
 <p>Estd. 1962 "A++" Accredited by NAAC(2021) With CGPA 3.52</p>	<p align="center">SHIVAJI UNIVERSITY, KOLHAPUR - 416 004, MAHARASHTRA</p> <p align="center">PHONE : EPABX – 2609000, www.unishivaji.ac.in, bos@unishivaji.ac.in</p> <p align="center">शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४, महाराष्ट्र</p> <p align="center">दूरध्वनी - ईपीएबीएक्स - २६०९०००, अभ्यासमंडळे विभाग दूरध्वनी ०२३१-२६०९०९३/९४</p>	
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SU/BOS/IDS / 086

Date: 24/11/2022

To,

The Principals,

All Concerned Affiliated Colleges / Institutions.

Shivaji University, Kolhapur.

**Subject : Regarding syllabi of B.A. Multimedia Part - I & B.A. Education Part - I under the
Faculty of Inter-Disciplinary Studies.**

Sir/Madam,

With reference to the subject, mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the syllabi of **B.A. Multimedia Part - I & B.A. Education Part - I** under the Faculty of Inter-Disciplinary Studies. as per National Education Policy 2020.(NEP)

This syllabi shall be implemented from the academic year 2022-2023 onwards. A soft copy containing the syllabi is attached herewith and it is also available on university website www.unishivaji.ac.in. (Online Syllabus)

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October /November 2022 & March/April 2023. These chances are available for repeater students, if any.

You are, therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,


Dy Registrar

Copy to:

1	Director, Board of Evaluation and Examination	7	Centre for Distance Education
2	The Dean, Faculty of IDS	8	Computer Centre / I.T.cell
3	The Chairman, Respective Board of Studies	9	Affiliation Section (U.G.) / (P.G.)
4	B.A.,B.Com.,B.Sc. Exam	10	P.G.Admission / P.G.Seminar Section
5	Eligibility Section	11	Appointment Section -A/B
6	O.E. I, II, III, IV Section	12	Dy.registrar (On/ Pre.Exam)

**Shivaji University,
Kolhapur.
College of Non - Conventional Vocational
Courses for Women.
Under the faculty of Interdisciplinary Studies**

Revised **CBCS** Syllabus for
B.A. in Multimedia
Co-ordination.

**B.A. (Multimedia) Part- I- Sem I & II
Semester Pattern**

**Syllabus to be implemented from Academic year
2022-2023**

INDEX

Sr. No.	Content	Page No.
1.	Ordinance and Regulations governing the Bachelor's Degree Course in B. A. Multimedia Under the faculty of Arts & Fine Arts	
2.	Course Structure	
3.	Scheme of Examination and Standard of Passing.	
4.	Examination Pattern	
5.	Syllabus First Year B. A. Multimedia (CBCS PATTERN)	

Preface:-

The need for Education in the field of Graphic Designing and various Designing Software is rising with the recent trends of the market and the aspirations of the society. The demand for Graphic Designers is on the most priority of the 21st century. To strengthen and sustain the quality of education in the field of Higher Education and to meet the challenging demands of the Designing World, the members of the Ad-Hoc Board for B.A. (Multimedia) came to an agreement to revise the syllabus and to introduce a few papers as per UGC guidelines. This would not only enhance and promote Women's education in the professional fields but also will create competent, self-reliant, entrepreneurs which is the basic aim of Non-Conventional approach of the Government policy. Ordinance and Regulations governing the Bachelor's Degree Course in B. A. Multimedia B.A. (Multimedia)

Eligibility and Admission Procedure.

1. Eligibility for Admission for First year B. A. in Multimedia

- A candidate for being eligible for admission to the first year degree in B. A. Multimedia must have passed the Higher Secondary Examination (10+2) of Maharashtra State Board or Diploma G. D. Art (Applied) or G. D. Art (Fine Art) or Art Teacher Diploma (A. T. D.) any Examination of any Statutory University with Science, Arts, Commerce or Vocational streams or MCVC Students can get admission only by submitting the government equivalence certificate.
- Students coming from Examination Board other than the HSC Examination Board Maharashtra, should obtain an 'Eligibility certificate' from the Registrar, Shivaji University for being considered for admission for **I** year.

2. Mode of Admission

- Admission for B.A. (Multimedia) degree course shall be based purely on Higher Secondary Result (H.S.C. or equivalence examination).

3. Duration of the course.

- The course of study for the degree B. A. in Multimedia shall be a full-time course extending to three academic years i.e. six Semesters consisting of 90 days of instruction per semester.

4. Duration to complete the course

- A candidate who fails to complete the course within a period of three years should complete the course within six years from the date of joining the course.

5. Medium of Instruction.

- The medium of instruction shall be in English.

6. Attendance

- The candidates have to complete the minimum units in theory and practical as prescribed in the syllabus.
- The candidate must have an attendance of 80% of total period devoted to theory, practical, orals, seminars, displays, workshops, project work and other related activities of the course.
- The candidate must submit the required number of tutorials, seminars, assignments, presentations etc.

❖ Structure of Program and List of Courses are as follows:

Structure of B.A. Multimedia (Entire)

SEMESTER – I (Duration – 6 Months)															
Sr. No.	Course (Subject)	TEACHING SCHEME						EXAMINATION SCHEME						Total Marks	Total Credits
		THEORY			PRACTICAL			THEORY				PRACTICAL			
		Credits	No. of lectures	Hours	Credits	No. of lectures	Hours	Hours	Max	Total Marks	Min	Hours	Max	Min	
1	DSC-MM-A1	2	4	3.2	2	4	3.2	2	50	50	20	PRACTICAL EXAMINATION IS ANNUAL	50	2	
2	DSC-MM-A2	2	4	3.2	2	4	3.2	2	50	50	20		50	2	
3	DSC-MM-A3	2	4	3.2	2	4	3.2	2	50	50	20		50	2	
4	DSC-MM-A4	2	4	3.2	2	4	3.2	2	50	50	20		50	2	
5	GEC-MM-A5	-	-	-	4	6	4.8	-	-	-	-		-	-	
6	AECC-A	4	4	3.2	-	-	-	2	50	50	20		50	4	
	Total (A)	12	20	16.0	12	22	17.6	-	-	250	-		250	12	
7	SEC-I	-	-	-	1	2	1.6								
8	VBC-I	-	-	-	1	2	1.6								
		12	16	16.0	14	18	20.8							12	

SEMESTER – II (Duration – 6 Months)																					
Sr. No.	Course (Subject) Title	TEACHING SCHEME						EXAMINATION SCHEME									Term work		Total Marks	Total Credits	
		THEORY			PRACTICAL			THEORY				PRACTICAL			Marks	Min		T	P		
		Credits	No. of lectures	Hours	Credits	No. of lectures	Hours	Hours	Max	Total Marks	Min	Hours	Max	Min							
1	DSC-MM-B1	2	4	3.2	2	4	3.2	2	50	50	20	2	50	20	50	20	150	2	2+2		
2	DSC-MM-B2	2	4	3.2	2	4	3.2	2	50	50	20	2	50	20	50	20	150	2	2+2		
3	DSC-MM-B3	2	4	3.2	2	4	3.2	2	50	50	20	2	50	20	50	20	150	2	2+2		
4	DSC-MM-B4	2	4	3.2	2	4	3.2	2	50	50	20	2	50	20	50	20	150	2	2+2		
5	GEC-MM-B5	-	-	-	4	6	4.8	-	-	-	-	2	50	20	50	20	100	-	4+4		
6	AECC-B	4	4	3.2	-	-	-	2	50	50	20	-	-	-	--	-	50	4	-		
	Total (B)	12	20	16.0	12	22	17.6	-	-	250	-	-	--	-	-	750	12	24			
7	SEC-II	-	-	-	1	2	1.6	-	-	-	-	-	-	-	-	-	-	-	1+1		
8	VBC-II	-	-	-	1	2	1.6	-	-	-	-	-	-	-	-	-	-	-	1+1		
		12	20	16.0	12	26	20.8										12	28			

- Student Contact Hrs. Per week: 36 Hours (Min.)
- Theory and Practical Lectures: 48 Minutes Each

- Total marks for BA (MM)-I: 750
- Total credits for BA (MM)-I (Semester I & II): 40

DSC: Discipline Specific Core Course- Candidate can opt four courses (Subjects) from DSC. However, Candidate shall opt for at least one language course (subject) from DSC.

GEC: Generic Elective Compulsory Course – Candidate can opt any one course (Subject).

AECC: Ability Enhancement Compulsory Course (Communication Practice).

SEC: Skill Enhancement Course (Vocational Studies): Field Projects/ Internship/ Apprentice/ Community Engagement and Service. Any one from pool of 4 credit courses.
For SEC courses there shall be practical examination of 100 marks at the end of semester – II which is assisted by Sector Skill Council.

SEC-IA & IIB are two parts of Vocational Course-I.

Link for the pool of SEC courses. (You may add or delete any courses as per available facilities)

https://drive.google.com/file/d/176Vwvx4SC2ONrt69XADruzI2qnfBPI_o/view?usp=sharing

(A)Non- Credit Self Study Course: Compulsory Civic Courses(CCC)

For Sem I: CCC–I: Democracy, Elections and Good Governance

(B) Non-Credit Self Study Course: Skill Development Courses (SDC) For Sem II: SDC-I: Any one from following (i) to (v)

i) Business Communication & Presentation

ii) Event management

iii) Personality Development,

iv) Yoga &Physical Management

v) Resume, Report & proposal writing

- **Exit option after Level 5: Students can exit with Certificate Course in Arts with the completion of courses equal to minimum of 48 credits and also shall have to acquire additional 8 credits by successfully completing SEC-IA and SEC-IIB courses which are assisted by Sector Skill Council.**

CBCS B. A. Multimedia (Entire): List of courses:

B. A. (Multimedia). Part 1 (Sem. I & II)

Course code	Name of Course	Course code	Name of Course
Sem I		Sem II	
DSC-MM -A1	Graphic-I	DSC-MM-B1	Graphic-II
DSC-MM -A2	Visual Art-I	DSC-MM -B2	Visual Art-II
DSC-MM -A3	HTML Basics-I	DSC-MM-B3	HTML Basics-II
DSC-MM-A4	Fundamentals of Computer-I	DSC-MM-B4	Fundamentals of Computer-II
GEC-MM-A5	Drawing and Sketching-I	GEC-MM-B5	Drawing and Sketching-II
AECC – A	Communication Practices-I	AECC – B	Communication Practices-II
SEC - I		SEC - II	
VBC-I		VBC-II	

- DSC: - Discipline Specific Core Course B. A. Multimedia
- GEC:- General Elective Course
- AECC: - Ability Enhancement Compulsory Course: Compulsory English
- SEC: - Skill Enhancement Course
- VBC: Value Based Course (NSS/NCC/Sports/Cultural) etc.

Scheme of Examination

- Total marks allotted for the theory paper shall be 50 written exam.
- Total marks allotted for the practical paper shall be 50 marks. And 25 mark will be Internal assessment & 25 marks will be External assessment.
- Head of passing for Written Exam, Internal Assessment, Practical Exam and External Exam will be separate.
- Total marks allotted for Internship report for the IIIrd year shall be 200 marks out of which 100 marks will be Internal Internship report Assessment and 100 marks for External Internship report assessment and viva - voce at the even semester.

Standard of Passing

- To pass the examination a candidate must obtain a minimum of 40% of marks in each paper subject.
 - The minimum passing in theory paper of 50 marks shall be 20 marks.
 - The minimum passing in practical paper of 50 marks shall be 20 marks.
 - The minimum passing for the Internship report will be 40% i.e 40 marks for internal assessment and 40 marks for External assessment.
 - A candidate should pass a minimum of 2/3rd of the subjects of B.A. (Multimedia) Ist year i.e semester 1 and 2 including Internal assessment, Theory exam, Practical exam and External assessment. If a candidate fails to pass the minimum of 2/3rd of the subject she will not be allowed to take admission to the second year.
 - A candidate should pass a minimum of 2/3rd of the subjects of B.A. (Multimedia) IInd year i. e semester 3 and 4 including internal assessment, Theory exam, Practical exam and External assessment. If a candidate fails to pass the minimum of 2/3rd of the subject she will not be allowed to take admission to the Third year.
 - A candidate of second year has to clear all the subjects from First year i.e semester I and II or else she will not be allowed to take admission to the third year.
- Award of Class**

- Class or Grade will be as per the Shivaji University CBCS Guidelines.

Examination Pattern

Sr No	Examination	Marks Distribution	Marks	Total marks
1	Theory			50
		Written Exam	50	
		1) Objective type of Questions like - Fill in The blanks - Match The following - True or false - Answer in one sentence. - Multiple choice questions	5x1=5	
		2) Answer in Brief - Any 3 out of 4	5x3=15	
		3) Descriptive type questions - Any 3 out of 4	10x3=30	
2	Practical			50
		External Assessment	15	
		Folder/ Assignments/Record - 05 Viva-Voce - 05 Presentation-05		
		Practical Exam	50	
		1) Question No 1	25x1=25	
		2) Question No 2	15x1=15	
		3) Question No 3	10x1=10	
3	Internship Report			200
		Internal assessment of Report -100		
		External assessment of Report -100		

SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester I
June 2022 onwards
DSC-MM-A1 – Graphic - I
SEMESTER I

Preamble:

Graphic design is the modern field of design. It is an interdisciplinary branch of design and of the fine arts. Graphic designers is now-a-days a important profession in all sectors of business. It is often used in branding products and elements of company identity such as logos, colours, packaging. In practice it involves creativity, innovation, lateral thinking, use of manual or digital tools, where it is also usual to use text and graphics forms to communicate. Graphic design has many field of application and different areas of knowledge.

Course Outcomes:

- Utilize the Elements of Art, Principles of Design, or Typography in order to create effective and aesthetically appropriate compositions.
- Demonstrate fundamental technical skills in the creation and presentation of design.
- Evaluate the aesthetic quality, cultural significance, personal reaction, and historical context of work-art and design.
- Develop unique and innovative solutions using conceptual thinking.
- Identify significant works of art and design throughout history.
- Explore a variety of media used in art and design.

Total Credits: 02

Theory: 2 Credits

Practical: 2 Credits

Total Marks: 100

Workload: 03 Lectures per week

Theory: 4 Lectures per week

Practical: 4 Lectures per week

Theory: 50 Marks

Practical: 50 Marks

Term work: 50 Marks

Module 1:- Introduction of Graphic Design

- 1.1 Introduction to Design
- 1.2 Basic Elements of Graphic Design
- 1.3 Basic Forms/ Shapes
- 1.4 Introduction to colour Scheme

Module 2:- Working with Graphic element I

- 1.1 Apply Manmade forms/Shapes/Circular Forms in design
- 1.2 Apply Natural forms/Shapes/Texture
- 1.3 Description of colour Theory
- 1.4 About composition of all graphic content

Module 3:-Making Graphic Forms

- 1.1 How to use Human / Animal/ in Graphic Forms
- 1.2 How to Create Nature/ Manmade forms in Graphics
- 1.3 Study of-Tactile Texture
- 1.4 Study of- Visual Texture

Module 4:-Introduction to Layout and its type

- 1.1 Layouts- Symmetrical and Non Symmetrical
- 1.2 Use of Layouts in commercial field
- 1.3 Use of Fonts (Types) in Layout
- 1.4 Introduction to Perspective

Reference Books:

- Ackerman C: Mastering Multimedia- Advantage II, BPS Publication
- MulinEileen : The Essential Photoshop Book, Galgotia Publication Pvt.ltd.
- Jill Grant & Frank Fox: Understanding the Roll of Designer in Society
- Principles of Forms and Design -Wucius Wong - Google books
- Forms designing – Meaning | Importance | Principle

Weblinks:

- <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1476-8070.1992.tb00689.x#:~:text=Design%20plays%20a%20complex%20role.products%20and%20images%20%5B2%5D.>
- <https://www.masterclass.com/articles/layout-design-guide>
- <https://www.g2.com/articles/color-schemes>
- <https://bootcamp.uxdesign.cc/elementsof-design-perspective-and-principles-248ed07794a>
- <https://www.tailwindapp.com/blog/the-meaning-of-shapes-in-design#:~:text=Shapes%20in%20design%20are%20categorized,brand%20or%20company%20using%20them.>
- <https://sites.google.com/site/digitalanddesigntechnologies/year-11/product-design--technology/unit-2/visual-tactile--aesthetic>
- https://www.google.com/search?q=about+tactile+shapes+in+design&source=lmns&bih=657&biw=1366&rlz=1C1CHBD_enIN810IN812&hl=en&sa=X&ved=2ahUKEwi44Oy04Ob6AhVX73MBHcTUBA0Q_AUoAHoECAEQAA
- https://www.researchgate.net/figure/A-set-of-man-made-shapes-used-in-our-work-Note-the-large-intra-class-geometric-and_fig1_220506379
- https://www.csus.edu/indiv/e/estiokom/princ_of_form_design.pdf
- <https://accountlearning.com/forms-designing-meaning-importance-principles/>
- <https://us.macmillan.com/books/9781250170088/howtodrawanobject>

SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester I
June 2022 onwards
DSC-MM-A2 – Visual Art - I
SEMESTER I

Preamble:

Visual art is a fundamental component of the human experience reflecting the world and the time in which we live. Art can help us understand our history, our culture, our lives, and the experience of others in a manner that cannot be achieved through other means. The visual arts are art forms that create works that are primarily visual in nature, such as drawing, painting, sculpture, printmaking, design, crafts, photography, video and film making. Visual art is usually subjective and may be interpreted in various ways. The course appeals to the aesthetic sense of the students and helps them to increase their imagination in the field of art.

Course Outcomes:

- To learn basic technical skills in the visual formats of drawing, colour and design
- To understand and evaluate how the specific visual arts convey meaning
- Identify significant works of art and design throughout history
- To learn the skills and language of specific visual arts and demonstrate the ability to create in the visual arts
- To develop taste in artistic field and to gain enough confidence in working with tools in visual art

Total Credits: 2
Theory: 2 Credit
Practical: 2 Credit
Total Marks: 100

Workload: 4 Lectures per week
Theory: 4 Lectures per week
Practical: 4 Lectures per week
Theory: 50 Marks
Practical: 50 Marks
Term works: 50 Marks

Module 1:- Introduction of Visual Art

- 1.1 Application of Visual Art
- 1.2 Basic Elements of Visual Art
- 1.3 Introduction to colour theory

Module 2:- Working with Text formats

- 2.1 Basics of Typography
- 2.2 Basics of Calligraphy
- 2.3 Working with creative and meaningful text formats

Module 3:- Fundamentals of Design

- 3.1 Application of the forms, shapes and colours
- 3.2 Perform conceptual illustrative designs
- 3.3 Study of colour values, hues and saturation

Module 4:- Study of design outputs

4.1 RGB and CMYK colour modes.

4.2 Study of colour keys - High key, Middle key, Low key

4.3 Case study on advertisement (any)

Reference Books:

- Drawing a Creative Process – Francis Ching
- The Complete color Harmony – Tina Sutton & Bride M. Whelam
- Tasteful color combinations – by Naomi Kuno
- Fundamental of visual Arts
- Picture This – How Picture works -Book by Molly Bang
- The Art Book - by Phaidon Editors (Author)
- Drawing on the Right Side of the Brain - by Betty Edwards
- Art: The Definitive Visual Guide – Andrew Graham Dixon
- Interaction of color - Josef Albers
- Design As Art Book by Bruno Munari

Weblinks:

- https://www.google.com/search?sa=X&rlz=1C1CHBD_enIN810IN812&biw=1366&bih=657&q=The+Art+Book&stick=H4sIAAAAAAAAAAFVUv2_TQBiNAw2pW6rGbSWUpSEsVYUwH9cYpZCKUwgRCmIBaKc7bPj-MfZPuLYI38BYigLCMSAEEJiQ4IBBcRCB4YO3UCIBSEKBS-TARGmLz4Xt3r37vu-9dz6Xx-qTDbMBRBEgrdVJxblI6K1QS-60XVq3ZDWkO_3ow1uvOE2mnI_TZUN7r8KBpFraYGrb3CHdyHQOIhTDMwNjt-ttMQAgH4GIGqakGRAphJNJMZQ1E4jxiRu7CHW0IZY9NokZCfb_XjQZCSKSWTDGDJspS4BNMaZuCQmDnaCJkVvBbKEHcbpMSI60hkXtsUwzvyCJFAJ805orP8zL7Q13MrNE8eNbJAd1WDqDFg_2YICkAERWpaC8yaJqYREy0UjGmLSEaP9RCGUQJQnCjuxipM8cBhjkoZNBolqegCibJIyaIktpkEMYRDbeZCKalsdKc2zKpCtWGS47w3H1MZJzstIIZ22xLCEIDPVW8p-ljiCA8djGKdJqgUgxyYctj03IrmPCFopaOa2zaYpk0B192NxnHAY5ndrmkiiSM5j04cqHqitYWbc0rwQRinMshclG4jMtyV1miojKJbYZyZjpU9ZOkqoqTLtMzcqTkx_fVxpvq8ePvpuy3uWZE_uPsYhGccP3HJoGv-eV_v4US4zw13OX76nO9HhpOsGk6XGvqaLxznS2c82qOJMFnl-fJub6IOh-Is_1d4H_Y1S2-T6fuf1jnh8v9Nzwor_Ph5w0VGGF3AwjGeP-07jqHRnu8Jc9UZvtLQ8o3G3qOsT63uOUO0o0kjrniiuFCsH9hZ1APx-svN9felq5Xqk-1t7svFk9WFxQpfWvHdbs-r3Hlx-b-ve-OulxRm-vNYd-p7vJpXf27fQo4krS_Wj47ObH-bht-9Lldb8odGDH-WTRw7VCgsFc00nNxLfTo0WCztDbr56_KZULnPTBbFYLqTF8tTkW7HJNeuondr5ayzvCLxV4v4AOyQ-rV8EAAA&lei=tzNOY6W3GbDh4-EPkMSf4AE
- https://www.google.com/search?sa=X&rlz=1C1CHBD_enIN810IN812&biw=1366&bih=657&q=Art+and+Illusion&stick=H4sIAAAAAAAAAAFVUvW_TQByNAw2pW6rEBQllaQhLVSEl549LzNICBQmJCIEKYoEoZ-fsOP4420cce-QvqBjKQIXEgBBC6oYEAwqlhQ4MHdhAiAUhJABEwERpweFC5uf38_u99-xzczazG1516wxR9APri0TPdkFYHvfBwX652AlpFntcPt7jxvRm5nyTKFjdZN-pAFAHsmu2EOeSYmu_oW9zhPQg0EOAEA2OL-0c9BRA1DEhSIFojXhJkGolIWNiJ3IRE7OgFt0WCdhkqx8NGoxEEQktGEGGzCQhGEY4NRdHxMa2H6fPapYM_Dbj9AgRHemMC1piEKV5QeyrhGUnNNL_2RdYGM5m4YnthBZIRzWY2AOmJ9thAFIqQtNucCYSG0pAtMw0ogEmbTHcbxRCCYRz07AdqTjOCocRjKnQYJCohgsgSjcp6bYZB7EAPqRIRWpqJbZlpKsKwlZikmG-

91wRC0cZ7yMVNuSQzrMTISvansd41DOLBdhnESJ5oPMmzAYct1OpLJCKGZgEYW22gYMvFVZ78W2w6GQfZuDQNJFMIZbfpQxQO1OUyDm5obwDCBafeiZAGR5TaldkNIBMUS-8xkrPQpa0dJpKavfeJG-YnSl58fpitP83eevHnHbeb5g3uHQDjk-IkrXbriLXLi6D8fCBifc4_jSRc8Lu3a83LU7tKuveMJJvnDOPt0aC5MVni_uaRN1OBSP8H-N92FfM_UWKW18XOOEq_-LnhcW-fGlrO6QXgJCYd4_qxn212N9jxXOFqZ5st1LlbtR_3Moa1PLf5Ih2takeZc_IZ_N1w7sXtR88ebz7bW3hevl_yuOdHe7z5YXK7FyZLyx6Tqfnlu8-W3-3Pv5yfm6aL650hp7rOXH5184qejhxbb52fPzI9vsZ-PXbflk5c2h0_3tx4diham42B2784Ebi66nRXG53ye0Xj14VikWulBPzxVySL05NPhgrnd79Y3RcvXrBtm-Fu05XC9xvL4LQUmEEAAA&lei=fjROY47-AtKbseMPiqG1sA4

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SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester I
June 2022 onwards
DSC-MM-A3 – HTML Basics - I
SEMESTER I

Preamble:

HTML is a markup language that defines the structure of your content. HTML consists of a series of elements, which you use to enclose, or wrap, different parts of the content to make it appear a certain way, or act a certain way. The enclosing tags can make a word or image hyperlink to somewhere else, can italicize words, can make the font bigger or smaller

Outcome:

- HTML is the standard markup language for creating Web pages
- HTML describes the structure of a Web page
- HTML consists of a series of elements
- HTML elements tell the browser how to display the content
- HTML elements label pieces of content such as "this is a heading", "this is a paragraph", "this is a link", etc.

Total Credits: 2
Theory: 2 Credit
Practical: 2 Credit
Total Marks: 100

Workload: 4 Lectures per week
Theory: 4 Lectures per week
Practical: 4 Lectures per week
Theory: 50 Marks
Practical: 50 Marks
Term works: 50 Marks

Module 1:-Introduction to HTML (Hyper Text Markup Language)

- 1.1.-Advantages and Disadvantages Features of HTML HTML Basics: Headings, Elements, Attributes, Fonts, Styles, Paragraphs
- 1.2. - Advantages and Disadvantages
- 1.3. - Features of HTML
- 1.4. - HTML Basics: Headings, Elements, Attributes, Fonts, Styles, Paragraphs

Module 2:-HTML Basics:

- 2.1. - Beginning a webpage
- 2.2. - Alignment Adding a background (both color and image)Font size, Font style
- 2.3. - Bulleted and Numbered Lists
- 2.4. - Div and Span Tags for Grouping

Module 3:- Working with HTML

- 3.1. - Creating links
- 3.2. - Creating Forms and different elements of forms
- 3.3. - Basic Table Knowledge, Cell Spacing cell padding
- 3.4. - HTML Frames, I Frame
- 3.5. - Understanding the basic two column frame page, Rows
- 3.6. - Creating a frames page with both rows and columns

Module 4:-Intermediate HTML:

- 4.1. – CSS, Basic style sheet
- 4.2. - Incorporating the style sheet into your page CSS Id and Class: Syntaxes
- 4.3. - Styling Backgrounds, Texts, Fonts, Tables, Border, Outline,
- 4.4. - Aligning, footing, Links, Lists

References :

- Advantages and Disadvantages of HTML
- Head First HTML and CSS – by Elisabeth Robson and Eric Freeman
- Learning Web Design-Beginner’s Guide to HTML
- Responsive Web Design with HTML5
- HTML5 and CSS3 All-in-One For Dummies Paperback
- A Smarter Way to Learn HTML & CSS: Learn it faster. Remember it longer
- Learn to Code HTML & CSS

Weblinks:

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- <https://www.packtpub.com/product/responsive-web-design-with-html5-and-css-third-edition/9781839211560>
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- https://www.google.co.in/books/edition/HTML_and_CSS/aGjaBTbT0o0C?hl=en&gbpv=1&dq=book+of+html+and+disadvantages&printsec=frontcover

- https://www.google.co.in/books/edition/HTML_CSS_The_Complete_Reference_Fifth_Ed/2w7_BO11eL8C?hl=en&gbpv=1&bsq=book+of+html+and+disadvantages&dq=book+of+html+and+disadvantages&printsec=frontcover
- https://www.google.co.in/books/edition/Sams_Teach_Yourself_HTML_CSS_and_JavaScr/LS3qWhojG2gC?hl=en&gbpv=1&dq=book+of+html+and+disadvantages&printsec=frontcover

SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester I
June 2022 onwards
DSC-MM -A4 -Fundamental of Computer - I
SEMESTER I

Preamble:

A computer is an electronic device that manipulates information, or data. It has the ability to store, retrieve, and process data. You may already know that you can use a computer to type documents, send email, play games, and browse the Web. You can also use it to edit or create spreadsheets, presentations, and even videos.

A computer is described as an electronic device because; it is made up of electronic components and uses electric energy (such as electricity) to operate.

A computer has an internal memory, which stores data & instructions temporarily awaiting processing, and even holds the intermediate result (information) before it is communicated to the recipients through the Output devices. It works on the data using the instructions issued, means that, the computer cannot do any useful job on its own. It can only work as per the set of instructions issued.

A computer will accept data in one form and produce it in another form. The data is normally held within the computer as it is being processed.

Outcome:

- Converse in basic computer terminology.
- Formulate opinions about the impact of computers on society.
- Possess the knowledge of basic hardware peripherals.
- Know and use different number systems and the basics of programming.
- Solve basic computational problems with C language.
- Converse in basic computer terminology.
- Formulate opinions about the impact of computers on society.
- Possess the knowledge of basic hardware peripherals.
- Know and use different number systems and the basics of programming.
- Solve basic computational problems with C language.

Total Credits: 2
Theory: 2 Credit
Practical: 2 Credit
Total Marks: 100

Workload: 4 Lectures per week
Theory: 4 Lectures per week
Practical: 4 Lectures per week
Theory: 50 Marks
Practical: 50 Marks
Term works: 50 Marks

Module 1:- Computer basics

- 1.1 What is a Computer?
- 1.2 Basic Introduction of Computers
- 1.3 History of Computer
- 1.4 Computer Generations

Module 2:- Computer operations and memory

- 2.1 Introduction of Basic Computer Operations
- 2.2 Computer Units

2.3 Memory System in a Computer

2.4 Types of memory in computer

Module 3:- Computer Software's and databases

3.1 Storage Devices

3.2 Definition of Software's

3.3 Paint, Microsoft Word, Microsoft Excel, Power Point

3.4 Applications of Software Types of databases

Module 4:- Computer elements and Operating systems

4.1 Study of Input Devices

4.2 Study of Output Devices

4.3 Study of Data Processing

4.4 Operating systems of computers

References :

- Fundamental of Computers by V. Rajaraman
- Computer Fundamental by P.K. Sinha
- Introduction to Computer and Data Processing by Pawar, Lad, Shinde, Patil
- Introduction to Computer by Alexis Leon, Mathew Leon

Weblinks:

<https://www.nios.ac.in/media/documents/sec229new/Lesson1.pdf>

<https://www.tutorialsmate.com/2020/04/computer-fundamentals-tutorial.html>

<https://www.javatpoint.com/computer-fundamentals-tutorial>

<https://dribbble.com/tags/explore>

<https://www.geeksforgeeks.org/introduction-to-data-processing/>

<https://peda.net/kenya/ass/subjects2/computer-studies/form-3/data-processing>

<https://homepage.cs.uri.edu/faculty/wolfe/book/Readings/Reading01.htm>

<https://egyankosh.ac.in/bitstream/123456789/41969/1/Unit-1.pdf>

<https://www.simplilearn.com/what-is-data-processing-article>

<https://careerfoundry.com/en/blog/data-analytics/what-is-data-processing/>

SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester I
June 2022 onwards
GEC-MM-A5 – Drawing and sketching - I
SEMESTER I

Preamble:

A sketch is a rapidly executed freehand drawing that is not usually intended as a finished work. A sketch may serve a number of purposes: it might record something that the artist sees. Most people consider sketching to be a looser, less refined form of drawing. Sketches are typically created as preliminary drawings in order to prepare for a more finished work of art. Artistic drawing is the free representation of feelings, actions and ideas. It requires hands of practice and great perseverance to create masterpiece in drawing.

Students will effectively describe figures, objects, and environments using line, value, and pattern.

They will understand how to render objects in light and shadow. They will demonstrate an understanding of perspective drawing.

Outcome:

- Sketching enables you to start the best ideas helps to discover new ideas and solutions to your designs
- Enhances creativity of persons
- Helps in developing Hand-eye Coordination
- Strengthens focus and strategic thinking
- Helps in developing sense of proportional drawing
- Enhance colour sense
- To build concentration level high
- Helps to develop sense where one can see 3D object and interpret it by drawing in 2D

Total Credits: 4

Theory:--

Practical: 4 Credit

Total Marks:100

Workload: 6 Practicals per week

Theory: --

Practical: 6 Lectures per week

Theory: --

Practical: 100 Marks

Term works: 50 Marks

Module 1:- Drawing

1.1 Introduction to Drawing

1.2 How to Draw- Selecting- paper, paper size, pencils,

1.3 How to improve your drawing skills

1.4 How to take proportion of objects

Module 2:- Drawingsteps

2.1 How to Draw lines, circular line, slanted lines

2.2 How to Draw- Shapes- Manmade, natural, symmetrical shapes

2.3 How to draw- human figure- face, body, hands, legs

2.4 How to draw- animals - face, body, legs

Module 3:- Proportional drawing

- 3.1 How to take proportion- objects in the group
- 3.2 How to Draw- 3D objects to on the paper (2D)
- 3.3 How to draw- free hand sketching from real objects in front of you (Still-life)
- 3.4 How to draw- composition of figures, objects

Module 4:- Shading

- 4.1 Shading - study of lights, shadows, reflection light
- 4.2 Shading - study of still life-drawing manmade objects and starting pencil shading
- 4.3 Shading - study of still life-drawing, natural objects and starting pencil shading
- 4.4 Starting coloring- grayscale

References :

- https://www.google.co.in/books/edition/Drawing_for_the_Absolute_Beginner/L2QOEAAAQBAJ?hl=en
- https://www.google.co.in/books/edition/Drawing_for_Beginner/dn3_wAEACAAJ?hl=en
- https://www.google.co.in/books/edition/Drawing_School_Fundamentals_for_the_Begi/c71KDwAAQBAJ?hl=en&gbpv=1&dq=beginner+of+basic+drawing&printsec=frontcover
- https://www.google.co.in/books/edition/Manga_for_the_Beginner/t-qpZM_12pAC?hl=en&gbpv=1&dq=beginner+of+basic+drawing&printsec=frontcover
- https://www.google.co.in/books/edition/Drawing_for_Beginners/JxeAAAACAAJ?hl=en
- https://www.google.co.in/books/edition/Manga_for_the_Beginner/t-qpZM_12pAC?hl=en&gbpv=1&dq=beginner+of+basic+drawing&printsec=frontcover
- https://www.google.co.in/books/edition/Art_Starts_with_a_Line/vLNgDwAAQBAJ?hl=en&gbpv=1&dq=basics+of+line+drawing+for+beginners&printsec=frontcover

SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester I
June 2022 onwards
AECC-A - Communication Skills - I
SEMESTER I

Preamble:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop them in vital communication skills which should be integral to personal, social and professional interactions in their life. The present course hopes to address some of the aspects of effective communication skills through an interactive mode of teaching-learning process. The various dimensions of communication skills and soft skills that will be focused in the course include language of communication to enhance the personality for their successful career.

Course Outcomes:

- 1.Learner will train and prepare to seek and find employment in the corporate.
- 2.Learners will acquire proficiency in the skills of listening, speaking, reading and writing that will help them to meet the challenges of the world.
3. The learners will develop good oral and written skills of communication.
4. Learner will understand the role of communication in personal & professional success.
5. Learner will acquire the knowledge about basic communication to enable the students to think, observe and express effectively in this competitive world.
- 6.Learner will understand the concept of personality, traits required for and personality development and its significance.

Total Credits: 2
Theory: 2 Credit
Practical: 2 Credit
Total Marks: 100

Workload: 4 Lectures per week
Theory: 4 Lectures per week
Practical: 4 Lectures per week
Theory: 50 Marks
Practical: 50 Marks
Term works: 50 Marks

Module 1:- Introduction of Communication

- 1.1 Introduction, Meaning & definition of Communication-
- 1.2 Nature& Scope of communication-
- 1.3 Objectives & Principles of Effective Communication-
- 1.4 Process& Importance of Communication

Module2:-Types of Communication

- 2.1 Written Communication(Principles, Techniques, Advantages and Limitations)
- 2.2 Oral Communication (Art and Principles of Good Listening)

Module 3:- Personality

- 3.1 Personality meaning-
- 3.2 Traits of Personality–
- 3.3 Importance of personality development,
- 3.4 Personality development as a process-SWOT Analysis-Importance of Self Confidence

Module 4:- Soft skill

- 4.1 Group discussion
- 4.2 Presentation skills
- 4.3 Problem-solving
- 4.4 Decision-making
- 4.5 Creativity
- 4.6 Time Management
- 4.7 Team Work

References :

- **C.S Rayudu: Business Communication, Himalaya Publishing House**
- **Varinder Kumar & Bodh Raj: Business Communication, Kalyani Publishers**
- **Rajinder Pal & J.S Korlakalli: Essentials of Business Communication, Sultan Chand and Sons**
- **Bovee and Thill: Business Communication, Pearson Education**
- **Media K: Principles of Effective Oral Communication.**
- **Business Communication Today, Pearson Publication**
- **C.S.Rayudu: Communication, Himalaya Publishing House**
- **M.V. Rodriques-651.75ROD-Effective Business Communication.**
- **Sanjay Kumar Pushpalata, Oxford Higher Education: Communication Skills**
- **Priyank's, ChandreshAgrawal: GD and Interview**

Weblinks:

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<https://in.indeed.com/career-advice/resumes-cover-letters/communication-skills>

<https://www.britannica.com/topic/personality>

<https://resources.workable.com/hr-terms/what-are-soft-skills>

<https://novoresume.com/career-blog/soft-skills>

SEMESTER II

SHIVAJI UNIVERSITY, KOLHAPUR

SYLLABUS

Choice Based Credit System

B.A. (Multimedia) Part I Semester II

June 2022 onwards

DSC-MM-B1 – Graphic - II

SEMESTER II

Preamble:

Graphic design is the modern field of design. It is an interdisciplinary branch of design and of the fine arts. Graphic designers is now-a-days a important profession in all sectors of business. It is often used in branding products and elements of company identity such as logos, colours, packaging. In practice it involves creativity, innovation, lateral thinking, use of manual or digital tools, where it is also usual to use text and graphics forms to communicate. Graphic design has many field of application and different areas of knowledge.

Course Outcomes:

- Utilize the Elements of Art, Principles of Design, or Typography in order to create effective and aesthetically appropriate compositions.
- Demonstrate fundamental technical skills in the creation and presentation of design.
- Evaluate the aesthetic quality, cultural significance, personal reaction, and historical context of work-art and design.
- Develop unique and innovative solutions using conceptual thinking.
- Identify significant works of art and design throughout history.
- Explore a variety of media used in art and design.

Total Credits: 02

Theory: 2 Credits

Practical: 2 Credits

Total Marks: 100

Workload: 03 Lectures per week

Theory: 4 Lectures per week

Practical: 4 Lectures per week

Theory: 50 Marks

Practical: 50 Marks

Term work: 50 Marks

Module 1:- Working with Perspective Drawing

- 1.1 One point Perspective
- 1.2 Two point Perspective
- 1.3 Three point Perspective
- 1.4 Perspective Drawing – Living room, Hotel room, etc.

Module 2:-Typography

- 1.1 IntroductionTypes of Fonts
- 1.2 Serif and Non-serif Fonts
- 1.3 Calligraphically Layouts – Invitation, Greetings Card, Visiting Cards etc.
- 1.4Typographical Layouts – Magazine, News paper Flyer, Brochure and products Folder

Module 3:- Working with Computer:

- 1.1Introduction to CorelDRAW
- 1.2 CorelDRAW interface, Menu and Tools
- 1.3 Brochure Designs
- 1.4 Flayer Designs

Module 4:- Working with Computer:

- 1.1 Introduction to Adobe Photoshop
- 1.2 Adobe Photoshop interface, Menu, Tools and Layer
- 1.3 All Masking
- 1.4 Image Editing

Practical

Practical -1 (Hand work)

- 1.1 :- Perspective - One Point - Building view, Railway Station view
- 1.2 :- Perspective -Two Point - Street view, Class room view, Ant (Insect) view and Bird eye view
- 1.3 :- Perspective -Three Point - Building view, Ant (Insect) view and Bird eye view

Practical -2 (Computer work)

- 2.1:- Calligraphically Layouts – Invitation, Greetings Card, Visiting Cards etc
- 2.2:-Typographical Layouts – Magazine, News paper Flyer, Brochure and products Folder
- 2.3:- AnyProduct Advertisement using Typography, Calligraphy and Images

Practical -3 (Computer work)

- 3.1:- AnImage Tracing - using Pen Tool in CorelDRAW
- 3.2:- AnImage - Copy, Pest, Fill, Outline, Rotation, Skew
- 3.3:- CreateanImage and give effects - Shadow, Contour, Blend, Envelope and Extrude
- 3.4:- To give effects to an image - Transparency Tool, Power Clip

Practical -4 (Computer work)

- 4.1:- AnImage Tracing - using Pen Tool in Photoshop
- 3.2:- An Image - Copy, Pest, Fill, Outline, Rotation, Skew
- 3.3:- CreateanImage and give effects -Blending effects Shadow, Contour, Blend, Envelope and Extrude
- 3.4:- To give effects to an image - Transparency Tool, Power Clip

Reference Books:

- Ackerman C: Mastering Multimedia- Advantage II, BPS Publication
 - MulinEileen : The Essential Photoshop Book, Galgotia Publication Pvt.Ltd.
 - Jill Grant & Frank Fox: Understanding the Roll of Designer in Society
 - Principles of Forms and Design -Wucius Wong - Google books
 - Forms designing – Meaning | Importance | Principle
 - Coreldraw training Guide by Satish Jain / M Geetha
 - CorelDraw 2020 Training Book
 - Corel Draw How- Fundamental of coreldraw
 - The best graphic design book: coreldraw
 - How do I Do that inPhotoshop?
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- https://www.google.co.in/books/edition/COREL_DRAW_TRAINING_GUIDE/J4xjDwAAQBAJ?hl=en&gbpv=1&dq=CorelDRAW+Books&printsec=frontcover
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SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester II
June 2022 onwards
DSC MM B2 – Visual Art - II
SEMESTER II

Preamble:

Visual art is a fundamental component of the human experience reflecting the world and the time in which we live. Art can help us understand our history, our culture, our lives, and the experience of others in a manner that cannot be achieved through other means. The visual arts are art forms that create works that are primarily visual in nature, such as drawing, painting, sculpture, printmaking, design, crafts, photography, video and film making. Visual art is usually subjective and may be interpreted in various ways. The course appeals to the aesthetic sense of the students and helps them to increase their imagination in the field of art.

Course Outcomes:

- To learn basic technical skills in the visual formats of drawing, colour and design
- To understand and evaluate how the specific visual arts convey meaning
- Identify significant works of art and design throughout history
- To learn the skills and language of specific visual arts and demonstrate the ability to create in the visual arts
- To develop taste in artistic field and to gain enough confidence in working with tools in visual art

Total Credits: 2
Theory: 2 Credit
Practical: 2 Credit
Total Marks: 100

Workload: 4 Lectures per week
Theory: 4 Lectures per week
Practical: 4 Lectures per week
Theory: 50 Marks
Practical: 50 Marks
Term works: 50 Marks

Module 1:- Elements of Design

- 1.1 Point, Line, Form, Shape
- 1.2 Textures, Patterns
- 1.3 Principle of design – Unity, Harmony, Balance, Rhythm
- 1.4 Emphasis, Orientation, Repetition, and Perspective

Module 2:- Colour Theory

- 2.1 Gray Scale- High Key, Middle Key, Low Key
- 2.2 Colour Wheel – Achromatic, Analogous, Monochromatic, Contrast, Split, Warm and Cool Schemes
- 2.3 Colour – Primary, Secondary, Tertiary, Quaternary Hue, Value, Chroma
- 2.4 Colour psychology

Module 2:- Calligraphy

- 3.1 Devnagri Calligraphy and Other type of Calligraphy
- 3.2 Gothic Calligraphy and Other type of Calligraphy
- 3.3 Study of all types of Fonts
- 3.4 Study of all types of Fonts and Scripts

Module 4:-Working with Computer

- 4.1 Making Product (Advertisement) Using CorelDRAW
- 4.2 Making Cosmetic product (Advertisement) Using Photoshop
- 4.3 Image Cropping, Editing, Touching in Photoshop
- 4.4 Making Infographic Design in CorelDRAW

Practical:

Practical -1

- 1.1 :- Practical on colour schemes
- 1.2 :- Making creative logo's and monograms
- 1.3 :- Styles of lettering

Practical -2

- 2.1 :- Making advertise – News paper, Magazine advertisements
- 2.2 :- Use of Calligraphy in designs
- 2.3 :- Product wrapping designs

Practical -3

- 3.1 :- Working with RGB mode – social media work
- 3.2 :- Working with CMYK mode – print media work
- 3.3 :- Printing methods – screen painting and digital printing

Practical -4

- 4.1 :- International paper sizes (Digital and CMYK)
- 4.2 :- Working with computer design and its output (CMYK and RGB)
- 4.3 :- Case study – printing line

Reference Books:

- Drawing a Creative Process – Francis Ching
- The Complete color Harmony – Tina Sutton & Bride M. Whelam
- Tasteful color combinations – by Naomi Kuno
- Fundamental of visual Arts
- Picture This – How Picture works - Book by Molly Bang

- The Art Book - by Phaidon Editors (Author)
- Drawing on the Right Side of the Brain - by Betty Edwards
- Art: The Definitive Visual Guide – Andrew Graham Dixon
- Interaction of color - Josef Albers
- Munari's Book
- Photoshop 20 editing techniques every photoshop beginner
- Photoshop type effects visual encyclopedia
- The photoshop toolbox - Essential Techniques for Mastering Layer Masks, Brushes, and Blend Modes

Weblinks:

- https://www.google.com/search?q=Design+As+Art++Book+by+Bruno+Munari&rlz=1C1CHBD_enIN810IN812&biw=1366&bih=657&tbm=bks&ei=JVZSY-CDK9v74-EP-KGmvAc&ved=0ahUKEwiggoPY8fD6AhXc3TgGHfiOCXk4FBDh1QMICO&uact=5&oq=Design+As+Art++Book+by+Bruno+Munari&gs_lcp=Cg1nd3Mtd2l6LWJvb2tzEANQ-g5Y-g5g4B1oAHAAeACAAW-IAW-SAQMwLjGYAQCgAQKgAQHAAQE&sclient=gws-wiz-books
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SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester II
June 2022 onwards
DSC-MM-B3 – HTML Basics - II
SEMESTER II

Preamble:

HTML is a markup language that defines the structure of your content. HTML consists of a series of elements, which you use to enclose, or wrap, different parts of the content to make it appear a certain way, or act a certain way. The enclosing tags can make a word or image hyperlink to somewhere else, can italicize words, can make the font bigger or smaller

Outcome:

- HTML is the standard markup language for creating Web pages
- HTML describes the structure of a Web page
- HTML consists of a series of elements
- HTML elements tell the browser how to display the content
- HTML elements label pieces of content such as "this is a heading", "this is a paragraph", "this is a link", etc.

Total Credits: 2
Theory: 2 Credit
Practical: 2 Credit
Total Marks: 100

Workload: 4 Lectures per week
Theory: 4 Lectures per week
Practical: 4 Lectures per week
Theory: 50 Marks
Practical: 50 Marks
Term works: 50 Marks

Module 1:-Fundamentals of Web Design

- 1.1.-Introduction of World Wide Web (WWW) and Definitions of Website, internet and their use
- 1.2. - Client server working of Web, History of Web, Evolution of WWW, Sample of Web Pages, Construction of Web Pages, Function and Stand point of web site, Web Browser
- 1.3. - The Principal of Web Design: Well designed site from a poorly conceived one,difference between Web and Print Design, Web Designer issues
- 1.4. - Getting Started in Web Design: Technology need to design Web- Tech Skills and Soft Skills, Digital Imaging Software, HTML editors and Multimedia, Real-world design environment

Module 2:-Advanced HTML

- 2.1.-HTML Overview, Definition of HTML, Structure of HTML, Types of HTML Elements, Common HTML Attributes
- 2.2. - HTML Formatting Elements, Web Colors, image and Links elements, Image Map, HTML Table element and Attributes of Table
- 2.3. - Adding background colors and images, styles to Table, Table Header, Table Body and Table Footer element
- 2.4. - HTML Comments, styling HTML with CSS, Frames in HTML, Advantages and Disadvantages of HTML

Module 3:-Introduction to JavaScript

- 3.1.-Definition of JavaScript, Data types, Put a JavaScript into an HTML page
- 3.2. - Statements and operators of JavaScript, Control and Looping statement
- 3.3. - JavaScript Functions, Built in Functions
- 3.4. - Event Handler, Advantages and Disadvantages of JavaScript

Module 4:-Introduction to ASP

- 4.1.- Definition of ASP, Server-Side Scripts Look, Server setup for ASP
- 4.2. - ASP Basic Syntax Rules, ASP Variables, ASP through HTML and JavaScript, Functions and Procedures of ASP
- 4.3. - ASP Forms and User Input, ASP Cookies, ASP Built in Objects, ADO Database Connection
- 4.4. - Advantages and Disadvantages of ASP, Simple Programming of ASP

Practical:**Practical -1**

- 1.1. - Study of html5 properties
- 1.2. - Study of css3 properties
- 1.3. - Study of static pages

Practical -2

- 2.1. - Study of dynamic pages
- 2.2. - Design static website
- 2.3. - Study of JavaScript exercise to get the extension of filename

Practical -3

- 3.1. - Study of JavaScript program to get website URL
- 3.2.- Study of JavaScript functions and events
- 3.3.- Study of JavaScript program Calculate multiplication, division of 2 numbers

Practical -4

- 4.1.-Study of JavaScript program to calculate days left until next Christmas
- 4.2.-Study of JavaScript program display current day and time
- 4.3.- Study of JavaScript program to find area of triangle

References :

- Exploring Web Design - By JerenyVert, Shannon Prochan, Villain Grown
- Web design Bibliography - By Safari Content Team
- Principles of Web Design/5E-By Joel Sillar
- Principles of Web Design-By Darria K Farkar, Jean B. Farkar
- HTML: Introduction concepts & Techniques - By Gary B. Shelly
- JavaScript by examples - By Ellie Quigley

- Beginning JavaScript - By Paul Wilton and JereneyMcpeak
- Working with Active Server Pages - By Melnick Consulting Group

Weblinks:

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- <https://elementor.com/blog/best-web-design-books/>
- <https://www.oreilly.com/library/view/web-design-in/1565925157/ch19s07.html>
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- https://www.google.co.in/books/edition/HTML_and_CSS/aGjaBTbT0o0C?hl=en&gbpv=1&dq=book+of+html+and+disadvantages&printsec=frontcover

SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester II
June 2022 onwards
DSC-MM -B4– Fundamental of Computer - II
SEMESTER II

Preamble:

A computer is an electronic device that manipulates information, or data. It has the ability to store, retrieve, and process data. You may already know that you can use a computer to type documents, send email, play games, and browse the Web. You can also use it to edit or create spreadsheets, presentations, and even videos.

A computer is described as an electronic device because; it is made up of electronic components and uses electric energy (such as electricity) to operate.

A computer has an internal memory, which stores data & instructions temporarily awaiting processing, and even holds the intermediate result (information) before it is communicated to the recipients through the Output devices. It works on the data using the instructions issued, means that, the computer cannot do any useful job on its own. It can only work as per the set of instructions issued.

A computer will accept data in one form and produce it in another form. The data is normally held within the computer as it is being processed.

Outcome:

- Converse in basic computer terminology.
- Formulate opinions about the impact of computers on society.
- Possess the knowledge of basic hardware peripherals.
- Know and use different number systems and the basics of programming.
- Solve basic computational problems with C language.
- Converse in basic computer terminology.
- Formulate opinions about the impact of computers on society.
- Possess the knowledge of basic hardware peripherals.
- Know and use different number systems and the basics of programming.
- Solve basic computational problems with C language.

Total Credits: 2
Theory: 2 Credit
Practical: 2 Credit
Total Marks: 100

Workload: 4 Lectures per week
Theory: 4 Lectures per week
Practical: 4 Lectures per week
Theory: 50 Marks
Practical: 50 Marks
Term works: 50 Marks

Module 1:- Internetbasics

1.1 What is the Internet?

1.2 History of Internet

1.3 Internet and related programmes: www, html, http, telnet, ftp

1.4 Internet Search Engine

Module 2:- Study of Web Directories

- 2.1 Introduction of Web Directories
- 2.2 Types of Web Directories
- 2.3 Thinking Critically about Websites
- 2.4 Evaluation of Information-Sources

Module 3:- Multimedia Systems

- 3.1 What is Multimedia?
- 3.2 Introduction to Multimedia Systems.
- 3.3 History of Multimedia Systems
- 3.4 Multimedia Systems and its Applications

Module 4:- Internet Graphicsbasics

- 4.1 Introduction of Internet Graphics
- 4.2 Types of Internet Graphics
- 4.3 Application and Future of Multimedia and Internet
- 4.4 Moderncomputers: workstations, parallel processing computers, super-computers

Practical:

Practical -1

- 1.1 :- Microsoft DOS, Microsoft Word
- 1.2 :- Microsoft Excel, Microsoft PowerPoint
- 1.3 :- Internet connectivity

Practical -2

- 2.1 :- Working with Web browser
- 2.2 :- Working with e-mail clients (Sending/receiving/attachments)
- 2.3 :- Working with PDF files using Acrobat Reader

Practical -3

- 3.1 :- Identifying components and Interfacing
- 3.2 :- Storing Photos using digital media and Copying Video Media into digital media
- 3.3 :- Identifying different Hardware's Elements

Practical -4

- 4.1 :- Installing System and application software
- 4.2 :- Understanding control panel settings
- 4.3 :- Working with anti-virus software and Working with backups

References :

- Computer Today by Basandara
- Computer Fundamental by P.K. Sinha
- Introduction to Computer and Data Processing by Pawar, Lad, Shinde, Patil (Dreamtech)

- Raymond Grenlaw, Ellen Hepp - Fundamentals of the internet and World Wide Web, Tata McGraw Hill-2000
- Multimedia-An Introduction by John Villamil and Louis Molina Printed byHall of India
- Ramesh Bangia, Multimedia and Web Technology, Firewall Media-2004

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<https://www.javatpoint.com/computer-fundamentals-tutorial>

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<https://egyankosh.ac.in/bitstream/123456789/41969/1/Unit-1.pdf>

<https://www.simplilearn.com/what-is-data-processing-article>

<https://careerfoundry.com/en/blog/data-analytics/what-is-data-processing/>

SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester II
June 2022 onwards
GEC-MM-B5– Drawing and sketching - II
SEMESTER II

Preamble:

A sketch is a rapidly executed freehand drawing that is not usually intended as a finished work. A sketch may serve a number of purposes: it might record something that the artist sees. Most people consider sketching to be a looser, less refined form of drawing. Sketches are typically created as preliminary drawings in order to prepare for a more finished work of art. Artistic drawing is the free representation of feelings, actions and ideas. It requires hands of practice and great perseverance to create masterpiece in drawing.

Students will effectively describe figures, objects, and environments using line, value, and pattern.

They will understand how to render objects in light and shadow. They will demonstrate an understanding of perspective drawing.

Outcome:

- Sketching enables you to start the best ideas helps to discover new ideas and solutions to your designs
- Enhances creativity of persons
- Helps in developing Hand-eye Coordination
- Strengthens focus and strategic thinking
- Helps in developing sense of proportional drawing
- Enhance colour sense
- To build concentration level high
- Helps to develop sense where one can see 3D object and interpret it by drawing in 2D
-

Total Credits: 4

Theory:--

Practical: 4 Credit

Total Marks:100

Workload: 6 Practicallss per week

Theory: --

Practical: 6 Lectures per week

Theory: --

Practical: 100 Marks

Term works: 50 Marks

Module 1:- Colour schemes

- 1.1 Colour schemes- Gray scale, Achromatic Colour schemes
- 1.2 Colour schemes- Primary Colour scheme
- 1.3 Colour schemes- secondary Colour schemes
- 1.4 Colour schemes- tertiary and quaternary Colour schemes

Module 2:- Colour wheel

- 2.1 How to Draw Colour wheel- primary and secondary
- 2.2 Colour scheme using colour wheel- analogous, contrast, split, triadic, warm and cool schemes
- 2.3 Use of colour schemes in our still-life or other work
- 2.4 Use of colour schemes in composition – geometrical, natural shapes

Module 3:- Working with perspective

- 3.1 How to draw landscape in perspective view
- 3.2 How to Draw- Manmade objects in perspective view- box, table, chair, vehicles, buildings etc.
- 3.3 How to draw human figure- basic anatomical study- face, facial expressions, hand, legs, fingers etc.
- 3.4 How to draw- rapid sketching

Module 4:- Colouring- life study

- 4.1 Colouring- portrait, full human figure
- 4.2 Colouring-still life-drawing or composition of objects
- 4.3 Colouring- nature drawing or composition of flowers or natural elements

Practical:

Practical -1

- 1.1 :- Draw lines- upside-down, down side-up, slanted lines
- 1.2 :- Draw circular lines, half circular lines, S type lines, zigzag lines
- 1.3 :- Draw manmade shapes- symmetrical, non-symmetrical shapes make a composition of these shapes and shading it by pencil

Practical -2

- 2.1 :- Working with colours- Take any shapes overlap them and colour it by told colour scheme
- 2.2 :- Study of anatomy- Human figure male, female, boy and girl- front and side view
- 2.3 :- Study of anatomy- Human figure parts- Eyes, Nose, Ears, hand, Palms, Fingers Legs etc.

Practical -3

- 3.1 :- Draw Proportionally arranged objects in still life and colour it as it is
- 3.2 :- Draw arranged flowers, leaf and colour it as it is
- 3.3 :- Draw colour wheel of all colour schemes

Practical -4

- 4.1 :- Nature Drawing- study of any plant, tree, bark texture, flower, leaf , all parts of tree or bush
- 4.2 :- Paint still life- well arranged and mix objects
- 4.3 :- Create creative drawing using stencil print

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- https://www.google.co.in/books/edition/Drawing_for_Beginner/dn3_wAEACAAJ?hl=en
- https://www.google.co.in/books/edition/Drawing_School_Fundamentals_for_the_Begi/c71KDwAAQBAJ?hl=en&gbpv=1&dq=beginner+of+basic+drawing&printsec=frontcover
- https://www.google.co.in/books/edition/Manga_for_the_Beginner/t-qpZM_12pAC?hl=en&gbpv=1&dq=beginner+of+basic+drawing&printsec=frontcover

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- https://www.google.co.in/books/edition/How_to_Draw_Still_Life/BVzrwAEACAAJ?hl=en
- https://www.google.co.in/books/edition/Anatomy_and_Drawing/8ftFThNPZnsC?hl=en&gbpv=1&dq=anatomical+drawing&printsec=frontcover
- https://www.google.co.in/books/edition/FORCE_Drawing_Human_Anatomy/JAsNDgAAQBAJ?hl=en&gbpv=1&dq=anatomical+drawing&printsec=frontcover

SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Multimedia) Part I Semester II
June 2022 onwards
AECC- B - Communication Skills - II
SEMESTER II

Preamble:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop them in vital communication skills which should be integral to personal, social and professional interactions in their life. The present course hopes to address some of the aspects of effective communication skills through an interactive mode of teaching-learning process. The various dimensions of communication skills and soft skills that will be focused in the course include language of communication to enhance the personality for their successful career.

Course Outcomes:

1. Learner will train and prepare to seek and find employment in the corporate.
2. Learners will acquire proficiency in the skills of listening, speaking, reading and writing that will help them to meet the challenges of the world.
3. The learners will develop good oral and written skills of communication.
4. Learner will understand the role of communication in personal & professional success.
5. Learner will acquire the knowledge about basic communication to enable the students to think, observe and express effectively in this competitive world.
6. Learner will understand the concept of personality, traits required for and personality development and its significance.

Total Credits: 2
Theory: 2 Credit
Practical: 2 Credit
Total Marks: 100

Workload: 4 Lectures per week
Theory: 4 Lectures per week
Practical: 4 Lectures per week
Theory: 50 Marks
Practical: 50 Marks
Term works: 50 Marks

Module 1:-Barriers to Communication:

- 1.1 Introduction
- 1.2 Types of Barriers to Communication
- 1.3 Strategies for Overcoming Barriers

Module 2:Technology and BusinessCommunication:

- 2.1 Role of technology in communication-Advantages and disadvantages of technology in business communication.
- 2.2 Concept and importance of - E-communication.
- 2.3 Concept & Importance of - E-mails, text messaging, instant messaging, video conferencing, social networking.

Module 3: Business Correspondence:

- 3.1 Introduction-Need of Business Correspondence.
- 3.2 Types of Letter writing- Importance of Business Letters.

Module 4: Report Writing

- 4.1 Types of report Writing.
- 4.2 Characteristics of Good Report.
- 4.3 Preparation of Report

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- C.S Rayudu: Business Communication, Himalaya Publishing House
- Varinder Kumar & Bodh Raj: Business Communication, Kalyani Publishers
- Rajinder Pal & J.S Korlakalli: Essentials of Business Communication, Sultan Chandand Sons
- Bovee and Thill: Business Communication, Pearson Education
- Media K: Principles of Effective Oral Communication Business Communication Today, Pearson Publication
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