

**REGULATIONS AND SYLLABUS**  
**FOR**  
**DIPLOMA IN DESK TOP PUBLISHING**

*Offered by*

**BHARATHIYAR UNIVERSITY, COIMBATORE**  
**FROM 2010-2011**

*Under the*

**CENTRE FOR COLLABORATION OF INDUSTRY AND**  
**INSTITUTIONS (CCII)**  
**COLLABORATIVE PROGRAMME**

**Bharathiyar University, Coimbatore-641046.**  
**CENTRE FOR COLLABORATION OF INDUSTRY AND INSTITUTIONS**  
**(CCII)**

**DIPLOMA IN DESK TOP PUBLISHING**

**REGULATIONS AND SYLLABUS**

**REGULATIONS**

**1. Description of course/objective of the course**

This course is designed to prepare technicians with specialized skills, knowledge and attitude to work in finance and accounting field. The program will be conducted by any one of the approved by Bharathiyar University.

**2. Eligibility**

- a. A pass in 12<sup>th</sup> Examination or Equivalent Examination recognized by University Tamil Nadu Government

**3. Duration of the Course**

The Course shall extend over a period of 12 months.

**4. Courses and Scheme of examination**

Course No	Course Title	University examination		Credit
		Internal	External	
Paper.1(Theory)	Microsoft office & Multimedia	50	50	4
Paper.2(Theory)	Working with Photo shop	50	50	4
Paper.3(Theory)	Designing using Corel draw	50	50	4

<b>Paper.4(Theory)</b>	<b>Page maker</b>	<b>50</b>	<b>50</b>	<b>4</b>
<b>Paper.5(Theory)</b>	<b>Printing &amp; Publishing</b>	<b>50</b>	<b>50</b>	<b>4</b>
<b>Paper.6(Theory)</b>	<b>Communicative English</b>	<b>50</b>	<b>50</b>	<b>4</b>

### **5. Practical Training**

Being a practical oriented program, the focus will be more on practical training. The candidate shall undergo practical training of the computer laboratory.

### **6. Requirement to appear for examination**

Candidate should put in a minimum of 90% attendance to appear for the examinations.

### **7. Passing minimum**

To pass

- A candidate shall secure a minimum of 50% in the University examination for practical and overall 50% in each of the paper (Internal/ External) to pass the examination. A Candidate failing in any one of the components has to reappear for that particular component in the supplementary examinations.

### **8. Classification of successful candidate**

- A candidate who obtains 75% and above, aggregate in theory and practical examinations, in the first attempt shall be deemed to have passed the examination with distinction.
- A candidate who obtains from 60% to 74% of the aggregate in theory and practical examinations, in the first attempt shall be deemed to have passed the examination in the first class.
- Other Successful candidates shall be declared to have passed the examination in the second class.

### **9. Conferment of degree**

A candidate who has passed all the examinations as prescribed shall be eligible to receive the “DIPLOMA IN DESK TOP PUBLISHING” from Bharathiyar University.

### **10. Course Material**

Course Material shall be supplied by HIS Publications.

### **11. Revision of Regulation and syllabus**

The syllabus and regulations of the courses are subject to modification by the university whenever necessary.

### **12. Question paper pattern**

Theory examination will be for 100 marks with the following components which will be converted into 60 marks.

- Multiple Choice / one word answers: 20x1=20 marks(no choice)
- Short notes(100 words / one paragraph): 5x6=30marks (either or type)
- Descriptive(300 words / one ½ page): 5x10=50 (either or type)

**Paper.1(Theory)**  
**Microsoft office & Multimedia**

**Overall objective:** At the end of the program the students will be able to understand the fundamentals of Multimedia and will be able to work using MS WORD which is useful for Desktop Publishing.

**Specific objective:** Student will be able to experience & implement the Desk Top Publishing.

**UNIT 1:**

INTRODUCTION TO MS WORD-Opening MS-WORD, Parts of MS-WORD,TYPING THE TEXT-Option to Type Text, Saving, Opening & Closing, COMMON EDIT FUNCTION-Selection Text, Copying Text, Moving Text & & Change Case,

**UNIT 2:**

TEXT EDITING-Working with Multiple Documents, Moving around the Documents, Correcting Mistakes, Inserting Text, Insert & Type over mode, Spell Check COMMON FORMATING FUCTIONS-Working with Alignment, Working with Indentation, Working with Highlight, Working with Font,

**UNIT 3:**

FIND & REPLACE, FORMATING THE PARAGRAPH, SPECIAL SYMBOLS & TABLES, Bullets & Numbering, Tables. INSERTING CLIPART & WORDART, Picture & Drawing Tool Bar, PRINTOUT, HEADER & FOOTER.

**UNIT 4:**

Multimedia-Introduction to multimedia, basics of multimedia. Color models-An overview, primary & secondary color models. Multimedia presentation-Images, pictures, text, animation, audio, video.

**UNIT 5:**

Commonly used file formats. Elements of multimedia – Microphone, amplifier, loudspeakers, commonly used connectors.

**Practical : (It will be assessed as part of internal assessment)**

1. Fonts and Font Sizes Exercise, Superscript Exercise, Subscript Exercise
2. Cut and Paste Exercise, Character formatting exercise
3. What are the ways Pictures can be created?
4. Check various Sound File Formats and collaborate it.
5. The conversion of analog video into its digital equivalent

**Reference:** G.Dalin. M.Sc software engineering, **HSI PUBLICATIONS**

**Paper.2(Theory)**  
**Working with Photoshop**

**Overall objective:** At the end of the program the students will be able to understand the fundamentals of Photoshop & can able to

- \* Retouch & repair
- \* Work with multiple layers
- \* Slice & clone
- \* Design basic web templates,
- \* Create animations

**UNIT 1:**

Photoshop-History & introduction, the file menu, the tools, Drawing lines & shapes.

**UNIT2:**

Inserting picture and shapes, filling colors, text effects, working with layers, filters,

**UNIT 3:**

Creating design patterns, Photoshop presentations -static & dynamic presentation,

**UNIT 4:**

WEB & WEB GALLERY using internet explorer in photo shop.

**UNIT 5:**

creating animations using image ready, creating animations & presentations .  
Tips and tricks in Photoshop.

**Practical: (It will be assessed as part of internal assessment)**

1. How to make smooth curved lines in Photoshop?
2. Extract an object from a given picture?
3. Create a new picture. Make it 300 pixels high and 400 pixels wide. The resolution should be 72 pixels/inch.
4. How to create your very own animated beating heart in Photoshop?
5. How to make falling objects that will work as seamless backgrounds and have objects falling at different paces in Photoshop?.

**Reference:** G.Dalin. M.Sc software engineering, **HSI PUBLICATIONS**

**Paper.3(Theory)**  
**Designing using Corel draw**

**Overall objective:** At the end of the program the students will be able to understand the fundamentals of Corel draw & can able to create business cards, pamphlets, banners, news papers, books.

**Unit I:**

Corel draw –An overview, menus and tools.

**UNIT 2:**

Drawing –lines, shapes .inserting-pictures, objects, tables, templates,

**UNIT 3:**

Adding special effects, Exporting drawings, outlining & filling objects, inserting symbols & Clip arts.

**UNIT4:**

Working in Corel draw presentation –adjusting the position, resizing, positioning, merging, color shades & shadows .working with advanced effects, special interactive effects.

**UNIT 5:**

Creating- business cards, pamphlets, banners, news papers, books. Shortcut keys in Corel draw.

**Practical: (It will be assessed as part of internal assessment)**

1. How to insert a picture in the existing image background?
2. Create a 3D text in Corel Draw
3. Create an advertisement for a Textile company in Corel
4. Design a business card for a company embed photo in it.
5. Design a banner for a marriage function

**Reference:** G.Dalin. M.Sc software engineering, **HSI PUBLICATIONS**

**Paper.4(Theory)**  
**Page maker**

**Overall objective:** At the end of the program the students will be able to understand the fundamentals of page maker & creating book works, building booklets, completing the book

**Unit 1:**

Page maker- An introduction, basics menus & tools.

**UNIT 2:**

Guides & rulers. Drawing tools. Fills & outlines.

**UNIT 3:**

Working with- text, paragraphs, tabs & indents, graphics, tables.

**UNIT 4:**

Importing & exporting, story editing & printing. Tips & Shortcut keys

**UNIT 5:**

Creating book works-introduction-building booklets, completing the book.

**Practical: (It will be assessed as part of internal assessment)**

1. Open Pagemaker and create a new magazine layout which includes the following setup options:

- page size - magazine narrow
- orientation tall
- 4 page spread
- numbering - Lower Roman
- margins 1.25 inches- top, and .75 inches - all other sides.

2. Save the document as class example.

3. On the first page of your magazine spread, select the Text tool from the Pagemaker toolbox and draw a text box. In the text box, on nine individual lines type the word "text attribute." Use each of these nine lines to illustrate each of the nine text attributes that you can use from the text palette. You might find Figure 6 on page 92 of the optional Pagemaker book useful. On line ten, type the word "The" with a capital "T." Set the font size for the capital "T" at 24 point. Set the font size for the "he" at 12. Use kerning on your text palette to pull the "h" underneath the capital "T."



4. Use <Print Screen> to capture Pagemaker's floating control palette and paste it into the second page of your magazine layout.. Select the crop tool from the Pagemaker toolbox and crop the pasted image to include only the control palette.

5. Go to page 3 of your magazine layout. Insert a new text box and in the text box list all the file name rules that you should follow when saving files that will be used on the web.

6. Go to page 4 of your magazine layout. Insert a new text box. Enter the following text:

- A title (e.g., AEE 210 Pagemaker Exercise - October 12, 2005)
- Your name
- Your address
- Your email address

Position the upper left hand corner of the textbox at exactly 2" down and 2"over. Make the text box exactly 4" wide.

7. Insert vertical guidelines on page 4 at 2", 4" and 6" and insert horizontal guidelines at 2", 4", 6" and 8".

8. Save your work and close Pagemaker.

**Reference:** G.Dalin. M.Sc software engineering, **HSI PUBLICATIONS**

**Paper.5(Theory)**  
**Printing & Publishing**

**Overall objective:** At the end of the program the students will be able to understand the basics of different kinds of printings & process involved in publishing.

**Specific objective:** The students will be able to apply this knowledge in every other subject covered in the course. If the students understand the process involved then learning and applying the operations will be easier.

**UNIT 1:**

Types of Printing an Introduction-Letterpress printing-lithography-offset printing- different printing process-machines for letterpress, offset, gravure, flexography and screen printing-printing materials.

**UNIT 2:** planning a printing, design factors, color application-film assembly and plate making-binding & finishing.

**UNIT 3:**

Image editing, color correction, color management, poly master, methods of color proofing.

**UNIT 4:**

Different types of font, text file formats, vector & raster graphics, graphics file formats.

**UNIT 5:**

Page setting, character & paragraph formatting, indentation, alignments, hyphenation, single & double sided documentation.

**Reference:** G.Dalin. M.Sc software engineering, **HSI PUBLICATIONS**

**Paper.6(Theory)**  
**COMMUNICATIVE ENGLISH**

**Objectives**

1. Acquiring a new perspective on communicative English
2. Improving and extending the range of communication in English.
3. Acquiring written and speech communication.

**Unit I –Grammar in Use: Concepts**

Parts of Speech, Tense and Aspect, Mood, Cause, Reason and Purpose, Agreement, Degrees of Comparison, Conditional clauses –Seeking Permission, Request, Command, Reprimand, etc

**Unit II–Types of Communication**

Verbal Communication –Non-Verbal Communication Language Variety – Geographical, Formal/In formal, Register, Dialect etc.

**Unit III–Written Communication**

Technical Writing (Writing Reports) Business Communication (letters, memos)

**Unit IV–Interpersonal Communication**

Dealing with Boss, Dealing with subordinates

**Unit V–Oral Communication**

Job Interviews, Public Speech, Group Discussions, Brain Storming

**References:**

- Developing Communication skills-Krishna Mohan & Meera Banerji, Macmillan India Ltd
- How to Write and Speak Better –Reader’s Digest, The Reader’s Digest Association Limited
- The Right Word at the Right Time-Reader’s Digest, The Reader’s Digest Association Limited
- Modern Linguistics, Prof. Krishnaswamy, S.K. Verma, Oxford University Press