

SYLLABUS

I. INTRODUCTION TO MULTIMEDIA (CREDITS: 6)

Section-A

Unit I: Multimedia Hardware: System Devices, Input Devices, Output Devices, Multimedia Storage Systems, Memory and storage devices. Configuration of a multimedia Computer, Multimedia Software: Fundamentals of Software, Basic Unit of Software, Tools Menu, Requirements for Multimedia Software. Multimedia Operating Systems: Operating System Concepts, Popular Operating Systems, Window Operating Systems, Multimedia Operating systems, Continuous Media resources Model, Operating System Process management, Operating System Functions

Unit II: Multimedia Communication Systems: Basic concept of Communication Systems, Benefits of Computer Networks, Computer Network Devices, OSI/OSI Model in Communication Networks, Functions of Different Layers, Multimedia Communication Systems, Application Subsystem, Multimedia Application, Content Distribution Systems: Introduction, Benefits of using Content Distribution Systems, Role of Satellite in Distribution System, Image Formats, Storing an Image in a Digital Medium, Digital Image Formats, Digital Video Formats, Digital Audio Formats, Digital Text Formats, Television Formats, PAL-Phase Alternating Line, NTSC-National Television Standard Committee, HD-High Definition, Radio Formats, Technical formats of Radio Audio output, Internet Formats, CD/DVD/Hard Disk/Pen drive/External Hard Disk, Steps of writing a CD/DVD using Nero

Unit III: Desktop Publishing: Introduction, Digital Artist and Graphic Designer, Applications of Desktop Publishing, Job prospects after learning Desktop Publishing, The Basic Software used in Desktop Publishing, Other open source raster and vector software's, Commercial software's for Image Editing and Vector based designs, Photoshop, CorelDraw, Illustrator, PageMaker/Indesign, Commonly used terms and elements of Desktop Publishing, Resolution, Future of Desktop Publishing, Multimedia Animation and Special Effects: Introduction, Basic Elements of Multimedia, Introduction to Animation: Definition and Perception, Terminology in Animation, Introduction to 2D Animation: Process of 2D Animation, Introduction to 3D Animation: Process of 3D Animation, Introduction to Special Effects, Career in Animation Industry

Unit IV: Social networking and publishing: Introduction, Advantages of using Social Media Services, Social Networking Interfaces Using Google, What is Google?, Steps of Using Google, Gmail: Uses of Gmail, Steps for creating an E-mail account using Gmail, Google group: Advantages of Google Groups, Steps of Google groups, What is YouTube?, Benefits of YouTube, Steps of YouTube, What is Facebook?, Benefits of Facebook, Steps to open a Facebook Account, What is Instagram? Benefits of Instagram, Steps to open an Instagram Account ,

What is Twitter? Benefits of Twitter, Steps to open a Twitter Account , What is Blogging? Benefits of Blogging, Creating your own Blog, Characteristics of a Blog, Blog and Communication, Steps to start Blogging, Components of a Blog, The Choice of the Audience and your Role as a Blogger, Popular Social Networking Sites, Whatsapp, Messenger (Facebook) , Hangout (Google), LinkedIn, Tumblr.

Section-B

*Unit V: Audio Fundamentals:*What is Audio?, What is Sound?, The Audio Quality, Distortion, The Audio Studio, The Audio Equipment, Bi-directional Microphone, Audio Recording Device, Digital Audio File Formats, Understanding Image & Video: Introduction, What is an Image?, Overview of Image, Types of images, Raster Images, Resolution of Images, Formats of image, What is “colour”?, What is a “video”?, Characteristic of video, Film and Digital Photography: Introduction, What is “Photography”?, Overview of photography, Technology of Photography, Camera and lenses, Techniques of photography, Composition, Types of shots, Lighting, Media Industry: Structure and Strategies, Organisational Structure of Media , Basic Editorial setup of Print Media , Magazines and its organisational structure , Basic Editorial set up of Magazine, Difference in Operation in Magazines and Newspapers, Features of a News agency, Editorial desk of News Agencies , Growth of the News Agencies in India , Basic Editorial setup of a Radio Station, Television News room and it’s Editorial setup

Unit VI: Audio Video Program Production: Introduction, Video Production, Audio Production, What is the Production Process?, Basics of Audio-Video Production, The pre-production phase, Production Methods, The video's concept, The Production Phase, Required for the project, Tips for Recording Audio:, Tips for Recording Video:, While recording the video, The Post-Production, Compositing and Audio-Video Editing: Introduction, Audio Visual Editing, Process of editing, Ingest, First Assembly, Rough Cut, Fine Cut, Final Cut, Web Design and Publishing: Introduction, Web Design Programming, Introduction to HTML, Web Site Development & Publishing, Website Designing , Web Designing Tools, Web Page Anatomy, Web development tools, Website Publishing, Prerequisites for Website Publishing , Website URL Registration , Registering Domain Name , Website Hosting

Unit VII: Ownership of Media: Introduction, The pluralist theory of media ownership, Theories of media ownership and control, Types of media ownership, Marxist critique of media ownership and control, The media and ideology, Diversification, synergy and technological convergence, Global Trends in ownership and control, The Ownership Pattern of Newspaper in India,Media as Business: Introduction, Scaling of Business Models, Value in Content Production and Distribution, Value of Advertising, Media Personalization, Evolution of Media industry

Unit VIII: Media Economics: Introduction, Some economic principles of media structure, The effects of Ownership, Market Media Reach, Distinctive features of Media Economics, Mass

Media Governance, Purposes and forms of governance, Media regulation and self-regulation, Media policy and policy making, Alternative mechanisms of media accountability and regulation, Income sources of Different Media, The role of Media in boosting Advertising, Newspapers and their sources of income, Television and their sources of income, Television Commercials, Direct Selling Advertising, Political Advertisements, Sources of income for a Radio station, Sources of income for a Magazine, Outdoor Medium, Yellow Pages, Sources of income through the medium of Internet