ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

VI SEMESTER   **OFFICE MANAGEMENT – ELECTIVE I**   5 Hrs/Week

OFF 6401 (3)   **MULTIMEDIA APPLICATIONS IN OM**   Max.Marks:100

w.e.f 2017-18 (AC batch)   **SYLLABUS**

Learning Objectives: To enable the students to become adept in the usage of –

1. PageMaker – for Exploring highly versatile DTP (Desktop Publishing)

2. Photoshop – for image editing applications and use extensive collection of painting, retouching and special effects tools.

3. FLASH - Moving animation software

MODULE– I: Introduction to Multimedia: Definition of multimedia learning, From print to interactive multimedia and online learning in DE, Media characteristics: media as a function of interaction and independence, kinds of multimedia

MODULE– II: PAGE MAKER 7

1. Using PageMaker 7

   Using the toolbox - Working with palettes - Working with text and graphics - Moving between pages - Managing story windows - Creating and opening publications - Using templates - Adding text and graphics to templates - Applying grids

2. Text Formatting in PageMaker 7

   Creating text blocks & text frames - Working with window shades - Counting stories, words, and other items - Formatting text

3. Using Graphic Objects in PageMaker 7

   Using the drawing tools - Using frames, Taking advantage of frames - Control palette basics - Document printing options, Page range options

PRACTICALS IN PAGEMAKER

Assignment 1

Contribute a desktop published article to a publication. The production will include colour and graphics. It will be based on an interview and two other methods of research.

Assignment 2
Write and desktop publish a formal report or discursive paper on an issue of concern. This production will use colour and include graphics. It will be based on an interview and two other methods of research.

Assignment 3
Produce a desktop published colour advertisement for web or magazine publication. This will be based on a creative brief negotiated with a client and two other methods of research.

MODULE– III: PHOTOSHOP

- **Getting around in Photoshop**; Navigating in Photoshop; Selections, layers, and transformations; File format essentials
- **Photo correction** and retouching; Why we alter images; Image correction; Image retouching
- **Advanced layers** and selections; Selection edges;
- **Typography**; Type in Photoshop images; Basic type editing; Type panels; Other type tools and features; Creating a complete type and image layout
- **Filters and effects**; Applying filters; Uses for filters; Image enhancement; Illustration effects; Creative alterations; Filters in a project
- Image management and creative applications; Image management; Gather and distribute your images;

PRACTICALS IN PHOTOSHOP

a. Photo editing (Blur, sharp, Smooth)
b. Photo editing (Using selection, Various Marquee tools, cut copy selection)
c. Photo collage – Mixing of photo (Combining different photo into one, Applying different effects)
d. Restoration of Photo (Removing strains, scratches, Heal Brush tool, patch, clone, stamp tool)
e. Designing Invitation/greeting cards (Text Effect, Pictures, colour fills, Frames)
f. Opening a photo picture and enhancing it with different Effects, Filters and Text

MODULE– IV: FLASH - BASICS

Creating Graphics

Introducing Flash; The Authoring Environment; Drawing tools; Symbols and the Library

Animation

The Timeline - Frames - Tweens and Guides – Nested Timelines

MODULE-V: FLASH – Advanced Animation

Advanced Animation

Mask Layers - Color Settings, Filters, and Blend Modes - Adding Sound - Importing Graphic Files- Timeline Action Script, Complex Timeline Control

Interaction

Buttons- Button Action Script - Instance Names - Controlling Nested Objects

On to the Web

 Optimizing Your Work, Publishing Flash Content to the Web, Where to Go From Here Optimising the work

PRACTICALS IN FLASH:

a. Create a moving banner

b. Action Scripted Animation

c. Embedding sound and video in animation

d. Create a simple advertisement as a slideshow using graphics

e. Create a web advertisement for an ice cream parlour

f. Create a web banner using the Masking technique

g. Create an advertisement for a toy shop using the perspective scroll

RECOMMENDED REFERENCES:

1. Adobe Page maker (Training Guide) – By Shashank Jain and Satish Jain BPB

    Publication, 2001.

2. Photoshop 7.0 in easy steps – Robert Shuffle Botham, Dream Tech, 2003

3. Flash CS4 Professional: Visual Quick Start Guide by Katherine Ulrich