

**SARDARPATELUNIVERSITY,
VALLABH VIDYA NAGAR
BBA-(ISM) PROGRAM
Semester-I
(Effective from June 2018)**

Paper Code: UM01DBBS23	Total Credit: 3
Title Of Paper: Multimedia and Application - I	Marks :100

Unit	Description in detail	Weighting (%)
1	Introduction What is Multimedia, Definition. CD-ROM/DVD/Flash-Drivers and Multimedia. Scope of Multimedia. Where to use Multimedia. Types of Multimedia Application.	25 %
2	Multimedia hardware and software tools. Hardware: Connections, Memory and Storage Devices. Input Devices , Output Devices Software : Text Editing and Word Processing Tools, OCR S/W, Painting and Drawing Tools.	25 %
3	Multimedia Text . The Power of Meaning about Font and Types. Using text in multimedia. Computer and text, Font Edition and Designing Tools. Hyper Media and Hyper Text.	25 %
4	Multimedia Sound. The Power of Sound, Multimedia System and sound, Digital Audio, Making MIDI. Audio : Audio File Format , MIDI versus Digital Audio, Adding Sound To your multimedia Project, Space Consideration.	25 %

Evolution: Internal: 40 Marks (Theory)

External: 60 Marks (Theory) –Two Hour Examination.

Reference Books :

1. Multimedia Magic : S. Gokul (BPB).
2. Digital Multimedia : Chapman & Chapman, (Wiley India)
3. Multi Media Make It Work (4th Edition) : TayVaughan (TMH)