, icon based, time based and object oriented tools; structured programming and techniques.

Unit 4. Characteristic and features of Adobe Flash and Flash Builder ; production tools and applications; interfaces; working with scores and cast members; importing

text/images; working with action scripts and OOPs, Extras, assembling a multimedia project; CD Rom delivery.

Continuous assessment (Internal): Two class tests/assignments and two Practical

2. Core Course 14 - BMM6B14 - Introduction to Motion Graphics

Unit1: Introduction to Motion graphics- History of motion graphics- footage- Animation- Key frames- Nodes- Flow Chart-Visual compositing- keying (Green and Blue)- Alpha compositing- Matte painting- wire removal- 3D cameras- Lighting.

Unit 2: Introduction to Adobe After effects- Layers- Compositions- Video standards- camera movements- titling- Particle emitters- Advanced Colour corrections- import video and PSD files- Masking- Motion Tracking- Advanced transformation- 3D Layer- Key frame assistant-Effects- Third Party Plug-in- Use Clone Stamp Tool-Advanced Animation - Null Object- Rendering (RAM).Building and Animating a 3D Object- Using 3D Features- Distorting objects with the puppet tools- stop motion animation-cinematic terminology- Utilize three kinds of interpolation: linear, Bezier, and hold to define the relationships between key frames.

Unit 4: Introduction toColour Correction; Colour Correction Features and applications , Colour Correction with FCP; Colour Correction Filters; Colour Correction Examples; RT Extreme; Rendering and Video Processing; Mixed-Format Sequences; Backing Up and Restoring, Advanced Colour correction with Adobe After effects. Introduction to DI colouring Technology.

Unit 4: Develop the skills to make original animations with text and objects. Create and import masks, layer masks, and backgrounds from Photoshop and combine video and still images with Photoshop artwork. Use blending modes to correct Colour, lighting, and sharpness in video footage and still images. Implement the basics of rotoscoping to composite a video. Slow down and speed up movie clips through time remapping. Utilize painting and erasing tools to add or remove elements from a movie. Gain techniques for introducing audio into After Effects projects.

3. Core Course 15 - BMM6B15 - Television & Multi Camera Production

Unit 1. Concepts creation; Program me selection; Program me formats documentaries, docu-drama; fiction; sit cams; soap opera; quiz; news and news based program me, program me treatment; program me briefs objectives, content, duration, selection of crew, cast and properties; floor management.

Unit 2. Media Research; Importance of research; types of research-qualitative, quantitative, kinds of research-historical, ex-post-facto, survey, content analysis; program me research literature/document research, interviews; collection of material, authenticating information; statistical data analysis and interpretation. Production planning, pre-production planning-duties and responsibilities of producer/director. Anchoring and safety measures: role and responsibilities of anchor person; qualities and qualification of an anchor; anchoring techniques and styles.

Unit 3. Introduction to multi-camera production: switcher, Chyron, intercom system, teleprompter, Production techniques, planning and management of live shows, single and multi, camera productions, camera controls unit, mounting

equipment's, preview monitors, line monitor, VTR, optical disc, hard drives. Lighting in studio, 3 point lighting, lighting for an event, studio lighting instruments, lighting control devices. Switching or instantaneous editing, multifunction switcher, basic switcher operations, studio floor, treatments, properties, set backgrounds, platforms.

Unit 4. Covering events, location sketch and remote setups, OB vans, camera lighting, audio, intercommunication, signal transmission. multi camera production practical's. Post-production editing for commercials; for news reporting; for live programmes. Narrative editing and non-narrative editing, sound for television, digital audio workstation. Effective shots, File shots, Footages, Special effects. graphics and animation, Chroma key usage and Economy shooting methods.

Continuous assessment (Internal): Two class tests/assignments and two Practical

4. Core Course 16 - BMM6B16 - Advanced 3D Animation, Vfx and Compositing

Unit 1: Principles of animation - Types of animation:- stop-motion - 2D - 3D - Clay animation - Cut-out animation- cell animation. Animation techniques - Key frame animation; editing key frames; track Views- animating modifiers; hierarchies; animation helps and controls; forward kinematics and inverse kinematics.

Unit 2: Camera Animation - Attaching Camera - rendering different cameras. Animating texts. Path Animation - Motion Capturing- morphing and wrapping. Use of Graph Editor -Basics of rigging -Facial Animation -Character animation- walk cycle- run cycle -cycle animation with animals.

Unit 3: What is light & its theory, Maya lights, attributes & shadows. Maya spot lights - on stage - in motion pictures- Directional lights- Ambient lights - Point lights - Area lights - application, characteristics, properties and palettes for the above 3-point lighting concepts, Three-point lighting in visual media such as video, film, still photography and computer-generated imagery- effective use of key light- fill light - back light.

Unit 4: Introduction to Nuke-Special effects - Types of Effects their applications and advantages; -Smoke effects -fire effects - etc. Particle Systems-introducing the particle emitter-introducing particle interactor & deflectors Configuring a particle emitter-creating particle collision-using interactors to make particles track an object.

Continuous assessment (Internal): Two class tests/assignments and two Practical

5. Core Course 17 - BMM6B17 - Multimedia Project

The students should submit a Multimedia Project (Group) at the end of Sixth semester. They have to do a project work in a group under the guidance of a faculty member of the Department. Maximum number of students in a group is four. Each of the group should conceive and execute a multimedia project of at least 10 minutes duration on any topic/theme. The project must encompass all building blocks (text, pictures, graphics, video, sound) and these should be assembled using appropriate authoring software. The project should be submitted in DVDformat. A project record should be submitted along with the DVD. It is a group project and all students in the group must have a role in the project. The project work will be evaluated by an external examiner.

6. Core Course 18 - BMM6B18 - Website Project

Each of the students should independently conceive and build a Website of an organization of his/her choice under the guidance of a faculty member of the Department. The Website should be complete with home pages, links and hyperlinks pictures, logos, illustrations, test and other features that are essential in a professionally build website. The project should be submitted in DVD format. A project record should be submitted along with the DVD .The project work will be evaluated by an external examiner.

7. CORE COURSES SUGGESTED READINGS

- *Joseph A. Devito :Human Communication: The Basic Course. Harper and Row.*
- *J.V. Vilanilam :More Effective Communication, Sage India.*
- *Nicholas A and Brain L : Audiences, Sage, India*
- *Gay Julier : The Culture of Design, Sage, India*
- *Raoet al : Multimedia Communication Systems, Prentice -Hall, India*
- *TayVayghan : Multimedia: Making it Work, Tata McGraw- Hill, India*
- *John F. Koege Buford : Multimedia Systems, Pearson Education, Asia, 2002*
- *G. Millerson : Television Production, Focal press, 1999*
- *R. Steinmetz and K.Nahrstedt: Multimedia Computing, Communication and Applications, Prentice Hall, 1985.*
- *S. Heath : Multimedia and Communication Technology Butter worth, Heinemann*
- *D.Stillman : Multimedia Technology and Application, New Jersey*
- *J. Jeffcoate : Multimedia in Practice, Prentice-Hall, New York*
- *Foley J.D. Van Dam A, et al : Computer Graphics Principles & Practice, Addison Wesley*
- *Hearn D & Baker P.M : Computer Graphics, Prentice Hall*
- *William M. Newmann, R.F. Sproull : Principle of interactive Computer Graphics, McGraw Hill International Book Company, 1989.*
- *Rod Salmman, Mel Slaster : Computer Graphics: Systems and concepts, Addison Wesley*
- *John Villamil& Louis Molina : Multimedia: An Introduction, Prentice Hall*

- *Comer Douglas E : The Internet Book, Prentice Hall of India Private Limited 2003, New Delhi.*
- *Underdahl Bran & U Keith : Internet With Web Page, Web Site Design Bible, idg Books India*
- *Galgotia : Webmasters handbook, Prima Publishing, New Delhi.*
- *Rosenthal, Alan : Writing, Directing and Producing Documentary Films. Southern Illinois University Press, 1990.*
- *Michael Rabiger : Directing the Documentary, Focal Press, 1998.*
- *Des Lyver and Graham Swainson: Basic of Video Lighting, Focal press, 1995.*
- *Simplified Dtp Course Book/Singh Vishnu.PCompuTech Publications Limited, 2008*
- *PageMaker In Easy Steps, Scott Basham, Dreamtech Press, 2000*
- *QuarkXPress 8: Essential Skills for Page Layout and Web Design Kelly Kordes Anton, John Cruise Peachpi,t Press, 2009*
- *Dtp Course Book Singh Meenakshi, Singh Vishnu Priya, Computech Publication Ltd new Asia n, 2011*
- *Multimedia Journalism: A Practical Guide, Bull Andey, Routledge, 2010*
- *The Multimedia Journalist, George Jennifer, Oxford University Press, 2012*
- *Video Journalism for the Web, Lancaster Kurt, Routledge, 2012*
- *Multimedia Journalism,KumarArvind, Anmol Publications, 2011*
- *Story boarding the Simpsons way - Chris roman*
- *How to Draw Anime & Game Characters - Tadashi Ozawa*
- *Perspective - A Guide for Artists, Architects and Designers - Gwen White*
- *How to draw Portrait Drawing A Step-By-Step Art Instruction Book (2005) - Watson-Guptill*
- *Perspective Drawing Handbook - Joseph D'Amelio*
- *The Animator's Workbook - Antony white*
- *Water colour Landscape - David Bellamy*
- *Stop Staring: Facial Modeling and Animation Done Right - Jason Osipa*
- *Texturing and Modeling : A Procedural Approach - David S. Ebert*
- *Advanced Maya Texturing and Lighting with CDRom - Lee Lanier, Wiley*
- *Publishing Texturing and Modeling : A Procedural Approach - David S. Ebert*
- *Rendering with Mental Ray -Thomas Driemeyer*
- *Essential CG Lighting Techniques - Darren Brooker*
- *Animation The Mechanics of Motion - Chris Webster*
- *Understanding Animation - Paul Wells*
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CORE AND COMPLEMENTARY COURSE

THEORY: EVALUATION SCHEME

The evaluation scheme for each course contains two parts: viz., internal evaluation and external evaluation.

1. INTERNAL EVALUATION

20% of the total marks in each course, including lab linked courses and project evaluation cum viva voce, are for internal examinations. The internal marks of the theory and practical are same for the lab linked courses. The colleges shall send only the marks obtained for internal examination to the university.

THEORY COURSES

<i>Sl No</i>	<i>Components</i>	<i>Marks</i>
1	Attendance	5
2	Test Papers I & II	5 + 5
3	Assignment	2
4	Seminar	3
	Total	20

THEORY COURSES- Introduction to Multimedia (Open Course)- BMM5D01 & Complimentary Courses offered by the Multimedia Board for BA Mass Communication & Journalism.

<i>Sl No</i>	<i>Components</i>	<i>Marks</i>
1	Attendance	2
2	Test Papers I & II	3 + 3
3	Assignment	1
4	Seminar	1
	Total	10

PRACTICAL OR LAB LINKED COURSES

<i>Sl No</i>	<i>Components</i>	<i>Marks</i>
1	Attendance	5
2	Test Papers I & II	5 + 5

3	Assignment	2
4	Lab involvement / Seminar	3
	Total	20

TABLE 2: PERCENTAGE OF ATTENDANCE AND ELIGIBLE MARKS

<i>% of attendance</i>	<i>Marks</i>
<i>Above 90 %</i>	<i>5</i>
<i>85-95%</i>	<i>4</i>
<i>80-84%</i>	<i>3</i>
<i>76-79%</i>	<i>2</i>
<i>75%</i>	<i>1</i>

TABLE 3: PATTERN OF TEST PAPERS

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
1.5 Hours	One word	4	4	1	4
	Short answer	5	4	2	8
	Paragraph	5	3	6	18
	Essay	2	1	10	10
Total Marks*					40

**90% and above = 5, 80 to below 90% = 4.5, 70 to below 80% = 4, 60 to below 70% = 3.5, 50 to below 60% = 3, 40 to below 50% = 2, 35 to below 40% = 1, below 35% = 0*

2. EXTERNAL EVALUATION

External evaluation carries 80% marks. University examinations will be conducted at the end of each Semester.

Table 1: Pattern of Question Paper for Core and Complementary Courses

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
	One word	10	10	1	10

3 Hours					
	Short answer	12	10	2	20
	Paragraph	8	5	6	30
	Essay	3	2	10	20
Total Marks					80

Table 1: Pattern of Question Paper for Practical or Lab linked Core Courses

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
3 Hours	One word	10	10	1	10
	Short answer	8	6	2	12
	Paragraph	5	3	6	18
	Essay	3	2	10	20
Total Marks					60

Table 1: Pattern of Question Paper for Open Course

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
2 Hours	One word	8	8	1	8
	Short answer	7	5	2	10
	Paragraph	5	2	6	12
	Essay	2	1	10	10
Total Marks*					40

* BMM5D01

CORE COURSE PRACTICAL: EVALUATION SCHEME

EXTERNAL EVALUATION

Practical examinations along with viva-voce will be conducted at the end of 4th and 6th semesters.

The external examination in practical courses shall be conducted by two examiners, one internal and an external, appointed by the University.

The project evaluation with programme viva voce will be conducted by two examiners, one internal and an external (appointed by the University), at the end of the sixth semester.

No practical examination will be conducted in odd semester. Practical examinations for BA MULTIMEDIA programme shall be conducted in the even semester 4 and 6.

The model of the question papers for external examination (lab linked courses) of 3 hours duration.

PATTERN OF QUESTION PAPERS

<i>Duration</i>	<i>Pattern</i>	<i>Marks</i>	<i>Total</i>
<i>3 HOURS</i>	<i>To prepare sample works with the help of prescribed Multimedia applications (Questions shall be prepared by the BOS or Board of Examination)</i>	<i>20 MARKS</i>	<i>20 MARKS</i>

CORE COURSE PROJECT: EVALUATION SCHEME

Project evaluation will be conducted at the end of sixth semester.

Table 1: Internal Evaluation (BMM5B12 Audio & Video Editing Project)

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Punctuality	2
2	Use of data	2
3	Scheme/Organization of Report	3
4	Viva-Voce	3
<i>Total Marks</i>		10

Table 1: Internal Evaluation (BMM6B17 Multimedia Project, BMM6B18 Web Site Project)

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Punctuality	4
2	Use of data	4
3	Scheme/Organization of Report	6
4	Viva-Voce	6
<i>Total Marks</i>		20

Table 1: External Evaluation (BMM5B12 Audio & Video Editing Project)

The project evaluation with programme viva voce will be conducted by two examiners, one internal and an external (appointed by the University), at the end of the sixth semester.

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Relevance of Subject, Social importance of Subject,	15

	Theme, Creativity.	
2	Presentation, Use of Technical tools.	10
3	Record evaluation	05
4	Viva-Voce	10
<i>Total Marks</i>		40

Table 1: External Evaluation (BMM6B17 Multimedia Project, BMM6B18 Web Site Project)

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Relevance of Subject, Social importance of Subject, Theme	20
2	Presentation, Use of Technical tools, (Web Site Project: Designs, Colour combinations, Animation, Programme structure, Perceptiveness)	20
3	Record evaluation	10
4	Viva-Voce	30
<i>Total Marks</i>		80

SCHEME AND MODEL OF QUESTION PAPERS BA MULTIMEDIA (CORE COURSES)

FIRST SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)

BMM1B01: Core Course 1: Introduction to Digital Media

Time: 3 Hours

Maximum marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. RGB Stands for

A. Raster, Gray, Black

B. Red, Green, Blue

C. Black and White

D. none of the above

2. Compression

A. Reduces the picture clarity for storage
required to stor

B. Reduces the number of bytes

19. WWW

20. RAW Format

21. Interactive Page

22. Graphics

Section C (Paragraph)*Answer any five questions. Each question carries 6 marks*

23. What you mean by image authoring?

24. Explain the use of Multimedia for Education?

25. What are the major types of audio and video file formats used in Multimedia industry?

26. What you mean by hypermedia? Explain its usage and applications?

27. Explain the functions of Adobe Photoshop?

28. Explain the basic structure of a multimedia computer?

29. What are the major characteristics of sound?

Section D (Essay)*Answer any two questions. Each question carries 10 marks*

30. Make an essay about the various file formats used in Multimedia Platform?

31. Explain the uses of Multimedia in the commercial entertainment industry?

32. Write a short note about e- learning?

**SECOND SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)
BMM2B02: Core Course2: Creativity and Design Skills**

Time: 3 Hours

Maximum marks: 80

Section A (One word)*Answer all questions. Each question carries 1 mark*

1. Perspective means

- a. Parallel lines b. Effect of distance c. Bitmaps. d. None of the above

2. Foreground
 - a. Nearer view of an Image
 - b. Farthest view of a picture
 - c. Bottom of the image
 - d. None of the above
3. Difference in colour and light
 - a. Harmony
 - b. Contrast
 - c. Unity
 - d. balance
4. Page design software
 - a. Indesign
 - b. Excel
 - c. 3D max
 - d. Power point.
5. Surface Quality
 - a. Harmony
 - b. Texture
 - c. Balance
 - d. Unity
6. Not related to image format
 - a. JPEG
 - b. TIFF
 - c. WAV
 - d. BMP
7. Balance
 - a. Difference in elements
 - b. surface feel of an object.
 - c. The equilibrium of elements
 - d. abnormal change
8. Colour separation
 - a. pre production
 - b. Production
 - c. Post production
 - d. None of the above
9. Neo-Realism
 - a. real life
 - b. Abstract
 - c. Pointillism
 - d. emphasis on detail.
10. Value
 - a. amount of light reflected
 - b. A hue at a lighter value
 - c. A hue at a darker value
 - d. The reflection source of light

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Additive Colour
12. Shape
13. Balance
14. Shades
15. Vector Graphics
16. Colour Harmony
17. Adobe Illustrator
18. Contrast
19. Primitive Colour
20. TIFF
21. Digital drawing
22. CorelDraw

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. Elements of Design
24. Rule of Third
25. History of Art
26. Elements of Brochure Designing

27. Colour Theory
28. Applications of Digital Illustration
29. RGB, CMYK, RYB

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Make an essay about Principles and elements of designing
31. Explain the various steps of a Magazine Designing with the help of any computer Application
32. Make an essay about Golden ratio, depth of field and Perceptiveness.

**THIRD SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)**

BMM3B03: Core Course3: Media Publishing

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Tiff Stands for
 - A. Tiled Image format
 - B. Tagged Image File format
 - C. Typical Information format
 - D. Title Interchange File Format
2. Pixels
 - A. Digital image
 - B. Analogue image
 - C. Vector drawing
 - D. None of the above
3. Master pages
 - A. Cover page
 - B. For setting common elements
 - C. Chapter page
 - D. None of the above
4. Page layout software
 - A. Acrobat
 - B. Page maker
 - C. Power Point
 - D. AutoCAD
5. Cross platform file format
 - A. Work in Windows, linux and MAC
 - B. Works only in Linux
 - C. Works only in Windows
 - D. None of the above
6. Image compression
 - A. Reduce the image data
 - B. Reduce height and width
 - C. Reduce physical size
 - D. None of the above
7. Image manipulation

- A. Image Exchange B. Image Editing C. Image Exporting D. None of the above
8. Post production in publishing
A. Lamination B. Scanning C. Printing D. None of the above
9. A quality of Digital Image is measured by
A. Physical size B. Height and width C. DPI D. None of the above
10. Text wraps
A. Surround a picture with text B. Cropping the text
C. Editing the text D. None of the above

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Text formatting tools in Indesign
12. Interactive Page
13. Text Warping
14. Facing Page
15. DPI
16. Post Script
17. Master Page
18. PDF

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. History of Printing
20. Tools in InDesign
21. Typography
22. Colour separation Process
23. Text transformation options in InDesign

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Make an essay about Types of printing
25. Explain the Features and Options of Adobe InDesign
26. What is mean by typography? Explain typography and typesetting with the help of fonts and families?

**THIRD SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)**

BMM3B04: Core Course4: Computer Graphics

Time: 3 Hours

Maximum

marks: 60

Section A (One word)*Answer all questions. Each question carries 1 mark*

1. "Layers" in Photoshop are:

a) Filters that have been applied to the image b) Images stacked on top of each other

c) Colour components (such as CMYK) d) Previous versions of an image

2. If you save a file as .psd, what is it saved as?

a) Bit-mapped file b) Graphics Interchange Format

c) Joint Photo graphics Expert Group d) A Photoshop working file

3. Pixels represent tiny _____ of colour, which are typically unseen by the naked eye.

a) Circles b) Squares c) Inches d) Swatches

4. To fill in a layer as a background, which of the following tools would be useful?

a) Line b) Paint bucket c) Smudge d) Lasso

5. The First version of Adobe Photoshop was released in

a) 1990 b) 1989 c) 1991 d) None of the above

6. Drop shadow, inner glow and bevel are examples of _____ you need to use with text.

a) Blending options b) Filters c) Image adjustments d) Layer modes

7. The lightens parts of an image.

a) Dodge b) Burn c) Smudge d) Sponge

8. The adjustment layer allows you to create a black and white image from your colour image.

25. Explain the Features and Options of Adobe Photoshop?
 26. Explain the Tools and Options of Adobe Illustrator?

**FOURTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
 (UG-CBCSS)
 BMM4B06: Core Course6: Introduction to Cinematography**

Time: 3 Hours

Maximum marks:

60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. STEADICAM

- a) A camera built to remain stable while being moved mounted on a tripod
 b) A camera
 c) A steady shot
 d) None of the above

2. POV

- a) Point of View
 b) Picture of vision
 c) Photographs of visual
 d) None of the above

3. PAN

- a) Camera turning on a stationary axis
 b) Trolley
 c) Close up
 d) None of the above

4. JUMP CUT TO:

- a) A transition
 b) Action
 c) Fight scene
 d) None of the above

5. IRIS OUT

- a) Transition from one to another frame scene
 b) A black circle closes to end a scene
 c) Fade in
 d) Fade out

6. FADE OUT

- a) Image appear in to frame to black
 b) Image slowly disappear
 c) Image transit to another frame
 d) None of the above

7. ESTABLISHING SHOT

- a) Establishment takes place b) Beginning of a film to suggest where the story takes place
 c) Final shot d) None of the above

8. CLOSER ANGLE

- a) New angle nearer to the subject. b) Corner of an interior room
 c) Close up d) None of the above

9. LONG SHOT

- a) Showing the entire human body b) Showing close up
 c) Showing apart d) None of the above

10. AERIAL SHOT

- a) Shot be taken from a plane b) Wide angle shot
 c) Shot taken by macro lens d) None of the above.

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Rule of Third

12. Focus

13. Portrait Photography

14. Aperture

15. Frame Rate

16. White balance

17. Zoom Lens

18. ISO

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What are the major features of Cinematography?

20. Explain the various types of Camera angles and Shots?

21. What are major features and functions of a Digital video Camera?

22. What you mean by Composition?

23. Make a brief note about Framing?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Make an essay about Lenses?
25. Make an essay about Cinematography and types of Camera?
26. What you mean by Camera Grips? Which are the major types of Camera grips?

**FOURTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)
BMM4B07: Core Course7: Fundamentals of Web Designing**

Time: 3 Hours

Maximum marks:

 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Social website

a) Twitter	b) Wikileaks	c) Google	d) None of the above
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2. XML

a) Extensible Markup Language.	b) Embedded Markup language
c) Electronic Markup Language	d) None of the above
3. Short Key of Slice tool in Photoshop

a) K	b) C	c) S	d) H
------	------	------	------
4. URL

a) Universal Resource Location	b) Uniform Resource Locator
c) Universal Records Label	d) None of the above
5. Intranet

a) Computer Network within an Organisation	b) Wide area Network
c) Portal	d) None of the above
6. E-Commerce

a) Online Shopping	b) Computerization of Commerce
c) Computer Trade	d) None of the above
7. Interactive Media

a) Media responds to users actions	b) Linear media
c) Print Media	d) None of the above
8. DHTML

**FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CUCBCSS)
BMM5B08: Core Course8: Techniques of Post Production -
Visual Editing**

Time: 3 Hours

Maximum

marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. A system of numbering that allows you to find out any recorded image with pinpoint accuracy is known as.....
a) time bar b) frame code c) frame rate d) time code

- 2is a process of converting analog audio into digital audio
a) sampling b) recording c) stretching d) digitizing

3. Generation loss is the most minimal in
a) nonlinear editing b) transferring c) linear editing d) assemble editing

4. _____ light is used to cast pronounced shadows
a) Hard b) Soft c) Edge

5. The light source that casts sharp, well define shadows is called
a) Key light b) fill light c) set light d) hard light

4. The simplest and most used transition technique for building a link between two distinct shots is
a) Fade b) dissolve c) cut d) Wipe

5. MFD stands for _____
a)Minimum Focusing Distance b)Maximum Focusing
c)Distance Minimum Focusing Direction d)None of the above

6. Video program is often structured for a _____ audience format

a) Passive b) Active c) Restrictive d) None of the above

7. Intercutting

a) At a point, two scenes will be shown a few moments each, back and forth
b) Cut between shots c) Clapping d) None of the above

8. Wide angle lens

a) Focal length is smaller b) Focal length is longer
c) Large size of the lense d) None of the above

9. HD format

a) High Definition b) High Density c) High-Tec Digital d) None of the above

10. OB

a) Outside Broadcasting b) Original Broadcasting
c) Offset broadcasting d) None of the above

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Logging

12. Video effects

13. Sequence

14. Titling

15. AVID

16. Compressed Video Format

17. Transition

18. Signal Noise Ratio

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Elements of Visual Editing?

20. Explain the difference between LE and NLE?

21. What is mean by Three point Lighting?

22. Explain the features of Final Cut Pro?

23. What is mean by EDL?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Make an essay about the features and applications of Visual Editing?
25. Describe the various steps of Colour Grading?
26. What are the major elements and options of Final Cut Pro?

**FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)
BMM5B09: Core Course9: Techniques of Post Production -
Sound Recording, Editing and Mastering**

Time: 3 Hours

Maximum

marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Acoustics
 - a) Science of Sound
 - b) A sound recording equipment
 - c) Music equipment
 - d) None of the above
2. Nagra
 - a) Audio recorder for play back
 - b) Music notation
 - c) Graphic equalizer
 - d) None of the above
3. Ultrasound
 - a) Sound pressure wave
 - b) Speaker
 - c) Woofer
 - d) None of the above
4. Sound wave
 - a) Pressure wave
 - b) Sound of Wave
 - c) High sound
 - d) None of the above
5. Console
 - a) Key board for input
 - b) Consolidation of audio
 - c) Microphone
 - d) None of the above
6. Location sound
 - a) Live broadcast
 - b) Live sound recording
 - c) None of the above

7. Hz

- a) Short for Hertz
- b) Brand Name of Audio equipment
- c) Number of recording console
- d) None of the above

8. Audio channel

- a) A pathway through an audio device
- b) A channel dedicated for audio
- c) Channel music
- d) None of the above

9. MIDI

- a) Musical Instrument Digital Interface
- b) A costume
- c) Brand name of recording equipment
- d) None of the above

10. RFI

- a) Radio-frequency interference
- b) Radio Frequency-International
- c) Radio Frequency-India
- d) None of the above

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Noise

12. MIDI

13. Nagra

14. Track recording

15. Nuendo

16. Tempo

17. Frequency

18. XLR Cable

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What is mean by Surrounding Sound? Explain the Process of Nuendo?

20. What you mean by Lip synchronization? What are the features of Dubbing?

21. What are major types of Microphones?

22. Describe a short Paragraph about MIDI?

23. What is man by Synthesisers?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. What is mean by Acoustics? What are the major functions of Acoustics? Explain the characteristics of Acoustic recording?
25. Explain the tools and Functions of Protools?
26. What are the major elements and Applications of Multi Track Recording?

**FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)
BMM5B10: Core Course10: Introduction to 3D Modeling and
Texturing**

Time: 3 Hours

Maximum marks:

60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. 3D Animation
 - a) Illution of three-dimensional
 - b) Three frames
 - c) Cel animation
 - d) None of the above
2. Animation
 - a) Sequential images in rapid succession
 - b) Drawing animals
 - c) Vector drawings
 - d) None of the above
3. Bone in animation
 - a) Drawing of bone
 - b) Framework used to build a skeleton
 - c) Bone of character
 - d) None of the above
4. Morphing
 - a) Editing two pictures in to one picture
 - b) Transition from one frame to another
 - c) Picture manipulation
 - d) Merging of one or layer of a digital image
5. CGI
 - a) Computer-Generated Imagery
 - b) Computer graphics Interface
 - c) Cartoon graphics image
 - d) None of the above
6. Computer Animation
 - a) Cel animation
 - b) Traditional animation
 - c) Creation of moving images through the use of computers
 - d) None of the above
7. NURBS

- a) Non- Universal Ratio based Splines
Splines
8. Exposure sheet
a) Worksheet used to plan the timing and action drawing
c) Cellophane sheet
9. Dry Brush Technique
a) Drawing brush with pencil animation
c) Picture manipulation
10. Rotoscoping
a) live action video is traced to create animation projection system
c) 3D character generater
- b) Non-Uniform Rational Basis
d) Non Universal Rastor brush for
b) Sheet to prepare
d) None of the above
b) Technique used for 2D
d) None of the above
b) Animation
d) Drawing method

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Nurbs
13. Planner Mapping
15. Surface Modelling
17. Texturing
12. 3D Animation
14. Staging
16. Object Mode
18. Toon

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Explain the features of CGI?
20. What are the major elements of Animation?
21. Explain the characteristics and features of Autodesk Maya?
22. Describe a short Paragraph about Polygon Modelling?
23. What is man by Track Sheet?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. What are the features of Visual Effects? Explain the possibilities of VFX in entertainment industry?
25. Explain the Application of 3d Interface?
26. Explain the advanced options of Lighting and Camera options in Autodesk Maya?

**FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)
BMM5B11: Core Course11: Advanced Web Designing**

Time: 3 Hours

Maximum

marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. New media
 - a) Digital media
 - b) Television
 - c) Cinematography
 - d) None of the above
2. Web Master
 - a) Trainer in web programming
 - b) Responsible for maintaining web sites
 - c) Expert in web design
 - d) None of the above
3. SMTP
 - a) Simple Mail Transfer Protocol
 - b) Synchronized Mail
 - c) System
 - d) None of the above
4. ISP
 - a) Internet service Provider
 - b) Internal System Program
 - c) International Server project
 - d) None of the above
5. Embedding
 - a) Editing
 - b) Integrating
 - c) Deleting
 - d) All of These
6. Which one of the following is a web design tool

Answer any two questions. Each question carries 10 marks

24. What are the elements of web designing? Explain the advanced options of CSS?
25. Describe the various steps of Web Designing?
26. Explain the advanced options of JQuery?

**SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)**

BMM6B13: Core Course13: Multimedia Designing & Authoring

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. A Multimedia authoring software.
A. PageMaker B. Director C. Excel D. None of the above
2. RGB Stands for
A. Raster, Gray, Black B. Red, Green, Blue
C. Black and White D. none of the above
3. Compression
A. Reduces the picture clarity for storage B. Reduces the number of bytes required to stor
C. Reduces the resolution D. None of the above
4. Use of Buttons
A. navigates an image or text B. Symbols of a topic
C. A decoration for pages D. None of the above

5. Advantages of Icon based authoring Tool

- A. Complex interaction and layering of multimedia products. B. For simple linear presentation
C. Video presentation made easy D. None of the above

6. A tool for universal document exchange

- A. PageMaker B. CorelDraw C. Adobe Acrobat D. none of above

7. Digital storage medium

- A. Hard disc B. USB port C. Monitor D. None of the above

8. Dealing with Colour

- a) Balancing Pixels b) Scaling Files c) Masking d) Contrast

9. Pixels

- a) Digital image b) Analogue c) Vector d) None of the above

10. Generation loss is the most minimal in

- A. nonlinear editing B. Transferring C. linear editing D. assemble editing

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Director

12. Action Script

13. Interactive Page

14. Buttons

15. SWF

16. Image Compression

17. Key frame Animation

18. PSD

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What you mean by Multimedia Authoring?

20. Make a Short Paragraph about Image Authoring Tool?

21. Explain the features and options of Adobe Flash?

- a) Animation by arranging real objects b) Animation without motion
c) End of animation d) None of the above
5. Rotoscoping
a) live action video is traced to create animation system b) Animation projection system
c) 3D character generater d) Drawing method
6. Rostrum camera
a) Used to film 2D cel animation b) 3D character generator
c) Animation projection system d) None of the above
7. MPEG
a) Compressed Bitmap file b) Vector image file
c) Decompressed vector file d) None of the above
8. Wire frame
a) Final stage of Rendering object is rendered b) First stage of 3D before an object is rendered
c) Final output of a frame d) Grid for drawing story board
9. Computer Animation
a) Cel animation b) Traditional animation
c) Creation of moving images through the use of computers d) None of the above
10. Depth of Field
a) Depth of Back ground various depths b) Focus of objects in a scene at various depths
c) Area of back ground d) None of the above

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Footage 12. 3D Camera
13. Nodes 14. Third Party plug-in
15. Mask 16. Motion tracking
17. Cinematic terminology 18. AEP Formats

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Make a short paragraph about Stop motion Animation?
20. What you mean by Motion Graphics? What are the major elements of Motion Graphics?
21. Explain the features and options of Adobe After effects?
22. What you mean by Masking, Rotoscoping and Wire Removal?
23. What is mean by Screen Compositing?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Explain the various options of Adobe after effects?
25. Make an essay about Visual effects?
26. Make an essay about the role of Motion graphics in entertainment and film industry?

**SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)**

BMM6B15: Core Course15: Television & Multi Camera Production

Time: 3 Hours

Maximum marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. E-Commerce
 - a) Commerce learning through Internet
 - b) Business conducted over the Internet
 - c) Engineering Commerce
 - d) None of the above
2. ENG
 - a) English News Group
 - b) Electronic News gathering
 - c) Electronic News Group
 - d) English News Gathering

Answer any three questions. Each question carries 6 marks

19. What are the major elements of Soap Opera?
20. What are the major differences between video production and television production?
21. What are the essential qualities required for a television anchor?
22. What are the main features of video camera and their specific usages?
23. What are the major differences between single camera and multi-camera shoot? Explain with suitable examples.

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. What are the roles played by a Television producer? How does it differ from that of a film director?
25. Describe the different processes involved in the production of a tele film based on a famous Malayalam short story from idea to screen?
26. What is editing? Explain the different kinds of transition devices.

**SIXTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)**

**BMM6B16: Core Course16: Advanced 3D Animation, Vfx and
Compositing**

Time: 3 Hours

Maximum

marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. CGI
 - a) Computer-Generated Imagery
 - b) Computer graphics Interface
 - c) Cartoon graphics image
 - d) None of the above
2. Wire frame

a) Final stage of Rendering
object is rendered

b) First stage of 3D before an

c) Final out put of a frame

d) Grid for drawing story board

3. Field

a) Area of animation sheet
captured by the camera
above

b) Visible range of the drawings

c) Back ground

d) None of the

4. Squash and Stretch

a) Rendering

b) Exaggerated animated motion.

c) Drawing method

d) Drawing in cell

5. Tween

a) Key Frame

b) In-between

c) Exaggerated motion

d) None of the above

6. Zoetrope

a) Current animation Generator

b) An early animation device

c) Clay animation equipment

d) None of the above

7. Anti-Aliasing

a) Process of blurring sharp edges in pictures

b) Aligning Images

c) Slicing objects in a frame

d) None of the above

8. Rendering in animation

a) Process to create an image from a data file

b) Illustrating a picture

c) Transition from a frame to another

d) Preparation of Story

board

47. Frame in animation

a) Single complete image contains an animation drawing

b) Size of Monitor

c) Frame rate

d) None of the above

44. Fractals

a) Colour mode RGB

b) Complex Abstract image created by

Computer

c) Layers in an Image

d) None of the above

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

- | | |
|----------------------|---------------------|
| 11. UV Editor | 12. IK tool |
| 13. Texturing | 14. Mirror Deformer |
| 15. Attribute Editor | 16. Extrude |
| 17. Ghosting | 18. Blend Shape |

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What are the Basic principles of animation
20. Explain the Role of computers in animation
21. What you mean by UV editor?
22. What are the main features of Autodesk Maya?
23. What are the major differences between Mental Ray rendering and Maya Hardware Rendering?

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. What are the major Characteristics and Principles of Animation? Explain with the help of Illustrations?
25. Describe the different types of Texturing and Rendering methods in Maya?
26. What you mean by Animation Production Pipe Line?

MODEL QUESTION PAPER

FOR
OPEN COURSE

**FIFTH SEMESTER BA MULTIMEDIA DEGREE EXAMINATION
(UG-CBCSS)**

BMM5D01: Open Course1: Fundamentals of Multimedia

Time: 2 Hours

Maximum marks: 40

Section A (One word)

Answer all questions. Each question carries 1 mark

1. RGB Stands for

- A. Raster, Gray, Black
C. Black and White
2. Bitmap images are made of
A. Picture
C. Lines and curves
3. Compression
A. Reduces the picture clarity for storage
B. Reduces the number of bytes required to store
C. Reduces the resolution
D. None of the above
4. Use of Buttons
A. navigates an image or text
C. A decoration for pages
B. Symbols of a topic
D. None of the above
5. Interactive controlled structure
A. Navigation Controlled by the code
C. Navigation Controlled by time
B. Navigation Controlled by the user
D. None of the above
6. Audio
A. BMP
B. GIF
C. MIDI
D. PSD
7. GUI
A. Graphical User Interface
C. Graphical units of India
B. Graphics Universal Institution
D. General User Interface
8. Advantages of Icon based authoring Tool
A. Complex interaction and layering of multimedia products.
B. For simple linear presentation
C. Video presentation made easy
D. None of the above

Section B (Short answer)*Answer any five questions. Each question carries 2 marks*

9. Fonts
11. Hyper Media
13. AVI
15. MIDI
10. Image Authoring
12. JPEG
14. E-learning

Section C (Paragraph)

Answer any two questions. Each question carries 6 marks

16. What are the fundamentals of multimedia?
17. Explain the use of Multimedia for Education?
18. What are the major types of audio and video file formats used in Multimedia industry?
19. What you mean by hypermedia? Explain its usage and applications?
20. Explain the categories of image compression methods?

Section D (Essay)

Answer any one question. Each question carries 10 marks

21. Make an essay about the various file formats used in Multimedia Platform?
22. Explain the uses of Multimedia in the commercial entertainment industry?

PART- II

COMPLEMENTARY COURSES OFFERD BY MULTIMEDIA BOARD FOR OTHER UG PROGRAMMES

PART II

Complementary Courses in

1. **Multimedia Applications** (for B.A. Mass Communication and Journalism)

2. **Multimedia Applications** (for BA Visual Communication, BA Film and Television)

Offered by Multimedia Board

PART II-A

**Complementary Courses in Multimedia Applications for BA
Mass Communication & Journalism**

BMM1 C01 –Introduction to Multimedia

BMM2 C01 –E-Content Development

BMM3 C01 – Computer Graphics

BMM4 C01 – Web Design

Introduction

Complementary course in Multimedia Applications for BA. Mass Communication and Journalism, Visual Communication provides the basic knowledge for students in handling multimedia tools and designing multimedia content in a developing environment.

Objectives

1. To give a basic knowledge in the field of Computer Applications
2. To introduce the potential of Multimedia in the age of new media
3. To give knowledge in media publishing
4. To introduce various multimedia applications
5. To make awareness in copyright and ethical issues related to Multimedia

Scope

The scope of the course shall be limited to the study of the fundamental areas of multimedia with emphasis on understanding the basic tools, techniques and issues.

Sem ester	Code	Title	Hrs/Week			Credit	Exter nal	Intern al
			Theory	Lab	Total			
I	BMM1 C01	Introduction to Multimedia	3	0	3	2	40	10
II	BMM2 C01	E-Content Development	3	0	3	2	40	10
III	BMM3 C01	Computer Graphics	3	0	3	2	40	10
IV	BMM4 C01	Web Design	3	0	3	2	40	10
Total			12	0	12	8	160	40

10 Marks for Internal Evaluation

Internal Examination Evaluation Scheme

<i>Sl No</i>	<i>Components</i>	<i>Marks</i>
1	Attendance	2.5
2	Test Papers I	2.5
3	Assignment	2.5
4	Seminar	2.5
	Total	10

40 Marks for External Evaluation

External Examination (Semester End) Question Paper Model and Evaluation Scheme

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
3 Hours	One word	5	5	1	5
	Short answer	6	5	2	10
	Paragraph	6	3	5	15
	Essay	2	1	10	10
Total Marks*					40

DETAILED SYLLABUS

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester I

Course 1

Code BMM1 C01

Introduction to Multimedia

Unit 1. Definition of Multimedia. Multimedia systems; multimedia elements, Multimedia applications. Evolving systems of multimedia. Digital media and hyper media.

Unit 2. Multimedia file formats, standards, communication protocols, conversions Data compression and decompression. Types and methods of compression and decompression. Multimedia I/O Technologies.

Unit 3. Image authoring and editing tools, image file formats, JPEG, TIFF,,GIF, PNG, Layers, RGB, CMYK; contrast, brightness, HUE, Slicing, Contrast Ratio. Aspect ratio. Gray Scale filters, blending tools, Image enhancing designing technique.

Unit 4. Video in Multimedia- Sound in Multimedia- characteristic of sound, acoustics, recording techniques and mixing.

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester II

Course 2

Code BMM2 C01

E-Content Development

1 - Introduction to E-Content Development: Definitions of e-content, Types of e-content, Examples of e-content Scope and career opportunities in e-content development

UNIT 2 - Introduction to Instructional Design and Learning Theories: Definitions of instructional design. Bloom's taxonomy for the cognitive domain. The ADDIE model, Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model.

UNIT 3 - Basics of E-Content Development: Learner needs analysis, Design document, Course map, Writing learning objectives, Content analysis, Content chunking, Working with SMEs. Storyboarding for e-content. The e-content development cycle. E-content development tools. Multimedia elements: Working with graphics, animation, narration and audio. Technical considerations: Introduction to LMS, LCMS, SCORM and AICC.

UNIT 4 - Instructional Strategy for E-content Development: Learner Engagement: Engaging learners through interactivity, branching, visualization of content. **Types of interactivity for e-content:** Point and click, drag and drop, text-input, match, system process simulations. **Presentation Strategy:** Scenario-based learning, Game-based learning, Virtual coaches and avatars. **Assessments:** Types of assessment, Types of feedback, Monitoring the learner's progress through CYUs and self-assessments

Complementary Courses 1- Complementary Courses **in Multimedia Applications**

Semester III

Course 3

Code BMM3 C01

Computer Graphics

Unit 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design , way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour.

Unit 2 Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc.; Page Layout- Working of a Grid System; Paper- Paper Qualities, Paper Types and Print Quality. Binding/Folding- Types of Binding, Type of Folds; Stationary designs- Letter heads, business card, envelopes; Corporate Identity- Logo and visual identity; Semiotic designs- Symbols and Signage for various environments. Basics UX/UI designing.

Unit 3: Adobe Illustrator-Vector graphics; exploring selection tools, drawing tools, layers, the Pen tool, transformations/distortions, type tools, and modifying paths and shapes. Hands-on illustration, Photo tracing.

Unit 4: Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resembing, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrancy and saturation, using curves and levels, color correction. Image manipulation- Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester IV

Course 4

Code BMM4 C01

Web Design

Unit 1 : The internet : Introduction - internet defined - internet history - the way the internet works -Internet services, World Wide Web- Universal addressing scheme(URL),IP Address, Web

Protocols-web browsers-,Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website.

Unit 2 :Introduction to HTML,HTML Tags and their applications, HTML Elements HTML Attributes ,Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image tags , HTML Table tags , Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send email messages , Text fonts and styles , background colors/images , Forms related tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 3: User interface design with Adobe Photoshop- Webpage layout- Header banner Design - Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for webpage - creating WebPages to suit client needs. Web writing styles - web presentation outline, design and management.

Unit 4:An Introduction to Cascading Style Sheets -Structure of CSS- Creating Internal and - Using an External Style Sheet -Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

PART II-B (for LRP Pattern)

Complementary Courses in Multimedia Applications for BA Visual Communication, BA Film and Television

BMM1 C02 –Introduction to Multimedia

BMM2 C02 –E-Content Development

BMM3 C02 – Computer Graphics

BMM4 C02 – Web Design

Introduction

Complementary course in Multimedia Applications for BA. Mass Communication and Journalism, Visual Communication provides the basic knowledge for students in handling multimedia tools and designing multimedia content in a developing environment.

Objectives

1. To give a basic knowledge in the field of Computer Applications
- 2.To introduce the potential of Multimedia in the age of new media
- 3.To give knowledge in media publishing
- 4.To introduce various multimedia applications
- 5.To make awareness in copyright and ethical issues related to Multimedia

Scope

The scope of the course shall be limited to the study of the fundamental areas of multimedia with emphasis on understanding the basic tools, techniques and issues.

Semester	Code	Title	Hrs/Week			Credit	External	Internal
			Theory	Lab	Total			
I	BMM1 C02	Introduction to Multimedia	3	0	3	3	80	20
II	BMM2 C02	E-Content Development	3	0	3	3	80	20
III	BMM3 C02	Computer Graphics	2	1	3	3	80	20
IV	BMM4 C02	Web Design	2	1	3	3	80	20
Total			10	2	12	12	320	80

20 Marks for Internal Evaluation

Internal Examination Evaluation Scheme

<i>Sl No</i>	<i>Components</i>	<i>Marks</i>
1	Attendance	5
2	Test Papers I & II	5 + 5
3	Assignment	2.5
4	Seminar	2.5
	Total	20

80 Marks for External Evaluation

External Examination (Semester End) Question Paper Model and Evaluation Scheme

<i>Duration</i>	<i>Pattern</i>	<i>Total number of questions</i>	<i>Number of questions to be answered</i>	<i>Marks for each question</i>	<i>Marks</i>
3 Hours	One word	10	10	1	10
	Short answer	10	10	2	20
	Paragraph	8	5	6	30
	Essay	3	2	10	20
Total Marks*					80

DETAILED SYLLABUS

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester I

Course 1

Code BMM1 C02

Introduction to Multimedia

Unit 1. Definition of Multimedia. Multimedia systems; multimedia elements, Multimedia applications. Evolving systems of multimedia. Digital media and hyper media.

Unit 2. Multimedia file formats, standards, communication protocols, conversions Data compression and decompression. Types and methods of compression and decompression. Multimedia I/O Technologies.

Unit 3. Image authoring and editing tools, image file formats, JPEG, TIFF,,GIF, PNG, Layers, RGB, CMYK; contrast, brightness, HUE, Slicing, Contrast Ratio. Aspect ratio. Gray Scale filters, blending tools, Image enhancing designing technique.

Unit 4. Video in Multimedia- Sound in Multimedia- characteristic of sound, acoustics, recording techniques and mixing.

Complementary Courses 1- Complementary Courses in Multimedia Applications

Semester II

Course 2

Code BMM2 C02

E-Content Development

1 - Introduction to E-Content Development: Definitions of e-content, Types of e-content, Examples of e-content Scope and career opportunities in e-content development

UNIT 2 - Introduction to Instructional Design and Learning Theories: Definitions of instructional design. Bloom's taxonomy for the cognitive domain. The ADDIE model, Rapid prototyping or Successive Approximation Method (SAM), ARCS model (Keller), Kirkpatrick's evaluation model.

UNIT 3 - Basics of E-Content Development: Learner needs analysis, Design document, Course map, Writing learning objectives, Content analysis, Content chunking, Working with SMEs. Storyboarding for e-content. The e-content development cycle. E-content development tools. Multimedia elements: Working with graphics, animation, narration and audio. Technical considerations: Introduction to LMS, LCMS, SCORM and AICC.

UNIT 4 - Instructional Strategy for E-content Development: Learner Engagement: Engaging learners through interactivity, branching, visualization of content. **Types of interactivity for e-content:** Point and click, drag and drop, text-input, match, system process simulations. **Presentation Strategy:** Scenario-based learning, Game-based learning, Virtual coaches and avatars. **Assessments:** Types of assessment, Types of feedback, Monitoring the learner's progress through CYUs and self-assessments

Complementary Courses 1- Complementary Courses in Multimedia Applications

Computer Graphics

Unit 1. Visual design, Graphic Design, Brief history of Graphic Designing, Tools for Graphic designing, Graphic materials. Common uses of graphic design- corporate design, editorial design, way finding or environmental design, advertising, web design, communication design, product packaging and signage. Basic skills of a Graphic designer; Basics of composition, colour.

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Unit 4: Photoshop-Raster graphics; Image correction and using tools-clone and healing brush tools. Working with text and vector shapes in PSD, File formats, Digital imaging- file formats, scanning, resizing and resembing, saving. Image correction-working with Layers and the Adjustments Panel, Masking, vibrancy and saturation, using curves and levels, color correction. Image manipulation- Smart objects, Non-Destructive Transformations with a Smart Object, Filters; Type tool, Blending modes, Grid, Creative composition.

Complementary Courses 1- Complementary Courses **in Multimedia Applications**

Semester IV

Course 4

Code BMM4 C02

Web Design

Unit 1 : The internet : Introduction - internet defined - internet history - the way the internet works -Internet services, World Wide Web- Universal addressing scheme(URL),IP Address, Web Protocols-web browsers-,Domain names, Basic principles involved in developing a web site, Qualities of a good website, Advantages of Website.

Unit 2 :Introduction to HTML,HTML Tags and their applications, HTML Elements HTML Attributes ,Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image tags , HTML Table tags , Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send email messages , Text fonts and styles , background colors/images , Forms related tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit 3: User interface design with Adobe Photoshop- Webpage layout- Header banner Design - Design aesthetics- layouts- inputting Text - Adding Title - Matte painting for webpage - creating WebPages to suit client needs. Web writing styles - web presentation outline, design and management.

Unit 4:An Introduction to Cascading Style Sheets -Structure of CSS- Creating Internal and - Using an External Style Sheet -Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links -Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)