

Appendix - 30(R)
UNIVERSITY OF MADRAS
CHOICE BASED CREDIT SYSTEM.

BACHELOR DEGREE COURSE UNDER THE FACULTY OF SCIENCE

B.Sc. DEGREE COURSE IN DIGITAL PUBLISHING

REGULATIONS
(w.e.f. 2014 – 2015)

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to B.Sc. Degree Course **DIGITAL PUBLISHING** shall be required to have passed the Higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras with **Computer Science/Mathematics** as a subject of study.

2. ELIGIBILITY FOR THE AWARD OF DEGREE:

A candidate shall be eligible for the award of the Degree only if he /she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years, passed the examinations all the Six-Semesters prescribed earning 140 Credits (in Parts-I, II, III, IV & V).

3. DURATION:

- a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters and the third academic year the fifth and sixth semester respectively.
- b) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

4. COURSE OF STUDY:

The main Subject of Study for Bachelor Degree Courses shall consist of the following and shall be in accordance with **APPENDIX-B**

PART – I TAMIL / OTHER LANGUAGES

PART – II ENGLISH

PART – III CORE SUBJECTS
ALLIED SUBJECTS
PROJECT/ELECTIVES WITH THREE COURSES

PART – IV

- 1.(a) Those who have not studied Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Tamil comprising of two course (level will be at 6th Standard).
- (b) Those who have studies Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Advanced Tamil comprising of two courses.
- (c) Others who do not come under a + b can choose non-major elective comprising of two courses.
2. SKILL BASED SUBJECTS (ELECTIVE) - (SOFT SKILLS)
3. ENVIRONMENTAL STUDIES
4. VALUE EDUCATION

PART – V EXTENSION ACTIVITIES

5. EXTENSION ACTIVITIES:

A candidate shall be awarded a maximum of 1 Credits for Compulsory Extension Service.

All the Students shall have to enroll for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red cross or any other service organizations in the college and shall have to put in Compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the college before 31st March in a year. If a student LACKS 40 HOURS ATTENDANCE in the First year, he/she shall have to compensate the same during the subsequent years.

Students those who complete minimum attendance of 40 hours in One year will get HALF A CREDIT and those who complete the attendance of 80 or more hours in Two Years will ONE CREDIT.

Literacy and population Education Field Work shall be compulsory components in the above extension service activities.

5a. TEACHING METHODS OF THE COURSE

Classes generally go like:

1. Review and group discussion of previous homework assignment or project.
2. Introduction of day's topics, demonstration of new techniques. Students generally do in-class mini-assignments to learn new skills.
3. Demonstrations; looking at professional/commercial materials.
4. Presentation of homework or project for upcoming classes. Students then have time to work in class and receive individual help.
5. Guest speaker(s) and/or field trips.

5b. Teaching Faculty :

Three faculty from Computer Science, one faculty from English and one faculty from Journalism shall be handled the subjects of B.Sc. Degree Course in Digital Publishing.

6. SCHEME OF EXAMINATIONS:

I Semester	Paper Title	Ins. Hrs. Theory/Lab	Credit	Marks		
				Int. Marks	Ext. Marks	Max Marks
Part - I	Tamil – I	4	3	25	75	100
Part - II	English – I	4	3	25	75	100
Core- I	Fundamentals of digital computers	5	4	25	75	100
Core -II	PC software (Practical)	4	3	40	60	100
NME– I	Flash	2	2	25	75	100
SBE-I	Essentials of Language and communication	2	3	50	50	100
Allied Paper I	Modern English Grammar and Usage	9	5	25	75	100
II Semester						
Part – I	Tamil – II	4	3	25	75	100
Part – II	English – II	4	3	25	75	100
Core –III	Desktop Publishing with Adobe InDesign	5	4	25	75	100
Core – IV	Adobe InDesign (Practical)	4	3	40	60	100
Allied Paper II	Introduction to communication	9	5	25	75	100
NME-II	Flash – Lab (Practical)	2	2	40	60	100

SBE-II		2	3	50	50	100
Internship	Type Writing – English [@]		2			
III Semester						
Part - I	Tamil – III	4	3	25	75	100
Part - II	English – III	4	3	25	75	100
Core-V	CoreIDraw	5	4	25	75	100
Core-VI	Multimedia publishing software (Practical)	4	3	40	60	100
Allied Paper III	Design and planning for print production	9	5	25	75	100
SBE– III	Personality Enrichment	2	3	50	50	100
EVS	Environmental studies	2	*	*	*	*
IV Semester						
Part – I	Tamil – IV	4	3	25	75	100
Part – II	English – IV	4	3	25	75	100
Core-VII	Content design using Latex	5	4	25	75	100
Core-VIII	Latex lab (Practical)	4	3	40	60	100
Allied Paper IV	E-Publishing concepts	9	5	25	75	100
SBE- IV	Software Documentation and Presentation	2	3	50	50	100
EVS	Environmental studies	2	2	25	75	100
V Semester						
Core - IX	News paper and periodical publishing	5	4	25	75	100
Core - X	Web Technology	5	4	25	75	100
Core -XI	Data conversion and XML	5	4	25	75	100
Core – XII	XML Lab (Practical)	4	3	40	60	100
Core - XIII	Web Applications Lab (Practical)	4	3	40	60	100
Elective	Elective – I	5	5	25	75	100
VE	Value Education	2	2	25	75	100

VI Semester						
Core - XIV	Editing concepts	5	4	25	75	100
Core - XV	Template development using QuarkXpress	5	4	25	75	100
Core - XVI	Security Printing	5	4	25	75	100
Elective	Elective – II					
Core - XVII	QuarkXpress Lab (Practical)	4	3	40	60	100
Project	Mini Project (Practical)	6	5	40	60	100
Elective –I (Any one)	E-Governance	5	5	25	75	100
	Business Process Outsourcing and KPO					
	Digital data handling					
	Computer Graphics and Multimedia Systems					
Elective-II (Any one)	E-Book publishing	5	5	25	75	100
	Mass Communication					
	E-Learning					
EXT	Extension Activities (NSS/ NCC/ SPORTS)		1			

@ Candidate shall be submitted a certificate for training which is to be provided from a Typewriting Institute for Internship to earn the two credits.

Rest of the Regulations as followed in the Bachelor Degree Courses – under Faculty of science

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Appendix - 30(s)
UNIVERSITY OF MADRAS
CHOICE BASED CREDIT SYSTEM.

B.Sc. DEGREE COURSE IN DIGITAL PUBLISHING

SYLLABUS
(w.e.f. 2014 – 2015)

I Semester	Fundamentals of digital computers
Core- I	Credits:4
<i>Objective: To impart in-depth knowledge of Computer components such as logic gates, Boolean Algebra and circuit implementations.</i>	
<p>UNIT – I DIGITAL CONCEPTS Digital Computer Fundamentals – Block diagram of a computer – Components of a computer system – Digital and Analog quantities – Binary digits.</p> <p>UNIT – II HARDWARE AND SOFTWARE Processing Devices – Memory Devices – Input and Output Devices – Optical Input Devices – Audio visual - Input Devices – Monitors – Printing Devices - Storage Devices – Magnetic and Optical Storage Devices - System Software – Application Software – Languages.</p> <p>UNIT – III NUMBER SYSTEMS Number Representation – Decimal, Binary, Octal, Hexadecimal and BCD numbers – Binary Arithmetic – Binary addition – Unsigned and Signed numbers – one’s and two’s complements of Binary numbers – Arithmetic operations with signed numbers – Number system conversions.</p> <p>UNIT - IV BOOLEAN ALGEBRA AND LOGIC SIMPLIFICATION Logic gates – AND, OR, NOT, NAND, NOR, XOR and XNOR Gates – Laws and Rules of Boolean algebra – DeMorgan’s Theorems – Standard forms of Boolean Expressions - Sum of products – Product of sums – Boolean Expression and Truth Tables – Boolean Expression Minimization using Boolean laws – The Karnaugh Map – Sum of Products and Products of Sum Minimization.</p> <p>UNIT – V FLIP FLOPS AND COUNTERS Combinational Logic - adder, Subtractor, Decoder, Encoder, Multiplexer, Demultiplexer – Flip flops – Registers – Counters.</p> <p>TEXT BOOKS 1. Thomas L.Floyd and R.P.Jain, “Digital Fundamentals”, 8th Edition, Pearson Education, 2007. 2. Peter Norton, “Introduction to Computers”, 6thEdition, Tata Mc Graw Hill, New Delhi, 2006.</p>	

REFERENCE BOOKS

1. Morris Mano, "Digital Design", 3rd Edition, Pearson Education, 2006.
2. Rajkamal, "Digital Systems: Principles and Design", 1st Edition, Pearson Education, 2007.
3. Albert Paul Malvino, Donald P. Leech, "Digital Principles and Applications", 6th Edition, Mc Graw Hill Publishers, 2007.
4. Alexis Leon and Mathews Leon, "Fundamentals of Information Technology", Vikas, 1999

I Semester	PC Software (Practical)
Major Lab Core - II	Credits:3

Objective: This course gives an exposure to various software of Office package

MSWORD

1. Text Manipulations.
2. Usage of Numbering, Bullets, Footer and Headers.
3. Usage of Spell check, and Find & Replace.
4. Text Formatting.
5. Picture insertion and alignment.
6. Creation of documents, using templates.
7. Creation templates
8. Mail Merge Concepts

MS-EXCEL

9. Cell Editing
10. Usage of Formulae and Built-in Functions
11. File Manipulations
12. Data Sorting (both number and alphabets)
13. Worksheet Preparation
14. Drawing Graphs
15. Usage of Auto Formatting

POWER POINT

16. Inserting Clip arts and Pictures
17. Frame movements of the above
18. Insertion of new slides
19. Preparation of Organisation Charts
20. Presentation using Wizards
21. Usage of design templates

I Semester	Flash
NME-I	Credits:2
Common to B.Sc. (CS)	

I Semester	Modern English Grammar And Usage
Allied Paper - I	Credits:5
Common to BA Eng. Lit – Paper VI	

II Semester	Desktop Publishing with Adobe InDesign
Major Core - III	Credits:4
<i>Objective: This course gives an introduction about desktop publishing and adobe inDesign</i>	
<p>UNIT – I INTRODUCTION: DTP - Design Planning- elements of page layout-elements of text-elements of type -graphic Impact-final analysis.</p> <p>UNIT – II PAGE PLUS: Buttons, Bars and off features: A Test-choosing a level-the menu bar-the paste board-the tool box-the change bar - starting from scratch: placing a box-placing text-resizing text-editing text-using write plus.</p> <p>UNIT – III READING DEVICES iPad, Sony Reader – Kindle. Adobe InDesign: Workspace Page Layout – Text – Type – Drawing.</p> <p>UNIT – IV GRAPHICS: Where text meets Graphics – Importing and Exporting - Long documents – Transforming.</p> <p>UNIT – V COLOR: Color - Printing – Scripting – Interactive documents.</p> <p>TEXT BOOKS</p> <ol style="list-style-type: none"> 1. Anne Fischer Lent, “The Ultimate Desktop Publishing”, Addison – Wesley Publishing company-1995 (For Chapters 1 & 2) 2. Olav Martin Kvern, David Blatner, Bob Bringhurst, “Real World Adobe InDesign CS5”, Peachpit Press. Part of the Real World series, 2010. (For chapters 3 to 5) <p>REFERENCE BOOKS</p> <ol style="list-style-type: none"> 1. Chris Converse , “Create Interactive Documents using Adobe InDesign CS5”, Peachpit Press, 2010 2. Perspection Inc. and Steve Johnson, “Adobe InDesign CS6 on Demand”, Que Publisher; 2nd Edition, 2012. 	

II Semester	Adobe InDesign Lab
Major Lab Core - IV	Credits:3
<i>Objective: This course gives an exposure to adobe inDesign</i>	
<ol style="list-style-type: none"> 1. Create a Bio- Data. 2. Create an Application Form. 3. Create a Letter Pad. 4. Create a Greeting card. 5. Create a Wedding card. 6. Create a Visiting card. 7. Create a Book Wrapper. 8. Create a Brochure. 9. Index Preparation. 10. Working with master Preparation. 	

II Semester	Introduction to Communication
Allied –Paper – II	Credits:5
<i>Objective: This course gives an exposure for communication</i>	
<p>UNIT I COMMUNICATION - Definitions, scope, forms and purpose; Types of Communication – Interpersonal, Intra personal, Mass, Organizational, Verbal, Non-verbal, Political communication; New Communication technologies and the emerging trend: global and Indian context.</p> <p>UNIT II PROCESS OF COMMUNICATION – Source, Message, Channel, Receiver, Feedback, Encoder, Decoder, Noise in communication – types of noise - Basic Models in Communication- concept of Gate keeping: Gate keepers in mass media.</p> <p>UNIT III LANGUAGE AND COMMUNICATION; Importance and use of language, Psychology of language, Language and Semantics: Denotative, Connotative, Contextual, Structural meanings; semiotics; Language as a barrier in multi-lingual societies and cross cultural communication – translation - problems and solutions.</p> <p>UNIT IV COMMUNICATION SYSTEM - Indian context: Interpersonal and group networks – New media situation and its Socio, Economic, Political and Cultural implications. Public and private ownership; media conglomeration - Social, Economic, Political and Cultural factors and their influence on communication Systems – media and Public Opinion process. Communication policies, issues and Future developments.</p> <p>UNIT V AUDIO-VISUAL COMMUNICATION Audio-visual aids & techniques, use of non-projected and projected aids as black boards, Charts, Graphs, etc. Film appreciation, principles and techniques of various types of Communication research.</p>	

REFERENCE BOOKS

1. Bittner, John, “Mass Communication: An introduction” , Prentice-Hall, New Jersey. 1980.
2. Bugoon et al, “Human communication”, 3rd Edn., Sage, New Delhi, 1994.
3. Blake & Haroldsen, “Taxonomy of Concepts in Communication” , Hasting House, NY, 1979.
4. Mcquail, Dennis and Windahl Sven. Longman, “Communication Models”, London.1981.
5. Singhal & Rogers, “India’ s Communication Revolution” , Sage, New Delhi. 2001.
6. KM. Srivastava, “Media towards 21st Century”, Sterling Pub. New Delhi. 1998.
7. Fiske, John. Routledge, “Media and Introduction to Communication Studies” , London.1990.
8. S.Seetharaman, “Communication and culture”, Associate Pub. Mysore, 1991

II Semester	Flash Lab (Practical)
NME – II	Credits:2
Common to B.Sc (CS)	

III Semester	Corel Draw
Major Core - V	Credits:4
<i>Objective: This course gives an exposure to CorelDraw</i>	
<p>UNIT I BITMAP Vs. VECTOR: Vector Graphics- Resolution and Quality- Colors and Fills- File Size- Common Formats- Bitmap Graphics- Resolution- Size and Quality- Color- File Size- File Formats - The CorelDRAW Interface: CorelDRAW Window - The Startup Screen- Title Bar - Menu Bar - Standard Toolbar - Property Bar - Other Toolbars – Toolbox - Color Palette - Status Bar - Drawing Window - Dialog Boxes.</p> <p>UNIT II DRAWING PREDEFINED SHAPES: Rectangles- 3-Point Rectangles – Ellipses - Using the Modifier Keys- Creating Arcs and Pie Wedges – Polygons - Drawing a Star- Perfect Shapes - Drawing Perfect Shapes-Smart Drawing Tool- Smart Drawing Tool Overview Creating & Manipulating Text: Creating Artistic Text - Paragraph Text- Character Formatting – Font- Paragraph Formatting- Spacing – Indents - Tabs and Indents - Frames and Columns – Bullets- Wrapping Text Around Graphics -Changing Case- Insert Symbol Character</p> <p>UNIT III SELECTING & TRANSFORMING OBJECTS Selecting Objects with the Mouse-Digger Tool - Marquee Selection - Using the Menus - Manipulating Objects - Positioning Objects- Resizing Objects - Rotating and Skewing Objects - Manipulating Objects with Other Tools - Free Transformation Tools - Free Rotation Tool - Free Scale Tool - Free Skew Tool -</p>	

The Transform Toolbar - Undoing All Transformations.

UNIT IV OBJECT ORDERING, LAYERS & THE OBJECT MANAGER Ordering Objects- The Object Manager - Working with Objects - Moving Objects - Working with Layers - Aligning Objects - Aligning with the Keyboard - Distributing Objects **Writing Tools** Find and Replace – QuickCorrect - Spell Checker - Automatic Spell Checking – Grammatik – Thesaurus – Language - Document Info.

UNIT V FIND AND REPLACE WIZARDS Replacing Color Models - Replacing Individual Colors - Replacing Outline Attributes - Replacing Text Attributes **Publishing PDF Files** Adobe Acrobat Family - Preparing a File for PDF - Publish to PDF – General – Objects – Document - Modifying PDFs with Acrobat - Links - Forms - Web Capture

TEXT BOOKS

Foster D Coburn III, “CorelDRAW X3 Unleashed”, Unleashed publication, USA

REFERENCE BOOKS

1. M.C Sharma, “CorelDraw Graphics Suite X3 Training Guide”, BPB Publications, 2008.
2. Deke McClelland, “CorelDRAW! for Dummies”, John Wiley & Sons Inc, 1993.

III Semester	Multimedia Publishing Software (Practical)
Major Lab Core - VI	Credits:3
<i>Objective: This course gives an exposure to various multimedia publishing software</i>	
PHOTOSHOP (SELF LEARNING) <ol style="list-style-type: none">1.Drawing Watch using custom shapes2. Create a poster design3.Using multichannel mode4.Using the sponge Tool5. Create a greeting card6. Adding an arrowhead.7.Removing an element from an image8. Applying Transformations9. Create a multiple page newsletter	
CORELDRAW <ol style="list-style-type: none">1. Create a document using versions shapes.2. Creating spiral shapes.3. Create two pictures one another based on mirror function.	

4. Fill the color existing image, add some text
5. Create a pie model diagram.
6. Create an envelope.
7. Write a text in different paths.
8. Create an outline on existing image.
9. Create an advertisement.
10. Design a business card for a company embed photo in it.
11. Design a banner for a marriage function

III Semester	Design and planning for print production
Allied Paper - III	Credits:5
<i>Objective: To impart knowledge on various printing processes, designing, layout and planning for print production. This introductory course will provide an overview to printing.</i>	
<p>UNIT I INTRODUCTION Types of process – Letterpress, Offset, Flexography, Screen printing and Nonimpact printing processes; Introduction to image carrier preparation for different types of printing process.</p> <p>UNIT II PRINCIPLES OF DESIGN Basic concepts of designing, Creativity, steps in creativity; Typography; Visual ingredients of graphic design; Design consideration; Symbols and logos.</p> <p>UNIT III DESIGN LAYOUT Layout – purpose & advantages; layout styles; layout components; stages in preparing a layout; marking-up; Dummy, Case studies.</p> <p>UNIT IV DESIGNING FOR MEDIA Designing for Newspapers, Booklets, Magazines, Business publications, Banners & Posters, Advertising, Transit, Interactive, Web and Maps. Case studies.</p> <p>UNIT V DESIGN MANAGEMENT & PRODUCTION PLANNING Relationship between designer, customer and printer; selection and co-ordination of production process; Limitation of printing process, binding, finishing and ancillary processes on design; selection and specification of ink, paper and other materials; production strategy.</p> <p>TEXT BOOKS</p> <ol style="list-style-type: none"> 1. David A. Lauer, Stephen Pentak, “Design Basics”, 6th Edition, Wadsworth, 2005 2. Poppy Evans and Mark A. Thomas, “Exploring the Elements of Design”, Delmar Publishers, 2004 3. Robin McAllister, “Design for Production”, Delmar Publishers, 1997. <p>REFERENCE BOOKS</p> <ol style="list-style-type: none"> 1. Albert C. Book, C. Dennis Schick, “Fundamentals of Copy and Layout”, Crain Books, 1984 	

2. Roger Walton, Keith Gillies, Lindsey Heppell, “Graphic Design”, Ebury Press, 1987
3. Pamela Mortimer, “Document Design Primer”, GATF, 2003
4. Helmut Kipphan, “Handbook of Print Media”, Springer, Heidelberg, 2000
5. T. M. Adams, D.D. Faux and L. T. Ricber, “Printing Technology”, Delmar Publications Inc., 1996

IV Semester	Content design using Latex
Major Core – VII	
<i>Objective: To impart knowledge the Latex tool and design documents.</i>	
<p>UNIT I INTRODUCTION Getting started – Latex document structure - sectioning – declaration – change the type style – accents – symbols.</p> <p>UNIT II MATHEMATICAL FORMULAS Some common structures – mathematical symbols – arrays – delimiters – multiline formulas – space – change style – List - Defining commands and environment – Figures and tables – Tabular environment.</p> <p>.</p> <p>UNIT III GRAPHICS Page style – line and page break – numbering – length and space – boxes – font setting – Texcad – Picture design – Insert pictures.</p> <p>.</p> <p>UNIT IV CONTENT DESIGN Research paper design – Letter writing – Other document classes – Books – chapters - Slides – Bibliography database: Format of a bib file – text of a field – Entries.</p> <p>.</p> <p>UNIT V FINAL VERSION OF A BOOK Table of contents – cross reference – bibliography and citation – compiling entries – Producing index.</p> <p>TEXT BOOK 1. Leske lamport, “LATEX – A document preparation system”, Addison-Wesley, 2000 – First Indian reprint.</p> <p>REFERENCE BOOK 1. Frank Mittelbach, Michel Goossens, Johannes Braams, David Carlisle and Chris Rowley “The LaTeX Companion, Tools and Techniques for Computer Typesetting” Addison-Wesley - Second Edition.</p>	

IV Semester	Latex Lab
Major Lab Core - VIII	Credits:3
<ol style="list-style-type: none"> 1. Demonstration of Bullets and numbering 2. List of items with different options 3. Demonstration of mathematical symbols and equations 4. Generate a train time table 5. Inserting picture in a document with alignments 6. Demonstration of various page styles 7. Draft a letter 8. New theorem/ Environment 9. Power point preparation: Five slides about your college 10. Bibliography database entry and citation generation 	

IV Semester	E-Publishing concepts
Allied Paper – IV	Credits:5
<p><i>Objective: To impart knowledge on application of electronic publishing in various areas, basic workflow followed in electronic publishing, software & tools needed and the emerging trends.</i></p> <p>UNIT I INTRODUCTION Internet, WWW, Web2.0, Broadband, Print On demand, eBook, eJournals, eNewspaper, internet advertising, Digital libraries, eReaders – eInk, Epaper, Electronic Publishing- Advantages, Issues.</p> <p>UNIT II PUBLISHING Areas of publishing – Legal, STM, Book Publishing – Manuscript, Anatomy of a book, Layout & Design, Journal Publishing - Layout & Design, Web Publishing - Layout & Design, Accessibility, usability, standards, Publishing on Handheld devices - Layout & Design. Reference database – PUBMED etc. Index – author, volume, keyword.</p> <p>UNIT III WORKFLOW Authors, Publishers, ePublishing Companies; Workflow – Receiving Jobs (FTP), Pre editing, Copy editing, Proof reading, Graphics, Pagination, Quality Control, Output – Print, Proof, Web, Handheld devices; Workflow software, File management – File Naming conventions, Storage, Metadata, Searching, Digital Asset Management, Repurposing, PDFX/3 workflow.</p> <p>UNIT IV SOFTWARES & TOOLS Conventional workflow, XML workflow, STM Typesetting software, Pagination software's, Image manipulation software's, Markup languages – fundamentals, Presentation technologies - (HTML, CSS, WML, XSL/XSL-FO), Representation technologies (XML, DTD, W3C XML Schema, DSDL), Transformation technologies (SAX, DOM, XSLT), Scripting languages (ASP, Perl), Unicodes for non-English characters.</p> <p>UNIT V EMERGING TRENDS Future publishing Models, Digital Rights Management, Business models in Internet, Marketing, Recent trends</p>	

TEXT BOOKS

1. Harold Henke, “Electronic Books and ePublishing: A Practical Guide for Authors”, 1st edition, Springer, 2001.
2. Helmut Kipphan, “Handbook of Print Media”, Springer Verlag, 2001

REFERENCE BOOKS

1. William E Kasdorf, “The Columbia Guide to Digital Publishing”, Columbia University Press, 2003.
2. Cady & McGregor, “Mastering the Internet” , 2nd edition, Business Promotion Bureau Publications, 1996
3. Deitel & Deitel, Neito, Sadhu, “XML How to Program”, Pearson Education Publishers, 2001
4. Eric Ladd, Jim O' Donnel, “Using HTML 4, XML and Java”, Prentice Hall of India - QUE, 1999
5. Scot Johnson, Keith Ballinger, Davis Chapman, “Using Active Server Pages”, Prentice Hall of India, 1999

IV Semester	Software Documentation and Presentation
SBE IV	Credits:3
<i>Objective: To study the method of documenting a project and the presentation.</i>	
UNIT I - INTRODUCTION	
Need for software documentation - Understanding task orientation - Analyzing users - Writing scenarios - User informational needs - Document goals -User work motivations – Task analysis.	
UNIT II - DOCUMENTATION GUIDELINES	
Writing guide – Procedures – Guidelines – Writing to support – Writing steps as actions – Categorization.	
UNIT III - DOCUMENTATION PLANNING	
Planning and writing documents - Task list and schedule – Guidelines -Documentation procedure - Documentation plan - Review plan – Review schedule	
UNIT IV - DOCUMENTATION TESTING	
Usability tests – Advantages of field testing – Editing and Fine tuning – Designing orientation	
UNIT V - DOCUMENTATION LAYOUTS	
Laying out pages – Laying out screens - Page showing elements of document design – Screen showing elements for online design	
(Students should prepare document for a project and present using power point presentation)	
TEXT BOOK	
1. THOMAS.T.BARKER. “Writing software documentation:-a task oriented approach” Allyn &	

bac series of technical communication 1998.

REFERENCE BOOK

1. Dan jones," *Technical writing style*" Sam dragga, Texas University.

V Semester	News paper and periodical publishing
Major Core - IX	Credits:4
<i>Objective: This course provides a detailed knowledge on the operations of newspaper and magazine companies, including their organizational structure, management functions, editorial process, production workflows and the legal issues.</i>	
UNIT I NEWSPAPER ORGANISATION & MANAGEMENT	
Organizational structure & functions - Owner, editorial organization, management, Incoming materials, financial aspects, Production, advertising, distribution and promotion. The role of copy editors, news editors, editorial cartoonist, artists, Sunday editor, sports editor, business editor, journalist & reports; editorial responsibilities.	
UNIT II NEWS AND EDITING	
Basic determinants of News; Impact, unusual and prominent; Additional determinants of news; Conflict, proximity, timeliness, currency, gathering the news, sources of news; Beat system, interviewing, wire services, syndicate, news writing, copy preparation, features & reviews, editorial and opinion column, sports, photo production; Editing - manuscript editing, creative and substantive editing, technical editing.	
UNIT III PERIODICAL PUBLISHING	
Types of magazines, Difference between writing for a magazine & newspaper, structure of a magazine's editorial department & roles, Designing a layout for magazine, story design, page design, web design; Redesigning.	
UNIT IV PRODUCTION & WORKFLOW	
Manuscript from editorial organization: Layout & design, composition; Advertisements, Digital Newsroom, Archival of news; Press & web publishing workflows, RSS, Distributed production workflow; Press, Paper, Finishing; Off-prints and re-prints; Semi-commercial printing.	
UNIT V LEGAL ASPECTS	
The press and the law libel, defense against libel, mitigation & damages, Digital Rights Management, Watermarking, Readership strategies & trends, Distribution model for newspapers & magazines, Future developments	
TEXT BOOKS	
1. Daryl R. Moen, "Newspaper Layout & Design: A Team Approach ",Iowa State Press, 2000	
2. Carter Nancy M. ,"The Computerization of Newspaper Organizations", University Press of America , 2002	
REFERENCE BOOKS	
1. Melvin Mencher, "Basic News Writing", Wm.C.Brown Company Publishers,Dubuque,	

Iowa, 1983.

2. William L.Rivers, "News Editing in the 80's", Wadsworth Publishing Company,Belmont, California, 1983.
3. Helmut Kiphhan, "Handbook of Print Media", Springer Verlag, 2001
4. William L.Rivers, "Magazine Editing in the 80's", Wadsworth Publishing Company,Belmont, California, 1983.
5. Robert H.Bohle, "From News to Newsprint", Prentice Hall Inc., 1992
6. James E. Pollard, "Principles Of Newspaper Management", Mcgraw-Hill Book Company, Inc, 1937.

V Semester	Web Technology
Major Core - X	Credits:4
Common to B.Sc (Comp.Sci)/ BCA – VI semester	

V Semester	Data conversion and XML
Major Core - XI	Credits:4
<i>Objective: Introducing XML, exploring the concepts behind XML, creating an XML document, working with XML applications</i>	
<p>UNIT I: DATA CONVERSION</p> <p>Conversion of Text to PDF and Conversion of PDF to Word, Data Conversion from Word to HTML format, Data Conversion from Text to HTML, math keying, pre-editing workflow</p> <p>UNIT II : XML Introduction to XML - Origins and description of the XML, Differences between XML and HTML, Differences between XML and SGML, Uses of XML, XML Document structure, DTDs, Schemas, validation, character sets and encoding, Namespaces, comments, Processing instruction, CDTA sections, XML Tools</p> <p>UNIT III : DOCUMENT Document Type Definitions- Document type declaration, Notations, Entities, XML content models, Element structure, attribute structure, Building document structure.</p> <p>UNIT IV : CSS Cascading Style Sheets in browsers and components, The display: block property Fonts, Text Alignment, Borders, Backgrounds, XSL Transformation, Xpath- nodes, syntax, axes and operators</p> <p>UNIT V : SCHEMA Basic schema concepts, advanced schema concepts, schema for structures, schema for Data types. DOM-Levels of DOM, XML Tree structure, DOM core, Using DOM interfaces, DOM views, DOM style interfaces, DOM traversal and ranges</p> <p>REFERENCE BOOKS</p> <ol style="list-style-type: none"> 1. Ed.Tittel, "Schaum's Outline of Theory and Problems of XML", Tata McGraw-Hill Edition, 2004 	

2. Frank. P. Coyle, “XML, Web Services and the Data Revolution”, Pearson Education, 2002.
3. Aaron Skonnard, Martin Gudgin, “Essential XML Quick Reference”, Addison-Wesley, 2003

Website, E-learning resources

- i) [http:// www.w3school/xml](http://www.w3school/xml)
- ii) [http:// www.doc2pdf.net/](http://www.doc2pdf.net/)
- iii) [http:// word2cleanhtml.com](http://word2cleanhtml.com)

V Semester	XML Lab
Major Core - XII	Credits:3
<i>Objective: The objective of the course is working with XML applications</i>	
<ol style="list-style-type: none"> 1. Create an XML document to store an address book. 2. Create an XML document to store information about books and create the DTD files. 3. Create an XML schema for the book’s XML document from exercise 2. 4. Create an XML document to store resumes for a job web site and create the DTD file 5. Present the book’s XML document using cascading style sheets (CSS). 6. Write an XSLT program to extract book titles, authors, publications, book rating from the book’s XML document and use formatting. 7. Use Microsoft DOM to navigate and extract information from the book’s XML document. 8. Use Microsoft DSO to connect HTML form or VB form to the book’s XML document and display the information. 	

V Semester	Web Applications Lab
Major Core - XIII	Credits:3
<i>Objective: This course gives training in web design and applications.</i>	
VB SCRIPT / JAVASCRIPT	
<ol style="list-style-type: none"> 1. Write a program find the square and cubes of integers between 1 and 100. 2. Create a calculator. 3. Write a script to Sort numbers and strings 4. The form consists of two multiple choice list and one single choice list <ol style="list-style-type: none"> a. the first multiple choice list display the major dishes available. b. the second Multiple choice list display the stocks available. c. The single choice list display the miscellaneous (Milkshakes, soft drinks, softy available etc.) 5. Write a script to create a digital clock. 6. Create a web page using two image file which switch black and white one another as the mouse pointer moves over the image. Use the On Mouse over and On Mouse event, onDbclick handler. 7. Build a WWW page with an image and 3 buttons., Pick three favorite graphics, Label the buttons and make each one swap in the graphic you have chosen. 	

ASP / ASP.NET

1. Create an application form to apply for a new course in a college, fill the information and submit it.
2. Design Sign Up form and validate User Name (Minimum 8 character Maximum 15 and only characters and under score), Password (Minimum 8 Characters) and Retype Password (Both should be same), Phone No (Only digits), Email-id etc.
3. Create a login form, to expire, if the user does not type the password within 100 seconds
4. Demonstration of Basic Web Server Controls
5. Demonstration of DataList Web Server Controls
6. Develop an application to illustrate the usage of Request and Response Objects in ASP
7. Design a web page to display, add, delete and edit information from database.
8. Create an employee database and manipulate the records.

V Semester	(a) E-Governance
Elective I	Credits:4
<i>Objective: To provide exposure to the basic components E-Governance and its architecture</i>	
UNIT – I INTRODUCTION	
E-Governance: Needs of E-Governance, Issues in E-Governance applications and the Digital Divide- Evolution of E-Governance, Its scope and content - Present global trends of growth in E-Governance: Other issues.	
UNIT –II MODELS OF E-GOVERNANCE	
Introduction; Model of Digital Governance: Broadcasting/ Wilder Dissemination Model, Critical Flow Model, Comparative Analysis Model, Mobilization and Lobbying Model, Interactive-service Model/Government-to-Citizen-to-Government Model (G2C2G) -Evolution in E-Governance and Maturity Models: Five Maturity Levels, Characteristics of Maturity Levels, Key areas, Towards Good Governance through E-Governance Models.	
UNIT - III E-GOVERNANCE INFRASTRUCTURE AND STRATEGIES	
E-readiness: Digital System Infrastructure, Legal Infrastructural Preparedness, Institutional Infrastructural Preparedness, Human Infrastructural Preparedness, Technological Infrastructural Preparedness - Evolutionary Stages in E-Governance.	
UNIT - IV DATA WAREHOUSING AND DATA MINING IN GOVERNMENT	
Introduction; National Data Warehouses: Census Data, Prices of Essential Commodities, Other areas for Data Warehousing and Data Mining: Agriculture, Rural Development, Health, Planning, Education, Commerce and Trade, Other Sectors.	
UNIT -V : CASE STUDIES	
Nepalese Context: Cyber Laws, Implementation in the Land Reform, Human Resource Management Software - India: NICNET, Collectorate, Computer-aided Administration of Registration Department (CARD), Computerization in Bhoomi, IT in Judiciary, E-Seva, E-panchayat, General Information Services of National Informatics Centre; E-Governance initiative in USA; E-Governance in China; E-Governance in Brazil and Sri Lanka.	

TEXT BOOK

1. C.S.R. Prabhu “E-Governance: Concepts and Case Studies”, Prentice-Hall of India Private Limited, 2004.

REFERENCE BOOKS

1. Backus, Michiel, “E-Governance in Developing Countries”, II CD Research Brief, No.1 March 2001.
2. Dr. Vasu Deva, “E-Governance” Commonwealth Publishers , New Delhi – 110002, 2005.

V Semester	(b) Business Process Outsourcing and KPO
Elective I	Credits:4
<i>Objective: To introduce the basic concepts of outsourcing and scenario of outsourcing in India.</i>	
UNIT I	
Introduction to Business Process Outsourcing – Benefits of BPO – Growth Drivers – BPO Models and Types of Vendors – Offshore BPO – Evolution - Destinations – Challenges of Off shoring – BPO Companies in India.	
UNIT II	
BPO Industry – Employment Opportunities – Employee Structure – Skill Set Required – Compensation Levels – Contact Centre BPO – Types of Call Centres – Technology – Components and working of a Call center – Issues and Problems - Case Study – Intelenet Global	
UNIT III	
Healthcare BPO – Structure of the American Healthcare Sector – Activity Profile – Future Trends and Threats - Case Study – CBay Systems Transaction Processing BPO - Elements of Back – Office Serivces – Financial Services –Insurance - Case Studies – Datamatics.	
UNIT IV	
Human Resource BPO – Reasons for outsourcing HR – Activities involved in HR BPO – HR Outsourcing Trends – Career in HR BPO – Emerging BPO Domains – Media and Entertainment BPO – Publishing BPO.	
UNIT V	
KPO – Types of KPO - Career opportunities in KPO - KPO in India – Historical overview and Current trends - Future of KPO	
TEXT BOOK	
1. Sarika Kulkarni, “Business Process Outsourcing”, Jaico Publishing House, Delhi, 2008	
REFERENCE BOOKS	
1. Deepak Shikapur, “ BPO DIGEST “, Ameya Prakashan (Inspiring Books), 2004	
2. John K Halvey and Barabara Murphy Melby, “ Business Process outsourcing – process , strategies and contracts”, John Wiley & sons, 2007 second edition.	
3. Rajmanohar T.P., “Business Process Outsouricng”, Gazelle Distribution, 2009	
4. Nakkiran S., “Business Process Outsouricng”, Motilal UK Books of India, 2004	

WEBSITE :

<http://www.kpoexperts.com/kpo-india/what-is-kpo.htm>

http://www.winentrance.com/career_courses/Knowledge-Process-Outsourcing.html

V Semester	(c) Digital data handling
Elective I	Credits:4
<i>Objective: To provide exposure to the basic components of digital print production workflow like networking, file formats, Database management & security issues.</i>	
<p>UNIT I WORKFLOW Workflow - types, Automated workflow - components, File Preparation, Preflighting, Digital Imposition – preRIP, postRIP, OPI, Trapping, Postscript, PDF, Metadata – JDF, XML.</p> <p>UNIT II NETWORKING Data transmission fundamentals, Communication media, Data interfaces, Concepts and principles of computer networks, PAN, LAN, WAN, MAN, Network Topologies, Network protocols – FTP, TCP/IP, Network Node components – Hubs, Bridges, Routers, Gateways, Switches, Internet – principles, Client/Server model</p> <p>UNIT III FILE FORMATS & COMPRESSION TECHNIQUES File format – EPS, DCS, JPEG, GIF, TIFF, PNG, Comparison of file formats, Compression techniques, Lossy & lossless compression, RLE, Huffman compression, LZW, DCT, Wavelet, Fractal image encoding, Image quality evaluation, Audio compression, Video Compression.</p> <p>UNIT IV DATABASE MANAGEMENT Database, Types, Database Management, Database Languages, Query processing, Data storage, Backup & recovery, Distributed databases, Data Warehousing, Data Mining.</p> <p>UNIT V SECURITY Security in Operating Systems, Principles of Network Security, Cryptography, Fire walls, Intrusion Detection Systems, Secure Email, Digital Rights Management</p> <p>TEXT BOOKS 1. Helmut Kipphan, “Handbook of Print Media”, Springer Verlag, 2001 2. Phil Green, “Understanding Digital Color”, 2nd edition, GATF Press, 1999.</p> <p>REFERENCE BOOKS 1. Mani Subramanian, “ Network Management: Principles & Practice”, Addison Wesley, 1999 2. Sanjiv Purba, “Handbook of Data Management”, Viva Books Private Ltd., 1999 3. Douglas E. Comer, “Computer Networks & Internets”, 2nd Edition, Pearson Publications, 1999 4. Larry L. Pearson, Bruce S. Davie, “Computer Networks: A Systems Approach”, Third Edition, Morgan Kauffman Publishers Inc., 2003 5. Abraham Silberschatz, Henry F. Korth, S.Sudharshan, “Database System Concepts”,</p>	

Fourth Edition, Tata McGraw Hill, 2002	
6. Charles B. Pfleeger, Shari Lawrence Pfleeger, “Security in Computing”, Third Edition, Pearson Education, 2003	
V Semester	(d) Computer Graphics and Multimedia Systems
Elective I	Credits:4
<i>Objective of the course:</i> This course introduces the fundamental concepts of Graphics and Multimedia	
UNIT I: INTRODUCTION: Brief Survey of Computer Graphics – Graphics Systems: Video Display Devices – Types – Raster-Scan Systems and Random-Scan Systems – Input Devices – Hard-Copy Devices – Graphics Software.	
UNIT-II: OUTPUT PRIMITIVES AND THEIR ATTRIBUTES Line-Drawing (DDA and Bresenham’s) Algorithms – Circle-Generating (Midpoint) Algorithm - Area-Filling (Boundary-Fill and Flood-Fill) Algorithms - Line Attributes - Color and Grayscale Levels – Character Attributes.	
UNIT III: TWO-DIMENSIONAL TRANSFORMATIONS AND VIEWING : Basic Transformations - Matrix Representations and Homogeneous Coordinates – Composite Transformations - Other Transformations – Window-to- Viewport Coordinate Transformation – Clipping Algorithm: Cohen-Sutherland Line Clipping - Logical Classification of Input Devices – Interactive Picture-Construction Techniques.	
UNIT-IV: WHAT IS MULTIMEDIA: Definitions - CD-ROM and the Multimedia Highway - Where to use Multimedia - Introduction to Making Multimedia: The stages of a Project - What You Need - Multimedia Skills and Training: The team - Macintosh and Windows Production Platforms: Macintosh Versus PC - The Macintosh Platform - The Windows Multimedia PC Platform - Networking Macintosh and Windows Computers.	
UNIT-V: BASIC TOOLS: Text Editing and Word Processing Tools - OCR Software - Painting and Drawing Tools - 3-D Modeling and Animation Tools - Image-Editing Tools - Sound Editing Tools - Animation, Video and Digital Movie Tools - Helpful Accessories - Making Instant Multimedia: Linking Multimedia Objects - Office Suites - Word Processors - Spreadsheets - Databases - Presentation Tools. Multimedia Authoring Tools: Types of Authoring Tools - Card-and-Page-Based Authoring Tools - Icon-Based Authoring Tools - Time-Based Authoring Tools - Object-Oriented Authoring Tools - Cross-Platform Authoring Notes.	
TEXT BOOKS	
1. D. Hearn and M.P. Baker,2005,Computer Graphics, 2 nd Edition, Pearson Education, Prentice Hall, 19 th Reprint.	

2. Tay Vaughan - Multimedia: Making it Work. - Fourth Edition - Tata McGraw Hill Edition - 1999.
3. Walterworth John A - Multimedia Technologies and Application - Ellis Horwood Ltd. - London - 1991.

REFERENCE BOOKS

1. S. Harrington, 1987, Computer Graphics, 2nd Edition, McGraw-Hill Book Co.
2. W.M. Newman and R.F. Sproull, 1997, Principles of Interactive Computer Graphics, 2nd Edition, Tata McGraw-Hill Publishing Co. Ltd.

VI Semester	Editing concepts
Major Core - XIV	Credits:4
<i>Objective: The objective of this course is to give the introduction about editing concepts.</i>	
<p>UNIT I Organization of editorial department in a newspaper - functions of editorial department; duties, responsibilities and qualifications of editorial staff : Chief editor, News editor, Sub Editors. News selection process: criteria – influencing factors; Copy desk functions, path of a copy, morgue.</p> <p>UNIT II Fundamentals of reporting, news gathering, evaluation, news writing & news room procedures, Depth reporting, Trend reporting, Investigative reporting, Economic & science reporting, Preparation of news- copy for publication, Copy reading, Rewriting, Proof reading, Page making, Typography, Picture editing</p> <p>UNIT III Principles of editing – editorial space – news value - copy fitting, checking facts, continuity; paragraphing, grammar, punctuation, taste, style, spelling etc; Rewriting;. Headlines: Importance, functions of headlines, typography and style, language, types of headlines; readability and legibility. Picture editing: Importance of pictures, selection of news pictures, cut lines, cropping methods. Style sheet / manual.</p> <p>UNIT IV News agencies: Structure and functioning of news agencies – agency services: subscription procedure cost and use; Agency profile: PTL, UNI, AFP, AP, Reuters, TASS, UPI. Wire editing: news selection, Problems of Translation.</p> <p>UNIT –V Opinion page: Editorial writing: Purpose, Types of editorials, subjects, editorial policy, influencing factors, editorial writers and editorial freedom. Editorial Board: constitution, responsibilities and functions of editorial board; ombudsman - Review of newspaper editorials - Letters to the editor, Syndicated columns, Sponsored columns. Columnists – advertisements - newspaper layout and design.</p>	
REFERENCE BOOKS	
<ol style="list-style-type: none"> 1. Newspapers Handbook” (3rd ed.) Keeble, Richard. Routledge, London.2001. 2. News Editing in theory and practice”. Banerji, Bagchi & Co., New Delhi. 1992. 3. Art of editing”. Baskette & Sissors, MacMillian, NY, 1977. 	

4. Editorial Thinking and Writing“ . . Bush, Chilton. Greenwood press, Connecticut. 1970.
5. Newspaper Organization and Management“ (5th ed.). Williamson, Herbert. Iowa State Univ. 1978 „
6. Art of Editing“ . Manohar Puri. Praga Pub. New Delhi. 2006.
7. News Editing“ . Westley, Bruce. Oxford & IBH, New Delhi. 1975.
8. Picture Editing: An introduction „ Tom Ang, Focal Press, Oxford. 1996

VI Semester	Template development using QuarkXpress
Major Core - XV	Credits:4
<i>Objective: The objective of this course is to explore the QuarkXpress concepts and its usage.</i>	
UNIT I INTRODUCTION	
Create – Save a document – Page layout – setting up pages – Controlling pages with page menu – spacing – alignment	
UNIT II TYPOGRAPHY	
Formatting – creating large initial caps – adding special typographic characters – tables – controlling text in paragraphs – spell check – find and replace - kerning - ligatures.	
UNIT III GRAPHICS	
Creating picture boxes – importing graphics – manipulating graphics – Adding lines – Transferring graphics files – Combining text and graphics	
UNIT IV ADVANCED TOPICS	
News letters on the job – News papers on the job – Document flow: master page – Style sheets - Catalog : Starting a catalog page – using style sheets – Manual : Starting a manual page – working with sections.	
UNIT V BOOKS	
Books: Create a book – adding chapters – numbering pages – printing books chapters – List: Build a list for a document – book – Indexing : Edit an index entry – cross reference –PDF - Web – Flash .	
TEXT BOOKS	
1. David Brown, “Power of QuarkXpress for windows”, MIS Press, 1992, USA (For chapters 1, 2 & 3).	
2. Joseph Kasmer, “Teach yourself QuarkXpress for windows”, MIS Press, 1992, USA (For chapters 4 & 5).	
REFERENCE BOOKS	
1. Elaine Weinmann and Peter lourekas, “QuarkXpress 5 for windows”, Tech media, 2003, India.	
2. Paul Kaitz, “QuarkXpress: for windows version”, Windcrest books A division of Mc Graw Hill, 1993.	
3. Kelly Kordes Anton, John Cruise, “QuarkXPress 8: Essential Skills for Page Layout and Web Design”, Peachpit Press, I Edition – 2009.	

VI Semester	Security Printing
Major Core - XVI	Credits:4
<i>Objective: To understand the different technologies involved in security printing</i>	
<p>UNIT I CURRENCY PRINTING Creation & Graphics, Making of a bank note, Application of Computers in Designing Currency, Signatures & numbering, Manufacturing of bank notes, Paper specifications, Watermark & Other Protective devices, Digital Watermark Currency Circulation & Bank maintenance, special issues counterfeiting.</p> <p>UNIT II CHEQUE PRINTING, NUMBERING AND BAR CODING Introduction, Pre-Encoding, Printing Tolerance, Testing Equipment, E13B Characters, RBI Specifications, Principles of Cheque Design, and Numbering with MICR Ink on Rotary presses, Trouble Shooting, Modulus Systems, Weighed & Unweighted. Introduction, Principles of Bar coding, Types of Coding EAN 13 Code, Code 39 ACA etc. Typical Bar Code Machines & Print Wheels, Scanners and their functions.</p> <p>UNIT III COMPUTER FORMS Paper Characteristics, Form Construction & Specification, Form Label Combination Intelligent Electronic Forms, Form Automation, Form Manufacturing & Printing.</p> <p>UNIT IV HOLOGRAMS, CREDIT CARDS & PASSPORTS Introduction, Manufacturing process, Holographic Recording & Master Origination, Finishing Process, Types of Holograms, Security Holograms, Click Holograms, Sterograms, Anigram etc..Introduction, Materials Used of Specifications, Embossing, Magnetic Strip Recording and Specifications, Manufacturing Techniques.</p> <p>UNIT V SECURITY INKS & COATING Introduction, UV Curing, Light tell Photo chromic inks, Monochromic Inks, Invisible Phosphorescent inks, Water Resistant Inks.</p> <p>TEXT BOOK 1. Martin Monestics, “The Art of Paper Currency”, Quarlet Books Ltd.,1983</p> <p>REFERENCE BOOKS 1. Leibigner, “Numbering Machines & Systems”, Company Leibigner Numbering Systems. 2. William H.Erdei, “Barcode - Design, Printing & Quality Control”, McGraw Hill Inc.,1998. 3. R.Narayanan, “Computer Stationery & MICR – Cheque Production” , Association for Research & Development in Printing, 1998. 4. http://www.printuniversity.org. 5. http://www.printingforall.virtualave.net 6. http://www.creedengineers.com</p>	

VI Semester	QuarkXpress Lab
Major Lab Core - XVII	Credits:3
<ol style="list-style-type: none"> 1. Demonstration of Bullets and numbering 2. Demonstration of spell check & Find and replace 3. Prepare a student mark sheet 4. Prepare a bio data 5. Inserting picture in a document with alignments 6. Draft a letter 7. News paper preparation 8. Create a simple brochure 9. Demonstration of master page 10. Demonstration of style sheets 11. Building a catalog 12. Select a magazine you are interested in (or create and brand your own magazine if your feeling adventurous). Find a cover story and redesign it using images and text. 	

VI Semester	Mini Project
Major Project	Credits:5
<p><i>Objective: The aim of the mini project is that the student has to understand the real time E-Book development environment. The student should gain a thorough knowledge in the problem, he/she has selected and the language / software, he/she is using.</i></p>	
<p>Project planning:</p> <p>The B.Sc (Digital Publishing) Mini Project is an involved exercise, which has to be planned well in advance. The topic should be chosen in the beginning of final year itself. Related reading training and discussions of first internal project viva voce should be completed in the first term of final year.</p> <p>Number of members: Two or three students can form a team.</p> <p>Selection of the project work</p> <p>Project work could be of designing web pages, developing multimedia software, designing books using software studied.</p> <p>Selection of Tools</p> <p>No restrictions shall be placed on the students in the choice of platform/tools/languages to be utilized for their project work, though open source is strongly recommended, wherever possible. No value shall be placed on the use of tools in the evaluation of the project.</p> <p>Documentation</p> <p>Three copies of the project report must be submitted by each student (one for department library, one for the organization where the project is done and one for the student himself/herself). The final outer dimensions of the project report shall be 21cm X 30 cm. The color of the flap cover shall be light blue. Only hard binding should be done. The text of the report should be set in 12 pt, Times New Roman, 1.5 spaced.</p> <p>Headings should be set as follows: CHAPTER HEADINGS 16 pt,</p>	

Arial, Bold, All caps, Centered.

1. Section Headings 14 pt Bookman old style, Bold, Left adjusted.

1.1 Section Sub-heading 12 pt, Bookman old style.

Title of figures tables etc are done in 12 point, Times New Roman, Italics, centered.

Content of the Project should be relevant and specify particularly with reference to the work. The report should contain the requirement specification of the work, Analysis, Design, Coding, testing and Implementation strategies done.

- Organizational overview (of the client organization, where applicable)
- Description of the present system
- Limitations of the present system
- The Proposed system- Its advantages and features
- Context diagram of the proposed system
- Program List (Sample code of major functions used)
- Screen layouts for each data entry screen.
- Report formats for each report.

Project Evaluation:

Internal Assessment

There shall be six components that will be considered in assessing a project work with weightage as indicated.

1. Timely completion of assigned tasks as evidenced by team meeting minutes 20%
2. Individual involvement, team work and adoption of industry work culture 10%
3. Quality of project documentation (Precision, stylistics etc) 10%
4. Achievement of project deliverables 20%
- 5 Effective technical presentation of project work 10%
6. Viva 30%

Based on the above 6 components internal mark (40) can be awarded.

External Assessment

Dissertation/Project submitted at the end of third year shall be valued by two examiners appointed by the Controller of examination for the conduct of practical exam. The board of examiners shall award 60 marks based on the following components.

1. Achievement of project deliverables - 25 Marks
2. Effective technical presentation of project work - 15 marks
3. Project Viva - 20 marks

There shall be a common written examination conducted for all the candidates in each group together for a minimum of 10 minutes consists of:

- (i) Requirement Specification of Project
- (ii) Design of Project
- (iii) Testing and Implementation of Project

VI Semester	(a) E-Book publishing
Elective II	Credits:4
<i>Objective: To impart knowledge on areas of publishing, editorial process, production management, distribution methods and legal aspects involved in book publishing.</i>	
<p>UNIT I PUBLISHING ORGANISATION Areas of publishing – general publishing, educational publishing, professional publishing and reference publishing; Publishing house – the role of commissioning editor, the desk editor, the designer, the production manager, the sales/marketing manager, the publishing manager.</p> <p>UNIT II EDITORIAL PROCESS AND DEVELOPMENT Copy editing, Page makeup, Proofs; the book editor – multipurpose functions; Discussion with author, editing educational material, decision making role; editorial technique – style sheet, reference aids; the author and his manuscript – unsolicited manuscripts, author – publisher, professional guides and societies, the literary agency, author publisher relationship, writing textbooks for children.</p> <p>UNIT III PRODUCTION & ESTIMATING IN BOOK PUBLISHING Pre-production planning, manuscript, layout & design, imposition, composition, anatomy of books; printing techniques; production process; technical aspects of production; Quality control – proofing stage; financial aspects; first copy cost, manufacturing cost, overheads; economics of publishing – net book, non-net book, variation in price, published price of the book.</p> <p>UNIT IV PROMOTION CHANNELS, DISTRIBUTION OUTLETS AND SALES TECHNIQUES Direct promotion techniques, mail order advertising, subscription books, direct mail promotion, library purchases, export and import of books, publishers and booksellers catalogues, publicity campaign, paperback distribution, the central book clearing house, economics of distribution, the role of booksellers, book marketing council, book development council.</p> <p>UNIT V DIGITAL PUBLISHING AND LEGAL ASPECTS OF BOOK PUBLISHING Software needs, manuscript formats and file management, editing tools, web design and publishing; copy right, types of agreement between author and publishers, agreement of sale of translation rights, illustration and artwork agreement, the outright sale of the copyright, profit sharing agreement, the royalty system, commission agreement.</p> <p>TEXT BOOKS 1. D. Raghavan, “An introduction to Book Publishing”, Institute of Book Publishing, New Delhi, 1988. 2. John P.Dessauer, “Book Publishing”, R.R. Bowker Company, New York & London,1981</p> <p>REFERENCE BOOKS 1. Roy Paul Nelson, “Publication Design”, Wm.C.Brown Company Publishers, Dubugue, Iowa, 1983</p>	

2. Charles Clark, "Publishing Agreement", George Allen & Unwin, London, 1984 3. "British Production Practice", 2nd Edition, Publishers Association, British Printing Industries Federation, 1984 4. Hugh Williamson, "Methods of Book design", Yale University Press, 1983 5. John Peacock, "Book Production", Blueprint, 1995.
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VI Semester	(b) Mass Communication
Elective II	Credits:4
<i>Objective: To enable the student to understand the concepts of verbal and non-verbal communication and the concepts of journalism.</i>	
<p>UNIT I INTRODUCTION Verbal and non-verbal communication, personal communication and mass communication, theories, principles and techniques of communication, history and role of mass media in society.</p> <p>UNIT II MASS COMMUNICATION Characteristics; Mass media – Growth, New media context, access, control and use. Functions of Mass communication – information, education and entertainment, Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation, Mass society and Mass culture.-</p> <p>UNIT III DYSFUNCTIONS Stereotyping, cultural alienation, impact on children; Regulatory mechanism: government, professional bodies and citizen groups.</p> <p>UNIT IV WRITING Newspaper feature & magazine, non-fiction writing, writing editorials, analytical articles, reviews, columns, commentaries & analysis.</p> <p>UNIT V BROADCAST JOURNALISM Gathering & reporting news for radio & television, The structure, functions and administration of a news and public affairs department in a broadcast station. Radio/ TV station management.</p> <p>TEXT BOOKS 1. Denis McQuail, "Mass Communication Theory: An Introduction to Theories of Mass Communication", 5th Edition, Melvin L.De Fluer, Sandra Bale-Rokeach, Sage Publications, 1999. 2. Stanley J.Baran, Dennis K.Davis, "Mass Communication Theory: Foundations, Ferment and Future", 3rd Edition, Wadsworth Publishing, 2002.</p> <p>REFERENCE BOOKS 1. Jennings Bryant, Dolf Zillmann, "Media Effects: Advances in Theory and Research, 2nd Edition, Lea Publishers, 2002. 2. Melvin L.Deflear, Sandra Bale-Rokeach, "Theories of Mass Communication", 5th Edition, Allyn & Bacon Publishers, 1999. 3. Arthur Asa Berger, "Essentials of Mass Communication Theory", SAGE Publications, 1995.</p>	

VI Semester	(c) E-Learning
Elective II	Credits:4
<i>Objective: To enable the student to understand the concepts of E-Learning and its impact.</i>	
UNIT- I INTRODUCTION	
Introduction – E-Learning : Definition and Scope – Contemporary Trends in E-Learning –Attributes of E-Learning - Opportunities and Affordances of E-Learning – Pedagogical Designs for E-learning – Role of Media in E-Learning – Computer Based communication Technologies – E-moderation Skills.	
UNIT –II ONLINE LEARNING MANAGEMENT SYSTEMS	
Adherence to Emerging Standards – Limitations of Contemporary LMSs- Digital Learning Objects – Characteristics of Learning Objects – Online Course Development Models – Contemporary Online learning Practices – Models of Course Development - Types of online Learning courses – The Integrated model.	
UNIT- III IMPLEMENTATION	
Management and Implementation of E-Learning – Administrative Requirements of E-Learning – Course Design and Development – Subject Matter Content Management - Evaluating the Impacts of E-Learning - Goals of Evaluation – Evaluation Methodology.	
UNIT –IV E-LEARNING IMPACT	
Understanding Business Impact on E-learning - Internet Learning: A Productivity Tool –Charting a Course - The Scope of Productivity Improvements – Advantages.	
UNIT –V BENEFITES	
Employer’s Perspective – Employee’s Perspective - Learner Driven – Benefits of E-Communication – E-Training Evolution – E-Assessment – Benefits to employers – Benefits to candidates.	
TEXT BOOKS	
1. Som Naidu, "E-learning A guide Book of Principles, Procedures and Practices ", 2nd revised Edition,CEMCA-2006,	
2. Tom Kelly, Nader Nanjiani, "The Business Case for E-Learning", Cisco Press-2004.	
REFERENCE BOOK	
1.Ruth Colvin Clark, Richard E.mayer, "ELearning and the Science of Instruction Proven Guide Lines for Consumers and Designers of Multimedia Learning" Pfeiffer-2008.	
