SARDARPATELUNIVERSITY,
VALLABH VIDYA NAGAR
BBA-(ISM) PROGRAM
Semester-I
(Effective from June 2019)

Paper Code: UM01DBBS53	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 Storages 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 verses Digital Audio, Adding Sound To your multimedia Project, Space Consideration.	**25 %**

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)