



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2021-2022

Bachelor of Business Administration(Information System Management)
(BBA ISM IInd Sem)

Course Code	UM02DBBS73	Title of the Course	Multimedia and Application - II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To learn and understand technical aspect of Multimedia Systems.2. To understand the standards available for different audio, video and text applications.3. To Design and develop various Multimedia Systems applicable in real time.4. To learn various multimedia authoring systems.5. To develop multimedia application and analyse the performance of the same.
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Course Content		
Unit	Description	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.	25 %



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	Shooting and Editing Video.	
4.	Digital Imaging Introduction. Graphics for interface Design. Graphics for Content. Types Of graphic images. •Photographic Image • Clip Art. • 3D Graphic Images. • Miscellaneous Utilities. Introduction to Graphic Storages.	25 %
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Teaching-Learning Methodology	<ul style="list-style-type: none">• Instructional strategies are hands-on learning, direct instruction, document based questions.• Online learning platforms.• Digital books and various e-learning materials
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	prepare visuals by making arrangements on the slide master, and placeholders, etc.
2.	add pictures and graphics from other files to the Multimedia Applications (Power Point).



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3.	use action buttons, effect and animation features in the Power Point software.
4.	transform a text into an instructional presentation and organize it so that the user can move among the slides.

Suggested References:

Sr. No.	References
1.	Multimedia Magic: S. Gokul (BPB).
2.	Digital Multimedia : Chapman & Chapman, (Wiley India)
3.	Multi Media Make It Work (4th Edition) : Tay Vaughan (TMH)

On-line resources to be used if available as reference material

On-line Resources

1. <https://vardhaman.org/wp-content/uploads/2020/08/CG.pdf>

2. https://www.tutorialspoint.com/multimedia/multimedia_introduction.htm
