

**MAHATMA GANDHI UNIVERSITY
KOTTAYAM**



**B.VOC. DEGREE PROGRAMME IN
DTP AND PRINTING TECHNOLOGY**

**REGULATION, SCHEME AND SYLLABUS
(2018 ADMISSION ONWARDS)**

REGULATION AND SCHEME FOR B.VOC. PROGRAMME UNDER MAHATMA GANDHI UNIVERSITY

(2018 admissions onwards)

We are facing unprecedented challenges – Skill and knowledge, the driving forces of economic growth and social development for any country. Presently, the country faces a demand – supply mismatch, as the economy needs more ‘skilled’ workforce than that is available. In the higher education sphere, knowledge and skills are required for diverse forms of employment in the sector of education, health care manufacturing and other services. Potentially, the target group for skill development comprises all those in the labour force, including those entering the labour market for the first time, those employed in the organized sector and also those working in the unorganized sector. Government of India, taking note of the requirement for skill development among students launched National Vocational Education Qualification Framework (NVEQF) which was later on assimilated into National Skills Qualifications Framework (NSQF). Various Sector Skill Councils (SSCs) are developing Qualification Packs (QPs), National Occupational Standards (NOSs) and assessment mechanisms in their respective domains, in alignment with the needs of the industry.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as a part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India’s economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge. The proposed vocational programme will be a judicious mix of skills, professional education related to concerned vocation and also appropriate content of general education.

The **Mahatma Gandhi University** gave a strong momentum to the initiatives of UGC-NSQF in the very beginning itself. This University provides opportunities to its affiliating colleges since Academic Year 2014-15 to start skill based vocational Graduate programmes strictly under the guidelines of UGC and NSQF.

1. TITLE

These regulations shall be called “**MAHATMA GANDHI UNIVERSITY REGULATIONS FOR B.VOC PROGRAMME 2018**”.

2. SCOPE

Applicable to all regular B.Voc Programme conducted by the University with effect from 2018 admissions onwards, except for B.Voc. Programmes, having scheme and syllabus already approved by MGU under 2014 regulation and scheme.

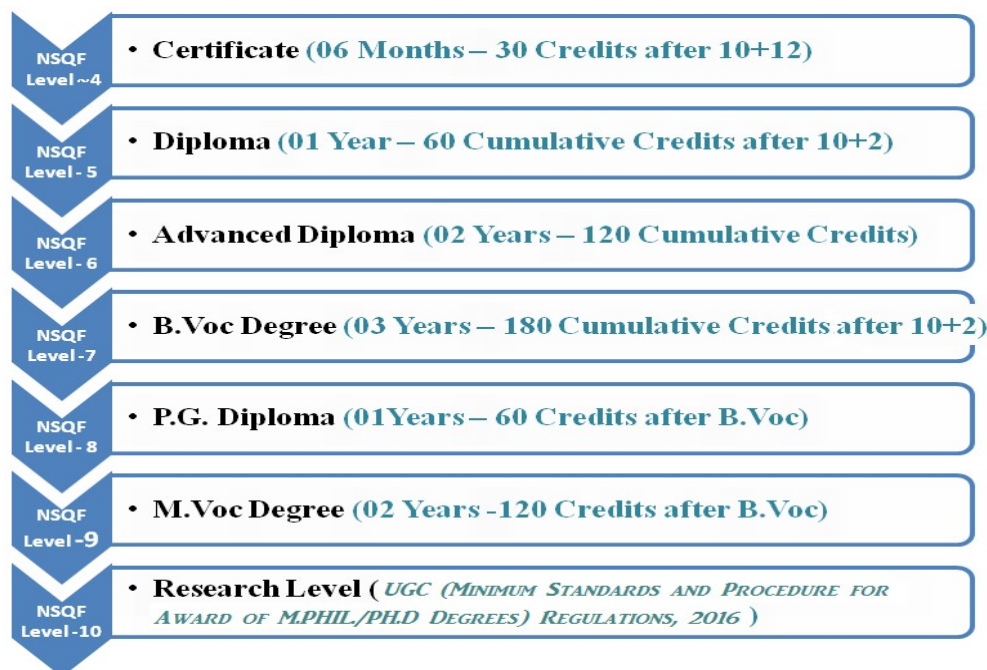
During the academic year 2019-20 admission onwards, all regular B.Voc Programme in affiliating colleges under MG University should strictly follow *Mahatma Gandhi University Regulations For B.Voc Programme 2018*.

3. ELIGIBILITY FOR ADMISSION AND RESERVATION OF SEATS

Eligibility for admissions and reservation of seats for various Undergraduate Programmes shall be according to the rules framed by the University and UGC in this regard, from time to time.

4. Type of Courses and Awards:

There will be full time credit-based modular programmes, wherein banking of credits for skill and general education components shall be permitted so as to enable multiple exit and entry.



The multiple entry and exit enables the learner to seek employment after any level of Award and join back as and when feasible to upgrade qualifications / skill competencies either to move higher in the job profile or in the higher educational system. This will also provide the learner an opportunity for vertical mobility to second year of B.Voc degree programme after one year diploma and to third year of B.Voc degree programme after a two year advanced diploma. The students may further move to Masters and Research degree programmes mapped at NSQF Level 8 – 10.

5. Curriculum and Credit System for Skill Based Courses

In order to make education more relevant and to create ‘industry fit’ skilled workforce, the institutions recognized under B.Voc Degree programme offering skill based courses will have to be in constant dialogue with the industry and respective Sector Skill Councils (SSC’s) so that they remain updated on the requirements of the workforce for the local economy. These institutions should also preserve and promote the cultural heritage of the region, be it art, craft, handicraft, music, architecture or any such thing, through appropriately designed curriculum leading to gainful employment including self-employment and entrepreneurship development.

The curriculum in each of the semester/years of the programme(s) will be a suitable mix of general education and skill development components. The General Education Component shall have 40% of the total credits and balance 60% credits shall be of Skill Component.

The institution(s) shall prepare draft curriculum as per the UGC guidelines for Curricular Aspects Assessment Criteria and Credit System for Skill based Vocational Courses and place it for vetting by the UGC Advisory Committee constituted under these guidelines.

The Curriculum shall be finally approved by the Board of Studies (BoS) and Academic Council of the University / Autonomous College. The Universities where BoS for Vocational subjects has not yet been constituted, the curriculum may be considered by the BoS in allied subject area or an ad-hoc BoS may be constituted till the time regular BoS is notified in the university. The BoS should consider the programme wise curriculum based QP for skill component and relevant general education subjects *i.e.* the curricula for programmes in one broad subject area may vary from institution to institution in case the different progressive QPs are mapped with the programmes being offered. The choice of different progressive Job roles for a course may also be enabled under CBCS.

6. Structure of the Programme

6.1 Skill Development Components - 60% Weight age

6.2 General Education Component - 40% Weight age

The B.Voc Programme should comprise 60% Skill Development Components (60 % of total Credit) and 40% General Education Component (40% total Credit) as per guidelines of UGC and NSQL.

As an illustration, awards shall be given at each stage as per Table 1 below for cumulative credits awarded to the learners in skill based vocational courses.

Table 1

NSQF Level	Skill Component Credits	General Education Credits	Total Credits for	Normal Duration	Exit Points / Awards
7	108	72	180	Six Semesters	B.Voc Degree
6	72	48	120	Four semesters	Advanced Diploma
5	36	24	60	Two semesters	Diploma
4	18	12	30	One semester	Certificate

7. SCHEME AND SYLLABUS

7.1. B.Voc Programme should include (a) General Education Component, (b) Skill Education Component

7.2. The B.Voc Programme should followed Credit and Semester System of MGU.

7.3. A separate minimum of 30% marks each for internal and external (for both theory and AOC) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, **Grade P** is required for all the individual courses. If a candidate secures **F Grade** for any one of the courses offered in a Semester/Programme, **only F grade** will be awarded for that Semester/Programme until he/she improves this to **P Grade** or above within the permitted period.

8. Assessment and Evaluation by MG University.

General Education Components and Skill Development Components shall be assessed

and evaluated by MG University as per University Norms and UGC-NSQF guidelines.

9. Assessment and Certification by Sector Skill Council (SSC)

The affiliated colleges should make necessary arrangements for the simultaneous assessments and certification of Skill Development Component by aligned SSC having the approval of National Skill Development Corporation of India (NSDC).

EXAMINATIONS

9.1 The evaluation of each paper shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

9.2. The internal to external assessment ratio shall be 1:4.

Both internal and external marks are to be rounded to the next integer.

All the courses (theory & AOC), grades are given **on a 7-point scale** based on the total percentage of marks, **(ISA+ESA)** as given below:-

Percentage of Marks	Grade	Grade Point
95 and above	O (Outstanding)	10
90 to below 95	A+ (Excellent)	9
80 to below 90	A (Very Good)	8
70 to below 80	B+ (Good)	7
60 to below 70	B (Above Average)	6
50 to below 60	C (Average)	5
40 to below 50	P (Pass)	4
Below 40	F(Fail)	0
	Ab (Absent)	0

10. CREDIT POINT AND CREDIT POINT AVERAGE Credit Point

(CP) of a paper is calculated using the formula:-

$CP = C \times GP$, where *C* is the Credit and *GP* is the Grade point

Semester Grade Point Average (SGPA) of a Semester is calculated using the formula:-

$$SGPA = TCP/TC, \text{ where } TCP \text{ is the Total Credit Point of that semester.}$$

Cumulative Grade Point Average (CGPA) is calculated using the formula:- $CGPA =$

$$TCP/TC, \text{ where } TCP \text{ is the Total Credit Point of that programme.}$$

Grade Point Average (GPA) of different category of courses viz. Common Course I, Common Course II, Complementary Course I, Complementary Course II, Vocational course, Core Course is calculated using the formula:-

$$GPA = \frac{TCP}{TC}, \text{ where } TCP \text{ is the Total Credit Point of a category of course.}$$

TC is the total credit of that category of course

Grades for the different courses, semesters and overall programme are given based on the corresponding CPA as shown below:

GPA	Grade	
9.5 and above	O	Outstanding
9 to below 9.5	A+	Excellent
8 to below 9	A	Very Good
7 to below 8	B+	Good
6 to below 7	B	Above Average
5 to below 6	C	Average
4 to below 5	P	Pass
Below 4	F	Failure

11. MARKS DISTRIBUTION FOR EXTERNAL AND INTERNAL EVALUATIONS

The external theory examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. For all courses total marks of external examination is 80 and total marks of internal evaluation is 20. Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

For all Theory Courses

- a) **Marks of external Examination : 80**
b) **Marks of internal evaluation : 20**

Components of Internal Evaluation – Theory	Marks
Attendance	5
Assignment /Seminar/Viva	5
Test paper(s) (1 or 2) (1×10 =10; 2×5 =10)	10
Total	20

For all AOC Courses total marks for external evaluation is 80 and total marks for internal evaluation is 20.

For all AOC Courses

- a) **Marks of external Examination : 80**
b) **Marks of internal evaluation : 20**

Components of Internal Evaluation – AOC	Marks
Attendance	5
Record	5
Skill Test	5
Lab Performance / Punctuality	5
Total	20

*Marks awarded for Record should be related to number of experiments recorded and duly signed by the teacher concerned in charge.

All three components of internal assessments are mandatory.

11.1 PROJECT EVALUATION

- a) **Marks of external Examination : 80**
b) **Marks of internal evaluation : 20**

Components of Internal Evaluation	Marks
Punctuality	5
Experimentation/Data Collection	5
Skill Acquired	5
Report	5
Total	20

*Marks for dissertation may include study tour report if proposed in the syllabus.

Components of External Evaluation	Marks
Dissertation (External)	50
Viva-Voce (External)	30
Total	80

(Decimals are to be rounded to the next higher whole number)

11.2 INTERNSHIP

After the completion of every even semester, the student will undergo a minimum of two weeks Internship Programme in an Industry, having a good exposure in the concerned skill (Established at least two years prior), capable of delivering the skill sets to the students.

At the end of the Internship, the students should prepare a comprehensive report.

11.3 Attendance Evaluation for all papers

Attendance Percentage	Marks
Less than 75 %	1 Mark
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks
85% & less than 90%	4 Marks
90% & above	5 Marks

(Decimals are to be rounded to the next higher whole number)

11.4 ASSIGNMENTS

Assignments are to be done from 1st to 4th Semesters. At least one assignment per course per semester should be submitted for evaluation.

11.5 INTERNAL ASSESSMENT TEST PAPERS

Two test papers are to be conducted in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for one year and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

11.6 GRIEVANCE REDRESSAL MECHANISM

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students, a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

Level 1: Department Level:

The Department cell chaired by the HOD, Department Coordinator, Faculty Advisor and Teacher in-charge as members.

Level 2: College level

A committee with the Principal as Chairman, College Coordinator, HOD of concerned Department and Department Coordinator as members

Level 3: University Level

A Committee constituted by the Vice-Chancellor as Chairman, Pro-Vice-Chancellor, Convener - Syndicate Standing Committee on Students Discipline and Welfare, Chairman-Board of Examinations as members and the Controller of Examination as member-secretary.

The College Council shall nominate a Senior Teacher as coordinator of internal evaluations. This coordinator shall make arrangements for giving awareness of the internal evaluation components to students immediately after commencement of first semester

The internal evaluation marks/grades in the prescribed format should reach the University before the 4th week of October and March in every academic year.

11.7 EXTERNAL EXAMINATION

The external examination of all semesters shall be conducted by the University at the end of each semester.

- Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment. Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also. Those students who are not eligible even with condonation of shortage of attendance shall repeat the **semester** along with the next batch after obtaining readmission.

- Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also.

- Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch.

- There will be no supplementary exams. For reappearance/ improvement, the students can appear along with the next batch.

- Student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester.

- A student who has completed the entire curriculum requirement, but could not register for the Semester examination can register notionally, for getting eligibility for promotion to the next semester.

- A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the University examination for the same semester, subsequently.

12. **PATTERN OF QUESTIONS**

Questions shall be set to assess knowledge acquired, standard and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. She/he shall also submit a detailed scheme of evaluation along with the question paper. A question paper shall be a judicious mix of short answer type, short essay type /problem solving type and long essay type questions.

12.1 Pattern of questions for External examination – Theory paper

Question Type	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Very short answer type	12	10	2	20
Short answer (Not to exceed 60 words)	9	6	5	30
Long essay	4	2	15	30
TOTAL	25	18		80

12.2 Pattern of questions for external examination – AOC

Question Type	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Theory Assessment- Short Answer Type	8	5	4	20
Skill Assessment- Practical	1	1	60	60
TOTAL	9	6		80

12.3 Mark division for external AOC/ LAB examination

Record	Theory/ Procedure/ Design	Activity/ Neatness	Result	Viva	Total
10	10	20	10	10	60

13. RANK CERTIFICATE

The University publishes rank list of top 10 candidates for each programme after the publication of 6th semester results. Rank certificate shall be issued to candidates who secure positions from 1st to 3rd in the rank list. Candidates who secure positions from fourth to tenth in the rank list shall be issued position certificate indicating their position in the rank list.

Candidates shall be ranked in the order of merit based on the CGPA scored by them. Grace marks

awarded to the students should not be counted fixing the rank/position. Rank certificate and position certificate shall be signed by the Controller of Examinations.

14. Mark cum 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:

- Name of University
- Name of the College
- Title & Model of the B. VOC Programme
- Semester concerned
- Name and Register Number of student
- Code, Title, Credits and Max. Marks (Int, Ext & Total) of each course opted in the semester
- Internal marks, External marks, total marks, Grade, Grade point (G) and Credit point in each course in the semester
- Institutional average of the Internal Exam and University Average of the External Exam in each course.
- The total credits, total marks (Max & Awarded) and total credit points in the semester (corrected to two decimal places)
- Semester Credit Point Average (SCPA) and corresponding Grade
- Cumulative Credit Point Average (CCPA)

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 and shall include the final grade/marks scored by the candidate from 1st to 5th semester, and overall grade/marks for the total programme.

15. **READMISSION**

Readmission will be allowed as per the prevailing rules and regulations of the university.

There shall be **3 level monitoring** committees for the successful conduct of the scheme. They are:

1. Department Level Monitoring Committee (DLMC), comprising HOD and two senior-most teachers as members.
2. College Level Monitoring Committee (CLMC), comprising Principal, Dept. – Co- Ordinator and A.O/Superintendent as members.
3. University Level Monitoring Committee (ULMC), headed by the Vice – Chancellor and Pro– Vice – Chancellor, Convenors of Syndicate subcommittees on Examination, Academic Affairs and Staff and Registrar as members and the Controller of Examinations as member-secretary.

16. TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Vice Chancellor shall, for a period of one year from the date of coming into force of these regulations shall be applied to any programme with such modifications as may be necessary

PROGRAMME STRUCTURE

SEMESTER - I

Sl. No.	Course Code	Title	GC/SC	Hrs/Week	Credits
1	BOCG101	Listening and Speaking Skills in English (T)	GC	4	4
2	BOCG102	IT for Business (AOC)	GC	3	4
3	DBOC 103	Basic Concepts of Computer (T)	SC	5	6
4	PBOC104	Life Skill (T)	GC	3	4
5	DBOC105	Fundamentals of DTP (T)	SC	5	6
6	DBOC106	Basic Platform of Page Layout (AOC)	SC	5	6
Total				25	30

SEMESTER - II

Sl. No.	Course Code	Title	GC/SC	Hrs/Week	Credits
1	BOCG201	Writing and Presentation Skills in English (T)	GC	4	4
2	PBOC202	Data Processing Through MS Excel (AOC)	SC	6	6
3	DBOC203	Binding and Finishing Technology (T)	GC	4	4
4	DBOC204	Image Editing for Printing (AOC)	SC	6	6
5	DBOC205	Fundamentals of Graphic Design (T)	GC	5	4
6	DBOC206	Internship I (AOC) – <i>Internal Evaluation</i>	SC		6
Total				25	30

SEMESTER - III					
Sl. No.	Course Code	Title	GC/SC	Hrs/Week	Credits
1	BOCG301	Principles of Management (T)	GC	4	4
2	DBOC302	Planning for Print Production (T)	GC	5	4
3	DBOC303	Vector Graphics Editor (AOC)	SC	6	6
4	DBOC304	Art of Illustrations (AOC)	SC	6	6
5	DBOC305	Offset Printing Technology (T)	GC	4	4
6	DBOC306	Project Work-I (AOC) - <i>External Evaluation</i>	SC		6
Total				25	30

SEMESTER - IV					
Sl. No.	Course Code	Title	GC/SC	Hrs/Week	Credits
1	BOCG401	Soft Skill & Personality Management (T)	GC	4	4
2	DBOC402	Digital Printing (T)	GC	4	4
3	DBOC403	Graphic Reproduction and Color Separation (T)	GC	5	4
4	DBOC404	Xerox Scanning and Image Generation (T)	SC	6	6
5	DBOC405	Enhancing Text and Typography (AOC)	SC	6	6
6	DBOC406	Internship II (AOC) – <i>Internal Evaluation</i>	SC		6
Total				25	30

SEMESTER - V					
Sl. No.	Course Code	Title	GC/SC	Hrs/Week	Credits
1	BOCG501	Environmental Studies (T)	GC	4	4
2	DBOC502	Offset Plate Making (T)	GC	4	4
3	DBOC503	Web Offset Technology (T)	GC	5	4
4	DBOC504	Technical and Scientific Documentation (AOC)	SC	6	6
5	DBOC505	Multi Page Design Publication (AOC)	SC	6	6
6	DBOC506	Project Work II (AOC) – <i>External Evaluation</i>	SC		6
Total				25	30

SEMESTER - VI					
Sl. No.	Course Code	Title	GC/SC	Hrs/Week	Credits
1	BOCG601	Entrepreneurship Development (T)	GC	4	4
2	DBOC602	Publication Design (AOC) Project Work	SC	6	6
3	DBOC603	Costing for Printing Press (T)	GC	4	4
4	DBOC604	Printing Press Management System (AOC)	SC	6	6
5	DBOC605	Identity Branding for Printing (AOC)	GC	5	4
6	DBOC606	Internship III – <i>External Evaluation</i>	SC		6
Total				25	30

LISTENING AND SPEAKING SKILLS

OBJECTIVES

To introduce the students to the speech sounds of English in order to enable them to listen to English and speak with global intelligibility.

To enable the students to speak English confidently and effectively in a wide variety of situations.

To help the students to improve their reading efficiency by refining their reading strategies.

MODULE – I

Speech Sounds: Phonemic symbols – Vowels – Consonants – Syllables – Word stress – Stress in polysyllabic words – Stress in words used as different parts of speech – Sentence stress – Weak forms and strong forms – Intonation

Sample activities:

1. Practice reading aloud. Use a variety of texts including short stories, advertisement matter, brochures, etc...
2. Read out a passage and ask the students to identify the stressed and unstressed syllables.

MODULE – II

Basic Grammar: Articles - Nouns and prepositions - Subject-verb agreement -Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions -Adverbs– Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation – Abbreviations-concord- collocations-phrasal verbs- idiomatic phrases

Sample activities:

1. Ask students to write a stored/report/brochure, paying attention to the grammar.

MODULE – III

Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.

Sample activities:

1. Information gap activities (e.g. listen to a song and fill in the blanks in the lyrics given on a sheet)
2. Listen to BBC news/ a play (without visuals) and ask the students to report what they heard.

MODULE– IV

Speaking- Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills, interview

skills and telephone skills.

Sample activities:

1. Conduct group discussion on issues on contemporary relevance.
2. Ask students to go around the campus and talk to people in the canteen, labs, other departments etc. and make new acquaintances.
3. Conduct mock interviews in class.
4. Record real telephone conversations between students and ask them to listen to the recordings and make the corrections, if any are required.

MODULE – V

Reading: Theory and Practice – Scanning – Surveying a textbook using an index – reading with a purpose – Making predictions – Understanding text structure – Locating main points – Making inferences – Reading graphics – Reading critically – Reading for research.

CORE BOOKS:

1. V.Sasikumar, P Kiranmai Dutt and Geetha Rajeevan, .Communication Skills in English.Cambridge University Press and Mahatma Gandhi University.
2. Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. Critical Thinking,
3. Academic Writing and Presentation Skills. Pearson dEducation and Mahatma Gandhi University.

FOR FURTHER ACTIVITIES:

1. A Course in Listening and Speaking I & II, Sasikumar, V.,KiranmaiDutt and Geetha Rajeevan, New Delhi: CUP, 2007
2. Study Listening: A Course in Listening to Lectures and Note-taking Tony Lynch New Delhi:
3. Study Speaking: A Course in Spoken English for Academic Purposes. Anderson, Kenneth, Joan New Delhi: OUP, 2008

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>Understand the process of communication and its effect on giving and receiving information</i>
<i>CO 2</i>	<i>Apply effective communication skills in a variety of public and interpersonal settings</i>
<i>CO 3</i>	<i>Develop analytical, research, and organizational skills</i>
<i>CO 4</i>	<i>Discover the impact of changing communication methods on society</i>

IT FOR BUSINESS

OBJECTIVES

Students will demonstrate effective use of IT skills in the areas of information search, word processing, use of spreadsheets, and presentation software.

Students will demonstrate effective oral presentation skills.

MODULE I

Introduction to Information Technology: Information and Communication Technology (ICT), Information systems E-World - Computer Architecture: Input Hardware - Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware - Concept of operating system - Understanding your computer customization configuring screen, mouse, printer.

MODULE II

Word Processing Package: Introduction - Features - Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents; Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break & Page Numbers; Mail Merging-Spelling and Grammar Checking; Tables; Formatting Tables;

MODULE III

Spreadsheet Package: Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.

MODULE IV

Advanced Features of Spreadsheet Package: All Functions in Excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

MODULE V

Presentation Package: Ms-PowerPoint: Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

BOOKS FOR REFERENCE:

1. Antony Thomas. Information Technology for Office. Pratibha Publications
2. Gini Courter & Annette Marquis. Ms-Office 2007: BPB Publication

COURSE OUTCOMES:

Sl.No.	DESCRIPTION
CO 1	<i>Able to know the basics computer and clear understanding of basic computer operations.</i>
CO 2	<i>Obtain skills needed to create, edit and print professional looking documents.</i>
CO 3	<i>Impart skills needed to operate and navigate MS Excel.</i>
CO 4	<i>Gain practical knowledge in the preparation and presentation of slides using MS PowerPoint.</i>

BASIC CONCEPTS OF COMPUTER

OBJECTIVES

Making the students understand and learn the basics of computer how to operate it, to make familiar with the part and function of computer, its types, how to use computer in our day to day life, its characteristics, its usage, Limitations and benefits etc...

MODULE 1

Computer Fundamentals, What is Computer, History of Computer, Types of Computer, generations of computers, characteristics of computers, computer organization, computer software, system software, application software.

MODULE 2

Computer language, Machine Language, Assembly Language, Scripting Languages, Object-Oriented Languages, file management in windows, computer security, virus, protecting computer system using antivirus, precautions to be taken against viruses software.

MODULE 3

Operating Systems: DOS, Windows, Linex, etc Ms Windows: Introduction & version Desk Top & its terminology, Set up using control panel, Windows accessories, File Management, Folder Concept. Concepts: - Bits, Bytes, RAM, ROM, ASCII etc. Types of software System & application software. Networking Concept LAN, MAN, WAN

MODULE 4

Internet, Intranet, Extranet, Website, Internet browsing, searching, search Engine types-General, meta and deep web. Use of Syntaxes. Downloading, saving the downloaded file in proper folder. Websites, Types, www.wss. etc.. Govt. sites, Authenticity of websites.

MODULE 5

Cyber Security, Introduction Network and website Security Risks, Hacking, Privacy Risk, Cyber

Defamation, Identity Theft & Fraud, Digital Forgery, Cyber terrorism, Cyber Pornography, Digital Forgery, security measures, Digital Signature, Firewall, Security framework.

BOOKS FOR REFERENCE:

1. “Fundamentals of Computer Science and Communication Engineering”, Alexis Leon, Mathew's Leon, Vikas Publishing House, New Delhi, 1998. (Unit I & II)
2. Computers Fundamentals and Architecture by B. Ram
3. Norton, Introduction to Computers, McGraw Hill
4. A. Goel, Computer Fundamentals, Pearson Education, 2010.
5. P. Aksoy, L. DeNardis, Introduction to Information Technology, Cengage Learning, 2006
6. P. K.Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers, 2007

COURSE OUTCOMES:

Sl.No.	DESCRIPTION
<i>CO 1</i>	<i>Able to know the basics of Computer and should have clear understanding of basic computer operations. Able to demonstrate the basic differences of computer hardware and software.</i>
<i>CO 2</i>	<i>To know the basic networking system and its principles.</i>
<i>CO 3</i>	<i>To make basic understanding of network principles and to apply the skills in the business scenarios</i>
<i>CO 4</i>	<i>Demonstrate a basic understanding of computer hardware and software. and to make a basic level of knowledge in networking and to utilize web technologies.</i>

LIFE SKILLS-I

OBJECTIVES

- *To understand the meaning of life and its challenges*
 - *To develop one's self understanding*
 - *To provide skills and knowledge needed to cope with life's problems and challenges*
 - *To develop critical thinking skills so participants learn a number of alternatives in dealing with a difficult situation*
-

MODULE-I

Restructuring one's own life stored: Recalling early memories-Find out people who affected your life positively/negatively- Find out some core thoughts which guide the student in his/her behavior. Personality, development of personality, choice theory, Willam Glasser, ABC model of Albert Ellis, understanding life stored through Alfred Alder theory, fictional goal, motivation, inferiority types of inferiority psychological types situations contribute to faulty lifestyle birth order and personality.

MODULE -II

Self acceptance, Self esteem, Self concept - Development of self esteem, esteem, high self-esteem, low self-esteem, inflated self-esteem, self concept, Factors affecting self esteem and self concept, Strategies to develop self esteem, and self acceptance, development stages of self-concept ,the formation of self concept during early childhood, self concept in middle childhood, the development of self concept in adolescence.

MODULE -III

Positive Thinking. Definition of personality, Relationship among thoughts, feelings and behavior, Theory of cognition, Positive and negative thinking, Tips to develop positive thinking. healthy benefits of positive thinking, tips to develop positive thinking, how to focus on positive thinking, traits of negative thinking, ways to overcome negative thinking, feelings and behavior, aggressive behavior, assertive behavior, passive behavior, passive aggressive behavior.

MODULE -IV

Motivation: Definition of Motivation, Abraham Maslow's needs theory, Motivating and De- Motivating factors.

MODULE -V

Planning for life: Personal evaluation, Self assessment, planning for life, steps for self evaluation, benefits of self evaluation, self evaluation maintenance theory Abraham Tesser, Self assessment, Johari Window, TA

BOOKS FOR REFERENCE:

1. We Shall Overcome - A Textbook on Life Coping Skills – Dr. Xavier Alphonse S.J
2. Walking the Extra Mile - A text book on Interpersonal Relationship and Communication Skills,
Dr. Xavier Alphonse S.J

COURSE OUTCOMES:

SL.No.	DESCRIPTION
CO 1	<i>Understand the meaning of life and its challenges.</i>
CO 2	<i>Develop one's self understanding.</i>
CO 3	<i>Provide with skills and knowledge needed to cope with life's problems and challenges.</i>
CO 4	<i>Develop critical thinking skills so that participants can learn a number of alternatives in dealing with a difficult situation.</i>

FUNDAMENTALS OF DTP

OBJECTIVES

To familiarize the student about the various aspect of Desk Top Publishing and paper sizes on which they are working and dealing with. It also aims to provide a basic idea on file formats, font types and layout concept.

MODULE I

Desk Top Publishing: Introduction, Meaning, Features, Merits and Demerits. History of DTP. DTP software. Prepress, Press and Post press Operations. Types of publishing-Electronic & Physical

MODULE II

Typography: Types (Fonts), Type sizes, Different families (Style) Point system and other system of measuring. Casting Off. Proof Reading and its marks. Composing Process: Introduction of Various Methods of Composing. Different file formats used in Prepress Unit.

MODULE III

Paper Introduction and preparation. Various Paper Sizes (Conventional and metric) and their uses. standard paper sizes used in printing industry- A4, A3, Dummy, Crown, Crown ¼, etc. Various paper calculations. Various types of papers. GSM. News paper, Wrapping, security paper, quality paper, etc.

MODULE IV

Concept of Layout- Advantages of layout. Page layout, Elements of page layout/page design. Different file formats used in Prepress unit. Vector Graphics, Raster Graphics/ Bitmap image.

MODULE V

Networking Concept - LAN, MAN,WAN. Types of connectors, Fiber technology, switches, routers, IP configuration, MAC ID, Mac configuration. File & Printer Sharing. Installation of printers. Configuration. Trouble shooting.

BOOKS FOR REFERENCE:

1. Learning Desk Top Publishing (DTP), Ramesh Bangia, Khanna Book Publishing Co. (P) Ltd.
2. DTP Fundamentals, ABPL Publications.
3. Desk Top Publishing From A to Z by Bill Grout and Osborne; McGraw Hill
4. DTP (Desk Top Publishing) for PC user by Houghton; Galgotia Publishing House Pvt. Ltd., New Delhi
5. DESKTOP PUBLISHING ON PC – M.C. Sharma, First Edition 1997, BPB Publications

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>To create of documents using page layout software on a personal computer</i>
<i>CO 2</i>	<i>To support for Numerous Project Types</i>
<i>CO 3</i>	<i>To recognize the paper sizes and its weight/thickness</i>
<i>CO 4</i>	<i>To create any type of DTP works within the programmes.</i>

BASIC PLATFORM OF PAGE LAYOUT

OBJECTIVES

This part is intended to give practical awareness on the Adobe page maker. They must be able to handle the software for practical uses. Printing of notices, compilation of books, etc should also be familiarized. The paper is mainly skill focused.

MODULE I

Basic Concepts: Creating and opening publications, using tool box, working with palettes, text and graphics, preference, starting publication from a template, paste board, saving and closing.

(Skills only-KGTE lower speed is the standard to be attained after the semester)

Typesetting – English. Home Keys and Basic Drills. Both Hands, drills. Words, Phrases and more Vowels. Left hand, write hand and both hands. Two key letters and more word practice. Using Third finger. Bottom row keys draw from top to bottom, bottom to top, simple sentences, Punctuation etc. Common Letter Combinations. Use of Tab keys and Shift keys (Right and left). Right hand only words, left hand only words, words with alternate hands letters, upper character practice and Sentence practice. Timed typing tests. Ten word tests, twenty word tests, twenty five word tests, up to sixty word tests.

MODULE II

(Skills only-Typing speed of lower level is the standard to be attained after the semester)

Type Setting- Malayalam -Solid and tabular setting of bilingual/multi script language software . Use of ISM publisher Software in Typing Malayalam. Words and Phrases. Left hand, Write hand and both hands. Two key letters and more word practice. Using Third finger. Bottom Row keys. Right hand only words, left hand only words, words with alternate hands letters, upper character practice, sentence practice.

Timed Typing Tests. Free typing tests. Ten word tests, Twenty Word Tests, Twenty Five Word Tests, up to Sixty Word Tests. Selection of Malayalam Fonts. Types of Fonts. Typing in other Indian languages.

MODULE III

Constructing Books, Booklets – Setting Up Pages, Changing Document Setup, Using Master Pages, Choosing a Measurement System and Setting Up Rulers, Adjusting Layout, Numbering Pages,

Rearranging Pages Creating Running Header And Footers, Auto Flow, Use Of Drop Caps, Bullets And Numbering, Importing Text, Formatting Graphic Threading Text Blocks, Balancing Columns, Paragraph, Word And Letter Spaces, Ruler Guides, Typing Text, Creating Columns, Creating Styles, Changing Type Style and Alignment, Controlling Widows and Orphans, Page Breaks, Adding Colors, Rotating And Moving Of Text Block and Graphics, Placing Text File, Setting Tab, Indents, Leaders, Copying Graphic Between Publications, Build Booklet Option.

MODULE IV

Constructing Magazines: Sizing and cropping graphics, Formatting graphics, threading text blocks, Balancing Columns, Paragraph, Word and Letter spaces, Story Editor, Spell checker, Customizing dictionary, Hyphenation, Leading, Frames, Layers, Locking Object, Creating Styles, Creating TOC, Wrapping Text Around Graphics, Using Libraries Assembling Publications into Book. Hose Styles, OLE (Object Linking and Embedding) TIFF Image, PDF, HTML formats. Print Setup Options.

MODULE V

Setting the Layout of: Visiting Card, Letterhead, Leaflets, Bill Book and Application form, Calendar, Catalogues, Brochures, Manuals, Newspapers and Business Manuals through PageMaker Software. Exporting to PDF format. Proof Corrections with appropriate Proof Reading Marks. Coasting Off, Typography, Proof Reading Symbols, Proof Reading Marks used in Marking Copy.

BOOKS FOR REFERENCE:

1. Cengage Learning PageMaker in Easy Steps, Scott Basham, Dreamtech Press PageMaker made easy, ABPL Publications.
2. ADOBE PAGEMAKER 7.0 - Shashank Jain & Satish Jain – First Indian Edition 2002, BPB Publications.
3. ADOBE PAGEMAKER 6.5 - Shashank Jain & Satish Jain – First Edition 2001, BPB Publications.

4. COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>To create professional-quality publications for their personal or business needs.</i>
<i>CO 2</i>	<i>To generate composition skills and typography skills</i>
<i>CO 3</i>	<i>To assist working with graphics</i>
<i>CO 4</i>	<i>To enhance Creating simple single and multipage publications in English and Malayalam languages.</i>

WRITING AND PRESENTATION SKILLS IN ENGLISH

OBJECTIVES

To make the students aware of the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments. To assist the students in developing appropriate and impressive writing styles for various contexts. To help students rectify structural imperfections and to edit what they have written. To equip students for making academic presentations effectively and impressively.

MODULE – I

Letter Writing: Letters - Letters to the Editor - Resume and Covering Letters - Parts and Layout of Business Letters- Business enquiry Letters offers, Quotation- Orders and Execution- Grievances and Redressal - Sales letters- Follow-up letters- Status enquiry- Collection letters- Preparation of Power of Attorney for Partnership- Job Application Letters – Resume - CV- Reference and Recommendation Letters- Employment Letters.

MODULE - II

Other types of Academic and business Communication (written): Seminar Papers- Project Reports - Notices - Filling Application Forms - Minutes, Agenda- Reports- Essays.

MODULE – III

Presentation Skills: Soft Skills for Academic Presentations - Effective Communication Skills – Structuring the presentation - Choosing Appropriate Medium – Flip Charts – OHP – Power Point presentation – Clarity and Brevity - Interaction and Persuasion.

Compulsory activity: PowerPoint presentations to be conducted by each student in class

MODULE IV

Non-verbal communication- Body Language - Kinesics, Proxemics - Para language- Channels - Barriers - Principles of Effective Communication

MODULE V

Online writing and Netiquette- Writing e-mails- use of language – writing for blogs – social media etiquette- professional networking online (LinkedIn, E-factor etc.)

Compulsory activity: Each student should create a blog and/or profile in LinkedIn.

BOOKS FOR REFERENCE:

1. Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. Critical Thinking, Academic Writing and Presentation Skills. Pearson Education and Mahatma Gandhi University.
2. Antony Thomas, Business Communication and MIS, Pratibha Publications. Bhatia R.C. Business Communication
3. Salini Agarwal Essential communication skill.
4. Reddy P.N, and Apopannia, Essentials of Business communication.
5. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing Leod,M.C., Management Information system

COURSE OUTCOMES:

SL.No.	DESCRIPTION
CO 1	<i>Engage in formality to ensure better quality and professionalism in works</i>
CO 2	<i>Tied with intellectual powers and ability to cognitively analyse ideologies</i>
CO 3	<i>Be able to use the new media's of communication to gather knowledge at will</i>
CO 4	<i>Opportunities in the fields of mass communication</i>

DATA PROCESSING THROUGH MS EXCEL

OBJECTIVES

To familiarize with the Microsoft Excel and to equip with the knowledge on the advanced formulas in a comprehensive manner. Further, to explore the characteristics of advanced Excel and VBA. This paper is skill based and is advised to be imparted through Workshops in the computer lab.

MODULE-I

Introduction to MS Excel: Interface, Tabs and Ribbons, Document Windows, Office Button and Save, Entering Data, Fonts, Fills, and Alignment, Cut, Copy, and Paste, Paste Special, Undo and Redo, Moving, Finding, and Replacing a Value, Cell Styles, Comments. Formatting Numbers- Currency Format, Format Painter, Formatting Dates, Custom and Special Formats. Managing Worksheets- Naming and Moving Worksheets, Copying Worksheets, Adding, Deleting and Hiding Worksheets, Grouping Worksheets, Moving, Copying, Deleting and Hiding Grouped Worksheets. Modifying Rows and Columns- Inserting and Deleting Columns and Rows, Inserting & Deleting Cells, Inserting Multiple Columns & Rows, Modifying Cell Width and Height, Hiding and Un-hiding Rows and Columns.

MODULE-II

Understanding Formulas: Introduction, Using Operations, Creating Formulas, AutoSum, Common Formulas, Searching for Formulas, Copying Formulas, Using Relative and Absolute References. Changing Views - Workbook Views, Show/Hide, Zoom Features, Freeze Panes, Split Windows, Viewing Multiple Windows, Minimize The Ribbon, Worksheet Backgrounds, Watermarks, AutoFill a Series, AutoFill Non-Adjacent Cells, AutoFill on Multiple Sheets, Creating Custom Lists, Series Formatting. Conditional Formatting - Highlight Cells Rules, Top/Bottom Rules, Data Bars, Color Scales, Custom Formatting Rule. Tables - Insert a Table and Style Options, Add Rows and Columns, Perform a Function in a Table, Summarize With Pivot Table.

MODULE-III

Data Tools: Data Validation, Drop-Down Lists, Removing Duplicates, Text To Columns, Goal Seek, Scenario Manager. Referencing Formulas- Multiple Sheet References, Consolidating Data - With or Without Links, Trace the Precedents and Dependents, Using the Watch Window. Ranges and Dates- Cell Names, Named Ranges, Formulas with Cell Names, Date Formulas. Lookups – VLOOKUP, VLOOKUP Exact Match, HLOOKUP, HLOOKUP Exact Match. Conditional Logic - IF Statement, Nested IF, AND, OR, NOT, IFERROR, SUMIF, AVERAGEIF, COUNTIF & COUNTIFS, SUMIFS, AVERAGEIFS. Text Formulas - Case Formulas, Fix Number Fields, Trim Spaces, Substitute Text.

MODULE-IV

Introduction to Charts: Chart Types, Instant Chart, Update Chart, Column Chart, Picture Fill, Adjust Chart Size, Line Chart, Scatter Chart. Formatting Charts - Chart Styles, Chart Layouts, Add Labels, Axis

Options, Chart Title, Legends, Data Labels. Adding Graphics - Insert Pictures, Modifying Pictures, Insert Shapes, Insert Smart Art, Apply Themes, Arrange. Outline, Sort, Filter, and Subtotal - Group and Ungroup, Sort Data, Sort Multiple Levels, Filter Data, Advanced Filter, Conditional Sorting and Filtering, Sorting with Custom Lists, Subtotal. PivotTables - Creating PivotTables, Choosing Fields, PivotTable Layout, Filtering PivotTables, Modifying PivotTable Data, Pivot Charts.

MODULE-V

Protecting Data: Workbook Passwords, Protecting Workbooks, Unlocking Cells. Collaboration - Document Properties, Inserting Hyperlinks, Sharing a Workbook, Track Changes, Accept/Reject Changes, Mark as Final. Printing - Page Orientation, Page Breaks, Print Area, Margins, Print Titles, Headers and Footers, Scaling, Sheet Options. Saving a Workbook - Save As Previous Version, Auto Recover Save Options, Templates, Save As PDF, use of add-in, Save As Web Page, Macro-Enabled Workbook. Macros - Macro Security, Recording a Macro, Assign a Macro to a Button or Shape, Run a Macro upon Opening a Workbook, How to Inspect and Modify a Macro, Clubbing VBA with MS Excel, Excel Forms using VBA- Creation of Database.

BOOKS FOR REFERENCE:

1. Excel 2010 All-in-One for Dummies by Greg Harvey
2. The Mr. Excel Library Series" by Bill Jelen
3. Slaying Excel Dragons: A beginner's guide to conquering Excel's frustrations and making Excel fun by Mike Girvin and Bill Jelen
4. Excel Charts, by John Walkenbach
5. Quick Start Guide from Beginner to Expert, by William Fischer
6. Data Processing through MS Excel, ABPL Publications

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>Have acquired the basic knowledge of Microsoft Excel in the discipline of B Voc including practical, theories, techniques, concepts and general principles</i>
<i>CO 2</i>	<i>Be able to acquire practical cum skill based education by understanding Formulas</i>
<i>CO 3</i>	<i>Ensuring that the students are trained and skilled in Ms excel in accordance with the norms laid down as per employment criteria</i>
<i>CO 4</i>	<i>Participation in internship, trainings along with expert trainers so as equip themselves as professionals in the areas of computerized accounting.</i>

BINDING & FINISHING TECHNOLOGY

OBJECTIVES

The main objective of binding is to build strength into a book, subjected to the rigorous and abuses of library usage. Binding ensures the preservation of written, printed or near print material. To improve their aesthetic qualities by creating a new book and thereby attracting readers to them.

MODULE I

Book binding, Objectives of book binding, History of Binding, Different types of Book Bindings. Hand Binding and Commercial Binding.

MODULE II

Periodical/Journal Binding, Hardcover and Edition Binding, Saddle Stitch and Loop Stitch, Wire-o Binding and Spiral Binding, Punch and bind, Thermally activated binding, Stitched or sewn binding, Paperback binding.

MODULE III

Perfect binding, Chemicals and raw materials used grain direction, Spine preparation, Adhesives, Cover application, Coated papers, Wire stitching, thread stitching, Sewing. Spiral wire binding, Plastic comb binding, Loose-leaf binders; thong and ring binders.

MODULE IV

Working of paper cutting Machines, Types of paper cutting machines. Semi automatic and automatic paper cutting machines, programmable paper cutting machines. Paper Cutters & Trimmers- guillotine cutter and a rotary cutter.

MODULE V

Principles and operation of Perforating, Punching, Drilling, Round Cornering, Indexing, Creasing, Gluing, Eyeletting, Ruling and Numbering, Lamination, foil stamping, die cutting, embossing, varnishing.

BOOKS FOR REFERENCE

1. Bookbinding Technology, ABPL Publications
2. Bookbinding, PUBLISHING, WRITTEN BY: The Editors of Encyclopedias Britannica
3. Bookbinding in America, Lehmann Haupt, Hellmut, Ed. New York: R.R. Bower Co., 1967.

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>To set up, operate, and maintain the machines that perform these various tasks, while bookbinders perform highly skilled hand finishing operations.</i>
CO 2	<i>Enhance to shape book bodies with presses and trimming machines and reinforce them with glued fabric strips.</i>
CO 3	<i>To build strength into a book, subjected to the rigorous and abuses of library usage.</i>

IMAGE EDITING FOR PRINTING

OBJECTIVES

Digital image editing using raster image editing and/or image creation software Adobe Photoshop with specific attention to practical applications, including tools and techniques of photo correction, enhancement and editing. Gain experience in correcting, improving and repairing images. Introduction to actions and batch edits; align and merge; special effects. Understand and establish a workflow for best results using editing tools and techniques.

MODULE I

Image Fundamentals: - Features and introduction, New document properties, , Canvas size, Rotate canvas, image size, Digital image pixel. Resolution. DPI, Raster Image/ bitmaps. Vector image/graphics.. Mode RGB /CMYK / LAB/ DUOTONE, Bitmap, Grayscale. Preference –Units/Increments /Guides/ Undo. Add or remove snap. Various Image Display Options, Interface Tools and Control panels. Working with layers – New Layer, Layer Visibility, Locking Options, Fill/Opacity and Layer Blending Modes.

MODULE II

Background Creation:- Working with Brush tools, painting, Gradient tool, Clone stamp, Crop, Lasso tool, Pattern stamp, Eraser tool, Applying effects and filters, Masking, layer styles, Merge down, Merge layers, use of color schemes, Use of drop shadows and borders. Foreground Colors. Background colors. Action palette and channel palette.

MODULE III

Album Designing:- Correcting and Enhancing Images - Photo Adjustments, Tone-color-contrast, Histogram, Color balance, replace color, Hue and Saturation, Levels – adjusting tonal balance. Refine edge. Retouching: Clone Stamp, Patch, Spot Healing Brush Tool, Brush Tool, Blur, Sharpen, Smudge, Dodge, Burn, Sponge Tools, Masking, Photo Merge, Rearranging Layers, Lock Layers, Visible, Flatten Image. Layer Styles and Filter Effects, Image Adjustments, Filters etc... Edit Image in Standard mode. Quick Mask Mode. Various Filter Effects Render 3D Transform, Lens Flare. Lightning Effects. Motion Blur, Radial Blur.

MODULE IV

Poster Designing: Working with Horizontal and Vertical Type Tools, Character and paragraph palettes, Creating Type on a Path, Wrapping point Type, Designing paragraph of type, Creating Clipping Mask

from Type, Creating effects, Animating text, type formatting – Character and Paragraph, Various Image Display Options:- Standard Screen mode. Full Screen Mode with Menu Bar, Full Screen mode. Importing EPS files and exporting PDF.

MODULE V

Photoshop special effects:- Text effects, Caricature drawing, Photo collage, Dot pattern creation, Water color photo effect, Typographic design, Working with timeline. Various File Formats:- Benefits and use of formats, Bitmap, JPEG, PSD, PDD, TIFF, GIF. Adjust Brightness/ Contrast. Hue/ Saturations, desaturate, Replace Colors, invert, Variations, crop, Trim- Various Layer Commands. Working with layers set. Understanding various Palettes:-Navigator, info, Color, Swatches Style History.

Books for Reference:

1. Photoshop CS: Essential Skills, Mark Galer, Philip Andrews, Focal Press Photoshop CS, ABPL Publications.

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>To create a full fledged, rich experience for the reader or customer to enhance the customer experience visually.</i>
<i>CO 2</i>	<i>To create graphics designers, professional photographers, and even hobbyists to edit graphics as well as create and manipulate images.</i>
<i>CO 3</i>	<i>To develop their skills in editing and altering photographs for through a basic understanding of the tool bar, layers, and the adjustments panel.</i>
<i>CO 4</i>	<i>To improve their aesthetic qualities by creating a new design and thereby attracting readers to them.</i>

FUNDAMENTALS OF GRAPHIC DESIGN

OBJECTIVES

To provide the students the initial information on designing what is seen in a frame.

To understand basic elements and principles in design

To understand designing in raster graphics application and also image editing or enhancing techniques

MODULE I

Basic elements and concepts of visual design - Point, Line, Shape, Form, Space, Texture, Value, Color and Material - Composing an Image.

MODULE II

Principles of design – Proportion, Balance, Rhythm, Contrast, Harmony, Emphasis, Unity etc.

MODULE III

Digital Image- Pixels – Bit Depth – DPI – LPI - Resolution - File Formats (Print and screen Formats - GIF, JPEG, TIFF etc.) - Compression: Lossy - Lossless - Raster and Vector Images - Color: Color modes- CMYK-RGB - Process color - Spot Color - Color systems. Duotones - Tritons - Quadra tones etc.

MODULE IV

Introduction to Color - Color classification - Additive and Subtractive - Dimensions of our like Hue, Value - Meaning of color - Psychological use of colors. Psychological impact of color – Warm, Cool and Neutral Colors, Impact of specific Hues, Meanings from Color. Problems with color.

MODULE V

Introduction to Typography - History of type - Type classification - Designing with type - Legibility and readability.

Books for Reference:

1. A History of Graphic Design: Philip Meggs
2. The Elements of Graphic Design: Space, Unity, Page Architecture and Type: Alexander W. White.
3. Exploring the Elements of Design: Mark A. Thomas, Poppy Evans
4. Graphic Style: From Victorian to Digital: Steven Heller, Seymour Chwast

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>To provide the initial information on designing what is seen in a frame.</i>
CO 2	<i>Students with basic elements and principles in design</i>
CO 3	<i>Equipped with designing in raster graphics application and also image editing or enhancing techniques.</i>

INTERNSHIP – I*Internal Evaluation*

OBJECTIVES

The main objective of internship programmed is to achieve a change in the behavior of trained. Internship is practical education.

Develop and improve business skills in communication, technology, quantitative reasoning, and teamwork. Observe and participate in business operations and decision-making.

Along with the other decided genres of disciplines of the 2nd semester, the students will have to undergo an internship for a minimum time scale of ten days. The internship is conducted with an aim to make the students aware about the various aspects in a design production atmosphere.

The students can choose any printing press inside or outside India. The college will take necessary steps to make sure that they will undergo there bang in the pre-press, press and post press departments of the selected printing press. In order to do that, a member of the faculty will supervise the students during the internship.

The students will be provided with certificates from the college in order to prove identity.

Printing press having the following qualities can be chosen:

- A minimum of two years“ experience in designing field
- Should have produced a minimum of three popular print designs for the last six months.

At the end of the internship, students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. The report should be neatly typed in A4 size paper and in bound form having not less than 25 pages. A copy of the report has to be submitted to the Department before the commencement of the third semester classes. The department will conduct an open- viva – voce for each student in order to evaluate the practical skill acquired by them from the training.

COURSE OUTCOMES:**SL.No.****DESCRIPTION**

CO 1 *To gain practical knowledge.*

CO2 *Equip students to perform in real life practical situations*

PRINCIPLES OF MANAGEMENT

OBJECTIVES

This course is a basic introductory and foundational management course. It is designed for students who desire to equip themselves with key knowledge, skills, and competencies in various aspects of management. The course encompasses the core components of management including planning, organizing, leading and controlling the organizations

MODULE – I

Nature and Process of Management: Schools of Management Thought – Management Process School, Human Behavioral School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basics of Global Management.

MODULE – II

Planning: Objectives – Types of plans, single use plan and repeated plan, MBO, MBE strategic planning and formulation. Decision making, types and process of decision making , forecasting.

MODULE – III

Organizing: Types of organization - formal and informal, line and staff, functional – organization structure and design – span of control, delegation and decentralization of authority and responsibility – organisational culture and group dynamics.

MODULE –IV

Staffing: Recruitment, Selection, Induction, Training, Maintenance and retrenchment
Systems approach to HRM – Performance appraisal and career strategy – HRD - meaning and concept.

MODULE – V

Directing: Motivation – meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mouton, Leadership as a Continuum by Tannenbaum and Schmidt, Path Goal Approach by Robert House (in brief) Controlling - Concept, Significance, Methods of establishing control.

BOOKS FOR REFERENCE:

1. Moshal.B.S .*Principles of Management*, Ane BooksIndia,NewDelhi.
2. Bhatia R.C. *Business Organization and Management*, Ane Books Pvt.Ltd.,NewDelhi.
3. Richard Pettinger. *Introduction to Management* , Palgrave Macmillan,NewYork.

4. **Koontz and O'Donnel.** *Principles of Management* ,Tata McGraw-Hill Publishing Co.Ltd. NewDelhi.
5. Terry G.R. *Principles of Management*, D.B.Taraporevala Sons&Co.Pvt.Ltd.,Mumbai.
6. Govindarajan.M and Natarajan S. *Principles of Management*, PHI,NewDelhi.
7. MeenakshiGupta .*Principles of Management*, PHI, NewDelhi.

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>Able to understand the role of management in daily life</i>
<i>CO 2</i>	<i>Imparts planning and organizing skills</i>
<i>CO 3</i>	<i>Obtain clear idea about the behaviour of human beings</i>
<i>CO 4</i>	<i>Able to find various techniques of communications and motivation</i>

PLANNING FOR PRINT PRODUCTION

OBJECTIVES

The objectives of production planning includes analyzing the Market and New Products, Minimizing Production Time, Reducing Costs, Using Resources Efficiently, Improving Customer Satisfaction Systematic planning of production activities to achieve the highest efficiency in production of goods/services. To organize the production facilities like machines, men, etc., to achieve stated production objectives with respect to quantity and quality time and cost.

MODULE I

Print Planning: Design concerns for printing, Design consideration, Factors to be considered in print planning - Layout for Leaflets, Pamphlets, Booklets, Catalogues, Brochures, Manuals, Books, Magazines, News papers, Business manuals, Commercial stationery, Labels, Carton, Folders and other forms of direct mail literature.

MODULE II

Paper. Main classes of paper and board sizes, paper requirements for different printing process, paper handling. Paper properties- run ability and printability-structural: formation, 2 sidedness, grain direction- physical: GSM, caliper, bulk, porosity, smoothness, dimensional stability, curves, moisture content and RH-optical: glosses, brightness, color, Opacity-chemical: pH, ash content, tensile, burst, tear internal bonding, fold endurance, stiffness, pick resistance.

MODULE III

Offset inks, Flexo inks, gravure inks, screen inks and specialty inks. Solvent based inks- Formulations- Material selection, properties, drying mechanisms. Water based inks – Formulations- Pigments & dyes, acrylic binders, low voc solvents & additives. Ink properties- Viscosity, pH and surface tension, testing, and drying mechanisms. UV based inks- Composition- pre polymer, photo initiators, diluents, colorants, and additives – formulations, properties, testing, light source-Selection & drying mechanisms.

MODULE IV

Paper coatings- coating materials- methods-properties, lamination- types, materials used Metals-treatment, methods and Corrosion-protection and coating types. Metallization manufacturing process and properties. Wood- varnishing types- matt & gloss finish and coatings. Plastics-surface treatment- Chemical, Plasma, Corona – Methods. Lamination and Coatings.

MODULE V

Availability of various paper types, Ink types and paper coatings. Popular brands. Cost difference.

BOOKS FOR REFERENCE:

Planning for print production, ABPL Publications

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>To enable the students to have a detailed knowledge of different conventional and non conventional printing and packaging materials used in the industry.</i>
<i>CO 2</i>	<i>To understand the concept of various finishing techniques, Finishing materials and different forms of packaging.</i>
<i>CO 3</i>	<i>Along with their identification and testing techniques and they will able to implement their knowledge for quality printing and packaging.</i>

VECTOR GRAPHICS EDITOR

OBJECTIVES

The very purpose of learning CorelDraw is that of forming object-based logo's designs , company identities, brochures and catalogs with fine skills and depth of creativity. Corel draw training might be either entry-level or advanced level.

MODULE I

Case study- Drawing Logos and designing business card, greeting card: Introduction: Setting up the drawing page. Using toolbox, Viewing document Selecting Objects, Creating Basic Shapes, Reshaping Objects, Organizing objects, –adjusting the position, resizing, positioning, merging, color shades & shadows, Applying color fills and Outlines,. Moving & Shaping Object. Organizing Objects:- Arranging & Changing the order of objects. Grouping, Ungrouping. locking and unlocking objects. Using and setting layers Aligning & editing objects data. Outlining and filling objects, inserting symbols and clip arts, color shades and shadows, working with advanced effects. Using Power clip.

MODULE II

Case Study- Calendar Designing: Working with colander wizards, indents and tabs, creating and editing styles and style sets, adding tables, resizing table cells rows and columns, inserting and deleting tables, text in tables, converting table to text, merging and splitting tables, manipulating tables, adding and images, graphics and backgrounds to tables, importing tables, Using the rulers, grid and guidelines.

MODULE III

Case Study – Brochures, flyers, book covers: Working with pattern and texture fills. Applying and editing line ending shapes, splitting and erasing portions of objects positioning moving stretching and rotating objects working with multiple on screen color palettes, color palette libraries, Safe CMYK workflow, Adding graphics symbols and specials character editing. Formatting Text & Paragraph.

MODULE IV

Case Study – Product Box Package and sticker: Creating and editing blends, fitting text to a

path, envelopes. Creating and modifying vector and bitmap. Extrusions, creating drop shadow. Objects, working with linked bitmap. Barcode creation, applying special effects to bitmap by 3D. Effects: Blur effects, Contour effects. Creating color separations, working with halftone and bitmap screens, OLE (Object Linking and embedding) Printing of document/ Design.

MODULE V

Case Study – Magazine inner pages and newsletter designing: Mastering with Text, Text Tool, Artistic and paragraph text, finding, editing and converting text, columns to text frames, Formatting Text, Working with Style & Templates, adding duplicating renaming and deleting pages, inserting page numbers, adding bullets, drop caps, open type features, tab and intents, Embedding Objects into text, Wrapping Text around Object . Creating documents for various formats using layout, Linking Text to Objects, Importing and exporting files, Exporting to PDF.

Books for Reference:

- Corel DRAW 12: The Official Guide (Corel Press), Steve Bain, McGraw-Hill Osborne
- Graphic Design and Corel Draw, ABPL Publications
- CorelDRAW X5 The Official Guide by Gary David Bouton, Publisher: McGraw-Hill
- Mastering Corel DRAW 7 : The Official Guide by Rick Altman

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>It is built and designed to meet the demands of today's working designer to create ads or collateral for print or for the web.</i>
<i>CO 2</i>	<i>A team of talented, highly motivated professionals, working together to deliver software solutions that enrich the way people work and live</i>
<i>CO 3</i>	<i>Student shall have skill to conceptualize and create Logos, various types of print designs</i>
<i>CO 4</i>	<i>A designer must be Critical Thinking & Creative Process.</i>

ART OF ILLUSTRATIONS

OBJECTIVES

It is software used Transforming and Positioning Art, creating digital graphics and illustrations. Adobe Illustrator is a popular program for designing that primarily manipulates vector graphic. It is a vector graphics editor that allows you to create and edit vector graphics images. Demonstrate knowledge of image resolution, image size, and image file format for web, video, and print.

MODULE I

Designing a Company Letterhead: To know the workspace - Introduction, Art boards, viewing artboards, resolution and print theory, switching screen modes, setting preferences, vector graphics, preference. Tools and options: Art board tool, Type tool, line segment, pen, eyedropper, rectangle, rotate, hand and zoom tool, fill and stroke. Adding a fill color, using layers, create a new blank layer, cutting and pasting from one layer to another, symbols and swatch libraries, character palette.

MODULE II

Theme based Poster Designs: Understanding various tools-selection, brushes art/scatter/calligraphic, bristle, pattern. Effects – applying editable effects as bitmap or vector direct. Masking objects, draw inside and clipping mask, create outlines, live trace, making round corners selection, magic wand, lasso, pen, type tool, line segment, rectangle, paintbrush, pencil, blob brush, eraser, rotate, scale, free transform, mesh, gradient, eyedropper, blend tool, symbol sprayer, column graph, art board, slice, hand, zoom, fill, stroke, color, none, gradient. Cutting/joining path, creating patterns/creating gradients. adding inner glow effect, using transparency panel, creating outlines, adding 3D effects, using unite from path finder panel, glows and feathering, clipping mask, adding shadow, applying Gaussian blur.

MODULE III

Illustrate 2D Effect Objects: Using pen tool and pencil tool, drawing straight lines, curved lines, hinged lines. Editing and existing path, Modify shapes- adding and removing path, cutting

and joining path, working with live trace, expanding live trace artwork, meshes and color blends, working with live paint, combining shapes using the new shape builder tool, adding special effects, live trace, blur effect, cropping artworks, grouping objects, using rotate tool, arranging objects, adding text, pathfinder, create outlines, aligning objects, symbols, gradients, saving art work, file formats, exporting artwork, creating adobe PDF files.

MODULE IV

Digital Magazine: Formatting type, paragraph formatting, paragraph and character styles, formatting imported type, text on a path, wrapping text, text in a shape, create outlines, check spelling, find and replace, threading text block, working with symbols, creating and editing symbols. line and character spacing, formatting paragraphs, tabs, character and paragraph styles, file packaging, glyphs. Saving using the AI file format. Saving an illustration with layers, saving a layered PDF, saving as EPS, Save for web.

MODULE V

Other works: Creating logos, illustrations, certificates, sign boards, business cards, notices, film posters, Leaflets, Brochures, Labels, cartons, Exporting to PDF and JPEG format. Proof corrections with appropriate Proof Reading Marks. Coasting off, Typography, proof reading symbols, Proof Reading Marks used in marking copy.

BOOKS FOR REFERENCE

1. Adobe Illustrator CC Classroom in a Book, Brian Wood, Adobe Press Adobe illustrator, ABPL Publication
2. Becoming a Successful Illustrator : Author: Derek Brazil, Jo Davies, Publisher: Bloomsbury Visual Arts, Published: 2017, second revised edition
3. How To Be An Illustrator : Author: Darrel Rees, Publisher: Laurence King, Published: 2008
4. Lost in Translation: The perfect illustration book to get the creative juices flowing
Author: Ella Frances Sanders, Publisher: Ten Speed Press, Published: 2014

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>Creative and imaginative with an eye for color, balance, and layout</i>
<i>CO 2</i>	<i>Able to create a drawing that expresses an idea or concept</i>
<i>CO 3</i>	<i>Creativity and imagination, To enjoy creative work</i>
<i>CO 4</i>	<i>Discussing client needs and identifying the target audience for the work</i>

OFFSET PRINTING TECHNOLOGY

OBJECTIVES

Offset printing is the dominant industrial printing technique – used for printing a wide range of products such as cards, stationery, leaflets, brochures, magazines, and books. It can also be used for packaging such as boxes or cartons.

MODULE I

Principles of lithography, wetting of a solid surface by a liquid, emulsification of ink and fountain solution, fluid behavior in a nip. Basic configuration of offset machine. Sheet feeding and controls: Types of feeders, sheet control, drives, suction head mechanism, double sheet and no sheet detectors, side lays and front lays. Non-stop feeders. Sheet insertion and transfer systems, working principle, relative merits.

MODULE II

Printing Unit Configuration. Cylinders: Various configurations, design, requirements, plate and blanket clamping mechanisms, pressure setting, packing, print length variation, equal diameter, true rolling principles. Cylinder drives. Sheet transfer and reversal systems, perfecting, delivery grippers, settings, quick delivery mechanisms. Anti set-off spray device. Feeders, delivery and other system components for metal printing.

MODULE III

Blankets, Rollers, blanket types, requirements, manufacture, performance attributes. Rollers, types, properties, behavior. Basic inking and dampening system configuration. Fountain solution requirements, composition, re-circulation system and dosing units, Ink/water balance.

MODULE IV

Printing and inline operations Make-ready operations, multi color printing, automatic plate fixing, computer controls in printing, automatic blanket wash, roller wash systems. Spot varnishing, coating, numbering. Metal printing UV Dryers, Hot air and IR Drying systems. Print problem identification and quality control. Quality control. Standards, Print Control Targets, Test

Forms, In-line print quality measurement, inspection and control.

MODULE V

Quality control. Standards, Print Control Targets, Test Forms, In-line print quality measure-
ment, Inspection and control.

BOOKS FOR REFERENCE:

1. Manual for Lithographic Press Operation- A S Porter
2. Lithographic Technology –Edwin A Dennis, Olusegan Odesina
3. Introduction to Printing Technology-Hugh M Speirs
4. Offset Printing Technology, ABPL Publications
5. Sheet fed Press Operation-GATF
6. Offset Technology-C S

COURSE OUTCOMES:

S.No.

DESCRIPTION

- On completion of this programme, students are able to perform following job roles: Offset Machine Operator, Screen Printing Operator, Digital Printing Operator, Supervisor in Production, CTP Operator, Assistant Operator in News Paper Publishing etc..*
- Printing Technology is the combination of various skills such as scientific, technical & artistic.*
- The students will be having the detailed knowledge of different conventional and non conventional printing and packaging materials used in the industry along with their identification and testing techniques and they will able to implement their knowledge for quality printing and packaging.*
- The students will be able to conclude about Modern Printing Systems and various perspectives associated with it.*

PROJECT WORK- I

DIGITAL MAGAZINE

OBJECTIVES

Project Work is a learning experience which aims to provide students with the opportunity to synthesize knowledge from various areas of learning, and critically and creatively apply it to real life situations

Students must do this project individually. And it should be a digital magazine developed in Adobe illustrator. Project should be done under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period, and they should keep all the important paper works (abstract, design, layout, data sheet of data collection etc.) along with them. Students must submit the finished project along with the required paper works and a comprehensive report, to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the university. Delayed, incomplete submissions will be considered as per the university rules.

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>A unique course that combines the practical and technical skills in publishing</i>
CO 2	<i>Editing and production with a professional understanding of the business of publishing</i>
CO 3	<i>To acquire the skill to manage the publishing process from idea to publication</i>

SOFT SKILLS AND PERSONALITY DEVELOPMENT

OBJECTIVES

The course aims to cause a basic awareness about the significance of soft skills in professional and inter-personal communications and facilitate an all-round development of personality.

MODULE – I

Personal Skills: Knowing oneself- confidence building- defining strengths- thinking creatively- personal values-time and stress management.

MODULE – II

Social Skills: Appropriate and contextual use of language- non-verbal communication- interpersonal skills- problem solving.

MODULE – III

Personality Development: Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language.

MODULE – IV

Presentation skills: Group discussion- mock Group Discussion using video recording – public speaking.

MODULE – V

Professional skills: Organizational skills- team work- business and technical correspondence-job oriented skills-professional etiquettes.

BOOKS FOR REFERENCE:

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Integrated skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Mcycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.

COURSE OUTCOMES:

S.No.**DESCRIPTION**

CO 1 Improves the personal skills & Development of the overall personality

CO 2 Improve presentation skills

CO 3 Become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills

DIGITAL PRINTING

OBJECTIVES

To promote the development and prosperity of the printing, graphic arts, communication and allied industries in all regions of the world.

To improve the management of these industries with a view to their continuing and increasing prosperity.

MODULE I

Digital Printing Introduction, Traditional approaches to printing- Modern approaches to Printing. Digital printing vs. Offset printing, Different types of printing-Letter press, Direct Printing, Screen printing, Offset printing- sheet fed and web offset. Cold set printing, heat set printing, UV printing....etc

MODULE II

Combine the works of various designing and drawing software. Magazine, Book, and Journal Printing. Research Journal styles and lay out. Referencing styles. End notes, Footnotes, Bibliography, References. Digital Publication to digital media.

MODULE III

Digital Printing , Single color, Two color and multi color. File Formats for Digital Printing, Printing Resolution, Advantages of Digital Printing: Cost, Size, Turnaround Time

MODULE IV

Process of Digital Printing - functions of press operator - set up and maintain the press. Loading, unloading and cleaning the machine. Sheet feeding mechanism, sheet controls, sheet insertion and transfer, Gripper, inking system, Multi roller systems, Dampening system, Cylinder adjustments, Delivery mechanism.

MODULE V

Skills and Proficiencies required for a printing machine operator. Primary responsibilities of Printing machine operator. Job Duties and tasks for a Job Printer.

BOOKS FOR REFERENCE:

- Digital Printing, ABPL Publications
- Mastering Digital Printing, Second Edition, Book by Harald Johnson
- The Art of Printing Photos on Your Epson Printer, Book by John Beardsworth and Michael Freeman

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>Understand the theoretical base of areas of printing, its types, its working etc.</i>
CO 2	<i>Acquire the skill to Combine the works of various designing and drawing software, Able to work as a press operator</i>
CO 3	<i>Acquire the skills and proficiencies required for a printing machine operator</i>

GRAPHIC REPRODUCTION & COLOR SEPARATION

OBJECTIVES

Create communication solutions that address audiences and contexts, by recognizing the human factors that determine design decisions. Confidently participate in professional design practice and management within a collaborative work environment. Utilize relevant applications of tools and technology in the creation, reproduction, and distribution of visual messages.

MODULE I

Basic steps involved in planning a layout, factors to be considered while planning a layout assembly & masking materials, positive & negative film assembly, planning of multicolor work, punch & drill registration system, step & repeat work, imposition consideration for sheet fed & web fed press.

MODULE II

Color & Color theory – Additive & subtractive -Terms to describe color, - color separation technique Direct & indirect method – GATF color triangles & color circle their use – Modern Color Spaces, Color Matching, Color Original, Color selection and their characteristics – method of color measurement– Color Gamut.

MODULE III

Prepress color proofing- DDCP- Inkjet-Thermal Wax – Chromalin proofing- factors in proofing- substrate- color of ink- solid ink density- trapping tone reproduction proofing methods- soft proof- digital proof- photomechanical proof- press proof- other proofing methods.

MODULE IV

Planographic plates: Introduction. Light sensitive coating-dichromate colloids, diazo compounds, photopolymers and diffusion and transfer methods, electrostatic. Sensitivity of coating to light. Dye sensitized photo polymerization, Dark reaction, post exposure, safe lights, reciprocity law. Action of light sources on coatings, stabilities of coatings. Plate materials-zinc, aluminum, brass, copper, steel, chromium. Action of oil and water on metal– contact angle. Ability to withstand cracking. Susceptibility to dot sharpening. The plate base- cross section of an aluminum plate, cross section of a plastic plate. Graining of plates – mechanical graining, electrochemical graining, Anodized aluminum, plate washes.

MODULE V

Sensitized photo polymerization, Dark reaction, post exposure, safe lights, reciprocity law.

Action of light sources on coatings, stabilities of coatings. Plate materials-zinc, aluminum, brass, copper, steel, chromium. Action of oil and water on metal– contact angle. Ability to withstand cracking. Susceptibility to dot sharpening. The plate base- cross section of an aluminum plate, cross section of a plastic plate. Graining of plates – mechanical graining, electrochemical graining, Anodized aluminum, plate washes.

BOOKS FOR REFERENCE:

- Graphic reproduction & color separation, ABPL Publications
- The Non-Designer's Design Book : Robin Williams , 2014
- The Visual History of Type, Paul McNeil, 2017
- The Education of a Graphic Designer : Steven Heller, 2015

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>Analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.</i>
<i>CO 2</i>	<i>Create communication solutions that address audiences and contexts, by recognizing the human factors that determine design decisions.</i>
<i>CO 3</i>	<i>Apply graphic design principles in the ideation, development, and production of visual messages.</i>

XEROX, SCANNING AND IMAGE GENERATION

OBJECTIVES

Create text-editable/-searchable electronic files of your hard copy documents. A popular line of multi-function printers, the Work Centre printers from Xerox are used in both personal and business environments.

MODULE I

History of photocopying, Stencil Duplicator or Mimeograph Machine, Xerox, Photocopying machines, Working principle of photocopy machine, Functions of a Photocopier.

MODULE II

Copying of image and documents. Xerox and photocopy, Single side, Duplex, Combine 2 items, 4 items, etc. Color and black & white. Toner saving. Toner refill. Paper jam and Trouble shooting.

MODULE III

Principle of scanning, Types of scanners (Flatbed & Drum) and its use, Resolutions, DPI, LPI, PPI Graphic drawings inputs of pictures, sketches etc. Preparation of OCR, Use of scanner for picking up illustration, line drawings, Setting of Scanner, Selection line per inch, Dots per inch, Pixel inch. Selection of highlights. Middle tone and shadow are. Contrast, Brightness, Saturation.

MODULE IV

Reading of color strip and do color correction Automation, Order Processing, Pre fighting and Data Optimization, Versioning, Impositioning, Ripping and Calibration, Proofing, PDF – standards and Versions, Creation of PDF – within application, from acrobat, Cross media PDF; Screening – AM, FM, Hybrid, Rational and Irrational.

MODULE V

Color management, Archiving. Making of OCR. Digital images, Pixel based images, digitization of images, Digital work flow, Half toning, Image and type rendering, Color gamut, image quality, spatial and tonal resolution of images, visual thresholds.

BOOKS FOR REFERENCE

Xerox, Scanning and Image Generation, ABPL Publications

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>Scanner operators are responsible for monitoring film exposure and its transfer onto the metal plates that will replicate the image during the printing process.</i>
CO 2	<i>Scanner operators also maintain quality controls that ensure the customer gets the finished product he or she envisioned.</i>
CO 3	<i>Scanner operators, also known as prepress technicians, combine their knowledge of design and technology to prepare customer images for printing.</i>

ENHANCING TEXT AND TYPOGRAPHY

OBJECTIVES

QuarkXPress is desktop publishing software for creating and editing complex page layouts in a WYSIWYG environment. Its design-related features are improved enough to keep QuarkXPress interesting and vital; and it solves deep-seated workflow problems.

MODULE I

Document setup, Creating and Opening publications, Use of palettes and controls. Typing and text manipulations.

MODULE II

Case Study- Brochures/Pamphlets: Positioning, Resizing, scaling and stacking typing text, formatting graphics, creating columns, creating styles, changing type style and alignment, rotating and moving of text block and graphics, placing text file, setting tab, indents, leaders, copying graphic between publications, viewing page in appropriate format.

MODULE III

Case Study- Catalogues and Directories: Master pages, Master Items & spreads. Tables manipulations. Box and line manipulations. Drawing, merging & reshaping items. Web document feature. Multi-color gradients for axial and radial gradients

MODULE IV

Case Study- Support for e-books: Setting up pages, changing document setup, choosing a measurement system, adjusting layout, numbering pages, rearranging pages, Continued lines and linked text chains, importing text, customising dictionary, hyphenation, leading, long documents, Drop caps, etc. Creating table of contents, Grouping & locking object. applying color, edit color, creating custom color, color libraries. Text on a path

MODULE V

Halftone Separating & Trapping. Importing, linking and exporting a graphic document, OLE, EPS, PS, PDF, HTML formats. Proof corrections with appropriate proof reading marks.

BOOKS FOR REFERENCE:

- QuarkXPress in a Nutshell, Donnie O'Quinn, O'Reilly Media
- QuarkXPress, ABPL Publications
- QuarkXPress 7 by CreativePro Staff
- QuarkXPress 5: The Complete Reference Book by Steve Bain

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>QuarkXPress is the unique application in the desktop publishing market whose user experience is driven purposefully for the design of high-end page layout. Not only does it equip creative professionals with tools to fine-tune their designs directly in the page-layout environment.</i>
CO 2	<i>QuarkXPress allows users to easily share content across media and output to print, the Web, and in interactive formats without purchasing or switching to other applications..</i>
CO 3	<i>QuarkXPress is used by individual designers, large publishing houses and corporate to produce a variety of layouts, from single-page flyers to the multi-media projects required for magazines, newspapers, catalos, and the like. More recent versions have added support for eBooks, Web and mobile apps.</i>

INTERNSHIP – II

OBJECTIVES

Make a career in the field of graphic design intern where I will show my prospective knowledge to develop company. I have external proficient web development skills which are help site to raise the value of varieties of the web site. Work with their clients to identify business objectives, create strategies and implement them with a range of design, advertising, branding and marketing projects.

At the end of the fourth semester, the students will have to undergo a training in order to sharpen their knowledge. For that they have to choose a professional design studio or a DTP centre attached to an offset/web printing press. They must undergo training for a minimum 20 days. Along with that they can also option for a printing press, or a newspaper company.

The outreach training or the internship is conducted with an aim to make the students aware about the various aspects of design production to strengthen them to face the read life situation. The students can choose any organization having the following qualities.

- A minimum of two years experience in designing field
- Should have produced a minimum of three popular print designs for the last six months.

The institution will take necessary steps to make sure that the students will undergo their training in any advertisement agency, pre-press department or a studio mostly and the college will evaluate whether they acquired the talent which they should from the training. For that along with the training, the students will have to keep a hard to soft copy of the works which they do in order to make a record of their activity of their training. A member of the faculty will supervise the students during the internship.

After the internship, the students should produce a comprehensive report of their activity along with copies of the work which they had done. The report and the specimens of the work which the should do have to be attested by the invigilators or their supervisors of the respected organizations. The report should be neatly typed in A4 size paper and in bound form having not less than 25 pages. A copy of the report has to be submitted to the Department before the commencement of the third semester classes. The department will conduct an open – viva – voce for the students to evaluate their practical skill acquired from the training.

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>Explore career alternatives prior to graduation.</i>
CO 2	<i>Integrate theory and practice and assess interests and abilities in their field of study.</i>
CO 3	<i>Develop work habits and attitudes necessary for job success.</i>

ENVIRONMENTAL STUDIES

AIM

To bring about an awareness of a variety of environmental concerns

OBJECTIVES

- To create a pro-environmental attitude and a behavioral pattern in society that is based on creating sustainable lifestyles
 - To acquire knowledge of pollution and environmental degradation.
-

MODULE I

Introduction to Environment Science : Development and Environment, Human Population and the Environment : Population growth, variation among nations-Population explosion – Case Studies. Sustainable Development – Concept, Policies, Initiatives and Sustainability strategies, Human Development Index, Gandhian Principles on sustainability.

Natural systems -Earth –structure, soil formation- factors affecting, soil types, Atmosphere – structure and composition, Hydrosphere – Oceans, rivers, estuaries, Lakes etc., Physical environment of aquatic systems

Resource utilization and its impacts on environment -Renewable and non-renewable resources, Forest resources : Use and over-exploitation, Timber extraction, mining, dams and their effects on forest and associated biota., Water resources : Use and over-utilization of surface and ground water, conflicts over water, River valley projects and their environmental significance- Case studies – SardarSarovar, Mineral resources : Use and exploitation, environmental impacts of extraction and use of mineral resources, case studies – sand mining, metal mining, coal mining etc

Food resources : World food issues, changes caused by - overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, and salinity. Case studies
Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Casestudies.

Land resources : Land as a resource, land degradation, soil erosion and desertification.

MODULE II

Ecosystems

Concept of an ecosystem-Structure and function of an ecosystem-Producers, consumers and decomposers-Energy flow in the ecosystem-Ecological succession-Food chains, food webs and ecologicalpyramids.

Ecological interactions Types, characteristic features, structure and function of the following ecosystem : Forest, Grassland, Desert, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Significance of wetland ecosystem – Classification,

Biodiversity and its conservation

Introduction – Definition : genetic, species and ecosystem diversity, Biogeographical classification of India, Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega-diversity nation Hot-spots of biodiversity, Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts., Endangered and endemic species of India, Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity. People's participation in biodiversity conservation- Biodiversity Register; Global Climate change and Biodiversity.

MODULE III

Environmental Pollution

Air pollution: sources- mobile, stationary, fugitive; type of pollutants- primary and secondary air pollutants, Smog- classical smog and photochemical smog, Acid rain; Ozone depletion; impacts of air pollutants on environment; control measures.

Water pollution: Sources- Point and non-point sources; Types – chemical, biological and physical; impacts on the environment; water quality – water quality standards ; control measures.

Soil pollution: sources and impacts

Noise pollution: sources, impacts on health, management strategies Thermal pollution and Nuclear pollution - sources and impacts Solid wastes – types, sources, impacts on Environment.

Municipal Solid waste Management: Essential steps- source segregation ,collection

,Processing and Disposal of residues. Environmental Pollution - case studies

Natural and anthropogenic Disasters and their management : floods, earthquake, cyclone and landslides.

MODULE IV

Silent spring, Ramsar Convention, Stockholm conference, Montreal protocol, Kyoto protocol, earth summit, Rio+10, Rio+20, Brundtland commission Report, Sustainable development Environmental movements in India, Global initiatives for Environmental protection Environmental education –basics ,Tbilisi conference, Environment Management Systems Environment Information Systems, Environmental Impact assessment (EIA) – definition and significance, EIA notification; National and state level Authorities; role of public in EIA of a development project

Social issues and the Environment

Environmental movements

From Unsustainable to Sustainable development-Urban problems related to energy- Water conservation- Rain water harvesting; Watershed management Environmental ethics : Issues and possible solutions.

Environmental Economics, Green house effect and Climate change Natural and Anthropogenic disasters

Disaster Management ,Wasteland reclamation-Consumerism and waste products-Environmental Laws – General introduction; Major laws in India.Environment Protection Act- Air (Prevention and Control of Pollution) Act-Water (Prevention and control of Pollution) Act-Wildlife Protection Act-Forest Conservation Act-Issues involved in enforcement of environmental legislation-Public awareness

TEXT BOOK

Textbook for Environmental Studies For Undergraduate Courses of all Branches of Higher Education Erach Bharucha for **University Grants Commission**

FURTHER ACTIVITIES

- Field work
- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.</i>
<i>CO 2</i>	<i>Appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.</i>
<i>CO 3</i>	<i>Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.</i>
<i>CO 4</i>	<i>Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.</i>

OFFSET PLATE MAKING

OBJECTIVES

In the plate-making process the plate is exposed to a certain electromagnetic irradiation and then developed to remove parts of the photoactive coating. The developing solutions are in often highly alkaline solution and could dissolve aluminum oxide layer

MODULE I

Offset- Lithography. Offset printing technology. Offset and Digital Printing- difference. Plates for process printing – Molded rubber plates, Photo polymer plates, Plate making from liquid photo polymer, plate making from sheet photo polymer. Flexography. Skills and responsibilities of plate maker.

MODULE II

CTcP (Computer to Conventional Plate), UV-radiator, reflector, mirror, optics, DMD (digital mirror device), Computer-to-Plate Processes-Material, exposure, development. Format Range, System Configuration, Workflow- PDF, Imposition, separation trapping RIP, plate loader/plate setter processor, Semi automatic/automatic/process free CTP.

MODULE III

Computer-to-Plate (CTP)- competitive advantages, essentials for the use of CTP, CTP technology, Materials, Equipment and Workflow for Digital Offset Plate Making- Internal Drum Plate Setter Architecture, rotating mirror, Repeat Plate Setter Architecture.

MODULE IV

Plate Materials, CTP Exposure Sources, hydrophilic (water accepting) base material, Oleophilic (ink accepting) coating materials, Matching of Plate Materials and Exposure, Sensitivity of Plate Materials, Conventional Diazo Plate, Silver Halide Plate, Silver Halide Polyester Plate, Photopolymer Plate (violet), Thermal Plate, Chemistry-free Thermal Plate, Process-less Thermal Plate, Thermal Plate for Waterless Offset,

MODULE V

Relationship between Plate Sensitivity and Imaging Power, External Drum Plate Setter Architecture, Imaging Raster Data. Computer-to-Plate quality loop, density control, RIP Calibration. Computer-to-Plate imaging, imaging resolution, screen ruling, laser pixel, printing dot, image geometry, External Drum Plate Setter, Flat Bed Plate Setter Architecture.

BOOKS FOR REFERENCE:

- Offset Plate Making, ABPL Publications
- The Complete Book on Printing Technology, Author: NIIR Board, Published: 2003
Publisher: Asia Pacific Business Press Inc.
- Modern Printing Technology [NI4] by NIIR Board, Rs. 250.00,
- Handbook on Printing Technology, 3rd Revised Edition [NI73] by NIIR Board of
Consultants & Engineers, Rs. 1,495.00

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>To enable students for pursuing respectable career through Self-Employment.</i>
<i>CO 2</i>	<i>To develop inter-twining competence in the field of Printing Technology. To impart comprehensive knowledge with extra emphasis on practice.</i>
<i>CO 3</i>	<i>To develop the skilled to manage all activities related to printing press and to train future industry professionals</i>

WEB OFFSET TECHNOLOGY

OBJECTIVES

Web offset printing is used for high-volume publications such as mass-market books, magazines, newspapers, catalogs and brochures. There are two methods of web offset printing, known as heat set and cold set (or non-heat set). In the heat set process, the ink is dried rapidly by forced-air heating.

MODULE I

Different types of Web-Offset Printing Presses. Construction and configuration – on-line operations such as numbering, perforating, sprocket hold punching and Zigzag folding etc. Different types of collators – Roll to Roll pack to pack – Programmable outers for continuous web-MICR Cheque binding system. Machines used for packing and Dispatch.

MODULE II

Receiving shipping, waste paper, & trash removal, ware housing and storing, maintenance, production office, flammable solvent storage, ink mixing , storage and pumping.

MODULE III

Typical settings to be done on a sheet- fed and web press machine. Facility specification- Prepress area, Sheet fed press room, web offset press room, roll paper storage area, bindery, finishing, mailing & pumping

MODULE IV

Materials control-Establishing clear specifications and standardization of materials to be purchased. Inspection and testing of incoming materials as part of quality control, importance of proper handling and maintenance of records of performance of materials, Sampling.

MODULE V

Preparation of impositions for web offset printing. Film assembly & Plate making. Cocking the plate. Study of pre-make ready & make ready operations of web offset machine. To obtain single color print from web offset machine. To obtain multi color print from web offset machine.

BOOKS FOR REFERENCE:

- Web-Offset Printing Technology, ABPL Publications
- Web offset press operating , Edward Kelly by GAFT 1st edition 1974
- Hand Book of Printing Technolo by Eiri Board Paperback

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>Understand the theoretical base of Web-Offset Printing Presses, areas of, its types, its working etc.</i>
CO 2	<i>Acquire the knowledge in. web offset printing like Typical settings to be done on a sheet- fed and web press machine. Facility specification</i>
CO 3	<i>Acquire the skills and proficiencies required for a Offset printing machine operator.</i>

TECHNICAL AND SCIENTIFIC DOCUMENTATION

OBJECTIVES

LaTeX is a document preparation system for high-quality typesetting, which is preferably used for technical/scientific papers writing for journals by researchers, engineers and mathematicians at large. ... Control over large documents containing sectioning, cross-references, tables and figures.

MODULE I

Introduction. Installation of the software LaTeX. Understanding Latex compilation Basic Syntax, Writing equations, Matrix, Tables

MODULE II

Page Layout – Titles, Abstract Chapters, Sections, References, Equation references, citation. List making environments Table of contents, Generating new commands, Figure handling numbering, List of figures, List of tables, Generating index.

MODULE III

Packages: Geometry, Hyperref, amsmath, amssymb, algorithms, algorithmic graphic, color, tilez listing. Classes: article, book, report, beamer, slides. IEEtran.

MODULE IV

Applications to: Writing Resume Writing question paper Writing articles/ research papers Presentation using beamer. Graphics in LaTeX Graphics handling - Generating .jpg files. - Function plotting - Data plotting

MODULE V

Practical and exercises based on the above concepts.

BOOKS FOR REFERENCE:

- The LaTeX Companion (Tools and Techniques for Computer Typesetting), Frank Mittelbach, Addison-Wesley
- Professional Scientific documentation in LaTeX, ABPL Publications
- M. Goossens, F. Mittelbach, and A. Samarin, *The LaTeX Companion*, published by Addison-Wesley
- *LaTeX Command Summary*, L. Botway and C. Biemesderfer, Published by the TeX Users Group

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>Able to have knowledge in the basics about the Introduction to Latex. Installation of the software LaTeX.</i>
CO 2	<i>Clear understanding of the basics of Technical and Scientific Documentation and able to understand Page Layout Packages</i>
CO 3	<i>Enable students to use applications in Technical and Scientific Documentation</i>

MULTI PAGE DESIGN PUBLICATION

OBJECTIVES

To enable students to know the basics about the basics of Adobe InDesign

To provide knowledge Using the edit menu

To know about the applications in Bi-fold brochures and other custom layouts

MODULE I

Case study-Applications forms, GST Invoice, Voucher: Creating and Viewing Documents, Identification of tools – selection tool, ellipse tool, text tool, eyedropper tool, fill and stroke tools. Use of rulers, guides and snap-to guides. Customizing the work area, Opening-saving and closing files. Preference and defaults, Inserting text, text alignments, bulleted and numbered list, Entering special characters, Multiple pasting, setting up tabs and indents, creating and editing tables, adding content and formatting tables, cell and table styles, corner options, stroke palettes.

MODULE II

Case study-Newspaper/Newsletter/Supplement: Using the edit menu – paginate spread pages, place text and graphics on the document pages, tint and gradients, flowing text and multiple column design, character and paragraph styles, prefix and page numbering, leading, kerning, tracking, using place holders, master pages for different workflow, managing links, using the preflight command, package command, placing images, image quality and display options, fitting and clipping options, manage linked files and automate updating of your content, aligning multiple objects, wrap text around graphics, create bulleted and numbered list, find and change, spell check, cutting, copying, pasting, editing stories, spell checking, Formatting paragraphs, moving/resizing text blocks, etc.

MODULE III

Case study - Layouting Books/Magazines: Bleed, Slugs and Margins, add move or shuffle pages, Character and paragraph styles, prefix and page numbering, create header and footer, find and change, spell check, data merge, Indexing and Table of Content, Navigational Buttons, Style overrides and making use of story editor, Explore nested styles, Hyphenation, understand

anchored objects. Leading, kerning, tracking, using place holders, master pages for different workflow, managing links, using the preflight command, placing images, image quality and display options, working with Layers & Graphics, text wraps, using create outlines, Grouping and aligning objects, links, Working with color, color libraries and color separation. Gradients, Using Package commands, exporting to PDF, Print Options

MODULE IV

Case study - Bi-fold brochures and other custom layouts. Using Pen and pencil tool, scissor tool, gradient feather tool, frame tools, content collector tool, Rotation tool, drop caps, page numbering and insertion of special symbols. Styles and creating a custom style palette, use of templates.

MODULE V

Printing solutions and PPD's and PDF's generation. Using adobe bridge for organizing and placing graphics. Create and publish printed books, brochures, digital magazines, and interactive online documents with Adobe InDesign.

BOOKS FOR REFERENCE:

- Adobe InDesign: Design Basics, Bittu Kumar, V&S Publishers
- Adobe InDesign, ABPL Publications
- Adobe InDesign CC Classroom in a Book - Kelly Kordes Anton, John Cruise
- InDesign Type: Professional Typography with Adobe InDesign - Nigel French

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>Able to have knowledge in the basics about the Introduction to basics of Adobe InDesign</i>
<i>CO 2</i>	<i>Able to understand the applications in Bi-fold brochures and other custom layouts Clear understanding of the basics of the edit menu</i>
<i>CO 3</i>	<i>Enable students to use applications in Printing solutions and PPD's and PDF's generation</i>

PROJECT WORK- II**OFFSET PRINT MAGAZINE/BOOK****OBJECTIVES**

A project objective describes the desired results of a project, which often includes a tangible item. An objective is specific and measurable, and must meet time, budget, and quality constraints.

Students must do this project individually. And it should be a printed magazine/Book developed in any of the software's. Project should be done under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period, and they should keep all the important paper works (abstract, design, layout, data sheet of data collection, PDF file etc. along with them. Students must submit the finished project along with the required paper works and a comprehensive report, to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the university. Delayed, incomplete submissions will be considered as per the university rules.

COURSE OUTCOMES:

Sl.No.	DESCRIPTION
<i>CO 1</i>	<i>Student's ability to analyze design using basic principles and theory applicable to all forms of art.</i>
<i>CO 2</i>	<i>To apply the application of the fundamental elements of art.</i>
<i>CO 3</i>	<i>The students have to introduce tools and techniques used in today's design industry.</i>

ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVES

To familiarize the students with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent. To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures. To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas.

MODULE – I

To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; Traits and Features; Classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India.

MODULE – II

Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

MODULE – III

General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

MODULE – IV

To identify different Discuss opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), 0 SLDO (Small Industries Development Organization NSIC

(National small Industries Corporation Ltd. (CNSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.

MODULE – V

To understand about a project report relating to a small business. Project formulation - Meaning of a project report significance contents formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs case studies of entrepreneurs.

BOOKS FOR REFERENCE:

1. Clifton, Davis S. and Fyvie, David E., Project Feasibility Analysis, John Wiley, New York, 1977.
2. Desai A. N., Entrepreneur and Environment, Ashish, New Delhi, 1990.
3. Drucker, Peter, Innovation and Entrepreneurship, Heinemann, London, 1985
4. Jain Rajiv, Planning a Small Scale Industry: A guide to Entrepreneurs, S.S. Books, Delhi, 1984
5. Kumar S. A., Entrepreneurship in Small Industry, Discovery, New Delhi, 1990
6. McClelland, D. C. and Winter, W. G., Motivating Economic Achievement, Free Press, New York, 1969

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.</i>
CO 2	<i>Appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.</i>
CO 3	<i>Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.</i>
CO 4	<i>Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.</i>

PUBLICATION DESIGN

Project work

OBJECTIVES

This course examines the graphic designer's role in the layout and design of publications. Lectures and studio work cover historical and current practices and technologies used to produce multi-page publications. Students create visualization for several publications using the design elements and art skills.

MODULE - 1

Layout design: Directing the eye, backwards movement, Application of design principles in lay out, Free style lay out, Grid design, Formats, margins, Columns and Gutters, Page depth, Working with Imagery, Borders and rules.

MODULE - 2

Magazine Design: creating a suitable grid, Title and cover policies, Visualization in Magazine Design, Basic magazine terminology, redesigning a magazine, Essentials of Page Design,

MODULE - 3

News Paper Design: The main elements of print layout, Formats and Grids, Selecting and Using Type, White Space, Color, Headlines, The masthead, Laying out Pages, The Modular and Mini column formats, Designing front page and inner pages.

MODULE - 4

Book Design: Effective Grid design for the book, Typography, Margins in page design, Laying out text and images.

MODULE - 5

Consistency in design: Creating style guides and printing instructions. Practical training in print production.

BOOKS FOR REFERENCE:

- E. Carte, David. The Big Book of Layouts. Harper Design, 16 June 2009 • Tondreau, Beth.
- Layout Essentials: 100 Design Principles for Using Grids. Rockport Publishers, 1 February 2009 • Society of News Design..
- The Best of News Design, 35th Edition. Rockport Publishers, 15 November 2014 • Frost, Chris. Designing for Newspapers and Magazines. Routledge, 1 June 2011
- “Basic News Writing”, Melvin Mencher, Wm.C.Brown Company Publishers, Dubuque, Iowa, 1983.

- “News Editing in the 80’s, William L.Rivers, Wadsworth Publishing Company, Belmont, California, 1983. 91

COURSE OUTCOMES:

S.No.	DESCRIPTION
<i>CO 1</i>	<i>To familiarize the student with basic principles and fundamentals in visual art and design.</i>
<i>CO 2</i>	<i>To develop basic skills using tools and theory used in design process.</i>
<i>CO 3</i>	<i>To understand the creative process, develop techniques and methods of creative problem solving.</i>
<i>CO 4</i>	<i>To introduce terminology necessary to communicate concepts and theory in art and design. Create computer-based projects using Adobe Photoshop and Illustrator software programs.</i>

COSTING FOR PRINTING PRESS

OBJECTIVES

Printing supervisors, owners of printing presses have to study costing for the purpose of cost recovery and cost control. The study of a scientific system of costing will give them proper guidance as to how the maximum utilization of the resources of the factory can be achieved and do away with waste of time and money.

MODULE I

Basics of Accounting. Double entry system. Concept of debit and credit. Journal, Ledger, P&L a/c and BS.

MODULE II

Cost Accounting. Elements of Cost. Fixed cost, Variable cost, semi variable cost, marginal cost, overhead cost, production cost.

MODULE III

Elements of Printing Cost. Paper cost, ink cost, machine cost, operating hours, pre-press cost, post press cost. Good Copy & Bad copy in Printing

MODULE IV

Labor cost, Factors affecting labor cost, machine hour cost, per unit cost, Job Cost, elements of job cost, Costing and estimating of various jobs.

MODULE V

Data entry using software. Report generation. Printing of reports. Sending reports by email.

BOOKS FOR REFERENCE:

Printing Press Costs, ABPL Publications

COURSE OUTCOMES:

S.No.	DESCRIPTION
1	<i>To obtain estimates on costs involved in a variety of print jobs</i>
2	<i>To enable the students to have a detailed knowledge of different conventional and non conventional printing and packaging materials used in the industry along with their identification and testing techniques and they will be able to implement their knowledge for quality printing and packaging.</i>
3	<i>Able to conclude the labour cost is the 'people costs' involved in operating a business which includes hourly wages, salaries and benefits for employees.</i>
4	<i>The student having the ability to make the Printing cost calculated on the basis of the time required to perform a particular operation or the amount of output that can be expected</i>

PRINTING PRESS MANAGEMENT SYSTEM

OBJECTIVES

The course is designed for people who wish to follow careers in administration and management in the printing, publishing and packaging industries. Students generally take up positions in costing, estimating, general administration, production and middle management.

MODULE I

Quotations, Orders, Customer and order book, its Planning and organizing, Delivery notes, Job Cards, Invoices, Delivery Notes and production control.

MODULE II

Purchase management solution including Purchase Request, LPO, Delivery Note, Goods return and manage bills. Inventory and stock Management including low stock notification.

MODULE III

Calculation of the estimate-Paper cost, Machine cost, Operation cost, outsource cost etc. Conversion of Estimates as Quotations and work Orders. Send Quotation by Email

MODULE IV

Manage work orders and worksheets of customers. Manage Pre-Press and track the assigned work status. Track customer work orders, load of machine. Assign Machine for print by understanding the load of machine. Assign printed sheets to Post-Press and outsource works.

MODULE V

Generate Invoices by adjusting discounts and advanced payments. Purchase Management Reports , Stock Management Control Panel

BOOKS FOR REFERENCE:

Printing Press Management System, ABPL Publications

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>The students will be able to conclude about Modern Printing Systems and various perspectives associated with it</i>
CO 2	<i>It will help the students to get the know-how of present business aspects based on the subjective & objective calculations of past references.</i>
CO 3	<i>The students will have understanding of various security printing methods and the recent trends in security printing. They can implement this knowledge for innovative printing of secured documents in upcoming era</i>

IDENTITY BRANDING FOR PRINTING

OBJECTIVES

Brand identity includes logos, typography, colors, packaging, and messaging, and it complements and reinforces the existing reputation of a brand. Brand identity attracts new customers to a brand while making existing customers feel at home. It's both outward- and inward-facing.

Students must do this project individually. Every student should create branding design for a company. And it should contain logos, business card, letterhead, id card, advertisements, company reports and all other printing products. Project should be done under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period, and they should keep all the important paper works (abstract, design, layout, data sheet of data collection, PDF file etc.) along with them. Students must submit the finished Project along with the required paper works and a comprehensive report, to the Head of the Department, before the day of the project evaluation. The project will be evaluated by the external and internal examiners appointed by the university. Delayed, incomplete submissions will be considered as per the university rules.

COURSE OUTCOMES:

Sl.No.	DESCRIPTION
<i>CO 1</i>	<i>The students have to introduce tools and techniques used in today's design industry.</i>
<i>CO 2</i>	<i>To apply the application of the fundamental elements of art.</i>
<i>CO 3</i>	<i>The students have to introduce tools and techniques used in today's design industry.</i>

INTERNSHIP – III

OBJECTIVES

The Internship Report serves multiple purposes: Help the student develop written communication skills. Serve as an archival record of the internship experience. Give the student an opportunity to reflect on the professional aspects of the internship experience and the skills that were learned.

In order to get the perfect outcome from the students get after the 6th semester they will have to undergo training like the previous internships the students can choose any organization, but they must undergo their training in plate making and printing from any press. They must undergo training for a minimum time span of one month.

A member of the faculty will supervise the students, during the internship.

The students can choose any DTP Center or offset/web printing press having the following qualities.

- A minimum of five years“ experience in designing field
- Should have produced a minimum of three popular print designs for the last six months.

At the end of the internship, students should prepare a comprehensive report. The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. The report should be neatly typed in A4 size paper and in bound form having not less than 25 pages. A copy of the report has to be submitted to the Department before the commencement of the third semester classes. The department will conduct an open- viva – voce for the students to evaluate the practical skill acquired from the training.

COURSE OUTCOMES:

S.No.	DESCRIPTION
CO 1	<i>Explore career alternatives prior to graduation.</i>
CO 2	<i>Integrate theory and practice. Assess interests and abilities in their field of study</i>

MODEL QUESTION PAPER
FIRST SEMESTER
Listening and speaking skills in English
(Common subject for the all BVOC programmes in the University)

MARKS:80

TIME: 3hours

PART A

ANSWER ANY TEN QUESTIONS

1. Define Skimming?
2. What is an index?
3. Which are the two kinds of Casual conversation?
4. What are the two kinds of group discussion?
5. Which are the three stages involved in making a short formal speech?
6. What is the difference between Listening and Hearing.?
7. What is mean by Telephone etiquette?
8. What do you mean by a “factual description”?
9. What is scanning?
10. Give the strong and weak forms of “Would”.
11. What are “contracted forms ‘ ‘ Give two examples.
12. What is mean by the “formal style” of speaking ? (10x2=20)

PART B

ANSWER ANY SIX QUESTIONS

13. What are the barriers of listening?
14. Write a note on Academic listening?
15. Differentiate extensive reading and Intensive Reading.
16. Why are group discussions held?
17. Write a note on Telephone manners.
18. What skills are required for effective participation in group discussions ?
19. Write a note on different strategies of reading.
20. Write a note on topic based group discussion.
21. What is the difference between British English and American English. (6X5=30)

PART C

ANSWER ANY TWO QUESTIONS

22. Describe fest you have visited recently.
23. What are the roles and functions of a member in a group discussion ?
24. You are the chairman of the College union. Prepare a Vote of Thanks to be delivered on the college day.
25. Write an essay on Tourism development in India. (2x15=30)

MODEL QUESTION PAPER

FIRST SEMESTER

IT FOR BUSINESS*(Common subject for the all BVOC programmes in the University)*

Max.Marks :80

Hrs. 3Hrs

*Theory Assessment- Short Answer Type***Part A : Answer ANY FIVE of the following questions 20**

1. Explain page setup in Microsoft word ?
2. What is watermark?
3. What is sort and explain the function?
4. What is the difference between function and formula in MS-Excel?
5. What is the easiest solution to reduce the file size?
6. What does PowerPoint environment contain?
7. Write about placeholders?
8. How to format line spacing?

*Skill Assessment- Practical***Part B : Answer the following questions 60**

1. Document presentation about world environmental day.

Presentation includes:

- 1.Cover, 2.Inner pages (8 pages)
2. Create 10 pages slide presentations about Kerala, the god's own country.
3. Prepare a calendar

MODEL QUESTION PAPER

FIRST SEMESTER

IT FOR BUSINESS*(Common subject for the all BVOC programmes in the University)*

Max.Marks :80

Hrs. 3Hrs

*Theory Assessment- Short Answer Type***Part A : Answer ANY FIVE of the following questions** **20**

1. What are the functions of operating system?
2. Differentiate between RAM and ROM?
3. Explain the characteristics of a computer?
4. Explain any 5 input devices?
5. Show the different kinds of storage devices?
6. Explain the different types of printers?
7. Explain output devices?
8. What are the functions of computer?

*Skill Assessment- Practical***Part B : Answer the following questions** **60**

1. Draft a notice using ms word ‘**For the inauguration of ED club**’
Also mention the date,time chief guest etc..
2. draft a calendar for july 2019 using MS word.
3. prepare a presentation on the topic “*various art form of kerala*”
 - Prepare 10 slides
 - Including animations and slide transition
4. prepare a salary sheet using excel.

Stationery Supplies Ltd.

Name	Basic Pay	Allowances	Gross Salary	Deductions	Net Salary
jack	5000				
Freddy	7000				
Edwin	12000				
tom	15000				
Totals					

- Allowances are 20 % of basic pay
- Gross salary = basic pay + allowances
- Deductions are 10% of gross salary
- Net salary = gross salary – deductions

MODEL QUESTION PAPER

FIRST SEMESTER BASIC CONCEPTS OF COMPUTER

Max.Marks :80

Hrs. 3Hrs

Answer any 10 questions

10*2=20

1. What is a computer?
2. What do you mean by system software?
3. What do you mean by application software?
4. What is operating system?
5. What is RAM?
6. What is intranet?
7. Expand LAN?
8. What are search engines?
9. What is cyber terrorism?
10. What is cyber defamation?
11. What is digital signature?
12. Give examples of application software?

Answer any 6 questions

6*5=30

13. Explain the history of computer?
14. What are the different types of computer?
15. Explain the evolution of internet?
16. What are the computer softwares? Explain.
17. What is OS? Give examples.
18. What is virus? What are the security measures taken to overcome it?
19. Explain the mechanism used in digital signature?
20. What are the different types of security risk?
21. What is firewall? How it works?

Answer any 2 questions

15*2=30

22. What are security risks? Explain the types of security risks?
23. What are the precautionary measures to overcome security risk?
24. Explain the generations of a computer?
25. What is software? Explain application software and system software?

**MODEL QUESTION PAPER
FIRST SEMESTER
LIFE SKILL**

MARKS:80

TIME: 3hours

Answer any 10 questions

10*2=20

1. What is personality?
2. Explain life with Alfred Alders theory
3. What are the determinants of personality?
4. What is motivation?
5. What are the situations that lead to faulty life style?
6. What is natural inferiority?
7. What is self acceptance?
8. How can we develop self esteem?
9. State the stages of Abraham Maslow's theory?
10. What is positive thinking?
11. Explain the characteristics of personality?
12. What are the factors affecting motivation?

Answer any 6 questions

6*5=30

13. How life skills can be achieved?
14. Explain the dimensions of personality?
15. Explain the reasons for childhood inferiority?
16. Explain the factors affecting self esteem?
17. Explain the role of self concept in early life cycle?
18. Explain some tips to develop positive thinking?
19. What are the functions of behavior?
20. Describe how self evaluation contributes to learning?
21. Explain Abraham Maslow's theory

Answer any 2 questions

15*2=30

22. Explain the scope and significance of choice theory?
23. What is self esteem? Explain the factors that influence self esteem?
24. Explain the difference between health effects of positive thinking and negative thinking?
25. What is self evaluation? Explain the self evaluation maintenance theory put forward by Abraham Tesser?

MODEL QUESTION PAPER
FIRST SEMESTER
FUNDAMENTALS OF DTP

Max.Marks :80

Hrs. 3Hrs

Part A : Answer ANY TEN of the following questions **20**

1. Write about Typography.
2. Write about Proof Reading Marks?
3. What is Casting Off.
4. Write about Watermarked Paper?
5. Write the difference between Kerning and Tracking?
6. What is Glyphs?
7. Disadvantages of Vector Graphics?
8. Full of of BMP, PSD, JPEG and EPS
9. Write the size of Double Demy, A4, Demy ¼ and Demy 1/8
10. Write about DTP
11. What you mean by Electronic Publishing?
12. What is Post Press?

Part B: Answer ANY SIX of the following questions **30**

13. Which are the things you can do with desktop publishing
14. Explain Thumbnail layout and its benefits
15. What you mean by comprehensive layout
16. Explain Resolution
17. Write the difference between Matt coated paper, Silk coated paper and Uncoated paper
18. Write about the specialty and purpose of security paper.
19. Write a brief note about the features of DTP
20. Write about the Soft skills required of desktop Publishers
21. Write about Hyphens, widows and Orphans.

Part C : Answer ANY TWO the following questions **30**

22. Explain the difference between Vector Graphics and Raster Graphics.
23. Write an essay on prepress, press and Post press units.
24. Write an essay about the stages in the Preparation of layout.
25. Write about the process of gathering?

MODEL QUESTION - 1

FIRST SEMESTER

BASIC PLATFORM OF PAGELAYOUT

Max.Marks :80

Hrs. 3Hrs

*Theory Assessment- Short Answer Type***Part A : Answer ANY FIVE of the following questions 20**

1. Write the advantages and uses of page maker?
2. What is text wrap?
3. Write about styles options?
4. What is the use of preference?
5. Write about the tools of page maker?
6. What is master page and its advantage in page layout applications ?
7. How to create new document and setting page setup?
8. Functions of links manager.

*Skill Assessment- Practical***Part B : Answer ANY ONE of the following questions 60**

1. Create magazine cover and page layouts in which the pages are arranged for printing by using column guides, style, color, tables, indents and tabs, TOC, bullets and numbering, text wrap, drop cap etc..
2. Make a book work in which the in which the pages are arranged for printing by using column guides, style, color, tables, indents and tabs, TOC, bullets and numbering, dropcap etc..

MODEL QUESTION - II
FIRST SEMESTER

BASIC PLATFORM OF PAGELAYOUT

Max.Marks :80

Hrs. 3Hrs

Theory Assessment- Short Answer Type

Part A : Answer ANY FIVE of the following questions **20**

1. Write the features of page maker?
2. What is the difference between paste multiple and paste in place?
3. Write the main menus of page maker software ?
4. Why we use column guides?
5. Write about the tools of page maker?
6. What is master page and its advantage in page layout applications ?
7. What is character specification and paragraph specification?
8. Functions of color palette.

Skill Assessment- Practical

Part B : Answer ANY ONE of the following questions **60**

1. A grand opening of Aster Medicity is being taking place in Kochi, you are required to assist them to design a set of products for advertisement.
 - a) Hospital Letterhead
 - b) Service leaflet
 - c) Hospital Table calendar

**MODEL
QUESTION PAPER
SEMESTER - II**

MODEL QUESTION PAPER
SECOND SEMESTER
WRITING AND PRESENTATION SKILLS IN ENGLISH

(Common subject for the all BVOC programmes in the University)

MARKS:80

TIME: 3hours

PART A

ANSWER ANY TEN QUESTIONS

1. What is an abstract?
2. Write any two uses of semicolons.
3. Name one benefit of critical thinking.
4. Who is a good decision maker?
5. What is the difference between an argument and an opinion?
6. What is plagiarism?
7. What is a flip chart?
8. What is an agenda?
9. What is a prefix?
10. What is paraphrasing?
11. What is a phrase?
12. What is deductive argument?

(10x2=20)

PART B

ANSWER ANY SIX QUESTIONS

13. What are the barriers to critical thinking?
14. Write a note on interview skills?
15. What are the benefits of critical thinking?
16. What is documentation?
17. Write a short note on project reports.
18. What are the strategies to write a good conclusion?
19. Write a short note on effective communication skills.
20. Write a short note on visual aids.
21. Write a letter to the Panchayath secretary describing the water scarcity problem in your area..

(6X5=30)

PART C

ANSWER ANY TWO QUESTIONS

22. Write an essay on the relationship between conformity and critical thinking.
23. What is critical thinking? What are its barriers?
24. Write an essay on women empowerment in India.
25. Describe a festival in your locality.

(2x15=30)

MODEL QUESTION PAPER
SECOND SEMESTER
DATA PROCESSING THROUGH MS EXCEL
(Common subject for the all BVOC programmes in the University)

Max.Marks :80

Hrs. 3Hrs

Theory Assessment- Short Answer Type

Part A : Answer ANY FIVE of the following questions **20**

1. What is Microsoft Excel?
2. What is Ribbon in MS-Excel?
3. What is the difference between function and formula in MS-Excel?
4. What is the easiest solution to reduce the file size?
5. What is Count if function and how to use it?
6. What is the process of making a chart and why is it important to make it right?
7. What is the use of Name box?

Skill Assessment- Practical

Part B : Answer ANY ONE of the following questions **60**

1. Prepare a salary sheet of ABC Ltd for the following employees.
2. Prepare a calendar
3. Compute average students using the following mark list?
4. Analyze the data using following functions.
 - a. Count
 - b. Count if
 - c. Count blank
 - d. If
5. Prepare a bar chart of the following data.

(contents and details are send your email id)

MODEL QUESTION PAPER
SECOND SEMESTER
BINDING AND FINISHING TECHNOLOGY

Max.Marks :80

Hrs. 3Hrs

Part A : Answer ANY TEN of the following questions

10*2=20

1. What is the objective of book binding?
2. Different types of book binding.
3. What do you mean by perfect binding?
4. What is paperback binding?
5. What is spiral binding?
6. What is guillotine cutter and a rotary cutter?
7. What is creasing, gluing, ruling and numbering?
8. Which are the raw materials used in perfect binding?
9. Write about swen binding ?
10. What is commercial binding?
11. What is hardcover binding
12. Which are the types of paper cutting machines?

Part B: Answer ANY SIX of the following questions

6*5=30

13. Write the difference between hand binding and commercial binding?
14. Write about saddle stitch and loop stitch?
15. Describe a brief note about Paper Cutters & Trimmers
16. Define, punching, drilling, round cornering, indexing.
17. Write a short essay about comb binding.
18. Principles and operation of perforating.
19. Write about punch and bind? Which are they?
20. Explain the method of thermally activated binding?
21. Define various types of book binding?

Part C : Answer ANY TWO the following questions

15*2=30

22. Write an essay about the process of perfect binding
23. Write an essay about paper cutting machines.
24. Write about different types of book binding.
25. Explain about perfect binding and ?

**MODEL QUESTION PAPER
SECOND SEMESTER
IMAGE EDITING FOR PRINTING**

Max.Marks :80

Hrs. 3Hrs

Theory Assessment- Short Answer Type

Part A : Answer ANY FIVE of the following questions 20

1. How you can re-size the image in Photoshop?
2. What is a Gradient in Adobe Photoshop
3. What are the Photoshop's work areas?
4. In Photoshop, what is a smart object?
5. What is a Gaussian blur?
6. Explain the Rectangular Marquee tool and Red-eye tool?
7. How do you organize layers in Photoshop?
8. How to crop an image in Adobe Photoshop?

Skill Assessment- Practical

Part B : Answer the following question 60

1. You are being appointed as a event manager for a wedding ceremony you are required to design the following:
 - a) Wedding card
 - b) Thanks card
 - c) Backdrop
 - d) Flex design

MODEL QUESTION PAPER
SECOND SEMESTER
IMAGE EDITING FOR PRINTING

Max.Marks :80

Hrs. 3Hrs

Theory Assessment- Short Answer Type

Part A : Answer ANY FIVE of the following questions **20**

1. Write the image adjustments and its features?
2. Write a short note on layers
3. Which are the layer blending modes and its specialties?
4. Which are the factors consider for creating a new canvas?
5. Which are the tools in photo editing software?
6. Which are the saving file formats and its features?
7. What is the difference between .psd and tiff file formats?
8. What is pixels in photo editing software?

Skill Assessment- Practical

Part B : Answer ANY ONE of the following questions **60**

1. Create Album designing with the following options
(color adjustments, blending modes, cutting, masking, feathering, photo touching options etc...)
2. Make 3 different flex designs for the birthday celebration of your best friend.

MODEL QUESTION PAPER
SECOND SEMESTER
Internship – 1
(Internal Evaluation)

1. What did you learn from this internship at printing press?
2. How did the theoretical aspects covered in the syllabus helped you to do the internship?
3. How for this internship helped you to have a work experience in this field of industry?
4. What all processes did you find in the printing press?
5. Describe your learning experience in this field of industry.