

**SARDAR PATEL UNIVERSITY,
VALLABH VIDYA NAGAR
BBA-(ISM) PROGRAMME
SEMESTER-II
Effective from June 2018**

Paper Code: UM02DBBS23

Title Of Paper: Multimedia and application - II

Unit	Description in detail	Weightage (%)
1	Introduction To Display Devices and graphics functions. A Survey of Major Applications Of computer and Multimedia Software Standards. Graphics functions. Display Devices.(Random Scan and raster Scan Monitors, Color CRT Monitors, Direct View Storage Devices, Plasma Panel Displays, LED, LCD Monitors, 3D Monitors) Input Devices. (Touch Panels, Light Pens, Mouse, Track Ball , Voice System Etc).	25 %
2	Multimedia Image / Animation Image : Making Still Images (Source of images, Colors Image File Format) Animation : principle of Animation by Computers	25 %
3	Multimedia Video. Using Video. Analog and Digital Display Standards. Digital Videos. Video Recording and Type Format. Shooting and Editing Video.	25 %
4	Digital Imaging Introduction. Graphics for interface Design. Graphics for Content. Types Of graphic imagery. • Photographic Image • Clip Art. • 3D Graphic Images. • Miscellaneous Utilities. Introduction to Graphic Storages.	25 %

Evolution: Internal: 40 Marks (Theory)

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

Basic Text & Reference Books:

Multimedia Magic: S. Gokul (BPB).

Digital Multimedia : Chapman & Chapman, (Wiley India)

Multi Media Make It Work (4th Edition) : Tay Vaughan (TMH)