



UNIVERSITY OF CALICUT

Abstract

Diploma in Multimedia and Animation (DMA) course under SDE -Scheme and Syllabus- corrections effected - implemented with effect from 2012-13 Admission onwards.- Approved - orders issued.

G & A - IV - B

U.O.No. 5250/2015/Admn

Dated, Calicut University.P.O, 23.05.2015

- Read:-*1. U.O.GA IV E1/6013/2006 dated 29.09.2012
2. U.O.Note No. 17278/EX-I-ASST-3/2015/PB Dated: 29.03.2015
3. E-mail dated 18.05.2015 from the Chairman Board of Studies in Multimedia
4. Orders of the Vice Chancellor in the file of even No. dated 22.05.2015

ORDER

Vide reference cited first above orders were issued implementing the Regulation, Scheme & Syllabus of P.G.Diploma in Multimedia, P.G.Diploma in Web Technology and **Diploma in Multimedia and Animation** through School of Distance Education with effect from 2012-13 Admission onwards.

Vide reference cited second above, EX Section of Pareeksha Bhavan has pointed out the shortcomings in the Syllabus of Diploma in Multimedia and Animation (DMA) course under SDE.

Vide reference cited third above the Chairman Board of Studies in Multimedia has forwarded the corrected syllabus of Diploma in Multimedia and Animation (DMA) course under SDE after rectifying the shortcomings pointed out by the EX Section.

Vide reference cited fourth, the Vice Chancellor after considering the whole matter in detail, has accorded sanction to implement the corrected syllabus of Diploma in Multimedia and Animation through School of Distance Education, forwarded by the Chairman Board of Studies in Multimedia, with effect from 2012-13 Admission onwards.

Sanction has therefore been accorded to implement the corrected syllabus of Diploma in Multimedia and Animation through School of Distance Education with effect from 2012-13 Admission onwards.

The U O read first above stands modified to this extent.

Orders are issued accordingly

(The syllabus is available in the website: University of Calicut.info)

Usha K
Deputy Registrar

To

The Director, School of Distance Education

Copy to :-

System Administrator (with a request to upload in the University website Urgently)/PS to VC/PA to Registrar/PA to PVC/P.A to CEIEX.Scction/ EG.I.Section/ Charman, BOS in Multimedia/Dean. -Faculty of Journalism/ SPDPFC.

Forwarded / By Order

Section Officer

DIPLOMA IN MULTIMEDIA AND ANIMATION (DMA)

General Introduction

The present generation lives in a digital media landscape characterized by hypertextuality and multimediality and constantly fuelled by unpredictable technologies. Thanks to the computers networked worldwide most people now watch about 5000 mediated messages every day. In this technological world there is immense opportunity for a multimedia professional to work in the mass media industry and various other industries.

Aims and objectives

- a) To impart hands-on training in making multimedia products and services.
- b) To teach the basics of modeling and animation.

Programme contents and courses offered

- ❖ Introduction to multimedia
- ❖ Multimedia designing and authoring
- ❖ Modeling and animation

Course Duration

The Programme shall be of 12 months duration

Eligibility for admission

Candidates who have secured a pass in the Higher Secondary Examination (Plus two) conducted by the state or union governments in India shall be eligible to apply for admission to the DMA Programme.

Course Requirements

Students should attend the prescribed lecture and practical sessions without fail and should submit their assignments, practical work and projects in the prescribed mode within the deadlines. Those who fail to put in both lecture and practical sessions will not be permitted to appear for the examination

Course –end examinations

The head of the institution where the course is being offered shall certify as to the completion of the course requirements of the students before they are admitted to the examination.

Assessment and examinations

Students shall be assessed continuously through theory/practical assignments by their faculty. There shall also be course –end university examination to be held at the notified examination centers by the university. Duration of Year-End theory examinations will be 2 hours. Duration of Year-End practical examinations will be 3 hours

Pass minimum

A candidate shall be declared to have passed the course if he / she obtains not less 35% marks in each paper and 40% of the aggregate marks. For paper-wise pass, candidates should secure a minimum of 35% of the marks in each paper. Candidates failing to secure the paper minimum need to re-appear only for that paper.

Classification of successful candidates

University of Calicut

Successful candidates in the examination shall be classified as follows:

- First class - Those who obtain 60% and above of the aggregate marks
- Second class - Those who obtain 50% and above but less than 60% of the aggregate marks.
- Third class - Those who obtain 40% and above but less than 50% of the aggregate marks.

Subject of study and scheme of examination

No	Paper	Maximum marks		Internal assessment (20 Multiple choice questions)	Course-end examination		Viva-voce exam	Totalmarks
		Contact sessions			Practical	Theory		
		No. of lecture hours	No. of practical hours					
1	DMA01 introduction to Multimedia	30	40	20	20	60		100
2	DMA02 Multimedia designing and Authoring	30	40	20	20	60		100
3	DMA 03 Modeling and Animation	30	40	20	20	60		100
4	DMA 04 Projectwork	10					20	80
5	DMA 05 Internship	10					20	80

Contact Sessions

The centers approved by the University for the conduct of the academic programmes through distance education mode are to arrange the contact sessions and practical sessions as listed in the Subjects of Study and Scheme of Examination.

Assignments

The faculty of the approved centre should give prescribed number of assignments in each paper. Every student should submit the assignments on or before the notified deadline in a record book. The practical work assignments should be submitted in CDs/DVDs. The assignments should be made available to the external examiners for verification.

Course – end examinations

There shall be a course-end examination conducted by the University in both the practical and theory areas in the Subjects of Study and Scheme of Examination. The examination shall be conducted at the centers notified by the

University. External examiners appointed by the University will conduct practical examination. External examiners will also evaluate the answer scripts of course – end examinations conducted by the University.

Detailed Syllabus

DMA -01 Introduction to Multimedia

- M-1 Definition of multimedia – Multimedia systems, multimedia elements, multimedia applications, system and structure, evolving systems of multimedia, digital media.
- M-2 Multimedia file formats, standards, communication protocols, data compression and decompression, types and methods of compression and decompression introduction to image software.
- M-3 Image editing tools, image file formats, JPEG, TIFF, GIF, PNG, colour modes, Layers, RGB, CMYK, contrast, brightness, hue, contrast ratio, aspect ratio, grayscale, filters, blending tools, image enhancing, designing technique
- M-4 Introduction to 2D animation – definition of 2D, characteristics of 2D, tools for creating 2D animation, SWF, FLV, Streaming media, key frame animation, shape animation, path animation, action script, use of action script in animation, integrating audio with animation.

Reference

- ❖ Rao et al(2001), Multimedia Communication Systems, Prentice – Hall India, New Delhi
- ❖ John Villamil & Louis Molina(2002), Multimedia: An Introduction, Prentice – Hall India, New jersey
- ❖ Francis Botto(1999), Dictionary of Multimedia and Internet Applications, John Wiley & Sons, New York
- ❖ Lowery(2004), Dream Weaver MX 2004 Bible
- ❖ Thyagarajan(2004), Flash MX 2004
- ❖ John F.Koegel Buford(2002), Multimedia Systems, Persons Education, New Delhi
- ❖ Kevin Mullet & Darrel Sano(2001), Designing Visual Interfaces & Communication Oriented Technologies, Prentice – Hall, New Jersey
- ❖ Christopher R.Harris & Paul martin Lester (2002), Visual Journalism: A Guide to New Media Professionals, Allyn & Bacon.

DMA -02 Multimedia Designing and Authoring

- M-1 Multimedia applications in business, education and entertainment – multimedia team (project manager, designers, writers, audio-video specialists & multimedia programmers).
- M-2 Multimedia production – idea/concept, outline, script, storyboard, templates, user interface, production and delivery strategies, design and navigation structures (linear, hierarchical, non-linear and composites), multimedia building blocks preparation and assembling, pre and post production problems and solutions.
- M-3 Multimedia authoring tools –page based, icon based, time based and object – oriented tools.
- M-4 Characteristic features of 2D authoring tools – production tools and applications, interfaces, importing text/images, working with action scripts and OOPs, Xtras, assembling a multimedia project, authoring.

Reference

- ❖ T.Fieldman (1997), An introduction to Digital Media, Routledge, London
- ❖ J.Nielson (1995), Multimedia and Hypertext: The Internet and Beyond, Academic Books, London

DMA 03 Modeling and Animation

- M-1 Concept of dimensionality of objects/images – learning 3D graphic software, basics of modeling, use of primitive polygons, curves and surfaces, 3D object creation, Boolean operation, creating/editing spline and shapes, Nurbs modeling, 3D transformation and projection, rendering.
- M-2 Principles of animation – cell animation and computer animation, animation software, animation production technology, use of light, cameras, textures, maps and shades, motion.
- M-3 Animation techniques – key frame, editing key frames, track views, trajectories, animation modifiers, hierarchies, animation helps and controls, morphing and wrapping
- M-4 Special effects – applications and advantages, creation of particles and illusions, compositing, layers, animate text.

Reference

- ❖ Richard Brice (1997), multimedia and Virtual Reality, Newness Publishers, New York
- ❖ Charles poynton (2002), Digital Video and HDTV, Focal press, Loandon
- ❖ Lowery(2004), Dream Weaver MX 2004 Bible
- ❖ Thyagarajan (2001), Flash MX 2004

DMA 04 Project work

The Project should be a group work on multimedia applications, approved by the faculty of the centre. There shall be two counseling sessions – project approval sessions and mid project sessions. Students should be encouraged to work on their project proposals during the contact sessions. The Project work will be evaluated by external examiners appointed by the University. The students should submit the project to the centre on or before the notified deadline.

DMA 05 Internship

Each student has to undergo an intensive internship of one month duration in a multimedia production house arranged by the centre. At the end of the internship each student has to submit to the centre an internship report duly certified by the supervisor or head of the institution where he/she did the training on or before the notified deadline. The external examiners appointed by the University will evaluate the report and award marks.

Question Paper Pattern and Model attached

The pattern of questions for theory subjects shall be as follows:

PART A: Objective type questions

20 x 1 marks=20 marks

All questions are compulsory. Candidates have to choose the correct answer from the given four options for each question. There should be at least four questions from each module and not more than six questions from any module.

PART B: Short answer questions (one/two sentences)

5 x 4 marks=20 marks

All questions (5) are compulsory. There should be at least one question from each module and not more than two questions from any module.

PART C: Short easy questions

2 x 10 marks=20 marks

Candidates have to answer two questions out of four. There should be at least one question from each module.

Maximum Total Marks: 60

Model

Pages 3

Year End DMA Examination- May 2015

DMA-01 Introduction to Multimedia

Time: 2 hour

Max Marks: 60

Part A

I. Chose the correct answer from the following options

20 x 1 marks=20 marks

1. The main hardware components of a graphics workstation are?
 - a) CPU and Display Processor
 - b) plotter, joystick
 - c) display devices, recorder
 - d) input and output device
2. A digital photograph is a:
 - a) resolution graphic.
 - b) raster graphic.
 - c) bitmapped image.
 - d) raster image.
3. Which of the following multimedia elements places the highest performance demand on the computer?
 - a) Animation
 - b) Sound
 - c) Text
 - d) Video
4. _____ can be incorporated into a multimedia project in the form of photographs or designs.
 - a) Graphics

- b) sound
 - c) Moving images
 - d) None of the above
5. A multimedia project is said to be _____ and user-interactive when users are given navigational control.
- a) Hypertext
 - b) Linear
 - c) Non-linear
 - d) Plug-in
6. Which one of the following is the characteristic of a multimedia system?
- a) high storage
 - b) high data rates
 - c) both (a) and (b)
 - d) none of the mentioned.
7. The process of copying files to a CD is known as:
- a) burning.
 - b) copying.
 - c) storing.
 - d) pasting.
8. A byte represents a group of?
- a) 20 bits
 - b) 2 bits
 - c) 40 bits
 - d) 8 bits
9. Before files that have been condensed can be opened and used, they must be:
- a) decompressed.
 - b) zipped.
 - c) decondensed.
 - d) deframented.
10. Which of the following programs is not a popular professional image editor program?
- a) Adobe PageMaker
 - b) Microsoft Paint
 - c) Adobe Photoshop
 - d) Corel PhotoPaint
11. CorelDraw is an example of a(n) _____
- a) groupware application
 - b) bit publishing package
 - c) paint program
 - d) graphics suite
12. Images included in many software titles are called _____.

- a) clipart
- b) popups
- c) .jpg files
- d) .tiff files

13. A smaller version of an image is called a:

- a) clipart
- b) bitmap
- c) portable network graphic
- d) thumbnail

14. Paint programs and image editors are used for creating and editing _____

- a) bitmap images
- b) vector images
- c) text
- d) HTML codes

15. Raster images are also known as

- a) bitmap images
- b) vector images
- c) clip art images
- d) multimedia images

16. A process of changing the position of an object in a straight line path from one coordinate location to another is called__?

- a) Translation
- b) rotation
- c) motion
- d) both b and c

17. The process of planning your multimedia presentation is known as a:

- a) design
- b) storyboard
- c) development
- d) layout

18. The process of drawing a series of frames between keyframes is called_____.

- a) Morphing
- b) toryboarding
- c) Tweening
- d) Tweaking

19. A scaling transformation changes the__of an object?

- a) size
- b) location
- c) shape
- d) both a and b

20. Graphics that contain movement are often referred to as _____.

- a) animation

- b) motion
- c) Premier Adobe
- d) Flash

Part B

II. Answer the following in a sentence or two

5 x 4 marks=20 marks

- 21. What is Multimedia?
- 22. What is HyperText and HyperMedia?
- 23. Give two differences between AVI and MPEG file formats.
- 24. How can we compress data?
- 25. Explain the usage of Timeline.

Part C

III. Answer any two of the following

2 x 10 marks=20 marks

- 26. What are Characteristics of a Multimedia System?
- 27. Explain the importance of data compression in multimedia with examples.
- 28. What are the image enhancing techniques used in Photoshop?
- 29. What are the major types of audio and video file formats used in Multimedia industry?

UNIVERSITY OF CALICUT

Abstract

Faculty of Journalism – Regulations, Scheme and Syllabus of P.G. Diploma in Multimedia, P.G.Diploma in Web Technology and Diploma in Multimedia and Animation – introduced through School of Distance Education – Approved – Implemented – with effect from 2012-13 admission – Orders issued.

GENERAL AND ACADEMIC BRANCH – IV “E” SECTION

No.GA.IV/E3/6013/2006

Dated, Calicut University P.O. 29.09.2012.

- Read :-
1. Letter No.SDE/D3/New courses/2005 dated 08.06.2012.
 2. This office letter of even No. dated 21.06.2012.
 3. Minutes of the meeting of the Board of studies in Multimedia held at EMMRC, C.U.Campus on 26th & 27th July.2012.
 4. Letter No. EMMRC/BMMC/2012 dated 07.08.2012 from the Chairman, Board of Studies in Multimedia
 5. This office letter of even No dated 14.08.2012.
 6. Orders of Vice-Chancellor in file of even No. on 28.09.2012.

ORDER

As per paper read as 1st above, the Director School of Distance Education has forwarded the draft Regulations, Scheme and Syllabi of P.G. Diploma in Multimedia, P.G.Diploma in Web Technology and Diploma in Multimedia and Animation for approval.

The Regulations, Scheme and Syllabus of P.G. Diploma in Multimedia, P.G.Diploma in Web Technology and Diploma in Multimedia and Animation submitted by the Director School of Distance Education was placed before the Board of Studies in Multimedia. The Board at its meeting held on 26th & 27th of July 2012 vide paper read as 3rd above, examined the same and made necessary modifications and resolved to approve the said syllabi with regulations and scheme of examination. The Board also entrusts the Chairman of the Board with the task of making necessary corrections and circulate these among Board Members and special invitees for ratification, as there was no quorum in the Board of Studies meeting.

Vide paper read as 4th above, the Chairman, Board of Studies in Multimedia has forwarded the modified syllabus, Scheme and Regulations of P.G. Diploma in Multimedia, P.G.Diploma in Web Technology and Diploma in Multimedia and Animation after scrutiny in tune with the suggestions of Board of Studies held on 26th & 27th of July 2012 and the same was circulated among the board members vide paper read as 5th above.

As no remarks has been received from the Board members within the time prescribed, the Vice-Chancellor exercising the powers of the Academic Council has approved the Regulations, Scheme and Syllabus of P.G. Diploma in Multimedia. P.G.Diploma in Web Technology and Diploma in Multimedia and Animation introduced through the School of Distance Education with effect from 2012-13 admission subject to ratification by Academic Council.


Sanction has therefore been accorded for implementing the Regulations, Scheme and Syllabus of P.G. Diploma in Multimedia, P.G.Diploma in Web Technology and Diploma in Multimedia and Animation introduced through the School of Distance Education with effect from 2012-13 admission subject to ratification by Academic Council.

Orders are issued accordingly. The Syllabus is available in University website.

Sd/-
ASSISTANT REGISTRAR (G&A.IV)
For Registrar.

To
The Director, School of Distance Education
Copy to :- System Administrator (with a request to upload in the University website Urgently)/PS to VC/PA to Registrar/PA to PVC/P.A to CE/EX.Section/
EG.I.Section/Charman, BOS in Multimedia/Dean, Faculty of Journalism/
SF/DF/FC.

Forwarded/by Order



Section Officer.