



SHIVAJI UNIVERSITY, KOLHAPUR-416 004. MAHARASHTRA
PHONE : EPABX-2609000 GRAM : UNISHIVAJI

FAX 0091-0231-2691533 & 0091-0231-2692333 –BOS- 2609094

शिवाजी विद्यापीठ, कोल्हापूर – 416 004

दूरध्वनी : (ईपीएबीएक्स) 2609000, अभ्यास मंडळे विभाग 2609094

फॅक्स : 0091 - 0231 -2691533 व 2692333; e-mail : bos@unishivaji.ac.in

शिवाजी वि./अ.मं/ आय.डी.एस./ 7198

दि. 17/07/2018

प्रति,

प्राचार्य,

कॉलेज ऑफ नॉन-कन्व्हेंशनल व्होकेशनल कोर्सेस फॉर वुमन,

विद्यापीठ रोड,

कोल्हापूर

विषय:- शैक्षणिक वर्ष 2018-19 पासून बॅचलर ऑफ मल्टिमिडिया (BMM) हया अभ्यासक्रमाचे नामाभिधान (Nomenclature) बदलानुसार बी.ए. (मल्टिमिडिया) B.A.(Multimedi) भाग-1 सुधारित अभ्यासक्रमाबाबत.

संदर्भ:- मा.कुलगुरुंनी पारित केलेले आदेश क्र.एसयु/बीओएस/658 दि.17 जानेवारी,2018 महोदय,

उपरोक्त संदर्भाकित आदेशान्वये आपणास शैक्षणिक वर्ष 2018-19 पासून आंतर विद्याशाखीय अभ्यास विद्याशाखेअंतर्गत बॅचलर ऑफ मल्टिमिडिया (BMM) हया अभ्यासक्रमाचे नामाभिधान (Nomenclature) बी.ए. (मल्टिमिडिया) B.A.(Multimedia) असे करण्यात आलेचे कळविण्यात आलेले आहे. त्यानुसार विद्यापीठ अधिकार मंडळाने बी.ए.(मल्टिमिडिया) भाग-1 चा सुधारित अभ्यासक्रम शैक्षणिक वर्ष 2018-19 पासून लागू करण्यास मान्यता दिली आहे त्याची Soft copy सोबत जोडली आहे.

सदरचा अभ्यासक्रम www.unishivaji.ac.in (online syllabus) या संकेतस्थळावर उपलब्ध आहे. तरी सदरची बाब सर्व संबंधित विद्यार्थी व शिक्षकांच्या निदर्शनास आणावी.

कळावे,

आपला विश्वासू,

उपकुलसचिव

प्रत: माहितीसाठी .

1. प्र-अधिष्ठाता, आंतर विद्याशाखीय अभ्यास विद्याशाखा
2. अध्यक्ष, वृत्तपत्रविद्या समन्वय समिती
3. संचालक, परीक्षा व मूल्यमापन

यांना माहितीस्तव

योग्य त्या पुढील कार्यवाहीसाठी

3. इतर परीक्षा-1,2,3,
4. परीक्षक नियुक्ती विभाग
5. संलग्नता विभाग
6. संगणक विभाग
7. पात्रता विभाग

यांना योग्य त्या पुढील कार्यवाहीसाठी

**SHIVAJI UNIVERSITY
KOLHAPUR**

**Bachelor of Arts in MULTIMEDIA
B.A. (MULTIMEDIA)**

Revised Syllabus

2018-2019

Implimented from June 2018 onwards

A] Ordinance and Regulations:-

B.A. MULTIMEDIA

Preface:-

B. A. (Multimedia) or Bachelor of Arts in Multimedia is an undergraduate Multimedia and Animation Three years degree. The degree begins with the fundamentals of Art and Design, which will stimulate the creativity and imagination. The Major focus of the degree is on the integration of theory and technology and their practical application in Design Projects. Syllabus includes Graphic Design for creating effective Visual communication and Web Design for Global communication through a website. Students are introduced to the 2D, 3D Concepts including Modeling, Texturing, Animation, Lighting, Script Writing, and Character Designing. They are also taught to professional Video Editing Techniques. Program teaches students in Advanced Art, Pre-Production, Shooting techniques, Audio Effects in order to specialize in Animation and Visual Effects.

B. A. (Multimedia) degree can prepare graduates for enter level Multimedia careers, internships or graduate program in media-related fields.

Eligibility and Admission Procedure.

Eligibility for Admission for First year MULTIMEDIA.

- a) A candidate for being eligible for admission to the first year degree in B. A. (Multimedia) must have passed the Higher Secondary Examination (10+2) of Maharashtra State Board OR Diploma any examination of any statutory University with Science, Arts, Commerce Streams OR MCVC students can get admission only by submitting the Government equivalence Certificate.
- b) Students coming from Examination Board other than the HSC Examination Board Maharashtra should obtain an Eligibility Certificate from the Registrar, Shivaji University for being considered for admission of first year B. A. (Multimedia).

Mode of Admission

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

Direct Admission to Semester III

Candidate (10+3) **Diploma- Polytechnic Diploma/ Bachelors of Journalism.** of any State Statutory University. With (10+3) Polytechnic Diploma of any state University is eligible for admission related to B. A. (Multimedia) Directly to the Second Year of the B. A. (Multimedia) degree.

Duration of the course.

The study for the degree in B. A. (Multimedia) shall be a full time, extending to three (3) Academic years. i.e. Six (6) semesters consisting of 90 days of instruction per semester.

Duration to complete the course

A candidate who fails to complete the B. A. (Multimedia) degree within a period of three years should complete the B. A. (Multimedia) degree within six (6) years from the date of joining the degree.

Medium of Instruction.

- The medium of instruction shall be in English.

Attendance

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

Scheme of Examination

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

Standard of Passing

- To pass the examination a candidate must obtain a minimum of 40% of marks in each paper subject.
- The minimum passing in theory paper of 50 marks shall be 20 marks.
- The minimum passing in practical paper of 50 marks shall be 25 marks.
- The minimum passing for the Internship report will be 40% i.e 40 marks for internal assessment and 40 marks for External assessment.
- A candidate should pass a minimum of 2/3rd of the subjects of BDFC Ist year i.e semester 1 and 2 including Internal assessment, Theory exam, Practical exam and External assessment. If a candidate fails to pass the minimum of 2/3rd of the subject she will not be allowed to take admission to the second year.
- A candidate should pass a minimum of 2/3rd of the subjects of BDFC IInd year i.e semester 3 and 4 including Internal assessment, Theory exam, Practical exam and External assessment. If a candidate fails to pass the minimum of 2/3rd of the subject she will not be allowed to take admission to the Third year.
- A candidate of second year has to clear all the subjects from First year i.e semester I and II or else she will not be allowed to take admission to the third year.

Award of Class

- Class will be as per the Shivaji University norms.

- Distinction - 70% & above
- First Class - 60% to 69%
- Second Class - 50% to 59%
- Pass Class - 40% to 49%

The regular students who have taken admission from 1st year and have cleared all the subjects in first attempt are eligible for the merit ranks.

Direct 2nd year admission candidate can be awarded class but will not be included in the merit ranking.

Examination Pattern

Shivaji University, Kolhapur
New /Revised Syllabus For
Bachelor of Arts in MULTIMEDIA.

**1. TITLE : Bachelor of Arts in MULTIMEDIA
Under the Faculty of Inter Disciplinary studies (IDS).**

2. YEAR OF IMPLEMENTATION:- Revised Syllabus will be implemented from June 2018-2019 onwards.

3. PREAMBLE:-

The Board of Studies should briefly mention foundation, core and applied components of the course/paper. The student should get into the prime objectives and expected level of study with required outcome in terms of basic and advance knowledge at examination level.

4. GENERAL OBJECTIVES OF THE COURSE :

- 1) To build an environment that enables to collaborate productively in Interdisciplinary stream
- 2) To nurture the women students to be Creative, Critical, Innovative and designers and successful entrepreneurs.
- 3) To support and contribute to the industries.
- 4) To understand the global Advertising industry
- 5) To understand the global video and Audio Editing industry

5. DURATION

- The course shall be a full time course Full Time
- The duration of course shall be of Three 3 years that is 2 semester per year a total 6 semesters.
- A candidate who fails to complete the course within a period of three years should complete the course within six years from the date of joining the course.

6. PATTERN:-

- Pattern of Examination will be /Semester Pattern.

7. FEE STRUCTURE:-

As per University norms

8. IMPLEMENTATION OF FEE STRUCTURE:-

In case of revision of fee structure, this revision will be implemented in phase wise manner as mentioned below:-

For Part I- From academic year 2018-19 Onwards

For Part I & II- From academic year 2019-20 Onwards

For Part I, II & III- From academic year 2010-21 Onwards

9. ELIGIBILITY FOR ADMISSION:-

- a) A candidate for being eligible for admission to the first year degree in B. A. (Multimedia) must have passed the Higher Secondary Examination (10+2) of Maharashtra State Board OR Diploma any examination of any statutory University with Science, Arts, Commerce Streams OR MCVC students can get admission only by submitting the Government equivalence Certificate.
- b) Students coming from Examination Board other than the HSC Examination Board Maharashtra should obtain an Eligibility Certificate from the Registrar, Shivaji University for being considered for admission of first year B. A. (Multimedia).
- c) Merit list in the qualifying examination.

10. MEDIUM OF INSTRUCTION:

- The medium of instruction shall be English

11. STRUCTURE OF COURSE- -----

(Note – The structure & title of papers of the degree as a whole should be submitted at the time of submission/revision of first year syllabus.

FIRST YEAR SEM I B.A. in MULTIMEDIA (NO.OF PAPERS- 08)

Sr.No.	Subjects	Marks
1.	Graphics	100
2.	Visual Arts	100
3.	HTML Basics	200
4.	Drawing & Sketching	100
5.	Fundamental of Computers	200
6.	Communication Skills	100
7.	Graphics I(Practical)	100
8.	Visual Arts(Practical)	100
	Total	1000

SECOND YEAR SEM III B.A. in MULTIMEDIA (NO.OF PAPERS- 09)

Sr.No.	Subjects	Marks
1.	Environmental Studies	50
2.	Digital Art Photography	100
3.	Script Writing and Story Board Designing	100
4.	Sound Editing	200
5.	Advertising	200
6.	Flash Website Design	200
7.	Management Skills	100
8.	Digital Art Photography(Practical)	100
9.	Script Writing & Story Board Designing(Practical)	100
	Total	1250

THIRD YEAR B.A. in MULTIMEDIA (NO.OF PAPERS -08)

Sr.No.	Subjects	Marks
1.	2D & 3D Animation	100
2.	NEWS REPORTING & EDITING	100
3.	Digital Editing	200
4.	Realistic Concept of Animation and Special Effects	200
5.	Video Production Techniques	200
6.	Project Management & Estimation	100
7.	2D & 3D Animation	100
8.	NEWS REPORTING & EDITING	100
9.	Project	200
	Total	1300

COURSE STRUCTURE B.A.(MULTIMEDIA) SEM-I

SR.NO	SUBJECTS	TEACHING SCHEME	
		THEORY	PRACTICAL
		NUMBERS OF LECTURES	NUMBERS OF LECTURES
1	Graphics – I	03	03
2	Visual Arts –I	03	03
3	HTML Basics – I	03	03
4	Drawing & Sketching – I	--	06
5	Fundamental of Computers – I	03	03
6	Communication Skills - I	04	--
7	Graphics (Practical)	--	03
8	Visual Arts(Practical)	--	03
	TOTAL	16	24
	TOTAL Lectures	40	

COURSE STRUCTURE B.A.(MULTIMEDIA) SEM-II

SR.NO	SUBJECTS	TEACHING SCHEME	
		THEORY	PRACTICAL
		NUMBERS OF LECTURES	NUMBERS OF LECTURES
1	Graphics –II	03	03
2	Visual Arts – II	03	03
3	HTML Basics – II	03	03
4	Drawing & Sketching – II	--	06
5	Fundamental of Computers – II	03	03
6	Communication Skills –II	04	--
7	Graphics (Practical)	--	03
8	Visual Arts(Practical)	--	03
	TOTAL	16	24
	TOTAL Lectures	40	

COURSE STRUCTURE B.A.(MULTIMEDIA) SEM-III

SR.NO	SUBJECTS	TEACHING SCHEME	
		THEORY	PRACTICAL
		NUMBERS OF LECTURES	NUMBERS OF LECTURES
1	Environmental Studies	03	--
2	Digital Art Photography-I	03	--
3	Script Writing and Story Board Designing – I	03	03
4	Sound Editing-I	03	03
5	Advertising –I	03	03
6	Flash Website Design - I	04	--
7	Management Skills – I	---	03
8	Digital Art Photography(Practical)	---	03
9	Script Writing and Story Board Designing (Practical)	--	03
	TOTAL	19	21
	TOTAL Lectures	40	

COURSE STRUCTURE B.A.(MULTIMEDIA) SEM-IV

SR.NO	SUBJECTS	TEACHING SCHEME	
		THEORY	PRACTICAL
		NUMBERS OF LECTURES	NUMBERS OF LECTURES
1	Environmental Studies	03	--
2	Digital Art Photography-II	03	03
3	Script Writing and Story Board Designing – II	03	03
4	Sound Editing-II	03	03
5	Advertising –II	03	03
6	Flash Website Design - II	04	--
7	Management Skills - II	---	03
8	Digital Art Photography(Practical)	---	03
9	Script Writing and Story Board Designing (Practical)	--	03
	TOTAL	19	21
	TOTAL Lectures	40	

COURSE STRUCTURE B.A.(MULTIMEDIA) SEM- V

SR.NO	SUBJECTS	TEACHING SCHEME	
		THEORY	PRACTICAL
		NUMBERS OF LECTURES	NUMBERS OF LECTURES
1	2D Animation	03	03
2	3D Modeling & Animation	03	03
3	Digital Editing-I	03	03
4	Realistic Concept of Animation and Special Effects	03	03
5	Video Production Techniques I	03	03
6	Project Management & Estimation	04	--
7	Practical I (Based on Paper 1 & 2)	---	03
8	Practical I (Based on Paper 3 & 4)	---	03
	TOTAL	19	21
	TOTAL HOURS	40	

COURSE STRUCTURE B.A.(MULTIMEDIA) SEM-VI

SR.NO	SUBJECTS	TEACHING SCHEME	
		THEORY	PRACTICAL
		NUMBERS OF LECTURES	NUMBERS OF LECTURES
1	2D & 3D Animation II	03	03
2	NEWS REPORTING & EDITING – II	03	03
3	Digital Editing-II	03	03
4	Realistic Concept of Animation and Special Effects II	03	03
5	Video Production Techniques II	03	03
6	Project Management & Estimation II	--	04
7	2D & 3D Animation (Practical)	--	03
8	NEWS REPORTING & EDITING(Practical)	--	03
9	TOTAL	15	25
	TOTAL HOURS	40	

**12. SCHEME EXAMINATION:-
EXAMINATION SCHEME B.A.(MULTIMEDIA)- I SEM-I**

Sr. No.	SUBJECTS	TEACHING SCHEME												Total				
		THEORY						PRACTICAL							Internal		External	
		Exam Hrs.	Total Marks	Min Marks	Exam Hrs.	Total Marks	Min Marks	Exam Hrs.	Total Marks	Min Marks	Total Marks	Min Marks	Total Marks		Min Marks	Total Marks		
1	Graphics – I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	50		
2	Visual Arts – I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	50		
3	HTML Basics – I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	50		
4	Drawing & Sketching- I	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--		
5	Fundamental of Computers – I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	50		
6	Communication Skills – I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	50		
7	Graphics I(Practical)	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--		
8	Visual Arts(Practical)	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--		
Total																		250

EXAMINATION SCHEME B.A.(MULTIMEDIA)- I SEM-II

Sr. No.	SUBJECTS	TEACHING SCHEME												Total
		THEORY				PRACTICAL				Internal		External		
		Exam Hrs.	Total Marks	Min Marks	Exam Hrs.	Total Marks	Min Marks	Total Marks	Min Marks	Total Marks	Min Marks	Total Marks		
1	Graphics – II	2	50	20	--	--	--	--	--	--	--	--	--	50
2	Visual Arts – II	2	50	20	--	--	--	--	--	--	--	--	--	50
3	HTML Basics –II	2	50	20	3	50	20	3	50	20	25	25	10	150
4	Drawing & Sketching- II	--	--	--	3	50	20	3	50	20	25	25	10	100
5	Fundamental of Computers – II	2	50	20	3	50	20	3	50	20	25	25	10	150
6	Communication Skills – II	2	50	20	--	--	--	--	--	--	--	--	--	50
7	Graphics(Practical)	--	--	--	3	50	20	3	50	20	25	25	10	100
8	Visual Arts(Practical)	--	--	--	3	50	20	3	50	20	25	25	10	100
Total												750		

EXAMINATION SCHEME B.A.(MULTIMEDIA)- II SEM-III

Sr. No.	SUBJECTS	TEACHING SCHEME												Total				
		THEORY						PRACTICAL							Internal		External	
		Exam Hrs.	Total Marks	Min Marks	Exam Hrs.	Total Marks	Min Marks	Exam Hrs.	Total Marks	Min Marks	Total Marks	Min Marks	Total Marks		Min Marks	Total Marks		
1	Environmental Studies	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
1	Digital Art Photography-I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	--	--	50
2	Script Writing and Story Board Designing – I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	--	--	50
3	Sound Editing-I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	--	--	50
4	Advertising –I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	--	--	50
5	Flash Website Design – I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	--	--	50
6	Management Skills – I	2	50	20	--	--	--	--	--	--	--	--	--	--	--	--	--	50
7	Digital Art Photography(Practical)	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
8	Script Writing & Story Board Designing(Practical)	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Total																	300	

EXAMINATION SCHEME B.A.(MULTIMEDIA)- II SEM-IV

Sr. No.	SUBJECTS	TEACHING SCHEME												Total				
		THEORY				PRACTICAL				Internal					External			
		Exam Hrs.	Total Marks	Min Marks	Exam Hrs.	Total Marks	Min Marks		Total Marks	Min Marks	Total Marks							
1	Environmental Studies	2	50	20	--	--	--	--	--	--	--	--	--	--	--	50		
2	Digital Art Photography-II	2	50	20	--	--	--	--	--	--	--	--	--	--	--	50		
3	Script Writing and Story Board Designing – II	2	50	20	--	--	--	--	--	--	--	--	--	--	--	50		
4	Sound Editing-II	2	50	20	3	50	20	25	25	10	25	10	25	10	25	150		
5	Advertising –II	2	50	20	3	50	20	25	25	10	25	10	25	10	25	150		
6	Flash Website Design - II	2	50	20	3	50	20	25	25	10	25	10	25	10	25	150		
7	Management Skills - II	2	50	20	--	--	--	--	--	--	--	--	--	--	--	50		
8	Digital Art Photography(Practical)	--	--	--	3	50	20	25	25	10	25	10	25	10	25	100		
8	Script Writing & Story Board Designing(Practical)	--	--	--	3	50	20	25	25	10	25	10	25	10	25	100		
Total																950		

EXAMINATION SCHEME B.A.(MULTIMEDIA)- III SEM-V

Sr. No.	SUBJECTS	TEACHING SCHEME												Total
		THEORY				PRACTICAL				Internal		External		
		Exam Hrs.	Total Marks	Min Marks	Exam Hrs.	Total Marks	Min Marks	Total Marks	Min Marks	Total Marks	Min Marks	Total Marks		
1	2D & 3D Animation – I	2	50	20	--	--	--	--	--	--	--	--	--	50
2	NEWS REPORTING & EDITING – I	2	50	20	--	--	--	--	--	--	--	--	--	50
3	Digital Editing-I	2	50	20	--	--	--	--	--	--	--	--	--	50
4	Realistic Concept of Animation and Special Effects I	2	50	20	--	--	--	--	--	--	--	--	--	50
5	Video Production Techniques I	2	50	20	--	--	--	--	--	--	--	--	--	50
6	Project Management & Estimation I	2	50	20	--	---	--	--	--	--	--	--	--	50
7	2D & 3D Animation (Practical)	--	--	--	--	--	--	--	--	--	--	--	--	--
8	NEWS REPORTING & EDITING(Practical)	--	--	--	--	--	--	--	--	--	--	--	--	--
	Internship Report/Project/Assignment/Displays	---	---	---	--	--	--	--	--	--	--	--	--	--
Total														300

EXAMINATION SCHEME B.A.(MULTIMEDIA)- III SEM-VI

Sr. No.	SUBJECTS	TEACHING SCHEME												Total		
		THEORY				PRACTICAL				Internal					External	
		Exam Hrs.	Total Marks	Min Marks	Exam Hrs.	Total Marks	Min Marks									
1	2D & 3D Animation II	2	50	20	--	--	--	--	--	--	--	--	--	50		
2	NEWS REPORTING & EDITING – II	2	50	20	--	--	--	--	--	--	--	--	--	50		
3	Digital Editing-II	2	50	20	3	50	20	25	25	10	25	10	25	150		
4	Realistic Concept of Animation and Special Effects II	2	50	20	3	50	20	25	25	10	25	10	25	150		
5	Video Production Techniques II	2	50	20	3	50	20	25	25	10	25	10	25	150		
6	Project Management & Estimation II	2	50	20	--	--	--	--	--	--	--	--	--	50		
7	2D & 3D Animation (Practical)	--	--	--	3	50	20	25	25	10	25	10	25	100		
8	NEWS REPORTING & EDITING(Practical)	--	--	--	3	50	20	25	25	10	25	10	25	100		
	Internship Report/Project/Assignment/Displays	---	---	---	--	--	--	100	100	40	100	40	100	200		
Total												1000				

B.A. (Multimedia) Total lectures and Marks

	B.A. (Multimedia) Ist yr	B.A. (Multimedia) IInd yr	B.A. (Multimedia) IIIrd yr	Total
Marks	1000	1250	1300	3550

13. SCHEME OF EXAMINATION:-

The examination shall be conducted at the end of each semester.

- The Theory paper shall carry 50 marks for each semester.
- The evaluation of the performance of the students in practical papers shall be on the basis of Annual practical Examination as per the prescribed marks of each subject marks.
- Question Paper will be set in the view of the /in accordance with the entire Syllabus and preferably covering each unit of syllabi.

14. STANDARD OF PASSING:-

- To pass the examination a candidate must obtain a minimum of 40% of marks in each paper subject.
- The minimum passing in theory paper of 50 marks shall be 20 marks.
- The minimum passing in practical paper of 50 marks shall be 20 marks i.e practical exam out of 25 marks 10 marks will be passing and External assessment out of 25 marks 10 marks will be passing.
- The minimum passing for the Internship report will be 40% i.e 40 marks for internal assessment and 40 marks for External assessment.
- A candidate should pass a minimum of 2/3rd of the subjects of BA(Multimedia) Ist year i.e semester 1 and 2 including Internal assessment, Theory exam, Practical exam and External assessment. If a candidate fails to pass the minimum of 2/3rd of the subject she will not be allowed to take admission to the second year.
- A candidate should pass a minimum of 2/3rd of the subjects of BA(Multimedia) IInd year i.e semester 3 and 4 including Internal assessment, Theory exam, Practical exam and External assessment. If a candidate fails to pass the minimum of 2/3rd of the subject she will not be allowed to take admission to the Third year.
- A candidate of second year has to clear all the subjects from First year i.e semester I and II or else she will not be allowed to take admission to the third year.

15. NATURE OF QUESTION PAPER AND SCHEME OF MARKING :-

Sr No	Examination	Marks Distribution	Marks	Total Marks
1	Theory			50
		Written Exam (Nature of Question paper)	50	
		1)Objective type of Questions like <ul style="list-style-type: none"> - Fill in The blanks - Match The following - True or false - Answer in one sentence. - Multiple choice questions 	8x1=8	
		2)Answer in Brief <ul style="list-style-type: none"> - Any 2 out of 3 	4x2=08	
		3)Descriptive type questions <ul style="list-style-type: none"> - Any 3 out of 5 	8x3=24	
2	Practical			50
		External Assessment	25	
		Folder/ Assignments/Record -10 Viva-Voce -15		
		Practical Exam	25	
		1) Question No 1	15x1=15	
		2) Question No 2 (OR)	10x1=10	
		3) Question No 2	10x1=10	
3	Internship Report			200
		1) Internal assessment of Report	50	
		2) External assessment of Report	50	
		3) External Viva-Voce	100	

Note : Weightage of marks shall be 8 -10 marks per unit for Theory

16. EQUIVALENCE FOR SUBJECTS

The subjects for the year I , II ,III have been added.

17. SPECIAL INSTRUCTIONS , IF ANY.

REVISED SYLLABUS FOR
B.A.(MULTIMEDIA) Part - I

SEM-I

Paper I: Graphics-I

Total contact lecture: 48 lectures of 45 Minutes

Theory – 50 Marks

Objectives: By studying Graphic Design students will have a wider horizon in the field of art and will Demonstrate artistic growth by executing a variety of images/text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.

Study the works of contemporary artists, designers as well as the masters in the field and discuss and enrich their vocabulary of design.

Unit 1:Introduction of Graphics [9 lectures]

Defination of Graphics
Introduction to Design
Basic Elements of Graphic Design
Basic Forms/ Shapes
Introduction to color Scheme

Unit 2:Drawing I [10 lectures]

Apply forms/Shapes/ Circular Forms in design
Description of color scheme

Unit 3: Drawing II [12 lectures]

How to use Human / Animal/ Nature/ Manmade forms in Graphics

Unit 4: [10 lectures]

Types of Layout,
Use of Layouts in Commercial Field
Introduction to Perspective
Case Study of Famous Adds according to the graphics

Reference Books:

Ackerman C.: Mastering Multimedia- Advantage II, BPS publication.

Mulin Eileen: The Essential Photoshop Book, Galgotia Publication Pvt. Ltd.Role of Design in Society

Paper II: Visual Arts I

Total contact lecture: 48 lectures of 45 Minutes

Theory – 50 Marks

Objectives: To develop and demonstrate understanding and skillful use of elements and principles of visual design-

1. Conceptual element
2. Visual element
3. Relational element
4. Practical or functional element

To learn ways to apply aesthetic sensibilities into their work and explore ways to balance between formal theories with practical applications.

Unit 1: Sketching and Drawing

[12 lectures]

- Importance of Sketching & Drawing in Visual Arts
- Sketching of natural and man made objects and environment
- Construction Drawing

Unit 2: Basic Design

Representational Drawing Simplification Drawing 2D Design [12 lectures]

Development of aesthetic sensibility towards design

Unit 3: Elements & Principle of Design

Elements of Design- Point, Line, Form, Shape, Texture, Pattern
Principles of Design- Unity, Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Repetition and Proportion

Unit 4: Color Theory Basic

[12 lectures]

Grey Scale ,
Colour Keys – High Key , Middle Key, Low Key
Monochromatic,
Analogous, Primary Color Wheel, Color Wheel

References:

1. Drawing A Creative Process- Francis Ching
2. The Complete Color Harmony- Tina Sutton & Bride M. Whelan
3. Tasteful Color Combinations – By Naomi Kuno

Paper III: HTML Basics I

Total contact lecture: 48 lectures of 45 Minutes

Theory – 50 Marks

Practical – 50 Marks

Objectives: a) To be able to create web page or web design.

b) To learn to create various links and form.

Unit 1:

[12 lectures]

Introduction to HTML (Hyper Text Markup Language)

Advantages and Disadvantages

Features of HTML

HTML Basics: Headings, Elements, Attributes, Fonts, Styles, Paragraphs

Unit 2: HTML Basics:

[12 lectures]

Beginning a webpage

Alignment

Adding a background (both color and image)Font size, Font style

Bulleted and Numbered Lists

Div and Span Tags for Grouping

Unit 3:

[12 lectures]

Creating links

Creating Forms and different elements of forms

Basic Table Knowledge, Cell Spacing cell

padding

HTML Frames, IFrame

Understanding the basic two column frame

page, Rows

Creating a frames page with both rows and columns

Unit 4: Intermediate HTML:

[12 lectures]

CSS, Basic stylesheet

Incorporating the stylesheet into your page CSS Id and Class: Syntaxes

Styling Backgrounds, Texts, Fonts, Tables, Border, Outline, Aligning, footing,

Links, Lists

Reference books:-

1. Design and Build Websites – By Jon Duckett
2. Learn HTML and CSS faster – By Mark Myers
3. HTML and CSS for Beginners – By Mark Lassof

LAB:

1. MAINTAIN A JOURNAL (ATLEAST 15 QUESTIONS) BASED ON ASSIGNMENTS OF HTML AND CSS

Paper IV: Drawing & Sketching I

Total contact lecture : 48 lectures of 45 Minutes

Practical

Unit 1:

[12 lectures]

Introduction to Drawing How to Draw, How to Choose a Pencil, How to Improve Your, Drawing Skills, How to Ink a Drawing, How to Sketch.

Unit 2:

[12 lectures]

Drawing Shapes and Forms Draw a Box, Draw a Circle, Draw a cylinder, Draw a Hexagon, Draw a Cartoon Car, Draw a Simple House

Unit 3:

[14 lectures]

Free hand sketching from real objects: Total assignments -10 building, vehicles, chair, table, trees etc. Design- 2 D & 3 D Design

Unit 4:

[12 lectures]

Still life with drapery (object drawing) Total assignments -5 (Study of non living objects)

Primary, Secondary, Tertiary, Quarter Class Colour Scheme

12. Making 6, 12, 18 parts of Colour Wheel

13. Relationship between Different colour Schemes

14. Still life painting

15. Memory painting

16. Concept Telling & Writing on Own Script

17. Developing concept With Dialogue and description Imagery.

Reference Books:-

- 1) The Animator Survival Kit by Richards Williams
- 2) Basic Drawing Techniques by Richards Box
- 3) Drawing and Anatomy by Victor Perard
- 4) Sketching by Pratap Mulik
- 5) Human Anatomy for Artist by Eliot Goldfinger

Paper V: Fundamentals of Computer I

Total contact lecture: 48 lectures of 45 Minutes

Theory – 50 Marks

Practical – 50 Marks

Unit 1: [12 lectures]

What is a Computer?
Basic Introduction of Computers.
History of Computer.
Computer Generations.

Unit 2: [12 lectures]

Introduction of Basic Computer Operations.
Computer Units.
Memory System in a Computer.
Storage Devices.

Unit 3: [12 lectures]

Definition of Software's.
Paint, Microsoft Word, Microsoft Excel, Power Point.
Applications of Software Types of databases

Unit 4: [12 lectures]

Study of Input Devices and Output Devices
Study of Data Processing.

Reference Books:-

- 1) Fundamental of Computers by V. Rajaraman
- 2) Computer Fundamental by P.K. Sinha
- 3) Introduction to Computer and Data Processing by Pawar, Lad, Shinde, Patil (Dreamtech)
- 4) Introduction to Computer by Alexis Leon, Mathew Leon

LAB:

1. Microsoft DOS
2. Microsoft Word
3. Microsoft Excel
4. Microsoft PowerPoint
5. Microsoft Access

Paper VI: Communication Skills I

Total contact lecture: 48 lectures of 45 Minutes

Theory – 50 Marks

Objectives: To develop the students competence in communication at an advanced level. Assuming that the students are fairly proficient in the basic communication skills of listening, speaking, reading and writing in English the course aims to train them in communicating efficiently in the workplace and professional contexts.

Unit 1: **[12 lectures]**

Features of Indian English, Correction of sentences, structures-tenses-ambiguity, Basic of Communication- purpose and importance, types, channels, letter writing, Internet based communication- email writing

Unit 2: **[12 lectures]**

Informal conversation Vs Formal expression Verbal and non-Verbal communication, barriers to effective communication

Unit 3: **[12 lectures]**

Types of Communication-Oral, writing and reading-word power-vocabulary, speech, tone-clarity of voice, Grammar

Unit 4: **[12 lectures]**

Group Discussion, Presentations, Report Writing, Formal and informal interviews, purposes of interview

Reference Books:-

1. Essential of Business Communication, Rajendra Pal, JS Korlahhi: Sultan Chand & Sons, New Delhi
2. Basic Communication Skills for Technology, Andre J. Rutherford: Pearson Education Asia, Patparganj, New Delhi 92
3. Advanced Communication Skills, V. Prasad, Atma Ram Publication, New Delhi
4. KR Lakshminarayana: English for Technical Communication – vols 1 and 2, SCITECH Publications (India) Pvt. Ltd., T. Nagar, Chennai 6000017
5. Edmund H Weiss: Writing Remedies: Practical Exercises for Technical Writing, Universities Press, Hyderabad
6. Cliffs Test Prep for GRE and TOFEL computer based test, IDG Books, India(P)
7. GRE anf TOFEL, Kaplan and Baron's
8. English in Mind, Herbert Puchta and Jeff stranks, Cambridge

Paper VII : Graphics(Practical)

Theory – 50 Marks

Unit 1:

Basic forms, shapes, compositions

Unit 2:

Colour schemes applications

Unit 3:

Human ,Animal, Natural , Manmade objects

Unit 4:

Layouts: Visiting Card, Letter Head, Business Card etc.

References:

1. Rendering with Pen And Ink – By Robert Gill
2. Drawing a Creative Process- by Francis Ching.

Paper VIII: Visual Arts(Practical)

Practical – 50 Marks

Unit 1 :

1. Free Hand Practicing

Unit 2:

2. All types of Object Drawings

Unit 3:

Human Figures

Unit 4:

Calligraphy
Typography

SEM-II

Paper I: Graphics-II

Total contact lecture: 48 lectures of 45 Minutes

Theory – 50 Marks

Objectives : Gain skill to use the digital tools as a powerful means of communication for creation, modification and presentation.

Unit 1:

[8 lectures]

Defination of Logo

Defination of Monogram

Difference between Logo & Monogram in Graphics

Create Logo or Mono / Color scheme /theme based logo

Case study of logo & monogram

Unit 2:

[16 lectures]

Introduction to CorelDraw

Interface of CorelDraw

Components of CorelDraw

Unit 3:

[18 lectures]

Introduction to Photoshop, Interface of Photoshop, Components of Photoshop

Application of Multimedia in production of Ads and other presentations

Unit 4:

[8 lectures]

Introduction to multi layer working, brush strokes, effects, filters

Reference Books:-

The softwares of CorelDraw, Adobe Photoshop must be used Practically

Book, Ledoux Constance : Digital TV and The Consumer.U.K. Surjeet Publications.

Pintoff, Ernest M.F.A. (1998): Animation 101, Studio City, CA. Micheal Wise Publications.

Artwick, Guzan Claudette (2005): Reporting and Producing for Digital Media,Delhi. Surjeet Publications.

Paper II: VISUAL ARTS II

Total contact lecture: 48 lectures of 45 Minutes

Theory – 50 Marks

Unit 1: [12
lectures]

Color Theory

Color Theory, Color combination,

Contrast Color Scheme, Double contrast color scheme, split complementary

Double split complementary, Tride color scheme, Hot color scheme, Cool color scheme

Unit 2:Calligraphy [12
lectures]

Calligraphy, Devnagari ,Gothic & various types of Calligraphy

Unit 3:

Typography

Difference between calligraphy & typography

Study of all fonts and Scripts

Unit 4: [12
lectures]

History of Typography

Designs ,Motifs, Importance of typography in print media, evolution of typography

Reference books:-

1. Design Elements, Color fundamentals – By AarisSherin
2. Tasteful Color Combinations – By Naomi Kuno
3. The complete color Haromny – By Tina Sutton and Bride M. Whelan
4. Rendering with Pen and Ink – By Robert Gill
5. Drawing a creative process – By Francis Ching

Paper III : HTML BASIC II

Total contact lecture: 48 lectures of 45 Minutes

Theory – 50 Marks

Practical – 50 Marks

Objectives : To develop students ability to apply the concepts of web designing and basic Java Script. The candidate will be able to design basic website using HTML, Java Script and ASP

Unit 1: Fundamentals of Web Design

[12 lectures]

Introduction of World Wide Web (WWW), Definition of Website, Client server working of Web, History of Web, Evolution of WWW, Definition of Internet, Use of Internet, Sample of Web Pages, Construction of Web Pages, Function and Stand point of web site, Web Browser

The Principal of Web Design: Well designed site from a poorly conceived one, difference between Web and Print Design, Web Designer issues

Getting Started in Web Design: Technology need to design Web- Tech Skills and Soft Skills, Digital Imaging Software, HTML editors and Multimedia, Real-world design environment

Unit 2: Advanced HTML

[12 lectures]

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

Unit 3: Introduction to JavaScript

[12 lectures]

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

Unit 4: Introduction to ASP

[12 lectures]

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

Reference Books:-

1. Exploring Web Design – By Jereny Vert, Shannon Prochan, Villain Grown
2. Web design Bibliography – By Safari Content Team
3. Principles of Web Design / 5E – By Joel Sillar
4. Principles of Web Design – By Darria K Farkar, Jean B. Farkar
5. HTML: Introduction concepts & Techniques – By Gary B. Shelly
6. JavaScript: The Web Technologies series – By Don Gorrelin
7. JavaScript by examples – By Ellie Quigley
8. Beginning JavaScript – By Paul Wilton and Jereney Mcpeak
9. Mastering Active Server Pages 3 – By A. Russell Jones
10. Working with Active Server Pages – By Melnick Consulting Group
11. Active Server Pages 3.0 by example – By Bob Reselman
12. Sams Teach Yourself Active Server Pages 3.0 in 21 Days – By Scott Mitchell

LAB:

1. Design a website(frontend) for travelling agency, hospital, business site.(Use CSS)

2) **1.** Write a JavaScript program to display the current day and time in the following format.

Sample Output : Today is : Tuesday.

Current time is : 10 PM : 30 : 38

2. Write a JavaScript program to print the contents of the current window.

3. Write a JavaScript program to get the current date.

Expected Output :

mm-dd-yyyy, mm/dd/yyyy or dd-mm-yyyy, dd/mm/yyyy

4. Write a JavaScript program to find the area of a triangle where lengths of the three of its sides are 5, 6, 7.

5. Write a JavaScript program to rotate the string 'w3resource' in right direction by periodically removing one letter from the end of the string and attaching it to the front.

6. Write a JavaScript program to determine whether a given year is a leap year in the Gregorian calendar.

7. Write a JavaScript program to find 1st January is being a Sunday between 2014 and 2050.

8. Write a JavaScript program where the program takes a random integer between 1 to 10, the user is then prompted to input a guess number. If the user input matches with guess number, the program will display a message "Good Work" otherwise display a message "Not matched".

9. Write a JavaScript program to calculate days left until next Christmas.

10. Write a JavaScript program to calculate multiplication and division of two numbers (input from user).

Sample form :

1st Number :

2nd Number:

The Result Is :

120

11. Write a JavaScript program to convert temperatures to and from Celsius, Fahrenheit.
[Formula : $c/5 = (f-32)/9$ [where c = temperature in Celsius and f = temperature in Fahrenheit]

Expected Output :

60°C is 140 °F

45°F is 7.222222222222222°C

12. Write a JavaScript program to get the website URL (loading page).

13. Write a JavaScript exercise to create a variable using a user-defined name.

14. Write a JavaScript exercise to get the extension of a filename.

15. Write a JavaScript program to get the difference between a given number and 13, if the number is greater than 13 return double the absolute difference.

Paper IV: Drawing and Sketching-II
Total contact lecture: 48 lectures of 45 Minutes

Practical – 50 Marks

Unit 1: Drawing Text and Lettering How to Draw Letters, How to Draw Bubble Letters, How to Have Beautiful Writing. How to Design a Logo	[12 lectures]
Unit 2: Drawing Realistic Characters How to Draw Basic Human Figures, How to Draw a Body , How to Draw People, How to Draw Realistic People, How to Draw Human Faces, How to Draw a Facial Expression.	[12 lectures]
Unit 3: Drawing Animals How to Draw Realistic Animals with Depth, How to Draw an Elephant, Draw a Horse, How to Draw a Bird, How to Draw Cat, How to Draw a Dog, How to Draw a Pig, How to Draw a Dog Face, How to Draw a Frog	[12 lectures]
Unit 4: Cartoon and Comic Drawing How to Draw a Cartoon like Face, How to Draw a Cartoon Cat, How to Draw a Cute Cartoon Person, How to Draw a Cartoon Monkey, How to Draw a Stick Figure, How to Draw Monsters, How to Draw a Sea Creature. Draw Various Shapes in 2 Point Perspective. Draw Same Objects in 2 Point Perspective. Draw Shapes in 1 Point Perspective with Light And Shade. Draw Buildings Layouts in Multiple Point Perspective. Draw Human Sketches in Multiple Point Perspective. Object Animations. Water Ripple. Human Walk cycle and Animal Walk cycle. Various Actions of Human, Animal and Cartoons. Facial Expression Human, Animal, Cartoons.	[12 lectures]

Reference Books:

- 1) The Animator Survival Kit by Richards Williams
- 2) Basic Drawing Techniques by Richards Box
- 3) Drawing and Anatomy by Victor Perard
- 4) Sketching by Pratap Mulik
- 5) Human Anatomy for Artist by Eliot Goldfinger
- 6) How to Draw Baby Animal by Susan Sonkin
- 7) Cartoon Animation by Preston Blair
- 8) Human anatomy by Victor Ferard
- 9) Figure drawing made easy by Aditya Chari
- 10) How to Draw Human Figures by Pundalik Waze

Paper V: Fundamentals of Computer II

Total contact lecture: 48 lectures of 45 Minutes

Theory – 50 Marks**Practical – 50 Marks**

Unit 1: [12 lectures]

What is the Internet?

Internet History Search Engine

Unit 2: [12 lectures]

Introduction of Web Directories

Thinking Critically about Websites

Evaluation of Information-Sources

Unit 3: [12 lectures]

What is Multimedia?

Introduction to Multimedia Systems.

History of Multimedia Systems Multimedia Systems and Application

Unit 4: [12 lectures]

Introduction of Internet Graphics

Types of Internet Graphics Application and Future of Multimedia and Internet

Reference Books:-

- 1) Computer Today by Basandara
- 2) Computer Fundamental by P.K. Sinha
- 3) Introduction to Computer and Data Processing by Pawar, Lad, Shinde, Patil (Dreamtech)
- 4) Raymond Grenlaw, Ellen Hepp - Fundamentals of the internet and World Wide Web, Tata McGraw Hill – 2000
- 5) Multimedia-An Introduction by John Villamil and Louis Molina Printed by Prentice Hall of India
- 6) Ramesh Bangia, Multimedia and Web Technology, Firewall Media-2004

LAB

1. Internet connectivity
2. Working with Web browser
3. Working with e-mail clients (Sending/receiving/attachments)
4. Working with PDF files using Acrobat Reader
5. Storing Photos using digital media and Copying Video Media into digital media
6. Identifying components and Interfacing
7. Identifying different Hardware's Elements
8. Installing System and application software
9. Understanding control panel settings
10. Working with anti-virus software and Working with backups

Paper VI: Communication Skills II

Total contact lecture: 48 lectures of 45 Minutes

Theory – 50 Marks

Unit 1: Functional Grammar-II (8 Lectures)

- a) Sentence construction: Simple, Complex and Compound
- b) Application writing
- c) Paragraph writing, essay writing and precis writing
- d) Pre-testing of oral and writing skills

Unit 2: Professional Skills (14 Lectures)

- a) Biodata, CV and resume writing
- b) Joining Letter, Cover Letter & Resignation letter
- c) Inter-Office Memo, Formal Business Letter, Informal Notes
- d) Minutes of the Meeting, Reporting Events, Summary Writing

Unit 3: Presentation Skills (10 Lectures)

- a) Power-point presentations & presentation techniques
- b) Body language
- c) Describing people, places and events
- d) Extempore speech and Just-a minute sessions

Unit -4 Interview Skills (8 Lectures)

- a) Developing skill to (a) Debate (b) Discussion, Basics of GD & styles of GD
- b) Discussion in groups and group discussion on current issues
- c) Steps to prepare for an interview and mock interviews

Paper VII: Graphics(Practical)

Practical – 50 Marks

Unit 1:

Logo Designing, Monograms

Unit 2: Using Corel Draw

Draw human figure, objects

Unit 3: Using Photoshop

Scaling, Cropping, editing, touching/finishing

Unit 4:

Assignments based on all the above topics

Paper VIII: Visual Arts(Practical)

Practical – 50 Marks

Unit 1:

Color Schemes, Hot color scheme, Cool color scheme.

Unit 2:

Different Compositions.

Unit 3:

Still Life Painting

Unit 4:

Styles of Lettering